

6-25-57

The Sentinel Business Barometer

BANK CLEARINGS (Debits)

(Source: Bank of America, main branch; Bank of America, East Santa Cruz branch; County Bank of Santa Cruz, East Santa Cruz branch, Felton and Soquel; Farmers and Merchants National Bank.)

	May '57	May '56
Total debits -----	\$27,145,294	\$24,065,429

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz.)

	May '57	May '56
Total valuation -----	\$282,450	\$377,187
New residential -----	\$152,230	\$256,931
Number of new residential -----	11	19
New non-residential -----	\$ 28,430	\$ 67,523

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz.)

	May '57	May '56
Total valuation -----	\$457,520	\$599,362
New residential -----	\$309,841	\$399,200
Number of new residential -----	35	50
New non-residential -----	\$147,679	\$160,162

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	May '57	May '56
Number in S. C. district -----	25,483	24,825

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz.)

	April '57	April '56
Number billed -----	5,729	5,758
Amount billed -----	\$ 23,419	\$ 25,150

(NOTE: Water bills are sent out on a bi-monthly basis and the number quoted reflects roughly half of the total number of customers of the city water department in and out of the city.)

POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	May '57	May '56
Total receipts -----	\$ 29,277	\$ 33,153

TELEPHONE SUBSCRIBERS

(SOURCE: Santa Cruz office, Pacific Telephone and Telegraph Company.)

	April '57	April '56
Total stations -----	22,241	20,498
Gain over previous month -----	196	229

(NOTE: This includes subscribers in Santa Cruz, Aptos, Ben Lomond, Boulder Creek and Felton Exchanges.)

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	May '57	May '56
Total births -----	121	110
Total stillbirths -----	4	0
Total deaths -----	74	75

(NOTE: Totals cover entire County of Santa Cruz.)

UNEMPLOYMENT CLAIMS

(SOURCE: Local office, California Dept. of Employment.)

	May '57	May '56
New claims -----	483	460
Average weekly claims -----	767	360

THE SENTINEL CIRCULATION

	May '57	May '56
Average paid circulation -----	13,635	12,815

Governors' Enthusiasm For Ike