

The Sentinel 1-25-57

Business Barometer

BANK CLEARINGS (Debits)

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

	Dec. '56	Dec. '55
Total Debits -----	\$24,799,095	\$20,801,886

CITY BUILDING

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

	Dec. '56	Dec. '55
Total valuation -----	\$300,151	\$238,540
New residential -----	\$132,184	\$ 92,032
Number of new residential -----	12	11
New non-residential -----	\$138,820	\$101,204
	Total 1956	Total 1955
Total valuation -----	\$6,046,888	\$4,193,592
Residential -----	189	273
Residential valuation -----	\$2,274,318	\$2,675,529

COUNTY BUILDING

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

	Dec. '56	Dec. '55
Total valuation -----	\$428,205	
New residential -----	\$329,974	
Number of new residential -----	32	
New non-residential -----	\$ 98,231	
	Total 1956	
Total valuation -----	\$5,164,142	
Residential -----	359	
Residential valuation -----	\$3,196,315	

(NOTE: County building records were started in March, 1956. Prior building statistics are unavailable.)

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Dec. '56	Dec. '55
Number in S. C. district -----	25,198	24,621

WATER CUSTOMERS

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

	Nov. '56	Nov. '55
Number billed -----	6,227	6,351
Amount billed -----	\$ 30,790	\$ 35,742

(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.)

	Dec. '56	Dec. '55
Total receipts -----	\$ 60,441	\$ 59,112
	4th ¼ '56	4th ¼ '55
Total receipts -----	\$159,974	\$123,547
	Total '56	Total '55
Total receipts -----	\$416,413	\$390,472

TELEPHONE SUBSCRIBERS

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

	Nov. '56	Nov. '55
Total stations -----	21,526	19,902
Gain over previous month -----	70	127

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Dec. '56	Dec. '55
Total births -----	116	132
Total stillbirths -----	17	
Total deaths -----	102	91
	Total '56	Total '55
Total births -----	1,469	1,402
Total stillbirths -----	17	25
Total deaths -----	1,013	939

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

UNEMPLOYMENT CLAIMS

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

	Dec. '56	Dec. '55
New claims -----	429	404
Average weekly claims -----	405	414

THE SENTINEL CIRCULATION

	Dec. '56	Dec. '55
Average paid circulation -----	13,238	13,370