

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, Soquel and Boulder Creek; Farmers and Merchants National Bank.)

	Sept. '59	Sept. '58
Total Debits	\$36,318,333	\$29,380,748

CITY BUILDING

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

	Sept. '59	Sept. '58
Total Valuation	\$401,201	\$ 361,576
New Residential	\$240,971	\$ 291,033
Number New Residential	17	20
New non-residential	\$ 34,090	\$ 51,750

COUNTY BUILDING

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

	Sept. '59	Sept. '58
Total Valuation	\$985,589	\$1,144,418
New Residential	\$700,394	\$ 543,254
Number of new residential	62	57
New non-residential	\$285,195	\$ 601,160

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Sept. '59	Sept. '58
Number in S.C. district	27,234	25,380

WATER CUSTOMERS

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

	Sept. '59	Sept. '58
Number billed	6637	6537
Amount billed	\$ 86,905	\$ 51,841

(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.)

	Sept. '59	Sept. '58
Total Receipts	\$ 37,901	\$ 37,938

TELEPHONE SUBSCRIBERS

(SOURCE: Santa Cruz office, Pacific T. & T. Company.)

	August '59	August '58
Total stations	26,811	24,831
Gain over previous month	221	-92

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Sept. '59	Sept. '58
Total births	125	162
Total stillbirths	3	2
Total deaths	87	68

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

UNEMPLOYMENT CLAIMS

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

	Sept. '59	Sept. '58
New claims	223	362
Average weekly claims	221	466

THE SENTINEL CIRCULATION

	Sept. '59	Sept. '58
Average paid circulation	15,229	14,369