

The Sentinel 11-25-56 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.)

	Sept. '56	Sept. '55
Total debits -----	\$23,125,798	\$24,970,630

CITY BUILDING

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

	Sept. '56	Sept. '55
Total Valuation -----	\$339,574	\$484,110
New Residential -----	\$182,180	\$375,112
Number of new residential -----	12	38
New non-residential -----	\$ 79,660	\$ 74,662

COUNTY BUILDING

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

	Sept. '56	Sept. '55
Total valuation -----	\$358,601	
New residential -----	\$175,570	
Number of new residential -----	20	
New non-residential -----	\$183,031	

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

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Sept. '56	Sept. '55
Number in S. C. District -----	25,262	24,681

(NOTE: Includes domestic users only.)

WATER CUSTOMERS

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

	August '56	Aug. '55
Number billed -----	5,869	5,744
Amount billed -----	\$ 42,584	\$ 41,654

(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. '56	Sept. '55
Total receipts -----	\$ 29,272	\$ 32,166

TELEPHONE SUBSCRIBERS

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

	August '56	Aug. '55
Total Stations -----	21,269	19,887
Gain over previous month -----	98	126

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Sept. '56	Sept. '55
Total births -----	120	147
Total stillbirths -----	0	0
Total deaths -----	75	84

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

UNEMPLOYMENT CLAIMS

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

	Sept. '56	Sept. '55
New claims -----	113	94
Average weekly claims -----	97	90

THE SENTINEL CIRCULATION

	Sept. '56	Sept. '55
Average paid circulation -----	13,257	13,015