

# 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.)

|                    | June '59     | June '58     |
|--------------------|--------------|--------------|
| Total Debits ..... | \$33,614,346 | \$27,222,926 |

## CITY BUILDING

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

|                                 | June '59  | June '58  |
|---------------------------------|-----------|-----------|
| Total Valuation .....           | \$425,376 | \$536,496 |
| New residential .....           | \$322,904 | \$343,493 |
| Number of new residential ..... | 24        | 20        |
| New non-residential .....       | \$ 46,900 | \$138,427 |

## COUNTY BUILDING

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

|                                 | June '59    | June '58  |
|---------------------------------|-------------|-----------|
| Total valuation .....           | \$2,001,628 | \$887,059 |
| New residential .....           | \$ 747,850  | \$508,792 |
| Number of new residential ..... | 65          | 52        |
| New non-residential .....       | \$1,253,778 | \$378,267 |

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

|                                | June '59 | June '58 |
|--------------------------------|----------|----------|
| Number in S. C. district ..... | 26,879   | 26,148   |

## WATER CUSTOMERS

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

|                     | June '59 | June '58  |
|---------------------|----------|-----------|
| Number billed ..... | 6,078    | 5,860     |
| Amount billed ..... | \$66,405 | \$ 35,441 |

(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.)

|                      | June '59 | June '58  |
|----------------------|----------|-----------|
| Total receipts ..... | \$42,270 | \$ 30,123 |

## TELEPHONE SUBSCRIBERS

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

|                                | May '59 | May '58 |
|--------------------------------|---------|---------|
| Total stations .....           | 26,105  | 24,306  |
| Gain over previous month ..... | 317     | 430     |

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

|                         | June '59 | June '58 |
|-------------------------|----------|----------|
| Total births .....      | 130      | 143      |
| Total stillbirths ..... | 1        | 3        |
| Total deaths .....      | 75       | 99       |

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

## UNEMPLOYMENT CLAIMS

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

|                             | June '59 | June '58 |
|-----------------------------|----------|----------|
| New claims .....            | 418      | 442      |
| Average weekly claims ..... | 680      | 935      |

## THE SENTINEL CIRCULATION

|                                | June '59 | June '58 |
|--------------------------------|----------|----------|
| Average paid circulation ..... | 15,245   | 14,260   |