

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.)

	Jan. '59	Jan. '58
Total Debits -----	\$34,009,446	\$30,412,834

CITY BUILDING

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

	Jan. '59	Jan. '58
Total Valuation -----	\$253,563	\$176,795
New residential -----	\$158,838	\$ 99,169
Number of new residential -----	15	8
New non-residential -----	\$ 54,416	\$ 35,476

COUNTY BUILDING

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

	Jan. '59	Jan. '58
Total valuation -----	\$767,778	\$475,519
New residential -----	\$430,995	\$337,252
Number of new residential -----	37	35
New non-residential -----	\$336,783	\$138,267

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

	Jan. '59	Jan. '58
Number in S. C. District -----	26,448	25,817
Number billed -----	6,513	6,394

WATER CUSTOMERS

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

	Jan. '59	Jan. '58
Amount billed -----	\$ 44,877	\$ 25,520

(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.)

	Jan. '59	Jan. '58
Total receipts -----	\$ 42,741	\$ 32,540

TELEPHONE SUBSCRIBERS

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

	Dec. '58	Dec. '57
Total stations -----	25,136	23,313
Gain over previous month -----	73	96

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Jan. '59	Jan. '58
Total births -----	111	81
Total stillbirths -----	2	5
Total deaths -----	92	117

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

UNEMPLOYMENT CLAIMS

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

	Jan. '59	Jan. '58
New claims -----	738	752
Average weekly claims -----	941	1,072

THE SENTINEL CIRCULATION

	Jan. '59	Jan. '58
Average paid circulation -----	14,248	13,830