

Business Barometer

BANK CLEARINGS (Debits)

(Source: Bank of America, downtown branch; Bank of America, East Santa Cruz branch; County Bank of Santa Cruz, East Santa Cruz branch, West Santa Cruz branch, Felton, Soquel and Boulder Creek; Wells Fargo, downtown branch; Wells Fargo, Opal Cliffs branch.)

	March '62	March '61
Total Debits	\$46,647,974	\$41,632,393

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

	March '62	March '61
Total Valuation	\$ 461,144	\$ 489,656
New Residential	\$ 406,242	\$ 390,658
Number New Residential	22	29
New Non-Residential	\$ 17,672	\$ 37,650

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

	March '62	March '61
Total Valuation	\$2,473,169	\$2,911,995
New Residential, single fam. 112,	\$1,518,399	\$ 881,677
Duplex, 16*	\$ 114,009	
Apartments, 12*	\$ 72,450	
New non-residential, 108	\$ 768,311	\$2,030,318

*Dwelling units involved.

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

	March '62	March '61
Transactions (loans)	612	543
Total valuation	\$7,322,507	\$5,695,490

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)

(NOTE: Includes domestic users only)

	March '62	March '61
Number in S. C. District	29,839	28,718

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

	March '62	March '61
Number billed	6,851	6,715
Amount billed	\$ 46,310	\$ 39,782

(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)

	March '62	March '61
Total Receipts	\$ 41,311	\$ 38,223

TELEPHONE SUBSCRIBERS

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

	Feb. '62	Feb. '61
Total stations	33,002	30,061
Gain over previous month	176	140

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

	March '62	March '61
Total births	153	126
Total stillbirths	1	0
Total deaths	109	99

(NOTE: Totals cover entire County of Santa Cruz)

UNEMPLOYMENT CLAIMS

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

	March '62	March '61
New claims	525	664
Average weekly claims	1,590	1,548

THE SENTINEL CIRCULATION

	March '62	March '61
Average paid circulation	16,233	15,160