

# The Sentinel 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; Farmers and Merchants National Bank, Opal Cliffs branch.)

	April '61	April '60
Total Debits	\$41,682,607	\$37,433,690

## CITY BUILDING

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

	April '61	April '60
Total Valuation	\$ 579,591	\$ 371,817
New Residential	\$ 221,026	\$ 263,296
Number New Residential	24	20
New Non-Residential	\$ 151,402	\$ 67,584

## COUNTY BUILDING

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

	April '61	April '60
Total Valuation	\$1,438,342	\$1,113,728
New Residential	\$1,162,893	\$ 795,931
Number of New Residential	102	78
New Non-Residential	\$ 275,449	\$ 317,797

## REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company.)

	April '61	April '60
Transactions (loans)	503	470
Total Valuation	\$5,550,238	\$4,026,539

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	April '61	April '60
Number in S. C. District	28,767	27,962

## WATER CUSTOMERS

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

	April '61	April '60
Number billed	6,530*	6,180
Amount billed	\$ 46,000*	\$ 40,143

(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.) \*Estimates due to unavailable data.

## POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	April '61	April '60
Total Receipts	\$ 38,403	\$ 35,821

## TELEPHONE SUBSCRIBERS

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

	March '61	March '60
Total stations	30,304	28,018
Gain over previous month	243	264

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	April '61	April '60
Total births	130	113
Total stillbirths	4	5
Total deaths	78	62

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

## UNEMPLOYMENT CLAIMS

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

	April '61	April '60
New claims	697	576
Average weekly claims	1,185	928

## THE SENTINEL CIRCULATION

	April '61	April '60
Average paid circulation	15,213	14,745