

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, Aptos, Felton, Soquel and Boulder Creek; Farmers and Merchants National Bank, Opal Cliffs branch.)

	Sept. '61	Sept. '60
Total Debits -----	\$45,484,896	\$40,841,038

CITY BUILDING

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

	Sept. '61	Sept. '60
Total Valuation -----	\$ 399,780	\$ 444,992
New Residential -----	\$ 209,511	\$ 296,928
Number New Residential -----	15	17
New Non-Residential -----	\$ 161,172	\$ 104,698

COUNTY BUILDING

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

	Sept. '61	Sept. '60
Total Valuation -----	\$1,469,700	\$ 991,005
New Residential -----	\$1,163,050	\$ 666,237
Number of New Residential -----	103	65
New Non-Residential -----	\$ 306,650	\$ 324,768

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company.)

	Sept. '61	Sept. '60
Transactions (loans) -----	493	506
Total valuation -----	\$4,688,570	\$4,837,713

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Sept. '61	Sept. '60
Number in S. C. District -----	29,463	28,267

WATER CUSTOMERS

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

	Sept. '61	Sept. '60
Number billed -----	6,887	6,836
Amount billed -----	\$ 92,445	\$ 91,494

(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 lack of information.

POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	Sept. '61	Sept. '60
Total Receipts -----	\$ 36,048	\$ 37,090

TELEPHONE SUBSCRIBERS

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

	Aug. '61	Aug. '60
Total stations -----	31,913	29,207
Gain over previous month -----	263	154

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Sept. '61	Sept. '60
Total births -----	159	119
Total stillbirths -----	1	3
Total deaths -----	77	74

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

UNEMPLOYMENT CLAIMS

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

	Sept. '61	Sept. '60
New claims -----	418	399
Average weekly claims -----	400	333

THE SENTINEL CIRCULATION

	Sept. '61	Sept. '60
Average paid circulation -----	15,957	14,950