

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, Felton, Soquel and Boulder Creek; Farmers and Merchants National Bank.)

	Jan. '60	Jan. '59
Total Debits -----	\$44,311,333	\$34,009,446

CITY BUILDING

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

	Jan. '60	Jan. '59
Total Valuation -----	\$552,703	\$253,563
New Residential -----	\$203,149	\$158,838
Number New Residential -----	14	15
New non-residential -----	\$288,222	\$ 54,416

COUNTY BUILDING

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

	Jan. '60	Jan. '59
Total valuation -----	\$530,994	\$767,778
New residential -----	\$402,056	\$430,995
Number of new residential -----	30	37
New non-residential -----	\$129,938	\$336,783

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Jan. '60	Jan. '59
Number in S. C. district -----	27,694	26,448

WATER CUSTOMERS

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

	Jan. '60	Jan. '59
Number billed -----	6,636	6,513
Amount billed -----	\$ 49,869	\$ 44,877

(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. '60	Jan. '59
Total Receipts -----	\$ 36,837	\$ 42,741

TELEPHONE SUBSCRIBERS

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

	Dec. '59	Dec. '58
Total stations -----	27,468	25,136
Gain over previous month -----	182	73

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Jan. '60	Jan. '59
Total births -----	60	111
Total stillbirths -----	0	2
Total deaths -----	90	92

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

UNEMPLOYMENT CLAIMS

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

	Jan. '60	Jan. '59
New claims -----	891	738
Average weekly claims -----	1,104	941

THE SENTINEL CIRCULATION

	Jan. '60	Jan. '59
Average paid circulation -----	14,627	14,248