

# 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.)

	April '60	April '59
Total Debits	\$37,433,690	\$33,984,858

## CITY BUILDING

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

	April '60	April '59
Total Valuation	\$ 371,817	\$ 547,767
New Residential	\$ 263,296	\$ 277,628
Number New Residential	20	21
New non-residential	\$ 67,584	\$ 198,688

## COUNTY BUILDING

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

	April '60	April '59
Total Valuation	\$1,113,728	\$ 998,853
New Residential	\$ 795,931	\$ 797,221
Number of New Residential	78	70
New non-residential	\$ 317,797	\$ 201,632

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	April '60	April '59
Number in S.C. district	27,962	26,621

## WATER CUSTOMERS

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

	April '60	April '59
Number billed	6180	6090
Amount billed	\$ 40,143	\$ 43,643

(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.)

	April '60	April '59
Total Receipts	\$ 35,821	\$ 40,865

## TELEPHONE SUBSCRIBERS

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

	March '60	March '59
Total station	28,018	25,470
Gain over previous month	264	185

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	April '60	April '59
Total births	113	117
Total stillbirths	5	3
Total deaths	62	63

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

## UNEMPLOYMENT CLAIMS

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

	April '60	April '59
New claims	576	498
Average weekly claims	928	548

## THE SENTINEL CIRCULATION

	April '60	April '59
Average paid circulation	14,745	15,011

600 Scouts Will Participate