

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; Wells Fargo, downtown branch; Wells Fargo, Opal Cliffs branch.)

	May '63	May '61
Total Debits	\$51,565,629	\$45,618,464

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

	May '62	May '61
Total Valuation	\$ 523,585	\$ 879,982
New Residential	\$ 417,781	\$ 441,334
Number New Residential	21	23
New Non-Residential	\$ 74,414	\$ 335,680

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

	May '62	May '61
Top Valuation	\$ 2,506,657	\$ 1,607,812
New Resident., sing. fam. 122,	\$ 1,635,449	\$ 1,218,666
Duplex, 10*	\$ 80,871	
Apartments, 37*	\$ 265,440	
New non-residential, 140	\$ 524,897	\$ 389,146

*Dwelling units involved.

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

	May '62	May '61
Transactions (loans)	618	516
Total Valuation	\$ 8,197,933	\$ 4,743,479

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)

(NOTE: Includes domestic users only)

	May '62	May '61
Number in S.C. District	30,086	28,907

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

	May '62	May '61
Number Billed	6850	6689
Amount Billed	\$ 58,118	\$ 50,471

(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)

	May '62	May '61
Total Receipts	\$ 39,258	\$ 36,101

TELEPHONE SUBSCRIBERS

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

	April '62	April '61
Total Stations	33,590	30,611
Gain Over Previous Month	283	307

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

	May '62	May '61
Total Births	173	140
Total Stillbirths	3	1
Total Deaths	112	119

(NOTE: Totals cover entire County of Santa Cruz)

UNEMPLOYMENT CLAIMS

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

	May '62	May '61
New Claims	771	615
Average Weekly Claims	1055	1171

THE SENTINEL CIRCULATION

	May '62	May '61
Average Paid Circulation	16,480	15,263