

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.)

	Feb. '62	Feb. '61
Total Debits	\$41,261,035	\$38,051,525

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

	Feb. '62	Feb. '61
Total Valuation	\$ 192,467	\$ 406,822
New Residential	\$ 158,037	\$ 311,985
Number New Residential	11	25
New Non-Residential	\$ 3,452	\$ 57,153

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

	Feb. '62	Feb. '61
Total Valuation	\$1,312,254	\$1,200,160
New Residential, single fam. (52)	\$ 653,245	\$ 823,537
Duplex (10)*	\$ 88,173	
Apartments (74)*	\$ 374,661	
New non-residential (101)	\$ 196,175	\$ 376,623

*Dwelling units involved.

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

	Feb. '62	Feb. '61
Transactions (loans)	486	454
Total valuation	\$5,025,090	\$4,541,951

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)

(NOTE: Includes domestic users only)

	Feb. '62	Feb. '61
Number in S. C. District	29,794	28,562

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

	Feb. '62	Feb. '61
Number billed	6,391	6,653
Amount billed	\$ 40,639	\$ 42,821

(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)

	Feb. '62	Feb. '61
Total Receipts	\$ 41,360	\$ 38,048

TELEPHONE SUBSCRIBERS

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

	Jan. '62	Jan. '61
Total stations	32,826	29,921
Gain over previous month	189	75

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

	Feb. '62	Feb. '61
Total births	116	118
Total Stillbirths	0	2
Total Deaths	95	87

(NOTE: Totals cover entire County of Santa Cruz)

UNEMPLOYMENT CLAIMS

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

	Feb. '62	Feb. '61
New claims	997	864
Average weekly claims	1,349	1,710

THE SENTINEL CIRCULATION

	Feb. '62	Feb. '61
Average paid circulation	15,176	15,080