

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.)

	Feb. '60	Feb. '59
Total Debits -----	\$33,977,877	\$28,157,108

CITY BUILDING

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

	Feb. '60	Feb. '59
Total Valuation -----	\$467,785	\$252,306
New Residential -----	\$285,679	\$158,604
Number New Residential -----	21	14
New Non-Residential -----	\$138,512	\$ 68,994

COUNTY BUILDING

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

	Feb. '60	Feb. '59
Total Valuation -----	\$713,148	\$819,758
New Residential -----	\$594,837	\$420,088
Number of New Residential -----	55	42
New Non-Residential -----	\$118,311	\$399,670

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Feb. '60	Feb. '59
Number in S. C. District -----	27,836	26,465

WATER CUSTOMERS

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

	Feb. '60	Feb. '59
Number Billed -----	6,103	5,927
Amount Billed -----	\$ 36,736	\$ 31,951

(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. '60	Feb. '59
Total Receipts -----	\$ 34,662	\$ 42,741

TELEPHONE SUBSCRIBERS

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

	Jan. '60	Jan. '59
Total Stations -----	27,590	25,367
Gain over previous month -----	122	231

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Feb. '60	Feb. '59
Total Births -----	130	125
Total Stillbirths -----	0	3
Total Deaths -----	83	91

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

UNEMPLOYMENT CLAIMS

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

	Feb. '60	Feb. '59
New Claims -----	867	904
Average Weekly Claims -----	1,325	967

THE SENTINEL CIRCULATION

	Feb. '60	Feb. '59
Average Paid Circulation -----	14,716	14,427