

7-60

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.)

	June '60	June '59
Total Debits -----	\$35,936,504	\$33,614,346

CITY BUILDING

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

	June '60	June '59
Total Valuation -----	\$ 909,453	\$ 425,376
New Residential -----	\$ 254,120	\$ 322,904
Number of New Residential ----	17	24
New non-residential -----	\$ 543,393	\$ 46,900

COUNTY BUILDING

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

	June '60	June '59
Total Valuation -----	\$1,135,850	\$2,001,628
New Residential -----	\$ 769,716	\$ 747,850
Number of New Residential ----	72	65
New non-residential -----	\$ 366,134	\$1,253,778

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	June '60	June '59
Number in S. C. district -----	28,075	26,879

WATER CUSTOMERS

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

	June '60	June '59
Number billed -----	6,237	6,078
Amount billed -----	\$ 58,069	\$ 66,405

(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.)

	June '60	June '59
Total Receipts -----	\$ 37,984	\$ 42,270

TELEPHONE SUBSCRIBERS

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

	May '60	May '59
Total stations -----	28,427	26,105
Gain over previous month ----	195	317

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	June '60	June '59
Total births -----	140	130
Total stillbirths -----	1	1
Total deaths -----	100	75

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

UNEMPLOYMENT CLAIMS

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

	June '60	June '59
New claims -----	355	418
Average weekly claims -----	833	680

THE SENTINEL CIRCULATION

	June '60	June '59
Average paid circulation -----	14,888	15,245