

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.)

	May '60	May '59
Total Debits	\$36,067,930	\$32,418,355

CITY BUILDING

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

	May '60	May '59
Total Valuation	\$ 742,293	\$1,134,577
New Residential	\$ 391,721	\$ 946,254
Number New Residential	30	48
New non-residential	\$ 163,677	\$ 158,771

COUNTY BUILDING

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

	May '60	May '59
Total Valuation	\$1,086,132	\$1,074,521
New Residential	\$ 718,943	\$ 738,542
Number of New Residential	70	65
New non-residential	\$ 367,189	\$ 335,979

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	May '60	May '59
Number in S. C. district	28,015	26,725

WATER CUSTOMERS

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

	May '60	May '59
Number billed	6,712	6,486
Amount billed	\$ 53,525	\$ 63,539

(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 '60	May '59
Total Receipts	\$ 37,985	\$ 40,019

TELEPHONE SUBSCRIBERS

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

	April '60	April '59
Total stations	28,232	25,788
Gain over previous month	214	318

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	May '60	May '59
Total births	126	173
Total stillbirths	1	0
Total deaths	85	94

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

UNEMPLOYMENT CLAIMS

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

	May '60	May '59
New claims	481	486
Average weekly claims	958	826

THE SENTINEL CIRCULATION

	May '60	May '59
Average paid circulation	14,784	15,074