

# 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; Farmers and Merchants National Bank, Opal Cliffs branch.)

	March '61	March '60
Total Debits -----	\$41,632,393	\$36,875,802

## CITY BUILDING

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

	March '61	March '60
Total Valuation -----	\$ 489,656	\$ 564,868
New Residential -----	\$ 390,659	\$ 401,040
Number New Residential -----	29	41
New Non-Residential -----	\$ 37,650	\$ 85,596

## COUNTY BUILDING

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

	March '61	March '60
Total Valuation -----	\$2,911,995	\$1,222,552
New Residential -----	\$ 881,677	\$ 931,119
Number of New Residential -----	81	71
New Non-Residential -----	\$2,030,318	\$ 291,433

## REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company.)

	March '61	March '60
Transactions (loans) -----	543	546
Total valuation -----	\$5,695,490	\$4,605,946

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	March '61	March '60
Number in S. C. District -----	28,718	27,899

## WATER CUSTOMERS

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

	March '61	March '60
Number billed -----	6,900*	6,609
Amount billed -----	\$ 45,000*	\$ 38,991

(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.) \*Estimates due to unavailable data.

## POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	March '61	March '60
Total Receipts -----	\$ 38,223	\$ 37,188

## TELEPHONE SUBSCRIBERS

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

	Feb. '61	Feb. '60
Total stations -----	30,061	27,754
Gain over previous month -----	140	164

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	March '61	March '60
Total births -----	126	178
Total stillbirths -----	0	1
Total deaths -----	99	135

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

## UNEMPLOYMENT CLAIMS

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

	March '61	March '60
New claims -----	664	475
Average weekly claims -----	1,548	1,291

## THE SENTINEL CIRCULATION

	March '61	March '60
Average paid circulation -----	15,160	14,782