

# 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,, Aptos, Felton, Soquel and Boulder Creek; Farmers and Merchants National Bank, Opal Cliffs branch.)

	Aug. '61	Aug. '60
Total Debits -----	\$49,099,562	\$39,150,851

## CITY BUILDING

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

	Aug. '61	Aug. '60
Total Valuation -----	\$ 542,100	\$ 677,284
New Residential -----	\$ 385,935	\$ 388,516
Number New Residential -----	22	28
New Non-Residential -----	\$ 61,138	\$ 225,097

## COUNTY BUILDING

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

	Aug. '61	Aug. '60
Total Valuation -----	\$4,064,087	\$1,126,220
New Residential -----	\$1,233,718	\$ 818,098
Number of New Residential -----	111	80
New Non-Residential -----	\$2,830,369	308,122

## REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company.)

	Aug. '61	Aug. '60
Transactions (loans) -----	606	484
Total valuation -----	\$5,820,313	\$2,132,315

## ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Aug. '61	Aug. '60
Number in S. C. District -----	29,360	28,214

## WATER CUSTOMERS

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

	Aug. '61	Aug. '60
Number billed -----	6,294	6,290
Amount billed -----	\$ 84,673	\$ 71,358

(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 lack of information.

## POSTAL RECEIPTS

(SOURCE: Postmaster, Santa Cruz.)

	Aug. '61	Aug. '60
Total Receipts -----	\$ 38,106	\$ 34,865

## TELEPHONE SUBSCRIBERS

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

	July '61	July '60
Total stations -----	31,550	29,053
Gain over previous month -----	307	239

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

## VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Aug. '61	Aug. '60
Total births -----	168	191
Total stillbirths -----	3	5
Total deaths -----	93	103

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

## UNEMPLOYMENT CLAIMS

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

	Aug. '61	Aug. '60
New claims -----	447	322
Average weekly claims -----	668	592

## THE SENTINEL CIRCULATION

	Aug. '61	Aug. '60
Average paid circulation -----	16,010	14,936

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