

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; Wells Fargo, downtown branch; Wells Fargo, Opal Cliffs branch.)

| | Jan. '62 | Jan. '61 |
|--------------------|--------------|--------------|
| Total Debits ----- | \$54,509,584 | \$48,883,391 |

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

| | Jan. '62 | Jan. '61 |
|------------------------------|------------|------------|
| Total Valuation ----- | \$ 336,242 | \$ 254,853 |
| New Residential ----- | \$ 274,625 | \$ 208,718 |
| Number New Residential ----- | 16 | 15 |
| New Non-Residential ----- | \$ 14,627 | \$ 22,730 |

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

| | Jan. '62 | Jan. '61 |
|---|-------------|------------|
| Total Valuation ----- | \$1,886,864 | \$ 954,878 |
| New Residential, single fam. (96) ----- | \$1,228,268 | \$ 744,280 |
| Duplex (30)* ----- | \$ 198,555 | |
| Apartments (31)* ----- | \$ 181,485 | |
| New non-residential (80) ----- | \$ 278,557 | \$ 210,598 |

*Dwelling units involved.

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

| | Jan. '62 | Jan. '61 |
|----------------------------|-------------|-------------|
| Transactions (loans) ----- | 596 | 449 |
| Total valuation ----- | \$6,325,008 | \$5,145,411 |

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)

(NOTE: Includes domestic users only)

| | Jan. '62 | Jan. '61 |
|--------------------------------|----------|----------|
| Number in S. C. District ----- | 29,689 | 28,478 |

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

| | Jan. '62 | Jan. '61 |
|---------------------|-----------|-----------|
| Number billed ----- | 6,808 | 6,771 |
| Amount billed ----- | \$ 48,006 | \$ 42,987 |

(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)

| | Jan. '62 | Jan. '61 |
|----------------------|-----------|-----------|
| Total Receipts ----- | \$ 38,082 | \$ 36,850 |

TELEPHONE SUBSCRIBERS

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

| | Dec. '61 | Dec. '60 |
|--------------------------------|----------|----------|
| Total stations ----- | 32,637 | 29,846 |
| Gain over previous month ----- | 208 | 114 |

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

| | Jan. '62 | Jan. '61 |
|-------------------------|----------|----------|
| Total births ----- | 109 | 105 |
| Total Stillbirths ----- | 1 | 4 |
| Total deaths ----- | 102 | 94 |

(NOTE: Totals cover entire County of Santa Cruz)

UNEMPLOYMENT CLAIMS

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

| | Jan. '62 | Jan. '61 |
|-----------------------------|----------|----------|
| New claims ----- | 911 | 1,052 |
| Average weekly claims ----- | 1,177 | 1,478 |

THE SENTINEL CIRCULATION

| | Jan. '62 | Jan. '61 |
|--------------------------------|----------|----------|
| Average paid circulation ----- | 15,759 | 14,886 |