

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.)

	Dec. '61	Dec. '60
Total Debits -----	\$ 47,312,526	\$ 42,135,631
	Total '61	Total '60
Total -----	\$544,777,880	\$465,008,844

CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

	Dec. '61	Dec. '60
Total Valuation -----	\$ 283,052	\$ 527,121
New Residential -----	\$ 230,200	\$ 422,092
Number New Residential ---	20	16
New Non-Residential -----	\$ 23,587	\$ 88,956
	Total '61	Total '60
Total Valuation -----	\$ 5,404,417	\$ 6,954,668
Number Residential -----	\$ 3,478,013	\$ 3,630,576
Number of Residential -----	237	242

COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

	Dec. '61	Dec. '60
Total Valuation -----	\$ 1,906,166	\$ 1,740,436
New Residential -----	\$ 1,697,418	\$ 1,037,337
Number of New Residential ---	158	112
New Non-Residential -----	\$ 208,748	\$ 703,099
	Total '61	Total '60
Total Valuation -----	\$22,697,252	\$13,306,513
New Residential -----	\$13,397,036	\$ 9,343,494
Number of Residential -----	1,197	886

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

	Dec. '61	Dec. '60
Transactions (loans) -----	528	379
Total Valuation -----	\$ 5,725,158	\$ 3,717,413

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)

(NOTE: Includes domestic users only)

	Dec. '61	Dec. '60
Number in S. C. District -----	29,621	28,389

WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

	Dec. '61	Dec. '60
Number Billed -----	6,313	6,310
Amount Billed -----	\$ 47,043	\$ 46,766

(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)

	Dec. '61	Dec. '60
Total Receipts -----	\$ 73,543	\$ 60,512
	Total '61	Total '60
Total -----	\$ 550,096	\$ 529,376

TELEPHONE SUBSCRIBERS

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

	Nov. '61	Nov. '60
Total Stations -----	32,429	29,732
Gain over previous month --	189	160

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

	Dec. '61	Dec. '60
Total births -----	177	181
Total stillbirths -----	5	3
Total deaths -----	117	105
	Total '61	Total '60
Total births -----	1,710	1,647
Total stillbirths -----	23	23
Total deaths -----	1,179	1,103

(NOTE: Totals cover entire County of Santa Cruz)

UNEMPLOYMENT CLAIMS

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

	Dec. '61	Dec. '60
New claims -----	791	926
Average weekly claims -----	980	1,153

THE SENTINEL CIRCULATION

	Dec. '61	Dec. '60
Average paid circulation -----	15,823	14,860