

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.)

	Nov. '60	Nov. '59
Total Debits -----	\$40,685,053	\$36,266,141

CITY BUILDING

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

	Nov. '60	Nov. '59
Total Valuation -----	\$ 293,798	\$ 517,718
New Residential -----	\$ 215,200	\$ 278,035
Number New Residential -----	16	19
New Non-Residential -----	\$ 63,037	\$ 210,623

COUNTY BUILDING

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

	Nov. '60	Nov. '59
Total Valuation -----	\$1,325,420	\$ 674,036
New Residential -----	\$ 862,870	\$ 459,563
Number of New Residential -----	86	40
New Non-Residential -----	\$ 462,550	\$ 214,473

REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company.)

	Nov. '60	Nov. '59
Transactions (loans) -----	440	428
Total Valuation -----	\$4,193,178	\$3,601,690

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	Nov. '60	Nov. '59
Number in S. C. District -----	28,340	27,560

WATER CUSTOMERS

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

	Nov. '60	Nov. '59
Number billed -----	6,797	6,648
Amount billed -----	\$ 63,695	\$ 63,629

(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.)

	Nov. '60	Nov. '59
Total Receipts -----	\$ 49,513	\$ 42,068

TELEPHONE SUBSCRIBERS

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

	Oct. '60	Oct. '59
Total stations -----	29,572	27,141
Gain over previous month -----	113	205

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	Nov. '60	Nov. '59
Total births -----	152	117
Total stillbirths -----	1	6
Total deaths -----	123	82

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

UNEMPLOYMENT CLAIMS

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

	Nov. '60	Nov. '59
New claims -----	919	512
Average weekly claims -----	820	520

THE SENTINEL CIRCULATION

	Nov. '60	Nov. '59
Average paid circulation -----	14,967	14,697