

Business April 5/25/62  
1962

# 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.)

	April '62	April '61
Total Debits .....	\$53,458,091	\$41,682,607

### CITY BUILDING

(SOURCE: Building Inspector, City of Santa Cruz)

	April '62	April '61
Total Valuation .....	\$ 687,499	\$ 579,591
New Residential .....	\$ 422,803	\$ 221,026
Number New Residential .....	24	24
New Non-Residential .....	\$ 205,823	\$ 151,402

### COUNTY BUILDING

(SOURCE: Building Inspector, County of Santa Cruz)

	April '62	April '61
Total Valuation .....	\$1,491,795	\$1,438,342
New Residential, single fam. 85, Duplex, 14* .....	\$1,042,594	\$1,162,893
Apartment, 3* .....	\$ 115,329	
Apartments, 3* .....	\$ 26,100	
New non-residential, 144 .....	\$ 307,772	\$ 275,449

\*Dwelling units involved.

### REAL ESTATE LENDING

(Source: Penniman Santa Cruz County Title Company)

	April '62	April '61
Transactions (loans) .....	572	503
Total valuation .....	\$6,483,976	\$5,550,238

### ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company)  
(NOTE: Includes domestic users only)

	April '62	April '61
Number in S. C. District .....	29,936	28,767

### WATER CUSTOMERS

(SOURCE: Water Department, City of Santa Cruz)

	April '62	April '61
Number billed .....	6,481	6,207
Amount billed .....	\$ 49,985	\$ 43,173

(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)

	April '62	April '61
Total Receipts .....	\$ 41,190	\$ 38,403

### TELEPHONE SUBSCRIBERS

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

	March '62	March '61
Total stations .....	33,307	30,304
Gain over previous month .....	305	243

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

### VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department)

	April '62	April '61
Total births .....	112	130
Total stillbirths .....	0	4
Total deaths .....	86	78

(NOTE: Totals cover entire County of Santa Cruz)

### UNEMPLOYMENT CLAIMS

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

	April '62	April '61
New claims .....	623	697
Average weekly claims .....	906	1,185

### THE SENTINEL CIRCULATION

	April '62	April '61
Average paid circulation .....	16,786	15,213

Trash Pick-Up

Coin Carnival