

4-20-60

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, Felton, Soquel and Boulder Creek; Farmers and Merchants National Bank.)

	March '60	March '59
Total Debits -----	\$36,875,802	\$31,384,334

CITY BUILDING

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

	March '60	March '59
Total Valuation -----	\$ 564,868	\$ 375,927
New Residential -----	\$ 401,040	\$ 320,958
Number New Residential -----	41	23
New non-residential -----	\$ 85,596	\$ 16,444

COUNTY BUILDING

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

	March '60	March '59
Total Valuation -----	\$1,222,552	\$1,019,670
New Residential -----	\$ 931,119	\$ 717,647
Number of New Residential -----	71	61
New non-residential -----	\$ 291,433	\$ 302,023

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	March '60	March '59
Number in S.C. district -----	27,899	26,515

WATER CUSTOMERS

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

	March '60	March '59
Number billed -----	6609	6479
Amount billed -----	\$ 38,991	\$ 42,019

(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.)

	March '60	March '59
Total Receipts -----	\$ 37,188	\$ 40,695

TELEPHONE SUBSCRIBERS

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

	Feb. '60	Feb. '59
Total stations -----	27,754	25,470
Gain over previous month -----	164	103

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	March '60	March '59
Total births -----	178	102
Total stillbirths -----	1	0
Total deaths -----	135	102

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

UNEMPLOYMENT CLAIMS

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

	March '60	March '59
New claims -----	475	470
Average weekly claims -----	1291	1091

THE SENTINEL CIRCULATION

	March '60	March '59
Average paid circulation -----	14,782	14,709