

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.)

	July '60	July '59
Total Debits -----	\$38,921,876	\$41,439,785

CITY BUILDING

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

	July '60	July '59
Total Valuation -----	\$ 829,472	\$1,252,102
New Residential -----	\$ 296,435	\$ 483,610
Number New Residential -----	24	41
New non-residential -----	\$ 494,527	\$ 683,889

COUNTY BUILDING

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

	July '60	July '59
Total Valuation -----	\$1,201,217	\$1,124,725
New Residential -----	\$ 855,732	\$ 831,314
Number of New Residential -----	84	76
New non-residential -----	\$ 345,485	\$ 293,411

ELECTRICITY CUSTOMERS

(SOURCE: Pacific Gas and Electric Company.)

(NOTE: Includes domestic users only.)

	July '60	July '59
Number in S. C. district -----	28,129	27,054

WATER CUSTOMERS

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

	July '60	July '59
Number billed -----	6,800	6,584
Amount billed -----	\$ 79,841	\$ 87,094

(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.)

	July '60	July '59
Total Receipts -----	\$ 38,013	\$ 41,955

TELEPHONE SUBSCRIBERS

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

	June '60	June '59
Total stations -----	28,814	26,339
Gain over previous month -----	387	234

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

VITAL STATISTICS

(SOURCE: Santa Cruz County Health Department.)

	July '60	July '59
Total births -----	118	102
Total stillbirths -----	2	2
Total deaths -----	73	78

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

UNEMPLOYMENT CLAIMS

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

	July '60	July '59
New claims -----	442	338
Average weekly claims -----	802	679

THE SENTINEL CIRCULATION

	July '60	July '59
Average paid circulation -----	15,033	15,345