

The Sentinel

Business Barometer

Bank Clearings (Debits)

(SOURCE: Bank of America, downtown, West Santa Cruz and East Santa Cruz branches; County Bank of Santa Cruz, head office, East Santa Cruz, West Santa Cruz, Harbor and Front-River branches, Aptos, Felton, Soquel and Boulder Creek; Wells Fargo, downtown and Opal Cliffs Branches.)

	Oct. '65	Oct. '64
Total Debits -----	\$69,181,018	\$68,622,737

City Building

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

	Oct. '65	Oct. '64
Total Valuation -----	\$ 436,163	\$ 705,039
New Residential, single family (5) \$	78,975	\$ 92,000
Multiple (2) -----	\$ 11,000	\$ 73,719
New Non-Residential (32) -----	\$ 282,048	\$ 463,188

County Building

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

	Oct. '65	Oct. '64
Total Valuation (229) -----	\$ 1,750,004	\$ 2,072,927
New Residential, single family (67) \$	1,004,400	\$ 1,603,225
Duplex (2) -----	\$ 16,300	\$ 0
Apartments (0) -----	\$ 0	\$ 44,000
New Non-Residential (161) -----	\$ 729,304	\$ 425,702

Real Estate Lending

(SOURCE: Title Insurance and Trust Company, Penniman Title Company.)

	Oct. '65	Oct. '64
Transactions (loans) -----	551	701
Total Valuation -----	\$ 8,082,794	\$ 9,036,492

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Oct. '65	Oct. '64
Number in S.C. District -----	36,209	35,057

Water Customers

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

	Oct. '65	Oct. '64
Total Number Billed -----	7,015	6,889
Amount Billed -----	\$ 99,641	\$ 99,402

(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.)

	Oct. '65	Oct. '64
Total Receipts -----	\$ 63,637	\$ 59,479

Telephone Subscribers

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

	Sept. '65	Sept. '64
Total Stations -----	44,956	42,252
Gain over previous month -----	255	417

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Oct. '65	Oct. '64
Total Births -----	154	155
Total Stillbirths -----	5	1
Total Deaths -----	103	94

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

Unemployment Claims

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

	Oct. '65	Oct. '64
New Claims -----	684	622
Average Weekly Claims -----	738	622

The Sentinel Circulation

	Oct. '65	Oct. '64
Average Paid Circulation -----	18,497	18,131