

# 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.)

	August '66	August '65
Total Debits	\$69,601,370	\$72,337,899

### City Building

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

	August '66	August '65
Total Valuation	\$ 994,240	\$ 1,609,822
New Residential, single family (3)	\$ 54,800	\$ 237,297
Multiple (0)	\$ 0	\$ 28,000
New Non-Residential (37)	\$ 595,050	\$ 1,248,993

### County Building

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

	August '66	August '65
Total Valuation (231)	\$ 878,764	\$ 1,661,492
New Residential, single family (40)	\$ 595,912	\$ 990,492
Duplex (1)	\$ 11,600	\$ 135,500
Apartments (0)	\$ 0	\$ 0
New Non-Residential (186)	\$ 271,252	\$ 511,500

### Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	August '66	August '65
Transactions (loans)	393	328
Total Valuation	\$ 5,580,738	\$ 8,151,646

### Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	August '66	August '65
Number in S.C. District	37,105	36,142

### Water Customers

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

	August '66	August '65
Number in S.C. District	7,088	6,988
Amount Billed	\$ 131,541	\$ 105,086

(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.)

	August '66	August '65
Total Receipts	\$ 60,570	\$ 55,414

### Telephone Subscribers

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

	July '66	July '65
Total Stations	47,592	44,342
Gain over previous month	413	327

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

### Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	August '66	August '65
Total Births	161	144
Total Stillbirths	1	0
Total Deaths	114	104

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

### Unemployment Claims

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

	August '66	August '65
New Claims	692	658
Average Weekly Claims	739	1,150

### The Sentinel Circulation

	August '66	August '65
Average Paid Circulation	18,439	18,375