

1-25-66
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.)

	Dec. '65	Dec. '64
Total Debits -----	\$ 75,632,518	\$ 67,957,374
	Total '65	Total '64
Total -----	\$829,493,837	\$754,194,864

City Building

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

	Total '65	Total '64
Total Valuation -----	\$ 244,359	\$ 228,788
New Residential, single fam. (5) \$	94,050	\$ 9,300
Multiple (0) -----	0	\$ 103,000
New Non-Residential (27) -----	\$ 124,117	\$ 100,548
	Total '65	Total '64
Total Valuation -----	\$ 14,164,796	\$ 7,027,925
New Residential		
single family (135) -----	\$ 2,354,437	\$ 2,258,869
Multiple (117)* -----	\$ 643,260	\$ 1,679,040
New Non-Residential -----	\$ 10,388,126	\$ 2,188,458

*Housing Units

County Building

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

	Dec. '65	Dec. '64
Total Valuation (176) -----	\$ 1,119,432	\$ 1,343,255
New Residential,		
single family (68) -----	\$ 936,454	\$ 938,000
Duplex (2) -----	\$ 19,100	\$ 18,300
Apartments (0) -----	\$ 0	\$ 21,600
New Non-Residential (107) -----	\$ 163,878	\$ 365,355
	Total '65	Total '64
Total Valuation (2,822) -----	\$ 18,922,002	\$ 21,869,961
New Residential,		
single family (883) -----	\$ 12,554,838	\$ 15,695,232
Duplex (52)* -----	\$ 458,100	\$ 326,616
Multiple (45)* -----	\$ 202,500	\$ 946,180
New Non-Residential (1,904) -----	\$ 5,707,718	\$ 5,482,758

*Housing Units

Real Estate Lending

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

	Dec. '65	Dec. '64
Transactions (loans) -----	529	588
Total Valuation -----	\$ 10,376,112	\$ 8,976,152
	Total '65	Total '64
Transactions -----	6,853	7,743
Total Valuation -----	\$ 97,150,480	\$117,925,253

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Dec. '65	Dec. '64
Number in S.C. District -----	36,282	35,133

Water Customers

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

	Dec. '65	Dec. '64
Total Number Billed -----	7,003	6,889
Amount Billed -----	\$ 79,475	\$ 63,402
	Total '65	Total '64
Amount Billed -----	\$ 952,083	\$ 959,447

(NOTE: Water bills are sent out 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.)

	Dec. '65	Dec. '64
Total Receipts -----	\$ 116,267	\$ 96,788
	Total '65	Total '64
Total Receipts -----	\$ 748,008	\$ 741,709

Telephone Subscribers

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

	Nov. '65	Nov. '64
Total Stations -----	45,519	42,578
Gain over previous month -----	126	152

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Dec. '65	Dec. '64
Total Births -----	216	223
Total Stillbirths -----	3	3
Total Deaths -----	160	163
	Total '65	Total '64
Total Births -----	1,780	1,797
Total Stillbirths -----	19	19
Total Deaths -----	1,367	1,308

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

Unemployment Claims

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

	Dec. '65	Dec. '64
New Claims -----	1,055	1,304
Average Weekly Claims -----	1,078	1,347

The Sentinel Circulation

	Dec. '65	Dec. '64
Average Paid Circulation -----	18,341	17,997