

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, and Harbor branches, Aptos, Felton, Soquel and Boulder Creek; Wells Fargo, downtown and Opal Cliffs branches.)

	July '65	July '64
Total Debits	\$76,769,254	\$64,940,424

City Building

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

	July '65	July '64
Total Valuation	\$ 255,706	\$ 272,225
New Residential, single family (4) \$	49,700	135,404
Multiple (3)	31,410	0
New Non-Residential (56)	111,156	77,508

County Building

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

	July '65	July '64
Total Valuation (257)	\$ 1,369,480	\$ 2,418,859
New Residential, single family (63) \$	858,500	1,571,453
Duplex (2)	15,900	33,016
Apartments (4)	34,300	178,080
New Non-Residential (192)	460,780	636,310

Real Estate Lending

(Source: Title Insurance and Trust Company.)

	June '65	June '64
Transactions (loans)	787	687
Total Valuation	\$ 6,089,365	\$ 9,719,784

	July '65	July '64
Transactions (loans)	674	772
Total Valuation	\$ 5,384,259	\$ 12,675,207

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	July '65	July '64
Number in S.C. District	35,965	33,399

Water Customers

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

	July '65	July '64
Total Number Billed	6,993	6,933
Amount Billed	\$ 94,246	\$ 95,371

(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 '65	July '64
Total Receipts	\$ 55,127	\$ 58,743

Telephone Subscribers

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

	June '65	June '64
Total Stations	44,015	40,937
Gain over previous month	238	352

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	July '65	July '64
Total Births	146	159
Total Stillbirths	1	1
Total Deaths	104	132

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

Unemployment Claims

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

	July '65	July '64
New Claims	644	652
Average Weekly Claims	1,423	1,193

The Sentinel Circulation

	July '65	July '64
Average Paid Circulation	18,149	17,917