

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, West Santa Cruz branch, Aptos, Felton, Soquel and Boulder Creek; Wells Fargo, downtown branch; Wells Fargo, Opal Cliffs branch.)

	July '63	July '62
Total Debits	\$64,923,941	\$54,198,548

City Building

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

	July '63	July '62
Total Valuation	\$ 482,960	\$ 393,792
New Residential, single family (10)	\$ 137,000	\$ 222,650
Multiple (28)*	\$ 208,500	
New Non-Residential (30)	\$ 89,347	\$ 84,192

County Building

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

	July '63	July '62
Total Valuation	\$ 2,128,997	\$ 1,815,276
New Residential, single family, 124	\$ 1,761,890	\$ 1,344,512
Duplex,		\$ 109,619
Apartment, 64*	\$ 44,000	\$ 34,918
New Non-Residential, 160	\$ 323,107	\$ 326,227

*Dwelling Units

Real Estate Lending

(SOURCE: Penniman Santa Cruz County Title Company.)

	July '63	July '62
Transactions (loans)	582	616
Total Valuation	\$ 7,346,369	\$ 7,460,671

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	July '63	July '62
Number in S.C. District	31,855	30,503

(NOTE: Includes domestic users only.)

Water Customers

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

	July '63	July '62
Number billed	6,836	6,780
Amount billed	\$ 86,367	\$ 90,882

(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 '63	July '62
Total Receipts	\$ 53,031	\$ 41,156

Telephone Subscribers

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

	June '63	June '62
Total Stations	37,239	34,159
Gain over previous month	293	196

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	July '63	July '62
Total Births	152	145
Total Stillbirths	2	0
Total Deaths	99	80

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

Unemployment Claims

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

	July '63	July '62
New Claims	550	453
Average Weekly Claims	1,029	862

The Sentinel Circulation

	July '63	July '62
Average Paid Circulation	16,850	16,430