

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.)

	Dec. '64	Dec. '63
Total Debits	\$ 67,957,374	\$ 60,427,597
Total	\$754,194,864	\$683,754,894

City Building

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

	Dec. '64	Dec. '63
Total Valuation	\$ 228,788	\$ 181,721
New Residential, single fam. (1)	\$ 9,300	\$ 93,436
Multiple (25)	\$ 103,000	\$ 0
New Non-Residential (14)	\$ 100,548	\$ 37,885
Total Valuation	\$ 7,027,925	\$ 7,646,312
New Residential, single family (136)	\$ 2,258,869	\$ 1,734,292
Multiple (283)*	\$ 1,679,040	\$ 2,828,541
New Non-Residential	\$ 2,188,458	\$ 2,075,115

*Housing units

County Building

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

	Dec. '64	Dec. '63
Total Valuation	\$ 1,343,255	\$ 1,726,310
New Residential, single family (68)	\$ 938,000	\$ 1,403,680
Duplex (2)	\$ 18,300	\$ 0
Apartments (3)	\$ 21,600	\$ 270,630
New Non-Residential (156)	\$ 365,355	\$ 0
Total Valuation	\$ 21,869,961	\$ 21,679,570
New Residential, single family (1,100)	\$ 15,695,232	\$ 12,521,397
Duplex (42)*	\$ 326,616	\$ 362,910
Multiple (114)*	\$ 946,180	\$ 1,594,594
New Non-Residential (1,822)	\$ 5,482,758	\$ 6,087,196

*Housing units

Real Estate Lending

(SOURCE: Penniman Santa Cruz County Title Co.)

	Dec. '64	Dec. '63
Transactions (loans)	588	569
Total Valuation	\$ 8,976,152	\$ 8,853,215
Transactions	7,743	7,154
Total Valuation	\$117,925,253	\$108,529,141

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Dec. '64	Dec. '63
Number in S.C. District	33,877	32,439

(NOTE: Includes domestic users only.)

Water Customers

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

	Dec. '64	Dec. '63
Total Number Billed	6,889	6,694
Amount Billed	\$ 63,402	\$ 58,004
Amount Billed	\$ 959,447	\$ 838,674

(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. '64	Dec. '63
Total Receipts	\$ 96,788	\$ 97,568
Total Receipts	\$ 741,709	\$ 698,753

Telephone Subscribers

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

	Nov. '64	Nov. '63
Total Stations	42,578	38,694
Gain over previous month	152	226

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Dec. '64	Dec. '63
Total Births	223	192
Total Stillbirths	3	1
Total Deaths	163	145
Total Births	1,797	1,816
Total Stillbirths	19	21
Total Deaths	1,308	1,225

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

Unemployment Claims

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

	Dec. '64	Dec. '63
New Claims	1,304	861
Average Weekly Claims	1,347	960

The Sentinel Circulation

	Dec. '64	Dec. '63
Average Paid Circulation	17,997	17,369