

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.)

	Jan. '65	Jan. '64
Total Debits	\$67,055,512	\$69,417,846

City Building

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

	Jan. '65	Jan. '64
Total Valuation	\$ 1,359,314	\$ 714,655
New Residential, single family (17) \$	295,617	\$ 161,981
Multiple (31)	\$ 112,000	\$ 231,398
New Non-Residential (26)	\$ 867,333	\$ 287,038

County Building

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

	Jan. '65	Jan. '64
Total Valuation (192)	\$ 1,177,430	\$ 1,196,862
New Residential, single family (58) \$	906,800	\$ 967,600
Duplex (2)	\$ 16,900	\$ 0
Apartments (3)	\$ 28,300	\$ 0
New Non-Residential (132)	\$ 225,430	\$ 229,262

Real Estate Lending

(SOURCE: Penniman Santa Cruz County Title Company.)

	Jan. '65	Jan. '64
Transactions (loans)	486	611
Total Valuation	\$ 6,634,914	\$ 8,647,065

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Jan. '65	Jan. '64
Number in S.C. District	33,925	32,460

(NOTE: Includes domestic users only.)

Water Customers

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

	Jan. '65	Jan. '64
Total Number Billed	6,921	6,834
Amount Billed	\$ 50,970	\$ 51,976

(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.)

	Jan. '65	Jan. '64
Total Receipts	\$ 61,124	\$ 50,720

Telephone Subscribers

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

	Dec. '64	Dec. '63
Total Stations	42,643	38,806
Gain over previous month	65	112

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Jan. '65	Jan. '64
Total Births	109	76
Total Stillbirths	0	0
Total Deaths	89	93

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

Unemployment Claims

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

	Jan. '65	Jan. '64
New Claims	1,114	1,097
Average Weekly Claims	1,676	1,078

The Sentinel Circulation

	Jan. '65	Jan. '64
Average Paid Circulation	18,037	17,483