

# 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.)

	Jan. '66	Jan. '65
Total Debits -----	\$68,962,903	\$67,055,512

### City Building

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

	Jan. '66	Jan. '65
Total Valuation -----	\$ 345,808	\$ 1,359,314
New Residential, single family(10) \$	146,428	\$ 295,617
Multiple (0) -----	\$ 0	\$ 112,000
New Non-Residential (24) -----	\$ 143,432	\$ 867,333

### County Building

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

	Jan. '66	Jan. '65
Total Valuation (159) -----	\$ 806,880	\$ 1,177,430
New Residential, single family (38) \$	555,980	\$ 906,800
Duplex (4) -----	\$ 21,600	\$ 16,900
Apartments (3) -----	\$ 20,600	\$ 28,300
New Non-Residential (118) -----	\$ 208,700	\$ 225,430

### Real Estate Lending

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

	Jan. '66	Jan. '65
Transaction (loans) -----	441	486
Total Valuation -----	\$ 5,566,536	\$ 6,634,914

### Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Jan. '66	Jan. '65
Number in S.C. District -----	36,254	35,188

### Water Customers

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

	Jan. '66	Jan. '65
Number in S.C. District -----	6,992	6,921
Amount Billed -----	\$ 62,062	\$ 50,970

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. '66	Jan. '65
Total Receipts -----	\$ 65,131	\$ 61,124

### Telephone Subscribers

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

	Dec. '65	'Dec. '64
Total Stations -----	45,838	42,643
Gain over previous month -----	319	65

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

### Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Jan. '66	Jan. '65
Total Births -----	97	109
Total Stillbirths -----	1	0
Total Deaths -----	107	89

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

### Unemployment Claims

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

	Jan. '66	Jan. '65
New Claims -----	952	1,114
Average Weekly Claims -----	1,278	1,676

### The Sentinel Circulation

	Jan. '66	Jan. '65
Average Paid Circulation -----	18,244	18,037