

10-28-65

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.)

	Sept. '65	Sept. '64
Total Debits -----	\$67,927,111	\$59,946,410
	Sept. '65	Sept. '64

City Building

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

	Sept. '65	Sept. '64
Total Valuation -----	\$ 254,296	\$ 528,582
New Residential, single family (6) \$	110,544	\$ 405,360
Multiple (5) -----	\$ 43,225	\$ 11,400
New Non-Residential (33) -----	\$ 66,703	\$ 68,754

County Building

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

	Sept. '65	Sept. '64
Total Valuation (220) -----	\$ 1,146,147	\$ 1,985,430
New Residential, single family (62) \$	910,400	\$ 1,483,000
Duplex (2) -----	\$ 21,800	\$ 0
Apartments (0) -----	\$ 0	\$ 290,000
New Non-Residential (157) -----	\$ 213,947	\$ 212,430

Real Estate Lending

(Source: Title Insurance and Trust Company.)

	Sept. '65	Sept. '64
Transactions (loans) -----	527	678
Total Valuation -----	\$ 7,793,383	\$ 10,990,931

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Sept. '65	Sept. '64
Number in S.C. District -----	36,263	35,026

Water Customers

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

	Sept. '65	Sept. '64
Total Number Billed -----	7,029	6,950
Amount Billed -----	\$ 107,338	\$ 120,404

(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.)

	Sept. '65	Sept. '64
Total Receipts -----	\$ 57,248	\$ 54,457

Telephone Subscribers

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

	Aug. '65	Aug. '64
Total Stations -----	44,701	41,835
Gain over previous month -----	359	481

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	August '65	August '64
	Sept. '65	Sept. '64
Total Births -----	181	198
Total Stillbirths -----	2	2
Total Deaths -----	137	110

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

Unemployment Claims

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

	Sept. '65	Sept. '64
New Claims -----	628	547
Average Weekly Claims -----	895	673

The Sentinel Circulation

	Sept. '65	Sept. '64
Average Paid Circulation -----	18,500	18,138