

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, Front-River, and Harbor branches, Aptos, Felton, Soquel and Boulder Creek; Wells Fargo, downtown and Opal Cliffs branches.)

	June '65	June '64
Total Debits	\$69,845,065	\$59,545,068

City Building

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

	June '65	June '64
Total Valuation	\$ 1,139,931	\$ 510,710
New Residential, single family (22) \$	413,953	\$ 262,103
Multiple (3)	\$ 30,000	\$ 30,000
New Non-Residential (43)	\$ 646,173	\$ 160,321

County Building

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

	June '65	June '64
Total Valuation (270)	\$ 1,675,732	\$ 1,894,356
New Residential, single family (76) \$	1,112,458	\$ 1,556,700
Duplex (2)	\$ 15,000	\$ 46,000
Apartments (0)	\$ 0	\$ 29,700
New Non-Residential (193)	\$ 548,274	\$ 261,956

Real Estate Lending

(SOURCE: Penniman Santa Cruz County Title Company.)

	June '65	June '64
Transactions (loans)	000	687
Total Valuation	\$00,000,000	\$ 9,719,784

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	June '65	June '64
Number in S.C. District	35,870	34,457

Water Customers

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

	June '65	June '64
Total Number Billed	6,943	6,820
Amount Billed	\$ 86,658	\$ 85,710

(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.)

	June '65	June '64
Total Receipts	\$ 53,818	\$ 50,594

Telephone Subscribers

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

	May '65	May '64
Total Stations	43,777	40,585
Gain over previous month	269	413

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	June '65	June '64
Total Births	146	143
Total Stillbirths	3	1
Total Deaths	113	94

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

Unemployment Claims

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

	June '65	June '64
New Claims	876	729
Average Weekly Claims	1,462	1,280

The Sentinel Circulation

	June '65	June '64
Average Paid Circulation	18,032	17,591