

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, Aptos, Santa Cruz Campus and Opal Cliffs branches.)

	Dec. '68	Dec. '67
Total Debits -----	\$ 81,486,843	\$ 68,787,991
	Total '68	Total '67
Total Debits -----	\$890,324,547	\$796,620,085

City Building

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

	Dec. '68	Dec. '67
Total Valuation (65) -----	\$ 944,488	\$ 121,650
New Residential,		
Single Family (13) -----	\$ 240,025	\$ 57,750
New Non-Residential (18) -----	\$ 16,408	\$ 14,215
	Total '68	Total '67
Total Valuation (954) -----	\$ 6,088,237	\$ 5,786,357
New Residential, sgle. fam. (198) \$	3,344,675	\$ 1,634,877
New Non-Residential (348) -----	\$ 1,127,308	\$ 2,947,779

County Building

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

	Dec. '68	Dec. '67
Total Valuation (132) -----	\$ 930,504	\$ 792,282
New Residential, sgle. fam. (27) \$	494,750	\$ 523,200
Duplex (1) -----	\$ 18,000	\$ 0
New Non-Residential (104) -----	\$ 417,754	\$ 269,082
	Total '68	Total '67
Total Valuation (2049) -----	\$ 13,455,039	\$ 18,094,009
New Residential, sgle. fam. (555) \$	8,630,640	\$ 7,125,211
Apartment (49) -----	\$ 492,500	\$ 222,800
Duplex (11) -----	\$ 206,100	\$ 229,775
New Non-Residential (1429) -----	\$ 4,006,649	\$ 10,516,223

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	Dec. '68	Dec. '67
Transaction (loans) -----	486	402
Total Valuation -----	\$ 7,988,874	\$ 6,443,508
	Total '68	Total '67
Transaction (loans) -----	\$ 5,781	\$ 4,587
Total Valuation -----	\$ 87,577,275	\$ 80,900,924

Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

	Dec. '68	Dec. '67
Number of Listings -----	222	153
Number of Sales -----	76	42
Dollar Volume -----	\$ 1,807,880	\$ 1,373,175
	Total '68	Total '67
Number of Listings -----	3042	2941
Number of Sales -----	1314	864
Dollar Volume -----	\$ 27,749,133	\$ 17,247,985

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Dec. '68	Dec. '67
Number in S.C. District -----	38,576	38,576

Water Customers

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

	Dec. '68	Dec. '67
Number in S.C. District -----	8,688	8611
Amount Billed -----	\$ 97,152	\$ 100,678
	Total '68	Total '67
Amount Billed -----	\$ 1,238,307	\$ 1,117,278

(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.)

	Dec. '68	Dec. '67
Total Receipts -----	\$ 120,883	\$ 99,319
	Total '68	Total '67
Total Receipts -----	\$ 1,053,792	\$ 796,560

Telephone Subscribers

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

	Nov. '68	Nov. '67
Total Stations -----	54,665	51,288
Gain over previous month -----	2662	598

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Dec. '68	Dec. '67
Total Births -----	241	179
Total Stillbirths -----	12	4
Total Deaths -----	169	154
	Total '68	Total '67
Total Births -----	1750	1640
Total Stillbirths -----	19	24
Total Deaths -----	1442	1461

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

Unemployment Claims

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

	Dec. '68	Dec. '67
New and Renewed Claims -----	874	911
Average Weekly Claims -----	942	820

The Sentinel Circulation

	Dec. '68	Dec. '67
Average Paid Circulation -----	19,200	18,420