

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.)

	Nov. '68	Nov. '67
Total Debits	\$74,167,308	\$66,961,582

City Building

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

	Nov. '68	Nov. '67
Total Valuation (68)	\$ 384,688	\$ 223,738
New Residential, single family (8)	\$ 144,000	\$ 78,000
New Non-Residential (26)	\$ 187,865	\$ 109,604

County Building

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

	Nov. '68	Nov. '67
Total aVluation (154)	\$ 833,918	\$ 853,855
New Residential, single family (29)	\$ 479,205	\$ 352,200
Apartment (6)	\$ 51,700	\$ 0
Duplex (1)	\$ 11,500	\$ 53,400
New Non-Residential (111)	\$ 291,513	\$ 488,255

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	Nov. '68	Nov. '67
Transaction (loans)	459	435
Total Valuation	\$ 7,523,625	\$ 6,559,610

Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

	Nov. '68	Nov. '67
Number of Listings	246	214
Number of Sales	111	63
Dollar Volume	\$ 3,337,780	\$ 1,524,150

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Nov. '68	Nov. '67
Number in S.C. District	38,642	37,900

Water Customers

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

	Nov. '68	Nov. '67
Number in S.C. District	7,169	2,079
Amount Billed	\$ 85,317	\$ 92,841

(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.)

	Nov. '68	Nov. '67
Total Receipts	\$ 119,815	\$ 74,934

Telephone Subscribers

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

	Oct. '68	Oct. '67
Total Stations	52,003	50,690
Gain over previous month	0	355

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Nov. '68	Nov. '67
Total Births	136	188
Total Stillbirths	0	5
Total Deaths	121	153

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

Unemployment Claims

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

	Nov. '68	Nov. '67
New and Renewed Claims	652	662
Average Weekly Claims	703	634

The Sentinel Circulation

	Nov. '68	Nov. '67
Average Paid Circulation	19,388	18,604