## 5-25-67 The Sentinel

# **Rusiness Barometer**

Bank	Clearings	(Debits)
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16-19 ---22 ---28 ---2 ---14 16-17

\_\_14 \_28 \_\_\_28 12-13 (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.)

Total Debits	April '67 \$70,199,399		4,115,607
City Building	4		
(SOURCE: Building Inspector, Ci	ty of Santa April '67	Cr	uz.) April '66
Total Valuation	\$ 261,150	\$	458,561
New Residential, single family (1)	17,000		94,644
Multiple (0) New Non-Residential (15)	200,425	\$	125,000 128,036

County Building	
(SOURCE: Building Inspector,	County of Santa Cruz.)
Total Valuation (127)	April '67 April '66 \$ 693,031 \$ 1,293,644 ) \$ 443,635 \$ 889,300
New Residential, single family (30 Duplex (0)	) \$ 443,635 \$ 889,300 -\$ 0 \$ 0 \$ 17,400 \$ 75,800

New Non-Residential (96)	\$ 231,996 \$	328,544
Real Estate Lending		
(SOURCE: Title Insurance and T	rust Company.) April '67	April '66

Transactions (loans)\$	180 3,881,575	\$ 9,864,720
<b>Electricity Customers</b>		

(SOURCE: Pacific Gas	and Electr	ic Company.	
		April '67	April '66
Number in S. C. District		37,322	36,449

### **Water Customers** COURCE, Water Dansut

(SOOKCE: Water Department, Cit	y or Jama	0102.7	
	April '67	April '	66
Number in S. C. District	7,016	7,0	109
Amount Billed\$	76,400	\$ 82,6	44

(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, Sant	ta Cruz.)	
	April '67 April	'66
Total Descints	03 2 400 44 2	SOF

1	elemmo	me ou	Decl.	ners		
	SOURCE.	Santa Cru	z office	Pacific '	TAT	Company )

	March '67	March '66
Total Stations	49,043	46,455
Gain over previous month	. 84	219

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

### **Vital Statistics**

(SOURCE: Santa Cruz County H	ealth Departs	ment.)
Total Births	April '67 106	April '66
Total Stillbirths	98	1 96

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

### **Unemployment Claims**

(SOURCE:	Local	office,	Calif.	Dept.	of	Employment.	)
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	April '67	April '66
New and Renewed Claims	863	739
Average Weekly Claims	1,353	891

### The Sentinel Circulation

		April '67	April '66
Average Paid	Circulation	 18,537	18,320