

9-16-68
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.)

	July '68	July '67
Total Debits	\$78,385,072	\$66,323,339

City Building

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

	July '68	July '67
Total Valuation (81)	\$ 476,400	\$ 319,603
New Residential, single family (13) \$	249,900	\$ 135,856
New Non-Residential (30)	\$ 179,797	\$ 93,194

County Building

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

	July '68	July '67
Total Valuation (213)	\$ 1,199,255	\$ 1,375,124
New Residential, single family (64) \$	911,600	\$ 836,500
Apartments (0)	\$ 0	\$ 5,000
Duplexes (2)	\$ 25,700	\$ 17,500
New Non-Residential (147)	\$ 261,955	\$ 516,124

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	July '68	July '67
Transactions (loans)	534	438
Total Valuation	\$ 6,571,407	\$ 7,003,014

Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

	July '68	July '67
Number of Listings	283	307
Number of Sales	139	82
Dollar Volume	\$ 3,097,839	\$ 1,619,963

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	July '68	July '67
Number in S.C. District	38,323	37,627

Water Customers

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

	July '68	July '67
Number in S.C. District	7,142	8,544
Amount Billed	\$ 131,724	\$ 107,726

(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.)

	July '68	July '67
Total Receipts	\$ 75,828	\$ 64,693

Telephone Subscribers

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

	June '68	June '67
Total Stations	53,024	49,156
Gain over previous month	403	160

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	July '68	July '67
Total Births	145	116
Total Stillbirths	1	1
Total Deaths	107	91

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

Unemployment Claims

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

	July '68	July '67
New and Renewed Claims	508	560
Average Weekly Claims	784	817

The Sentinel Circulation

	July '68	July '67
Average Paid Circulation	19,091	18,134