

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.)

	Sept. '68	Sept. '67
Total Debits	\$76,308,463	\$69,522,532

City Building

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

	Sept. '68	Sept. '67
Total Valuation (97)	\$ 341,081	\$ 152,228
New Residential, single family (10)	\$ 212,500	\$ 22,000
New Non-Residential (36)	\$ 58,037	\$ 81,738

County Building

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

	Sept. '68	Sept. '67
Total Valuation (151)	\$ 1,385,695	\$ 1,003,345
New Residential, single family (47)	\$ 828,300	\$ 615,900
Duplexes (0)	\$ 0	\$ 25,000
New Non-Residential (104)	\$ 557,395	\$ 362,445

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	Sept. '68	Sept. '67
Transactions (loans)	480	422
Total Valuation	\$ 6,137,551	\$ 5,632,846

Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

	Sept. '68	Sept. '67
Number of Listings	248	245
Number of Sales	139	94
Dollar Volume	\$ 2,745,550	\$ 2,000,450

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Sept. '68	Sept. '67
Number in S.C. District	38,444	37,861

Water Customers

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

	Sept. '68	Sept. '67
Number in S.C. District	7,157	7,077
Amount Billed	\$ 126,714	\$ 124,150

(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.)

	Sept. '68	Sept. '67
Total Receipts	\$ 78,113	\$ 59,022

Telephone Subscribers

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

	Aug. '68	Aug. '67
Total Stations	53,336	47,751
Gain over previous month	312	214

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Sept. '68	Sept. '67
Total Births	144	130
Total Stillbirths	3	1
Total Deaths	96	109

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

Unemployment Claims

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

	Sept. '68	Sept. '67
New and Renewed Claims	398	461
Average Weekly Claims	494	547

The Sentinel Circulation

	Sept. '68	Sept. '67
Average Paid Circulation	19,269	18,450