

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 and Opal Cliffs branches.)

Total Debits	July '67	July '66
-----	\$66,323,339	\$64,773,303

City Building

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

Total Valuation	July '67	July '66
-----	\$ 319,603	\$ 255,705
New Residential, single family (5)	\$ 135,856	\$ 142,000
Multiple (0)	\$ 0	\$ 0
New Non-Residential (34)	\$ 93,194	\$ 494,521

County Building

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

Total Valuation (211)	July '67	July '66
-----	\$ 1,375,124	\$ 950,713
New Residential, single family (52)	\$ 836,500	\$ 495,500
Apartments (1)	\$ 5,000	\$ 0
Duplex (1)	\$ 17,500	\$ 145,300
New Non-Residential (157)	\$ 560,124	\$ 409,913

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

Transactions (loans)	July '67	July '66
-----	438	358
Total Valuation	\$ 7,003,014	\$ 6,110,926

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

Number in S.C. District	July '67	July '66
-----	37,627	37,008

Water Customers

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

Number in S.C. District	July '67	July '66
-----	8,544	7,039
Amount Billed	\$ 107,726	\$ 122,467

(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.)

Total Receipts	July '67	July '66
-----	\$ 64,693	\$ 60,571

Telephone Subscribers

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

Total Stations	June '67	June '66
-----	\$ 49,156	\$ 47,179
Gain over previous month	160	294

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

Total Births	July '67	July '66
-----	116	126
Total Stillbirths	1	1
Total Deaths	91	90

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

Unemployment Claims

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

New and Renewed Claims	July '67	July '66
-----	560	629
Average Weekly Claims	817	798

The Sentinel Circulation

Average Paid Circulation	July '67	July '66
-----	18,134	18,363