

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 Bluffs branches.)

	Oct. '67	Oct. '66
Total Debits	\$71,427,658	\$66,043,442

City Building

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

	Oct. '67	Oct. '66
Total Valuation	\$ 283,142	\$ 498,132
New Residential, single family (10)	\$ 181,370	\$ 180,450
Multiple (0)	\$	\$
New Non-Residential (31)	\$ 75,092	\$ 272,129

County Building

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

	Oct. '67	Oct. '66
Total Valuation (162)	\$ 1,190,525	\$ 1,136,650
New Residential, single family (44)	\$ 640,854	\$ 799,500
Apartments (0)	\$	\$
Duplex (0)	\$	\$
New Non-Residential (118)	\$ 549,671	\$ 337,150

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	Oct. '67	Oct. '66
Transactions (loans)	489	315
Total Valuation	\$ 6,330,594	\$ 7,007,988

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Oct. '67	Oct. '66
Number in S.C. District	37,893	37,135

Water Customers

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

	Oct. '67	Oct. '66
Number in S.C. District	8,602	7,099
Amount Billed	\$ 131,383	\$ 119,784

(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.)

	Oct. '67	Oct. '66
Total Receipts	\$ 70,462	\$ 65,715

Telephone Subscribers

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

	Sept. '67	Sept. '66
Total Stations	50,235	48,315
Gain over previous month	2,484	556

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Oct. '67	Oct. '66
Total Births	148	142
Total Stillbirths	5	2
Total Deaths	99	93

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

Unemployment Claims

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

	Oct. '67	Oct. '66
New and Renewed Claims	608	695
Average Weekly Claims	546	605

The Sentinel Circulation

	Oct. '67	Oct. '66
Average Paid Circulation	18,507	18,491