

8-24-67

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.)

	June '67	June '66
Total Debits	\$60,869,921	\$63,024,263

City Building

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

	June '67	June '66
Total Valuation	\$ 263,636	\$ 605,852
New Residential, single family (9)	\$ 122,900	\$ 106,200
Multiple (0)	\$ 0	\$ 0
New Non-Residential (56)	\$ 73,585	\$ 241,014

County Building

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

	June '67	June '66
Total Valuation (226)	\$ 5,626,513	\$ 4,686,717
New Residential, single family (64)	\$ 923,100	\$ 652,080
Duplex (0)	\$ 0	\$ 0
Apartments (14)	\$ 168,000	\$ 0
New Non-Residential (160)	\$ 4,529,413	\$ 4,034,637

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	June '67	June '66
Transactions (loans)	380	365
Total Valuation	\$11,494,282	\$ 8,065,516

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	June '67	June '66
Number in S.C. District	37,522	36,794

Water Customers

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

	June '67	June '66
Number in S.C. District	7,090	7,036
Amount Billed	\$ 89,712	\$ 107,148

(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.)

	June '67	June '66
Total Receipts	\$ 57,620	\$ 56,940

Telephone Subscribers

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

	June '67	June '66
Total Stations	48,996	46,885
Gain over previous month	0	251

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	June '67	June '66
Total Births	134	173
Total Stillbirths	1	2
Total Deaths	125	104

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

Unemployment Claims

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

	June '67	June '66
New and Renewed Claims	542	631
Average Weekly Claims	985	841

The Sentinel Circulation

	June '67	June '66
Average Paid Circulation	17,937	18,147