

# 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.)

Total Debits	April '68	April '67
-----	\$78,700,817	\$70,199,399

## City Building

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

Total Valuation (83)	April '68	April '67
-----	\$ 309,434	\$ 261,150
New Residential, single family (12)	\$ 245,750	\$ 17,000
New Non-Residential (35)	\$ 24,416	\$ 200,425

## County Building

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

Total Valuation (198)	April '68	April '67
-----	\$ 1,506,307	\$ 1,293,644
New Residential, single family (72)	\$ 1,105,300	\$ 889,300
Apartments (6)	\$ 71,000	\$ 75,800
Duplexes (4)	\$ 98,200	\$ 0
New Non-Residential (108)	\$ 196,357	\$ 328,544

## Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

Transactions (loans)	April '68	April '67
-----	495	180
Total Valuation	\$ 8,791,236	\$ 3,881,575

## Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

Number of Listings	April '68	April '67
-----	241	199
Number of Sales	-----	103
Dollar Volume	\$ 2,126,301	\$ 1,167,930

## Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

Number in S.C. District	April '68	April '67
-----	38,122	37,322

## Water Customers

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

Number in S.C. District	April '68	April '67
-----	8,640	7,016
Amount Billed	\$ 102,612	\$ 76,400

(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	April '68	April '67
-----	\$ 82,717	\$ 66,086

## Telephone Subscribers

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

Total Stations	March '68	March '67
-----	52,362	49,043
Gain over previous month	243	84

(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	April '68	April '67
-----	142	106
Total Stillbirths	-----	0
Total Deaths	108	98

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

## Unemployment Claims

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

New and Renewed Claims	April '68	April '67
-----	810	863
Average Weekly Claims	906	1,353

## The Sentinel Circulation

Average Paid Circulation	April '68	April '67
-----	18,782	18,320