

Francis Chichester in his solo hearty Christmas visits and sail around the world. feasted on turkey, Christmas Christmas was merry in the pudding and other delights.

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.)

	Nov. '67	Nov. '66
Total Debits	\$66,961,582	\$62,243,768

City Building

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

	Nov. '67	Nov. '66
Total Valuation	\$ 223,738	\$ 226,010
New Residential, single family (5)	\$ 78,000	\$
Multiple (0)	\$	\$
New Non-Residential (29)	\$ 109,604	\$ 184,385

County Building

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

	Nov. '67	Nov. '66
Total Valuation (137)	\$ 853,855	\$ 1,012,082
New Residential, single family (25)	\$ 352,200	\$ 755,400
Apartments (0)	\$	\$
Duplex (2)	\$ 53,400	\$
New Non-Residential (110)	\$ 448,255	\$ 256,682

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	Nov. '67	Nov. '66
Transactions (loans)	435	\$ 285
Total Valuation	\$ 6,559,610	\$ 3,436,306

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	Nov. '67	Nov. '66
Number in S.C. District	37,900	37,121

Water Customers

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

	Nov. '67	Nov. '66
Number in S.C. District	7,079	7,047
Amount Billed	\$ 92,841	91,427

(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.)

	Nov. '67	Nov. '66
Total Receipts	\$ 74,934	\$ 70,206

Telephone Subscribers

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

	Oct. '67	Oct. '66
Total Stations	50,690	48,582
Gain over previous month	355	267

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	Nov. '67	Nov. '66
Total Births	188	148
Total Stillbirths	5	4
Total Deaths	153	134

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

Unemployment Claims

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

	Nov. '67	Nov. '66
New and Renewed Claims	662	1,079
Average Weekly Claims	634	850

The Sentinel Circulation

	Nov. '67	Nov. '66
Average Paid Circulation	18,604	18,513