

7-2-69

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.)

	April '69	April '68
Total Debits	\$89,268,203	\$78,700,817

City Building

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

	April '69	April '68
Total Valuation (77)	\$ 767,650	\$ 309,434
New Residential, single family (11)	\$ 649,500	\$ 245,750
New Non-Residential (27)	\$ 72,610	\$ 24,416

County Building

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

	April '69	April '68
Total Valuation (189)	\$ 1,123,546	\$ 1,506,307
New Residential, single family (42)	\$ 687,600	\$ 1,105,300
Apartments	\$	\$ 71,000
New Non-Residential (146)	\$ 430,946	\$ 196,357

Real Estate Lending

(SOURCE: Title Insurance and Trust Company.)

	April '69	April '68
Transactions (loans)	564	495
Total Valuation	\$15,731,809	\$ 8,791,236

Real Estate Sales

(SOURCE: Santa Cruz Board of Realtors.)

	April '69	April '68
Number of Listings	335	241
Number of Sales	135	103
Dollar Volume	\$ 3,119,125	\$ 2,126,301

Electricity Customers

(SOURCE: Pacific Gas and Electric Company.)

	April '69	April '68
Number in S.C. District	38,807	38,122

Water Customers

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

	April '69	April '68
Number in S.C. District	8700	8640
Amount Billed	\$ 99,482	\$ 102,612

(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.)

	April '69	April '68
Total Receipts	\$ 86,117	\$ 82,717

Telephone Subscribers

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

	March '69	March '68
Total Station	55,406	52,362
Gain Over Previous Month	223	243

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

Vital Statistics

(SOURCE: Santa Cruz County Health Department.)

	April '69	April '68
Total Births	135	142
Total Stillbirths	6	0
Total Deaths	138	108

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

Unemployment Claims

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

	April '69	April '68
New and Renewed Claims	632	810
Average Weekly Claims	1,116	906

The Sentinel Circulation

	April '69	April '68
Average Paid Circulation	19,840	18,782