

7-13-69  
**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 Mont-River branches, Aptos, Felton, Soquel and Boulder Creek; Wells Fargo, downtown, Aptos, Santa Cruz Campus and Opal Cliffs branches.)

	May '69	May '68
Total Debits .....	\$77,391,460	\$68,035,635

### **City Building**

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

	May '69	May '68
Total Valuation (85) .....	\$ 738,511	\$ 524,642
New Residential, single family (11) \$	255,700	\$ 289,500
New Non-Residential (23) .....	\$ 53,011	\$ 155,212

### **County Building**

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

	May '69	May '68
Total Valuation (248) .....	\$ 1,827,933	\$ 1,455,333
New Residential, single family (72) \$	1,183,300	\$ 739,378
Apartments (18) .....	\$ 202,000	\$ 32,000
New Non-Residential (170) .....	\$ 410,633	\$ 644,455

### **Real Estate Lending**

(SOURCE: Title Insurance and Trust Company.)

	May '69	May '68
Transactions (loans) .....	459	517
Total Valuation .....	\$ 7,734,600	\$ 8,827,588

### **Real Estate Sales**

(SOURCE: Santa Cruz Board of Realtors.)

	May '69	May '68
Number of Listings .....	363	322
Number of Sales .....	147	106
Dollar Volume .....	\$ 3,417,995	\$ 2,149,048

### **Electricity Customers**

(SOURCE: Pacific Gas and Electric Company.)

	May '69	May '68
Number in S.C. District .....	38,885	38,187

### **Water Customers**

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

	May '69	May '68
Number in S.C. District .....	7,167	7,116
Amount Billed .....	\$ 82,359	\$ 85,970

(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.)

	May '69	May '68
Total Receipts .....	\$ 78,147	\$ 80,555

### **Telephone Subscribers**

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

	April '69	April '68
Total Stations .....	55,482	52,160
Gain over previous month .....	76	0

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

### **Vital Statistics**

(SOURCE: Santa Cruz County Health Department.)

	May '69	May '68
Total Births .....	165	160
Total Stillbirths .....	1	2
Total Deaths .....	142	137

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

### **Unemployment Claims**

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

	May '69	May '68
New and Renewed Claims .....	729	595
Average Weekly Claims .....	1,013	921

### **The Sentinel Circulation**

	May '69	May '68
Average Paid Circulation .....	19,682	18,747