

"If they mean to have war,"  
he said, "I say we have had it

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History

6-14-73

# We're 118 Years Old Today

Today marks the 118th birthday of the Santa Cruz Sentinel.

Founded in 1856 by John McElroy, who moved the weekly across the bay from Monterey, The Sentinel began publication with 89 paid - in - advance subscribers and averaged four pages a week. Today's Santa Cruz Sentinel has more than 22,000 subscribers and averages 38 pages a day.

A string of family ownership began in 1864, when Duncan McPherson, often referred to as the "dean of California editors," bought half interest in the Sentinel. He continued as publisher until his death in 1921, when his son, Fred D. McPherson, became publisher.

With his death, his son Fred D. McPherson Jr. in 1940 was active publisher. McPherson remained as publisher until 1970, when Jack Banks was named to the post.

The Santa Cruz Sentinel is owned and operated today by three native Santa Cruzans, including Fred McPherson Jr., president of the corporation, Mahlon McPherson and Lillian McPherson Rouse.