

# Brent's Slogan Makes Big Hit With Everyone

Frank R. Brentlinger of the Sentinel, author of the popular slogan, "Santa Cruz Has Everything—But You," as well as the beautiful poem published in the Sentinel of September 5th last and using the slogan as the title, has been notified that a copyright will be granted to protect the poem.

Congratulations continue to come to the Sentinel for Mr. Brentlinger, better known to thousands of readers as "Brent."

In a recent issue of the Evening Pajaronian the poem was published and beautifully illustrated. In connection with the poem, James G. Piratsky, editor, wrote:

Our friend, Brentlinger, foreman of the newspaper department of the Santa Cruz Sentinel, like dear old Silas Wegg, occasionally "draps into po'try." Recently, in response to a severe attack of the divine afflatus (whatever that is) that seized him, he dashed off the following lines.

It was received with great acclaim; was endorsed by the citizens of the county seat as the county's slogan, and is now being set to music. "Brent" is some versifier, and no mistake.

Harry Hammond, editor and publisher of the Byron Times at Byron, California, recently complimented Mr. Brentlinger and published the poem in a front page story.

Other comments relative to the slogan and poem follow:

Dear Brent:

Your poem, "Santa Cruz Has Everything—But You," is simply wonderful!

Its beautiful sentiment cannot but thrill and quicken the heart throbs of every loyal citizen or disloyal, if there be such in the community.

Congratulations upon the simple yet very effective way in which you portray the many charms of this region!

It should be heralded and broadcast in every possible way as The Slogan of Santa Cruz.

Appreciatingly yours,

HENRY WATTERS.

"Brent's slogan speaks volumes in a few words and the poem is a word picture unparalleled."—Preston Sawyer.

The new slogan—"Santa Cruz Has Everything—But You," is fine. The very best I have ever seen, anywhere.

The old one—"Santa Cruz Says Come," has been much criticised. But the new slogan is a sort of personal compliment, and pleases each individual. By all means, then, let us keep the new one.—Mrs. C. F. Keith, Alameda, Calif.