

11-4-56

Century- Old Echoes

**from The Sentinel
files, 1856**

(Being a perusal of The SENTINEL'S columns of ten decades ago—which few current California publications can offer).

Edited by Preston Sawyer

Social activity of the past hit the printed page in November 1st's Sentinel just a century ago, in the parade of the years. The following item is set down verbatim:

"Grand Affair—We have not had the pleasure of a more agreeable social gathering, during our residence west of the Rocky mountains, than the Ball given by Mr. L. S. Taylor at the Eagle Saloon on Thursday evening last.

"There were fine ladies, fine gentlemen, fine music, fine dancing, fine eating, finessing and everything in fine order, doing credit to Mr. Taylor and the occasion."

Political activity was reported as follows:

"Democratic Meeting—On Monday evening last a large concourse of the citizens of this place, of all parties, but mostly Democrats, were addressed by the Hon. Frank Tilford, State Senator from San Francisco, and Judge W. S. Sherwood, also of the same place, both on the part of the Democracy.

"It was the largest public meeting held in Santa Cruz during the canvass. The speeches were ably delivered and well received. On Saturday evening last they addressed the people of Watsonville, and on Tuesday evening at San Juan."

"American Meeting — The American Party met and was addressed last night by Hon. D. R. Ashley, at Rice's Hotel."

Under "Special Notices" is found the following:

"Eureka Division, No. 4, Sons of Temperance, meet at their Hall, on the hill, Saturday evening of each week at 7½ o'clock."

(Temperance Hall was for many years a landmark about half way up Mission street hill, almost across from old Mission Hill school location. It later was moved to Bulkhead street).

First Otto Ad

Under "New Advertisements" appeared for the first time an ad signed "Otto & Trust." The establishment was on Main (now Front) street. The ad read in part as follows:

"Have constantly on hand and for sale at the most reasonable prices groceries, provisions, confectionery, assorted preserves, and pie fruits, clothing, hats, boots and shoes, and many other articles too numerous to mention, to which they invite the attention of the public.

"All kinds of baking done to order at short notice, and the greatest pains taken to give entire satisfaction. Mr. Trust has been in the business of a baker for many years

"Public suppers got up in the most approved style, for balls, parties, etc."

(The Otto part of the firm was the family from which came the late Ernest F. Otto, so long a newspaperman here, and for years with the Sentinel, up to his death in June of last year).

Masons To Have