

The Santa Cruz Sentinel.

VOL. XXII.

SANTA CRUZ CAL., SATURDAY, FEBRUARY 24, 1877.

NO 38.

Advertisement of New York Store.

INAUGURATION

OF A
New Era in the Dry Goods Trade

SANTA CRUZ.

Important and Startling Announcements.

THE "NEW YORK DRY GOODS STORE"

OF
SAN FRANCISCO,
OPENING A BRANCH STORE

ON THE CORNER OF
Locust St. and Pacific Avenue, Santa Cruz.

Astounding & Unprecedented Slaughter

Our First Grand Consignment of
\$35,000

Worth of Choice Dry Goods!

TO BE SACRIFICED FOR
50 Cents on the Dollar!

Thus enabling every Customer to purchase for one-
half of San Francisco prices.

READ, REASON AND REFLECT

If such Monster Bargains have ever before been
seen in this City.

500 dozen Ladies' Ribbed Hose at 5 cts a pair, worth 20 cts
750 pieces Jaconet Edging at 5 cts a yard, worth 20 cts
965 pieces Silk Ribbon at 5 cts per yard, worth 25 cts
1170 yards Oil Cloth at 12 1-2 cts per yd, worth 25 cts
1960 yds Camels Hair Plaids at 12 1-2 cts per yd, worth 30 cts
35000 yds Silk Sash Ribbon (9 inches wide) at 25 cts per yd, worth 75 cts
340 dozen Hemmed Handkerchiefs at 25 cts per doz, worth \$1 25
3250 yds Heavy Carpet at 25 cts per yd, worth 75 cts
375 doz Mens' Jumpers and Overalls at 50 cts each, worth \$1 25
120 doz Canton Flannel Drawers at 37 1-2 cts a pair, worth \$1 00
150 doz Misses' Embroidered Sacques at 50 cts apc, worth \$1 25
650 yds Silk Finished Velveteen \$1 00 per yd, worth \$2 25
175 Heavy Comforts at \$1 50 apc, worth \$2 50
365 Children's Ready Made Suits at \$2 00 each, worth \$5 00

Also a full line of Cottons, Sheetings, Lace Curtains, Flannels and
Linen, all of which will be sold at prices that defy competition.

A Manufacturers Stock

GENTS' OPEN BACK WHITE SHIRTS.

Will be sold for \$1 each though really worth \$2 25.

SPECIAL INDUCEMENTS IN

SHOES!

Including 1250 pair Ladies Full Finished Scalloped Cloth
and Leather Shoes for \$1 a pair worth \$2 50.

In conclusion, we would respectfully inform the Ladies of Santa Cruz, that we
shall still pursue the same liberal policy that has for so long distinguished our City House,
and shall receive daily consignments of fresh goods from the New York and San
Francisco auctions.

Conditions of Sale:

Everybody treated with politeness and attention.
None urged to buy and Positively no Second Price.

REMEMBER

That the Sale Commences Immediately

Branch! New York Dry Goods Store

Of San Francisco,
Corner of Locust Street and Pacific Avenue, SANTA CRUZ

TO FRANK.

We are seated side by side,
Near the college's festive board,
And the goblets sparkling tide,
Is again before us poured.
We have passed that golden full,
To the days of olden time,
When our life was beautiful,
When we both were in our prime.
We have crowned that golden full,
With the mystic sacred wine,
We have pledged with heart and soul,
Friendship fadeless unto death.
I have found the firm and true,
Mist the false and hollow throng,
I have found those of the few,
That have never done me wrong.
Thou didst not forsake the true,
When the spoils were laid low,
When foul hate and calumny,
Feared on its useful bow.
But, not broken, it hath sprung,
I will pledge the day to be,
And the cloud that over it hung,
Is dispersed and skies are fair.
It shall flourish, yes, by heaven!
Though a thousand storms assail—
It shall never be severed even,
By the lightning or the gale.
And the faithful hearts that failed,
In the tempest of its morn,
And the crown that quailed,
Shall but live in memory's scorn.
Then, ere yet, again we sever,
I will pledge the day to be,
And the crown that quailed,
Shall but live in memory's scorn.
That whatever fate befalls thee,
Good or evil, weal or woe,
There is one who will stand beside thee,
Till his life blood cease to flow.

THE LAND OF THE OLIVE AND
THE VINE.

OCEAN VIEW, SANTA CRUZ COUNTY,
December 20th, 1876.—On the 1st
of December we left San Jose for a short
excursion on the Santa Cruz mountains.
At Hotel de Redwood, some twenty-
five miles distant. I secured an out-
side passage on the stage for myself
and wife. We mounted up by the
side of the driver, and had the grand-
est, most exciting ride of our lives.
Our coach was drawn by six fine
horses. Our driver, Mr. George Col-
grove, was one of the owners of the
line. We found him an intelligent,
courteous gentleman, and admirably
well adapted to his position. The
stage is a fine affair, and the ride is
most comfortable. The mountains are
very beautiful. In a flock together
upon the ground they look like little
troopers. Their uniform is between
a blue and a brown in color. A
beautiful plumage nod on their heads
as soldierly they march along.
Pigeons are plentiful. They are
larger than ours, darker in plumage,
with a white ring about the neck.
Geese and ducks are numerous.
Eagles at any time during the day
may be seen soaring majestically
in circles above the valleys. The moun-
tain streams are full of trout. The
followers of Nimrod and Jack Wat-
son may here pursue their avocations
with wonderful success. The deer,
oxenized air of the mountains is
soothing to the sore lungs of the con-
sumptive. Many of these moun-
tains are said to be the Eastern States,
and here are buoyant with health.
No consumptive should
leave home for a change of climate
without the advice of some skilled
physician. Land upon the mountains
is a blue and a brown in color. A
beautiful plumage nod on their heads
as soldierly they march along.
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CHOOSE A CALLING.

How few young men during their
school days have any definite aim in
life. What a small proportion have
made the choice of a profession or
trade, and are working with a decided
plan constantly in view.
The early choice of a calling for
one's life work inspires the student
to more vigorous energy in the pur-
suit of learning; it serves as a bal-
ance wheel to keep him running smooth-
ly in the path of rectitude and virtue;
and it develops a manliness in his
carriage and demeanor which must
eventually result in great good.
If you are professionally inclined,
turn your attention to the law, medi-
cine, theology, or the sciences. If
you have natural mechanical talent,
you can select engineering, archi-
tecture, or one of the many indis-
pensable trades. If you have ex-
ecutive ability coupled with good com-
mon sense, how many broad avenues
will lead you to the most fertile val-
leys of prosperous business—finan-
cial and commercial. On this sunny
slope of the far west, agriculture and
legitimate mining present most in-
viting fields to the student of nature
and the faithful worker.
Think earnestly of your future
course in life and lay your plans;
it is better far to build a castle than
to build at all.
Whatever you do, never entertain
a thought of entering upon a pursuit
based on deception and fraud, which
would compromise your character as
a true man, or reflect upon your mo-
tives as an honest and upright citi-
zen.
Always keep in mind and practice
those virtues which point to the true
gentleman, remembering that no
one can so easily lower himself in his
own estimation or that of others as
by violating those laws of nature and
justice which are indelibly stamped
upon the mind. A guilty conscience
needs no secret. As the poet sings—
"The world goes round and round,
And the great seasons come and go,
And ever the right comes uppermost
And ever to justice does it bow."

MY WIFE AND I HAVE A TALK.

"That's it," said I to my wife as
we sat around the evening lamp, she
busy mending Johnny's socks and
I, taking my comfort in the big arm
chair with a pile of newspapers be-
fore me. "What is it?" inquired
she looking up curiously. "Even
the lion may be tamed by keeping
him well fed, don't you think so
my dear?" said I. "Now listen to
this. In these days there are a
hundred young ladies who can thumb
a piano in one who can make a good
loaf of bread. Yet a husband has
so much of the animal in his nature
that he cares more for a good
dinner than he does so long as his
appetite is unquenched—to listen to
the music of zephyrs. Heavy bread has
made many heavy hearts, given rise
to dyspepsia—horrid dyspepsia, and
its herd of accompanying troubles.
Civics who desire that their husbands
should be amiable and kind should
learn how to make light bread. When
a young man—"There that will do
Mr. Rodgers," said my spouse
warmly. "When will you men
have done telling the world what
young girls should do to make good
wives without considering the far
more momentous question, how
young men may become good hus-
bands. As if there was nothing else
in life for a woman than to marry
and make somebody happy or mis-
erable; herself quite put out of the
question. Now, I've heard before
that the way to a man's heart is
through his stomach, and I begin to
believe there's some truth in it.
Goodness knows the women have
hard enough times in this life trying
to make a good appearance on scanty
means. I shall tell my husband to
keep his hands off, and to be married
they find their hands full, and to sit
down to the piano when weary is a
rest and comfort which helps them
through with the day's vexations.
Good bread indeed! That's the last
of woman's trials. A pan of hot
gums can be knocked up in no time
if you have a hot fire to begin with,
and a child nine years old can stir
them as easily as any one. If one
must feed his wife, he should be satis-
fied with a good woman or a proper
mother." "That's very true my
dear," said I, "but why couldn't
you wait to hear the paragraph
through before you fired up so sky-
rocket-like. It does beat all how
you women, sensible women, strong-
minded, intelligent women like Mrs.
Stanton for instance, do dislike any
allusion to the present deplorable
condition of affairs which causes
careless young men to be so easily
seduced by the charms of a woman
of the name of a woman. Girls are
so extravagant in their notions; all
for dress and show, must marry a
man as well off or better than their
fathers are, instead of being content
to begin at the bottom of the ladder
and work their way up as their own
merits have done." "I wonder, Mr.
Rodgers, why men can't see themselves
as others see them," said my wife,
with fresh enthusiasm. "It is not
easier than to get a woman's dress,
and any one can tell you how to
make up your head and set it to
rise in the pan you take it in. Mrs.
Cady Stanton says: 'Many mothers
have yet to learn that the first lesson
in the education of their daughters
is not to teach them to be wives but
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