

YOU ARE SAFE AT

# THE SEASIDE STORE

## DRY GOODS—LADIES' GARMENTS

Phone Santa Cruz, 731

Pacific Av., Opp. Court House

SANTA CRUZ

72 SANTA CRUZ CITY (1921) DIRECTORY

Fear John W (Lydia) sec-treas Ferro Products Co h 262 Otis  
Fearnside Frances h 41 Parkway South  
Fearnside Helen r 41 Parkway South  
Feemster Frances (wid T H) r 168 Garfield  
Feemster Ira E (Ethel) carrier P O h 168 Garfield  
**FEHLIMAN WM E (Lola) phys 12-19 Peoples Bank bldg r Piedmont Court**  
Feibeg Adolph (Hulda) h 188 Pelton  
Felzer Clara h 39 Laurent  
Felker Sophia G student r 104 Plateau  
Felker Willie E (Marie K) mech h 552 Ocean  
Felt Adolph L (Christine) farmer r R D 2  
Felton Hotel (Geo Fetherston) Felton  
Fenimore John T merchant r Aptos  
Fenn Albert E (Marie Beda) r Glenwood  
Ferguson Herbert (Bessie) slsmn Seaside Store h 16 Bixby  
Ferguson S H lab San Vicente Lmbr Co  
Ferguson Wm A (Ella) h 26 Sunnyside av  
Ferguson Wm Leslie lab r Boulder Creek  
Ferrari David A (Mary) lab h 115 National  
Ferrari Eduvina Mrs h 25 Coral  
Ferrari Henry (Lena) farmer h 801 Ocean  
Ferris Benj A (Isabelle) janitor High School h 25 Peyton  
Ferro Products Co Don M Crist pres and genl mgr paint mfrs 12 Locust plant at Cristo  
Fetherston George A (Florence M) (Felton Hotel) r Felton  
Fetherston Wm H chauffeur r Felton  
Fett David (Eliza) h 374 Water  
Fett Raymond student r 374 Water  
Fette Clarence E (Beatrice) mgr Sperry Flour Co h 248 Walnut av  
Fidch Julia (wid E) h 143 Caledonia  
Fidel Arno R (Emma) farmer P O Wrights  
Fidel Marcus farmer P O Wrights  
Field Albus T (Ellen M) h 175 Water  
Field Clarence W (Edith A) asst acting supt Union Trac Co h 224 Otis  
Field Waldo (Myrtle) eng S C Portland Cement Co h 122 Locust  
**FIELDS EDWIN W (Eva V) (Sentinel Publishing Co) h 24 Riverside av**  
Fields Jas K (Adelaide) h 29 Campbell rear  
Fields Wm poultry h 51 Hageman av  
Figone John lab r 27 Front  
Fikes Chas D (Amanda) tmstr Central Lmbr Co h 99 Maple  
Fikes Chas J truck driver Daniels Trans Co r 99 Maple

Fikes Clarence U driver Owens Bros r 472 Ocean  
Fikes Daisy L r 472 Ocean  
Fikes Edith E tchr Gault School r 472 Ocean  
Fikes Eva L r 472 Ocean  
Fikes Lucy A (wid Danl) h 472 Ocean  
Filippini George farmer r Davenport  
Filippini Irene M bkpr h 157 Ocean  
Filippini Velma (wid H J) r 77 Davis  
Filmore Rebecca inmate Co Hosp  
Finch Chas W (Alice) carp h 52 Riverside av  
Findley Jas (Clara) poultry r R D 2  
Fink John cigarmkr La Cruz Cigar Factory r 4½ Pacific av  
Finkeldey Stella h 127 Front  
Finley Jennie O (wid J M) nurse h 99 N Branciforte av  
Finley Rebecca J Mrs r Brookdale  
Finn Albert C (Laura) h 72 Fairmount av  
Finn Aloysius G (Cleonice) agt Metropolitan Life Ins Co h 50 Maple  
Finney James L rancher r R D 2  
Fire Dept R S Tait chief 16 Church  
Firestein Albt M clk h 96 Ocean  
Firestein Dorothy steno Co Recorder r 96 Ocean  
Firestein Grace r 96 Ocean  
First Advent Christian Church Rev G E Walston pastor 15 Elm  
First Baptist Church Rev J N Hoover pastor 53 Walnut  
First Christian Church 44 Lincoln  
First Church of Christ Scientist Dakota av cor Ocean  
First Congregational Church Rev B M Palmer pastor Center cor Lincoln  
First Jacob H (Harriet) h 48 Pearl  
First Methodist Church Rev I B Bristol pastor 33 Church  
**FIRST NATIONAL BANK F D Baldwin pres T G McCreary cashier A H Foster and W M Carmean asst cashiers 88 Pacific av**  
First Presbyterian Church Rev M Laybourn pastor Pacific av cor Cathcart  
Fischer John B r Merrill av R D 2  
Fisher Alice Mrs r 72 Elm  
**FISHER EDITH M printer Sentinel r 82 Center**  
Fisher Ethel I tchr Gault Sch r 20 Garfield  
Fisher Geo H (Kate T) h 82 Center  
Fisher Helen A milliner r 20 Garfield  
Fisher Henry W (Nora) poultry h 19 Hageman av

Established 1854

WATSONVILLE, CAL.

# CHAS. FORD CO.

Largest Department Store Between San Francisco and Los Angeles  
**SATISFIED CUSTOMERS EXPLAINS OUR GROWTH**