

There is no substitute for Quality — Ask those who shop at Ford's  
**CHARLES FORD COMPANY**  
 DEPARTMENT STORE

Established in 1852

WATSONVILLE, CALIF.

SANTA CRUZ CITY DIRECTORY (1935)

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Barger Archie emp A K Salz Co r430 River  
 Barger C C (Helen) (Barger's Sign Shop) r Capitola-By-The-Sea  
**BARGER'S SIGN SHOP** (C C Barger) Designer and Builder of  
 Modern Signs and Displays, A World of Ideas, 112 Pacific Av,  
 Tel 1224-W  
 Bargetto Adeline V bkpr Mission Garage r Soquel  
 Bargetto Bros (Philip and John) whol liquor 19 Water  
 Borgetto John (Bargetto Bros) r Soquel  
 Bargetto Philip (Bargetto Bros) r Soquel  
 Bargetto Sylvia bkpr Bargetto Bros r Soquel  
 Bargiacchi Julio (Emma) ranchwkr h93 Van Ness av  
 Barker Myrtle I (Fort-Barka School of Dancing) r190 Mission  
 Barker Chas O h73 Cayuga  
 Barker Edith Mrs h14½ Washington  
 Barker Geo W (Mary) lab h43 Pendergast av  
 Barker Henry A (Lena) lab h99 Locust  
 Barker Ida A (wid G G) h272 Martin blvd  
 Barker Lena M r99 Locust  
 Barker Lloyd J (Nell M) meat ctr H R Dean h109 S Branciforte av  
 Barker Lowell D r99 Locust  
 Barker Margt M (wid Ralph) h202 Hiawatha  
 Barker Nettie (Artistic Beauty Salon) r99 Locust  
 Barker Paul C (Fru W) asst County Farm Advisor h174 Pacheco av  
 Barker Richd L lab r99 Locust  
 Barley Carl L (Ida E) candymkr h129 Mission  
 Barling Walter (Jessie) h35 Brook av  
 Barnard Ella H (wid C J) r324 Mission  
 Barnes John F (Bertha H) (Santa Cruz Pharmacy) h404 Sea-  
 bright av  
 Barnes Jos W (Vera) inspr SCPD h17 Raymond  
 Barnes Robt auto pntr S L Thrash  
 Barney Nate D h114 Garfield  
 Barnhart Dottie A (wid G H) r30 James  
 Barnhill Alma E (wid C S) h rear 142 Seabright av  
 Barnhill Elwin S (Lucile B) (Elwin S Barnhill Co) h275 Soquel av  
**BARNHILL ELWIN S CO** (Elwin S Barnhill) Florists, 275 Soquel  
 Av, Tel 742  
 Barraclough Tillie E (wid J W) h150 Pennsylvania av  
 Barradori Guido bartndr Quirico Barradori r20 Knight  
 Barrett Emily W r Hotel St George  
 Barrett Jas A adv mgr Santa Cruz Morning Sentinel  
 Barrett Thos h160 Liberty  
 Barriero Frank (Maria) r32 Mason  
 Barrigar Arth millmn S C Portland Cement Co r Davenport  
 Barrigar Floyd millmn S C Portland Cement Co r38 Blackburn  
 Barrigar Robt millmn S C Portland Cement Co r Davenport  
 Barrigar Walter millmn S C Portland Cement Co r Davenport  
 Barrington Claude P (Kath) (Clear View Auto Court) h127 Soquel  
 Barrington Harry A (Alma L) slsmn Assoc Oil Co h41 Pine  
 Barrington Rose (wid J C) h32 N Branciforte av  
 Barrouclough E Mrs mgr Cottage City Santa Cruz Seaside Co  
 Barry Eliz F (wid N D) h51 Blaine  
 Barshaw Irvin C (Rose M) carp h48 Pryce  
 Barshaw Newton P (Irene S) used cars h304 Bronson  
 Barson Alf (Riverside Hotel) h110 Riverside av  
 Barson Arth (Grace) h151 3d  
 Barson Gertrude (Riverside Hotel) r110 Riverside av  
 Barson Lilla (Riverside Hotel) r110 Riverside av  
 Barson Mary (Riverside Hotel) r110 Riverside av  
 Barson Robt G (Riverside Hotel) r110 Riverside av  
 Barson Sarah (Riverside Hotel) r110 Riverside av  
 Barson Wm (Riverside Hotel) r110 Riverside av  
 Barsons' The (Riverside Hotel) 110 Riverside av  
 Barth Geo W (Winifred M) h55 Blaine  
 Barth Winifred Indwkr Kerrick Lndv & Dry Cng r55 Blaine  
 Bartlett Alma A (wid Robt) h364 King

**EVERY STORE**

should appear in the Directory and the Directory  
 should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer looks for.  
 The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy  
 they will find elsewhere.