

# A Sale Not a Sail

---

When we contemplate a summer resort hotel sale, that is not a sail of location or business, we are reminded of the fact that Santa Cruz Co. has many inns from which business was not slow to sail away, never to come back, never to come back. Prominently among them was the Spreckels Hotel, located at Aptos and erected in 1873 by Clas Spreckels, the Sugar King of the Pacific Coast, and the owner of the extensive Aptos rancho. This hotel was large, located near the sea and completely furnished. Mr. Spreckels had capital in abundance and ran the hotel himself, Manager Bahrs being in charge. At first this tavern was crowded to the doors with wealthy patrons, and during the first or second year, the premature and one-sided judges said, in words of fear: "The city of Santa Cruz must look to her advantages or soon take a back seat". Time ran on just as it is doing now, and in 1883, as the result of revolting conditions, Mr. Spreckels had lost interest in his hotel, which closed its doors for evermore. Since that date the following season hotels have gone out in Santa Cruz Co.: Summer Home Farm, located in Strawberry valley, just this side of Glenwood; Vine Hill Hotel, located at Vine Hill and owned by the Billing estate; Ben Lomond Hotel, Ben Lomond, burned by a since-convicted incendiary; Sea Beach Hotel, this city, accidentally burned; Pope House, this city, not improved as required by the demands of changing times; Ocean Villa, this city; the Waverly, erected in 1858 by Wm. Anthony, two stories high and occupied by him and L. Heath as a hardware store; bought by Joseph Ruffner and taken over by Charles Brown, who added a third story and converted the building into an hotel, which he named after himself the St. Charles, which was later taken under mortgage by Henry Cowell, and what is left of the burned-out shell is still the property of the Cowell estate, and if reports are true the ruin will be pulled down soon to make room for a three or four-story, reinforced structure that will take a second place to no hotel in this or adjacent counties, and a dozen or more hotels of less importance.

This is the period of the auto, a fact that reminds us of the man who conducted a blacksmith shop and butcher shop, both doing a large business. Without "previous notice" he closed the latter, and in answer to a question said: "A gentleman who can afford to own a horse can pay for his animal's shoes, but not all men, women and children can pay for the meat they consume".

Landlords have learned that all auto tourists can afford to pay for the best hotel accommodations the country affords, and that travelers and their ladies demand baths, etc., and that they have the price to pay for them, and farther; that they have no use for the old taverns that are without plumbing, rooms without clothes closets and outside windows. New laws of strict sanitation are being rigidly enforced, and the owners of public rooming houses are waking up to the fact that they must now fit up or close up.