

*Department Store*

*2-13-69*

# **Resetar Hotel Is Sold**

Charles Ford Company, operator of a Watsonville department store, has purchased the Resetar Hotel and garage in that city.

Purchase price for the five-story hotel, built in 1927, was not announced, but reported to be about \$500,000. It was believed to be the city's largest single property transaction.

Ford company officials said the property was purchased for future development, but did not give details.

The property reaches from Main Street to Van Ness Avenue. It occupies the principal portion of a downtown block which includes Ford's department store.

Charles Crouch, present operator of the Resetar, will continue to manage the hotel and no personnel changes are expected. Crouch also operates the Palomar Hotel in Santa Cruz and the Appleton Hotel in Watsonville, according to Ford company officials.

Mike and Louis Resetar made the sale to the Charles Ford firm, headed by president George Menasco.