

# More Than 5000 Expected At Festival

## Begonia Festival

Some 5,000 to 6,000 visitors are expected to flock to the seaside community of Capitola for the 17th annual running of the Capitola National Begonia Festival Sept. 3-9.

The Capitola Chamber of Commerce reports calls requesting information on accommodations for festival week have come in from all parts of the state.

Capitola is the begonia production capitol of the world, and the delicate blossoms form an integral part of the colorful festival week. Begonia blooms are used extensively in the decorations of the floats for the grand parade and in the window decorations contest in which homeowners and business people vie to see who can come up with the most beautiful arrangement.

But the festival has something for everybody — even the non-flower lovers.

If surfing or sailboating is your bag, then you've come to the right place. Surfers in two divisions will try for trophies in the festival's big surfing contest which takes to the waves Saturday at 10 a.m. Then on Sept. 13, El Toro sailboat racers from miles around will be under the spotlight for the 1970 edition of the festival races.

In fact, so many of the festival's events are held in or on the water that this year for the first time directorship of the festival was split into two big divisions — one for land activities and one for water events.

scores of other parades held every day in the United States is the fact it is held on water, rather than a hard asphalt street. The floats really float.

The watery calvalcade flows at a gentle pace along Soquel Creek and passes under the bridge to wind up in the creek's beach lagoon.

For the landlubber, the festival has a host of terra firma-based fun things.

If sports is where it's at for you, there's a volleyball tourney, bowling tourney and a golf tourney. Or, if you're the artistic type, take in the floral contest exhibits or the big art fair in San José Avenue.

Or maybe you just want a good meal before you take a look at some of the activities. Try the Capitola Lions Club pancake breakfast.

Whatever happens to be your personal thing, you want to have fun at it, and fun's what it's all about at the Begonia Festival. People from far and wide

in California, all of them with a good time in mind, will jam the picturesque winding streets of Capitola for a last big blow-out of the summer season.

It's the big blowout of the year for Capitolans, too, and the little town really puts on the dog during festival week. Don't miss it.

Some 5,000 to 6,000 visitors are expected to flock to the seaside community of Capitola for the 17th annual running of the Capitola National Begonia Festival Sept. 3-9.

The Capitola Chamber of Commerce reports calls requesting information on accommodations for festival week have come in from all parts of the state.

Capitola is the begonia production capitol of the world, and the delicate blossoms form an integral part of the colorful festival week. Begonia blooms are used extensively in the decorations of the floats for the grand parade and in the window decorations contest in which homeowners and business people vie to see who can come up with the most beautiful arrangement.

But the festival has something for everybody — even the non-flower lovers.

If surfing or sailboating is your bag, then you've come to the right place. Surfers in two divisions will try for trophies in the festival's big surfing contest which takes to the waves Saturday at 10 a.m. Then on Sept. 13, El Toro sailboat racers from miles around will be under the spotlight for the 1970 edition of the festival races.

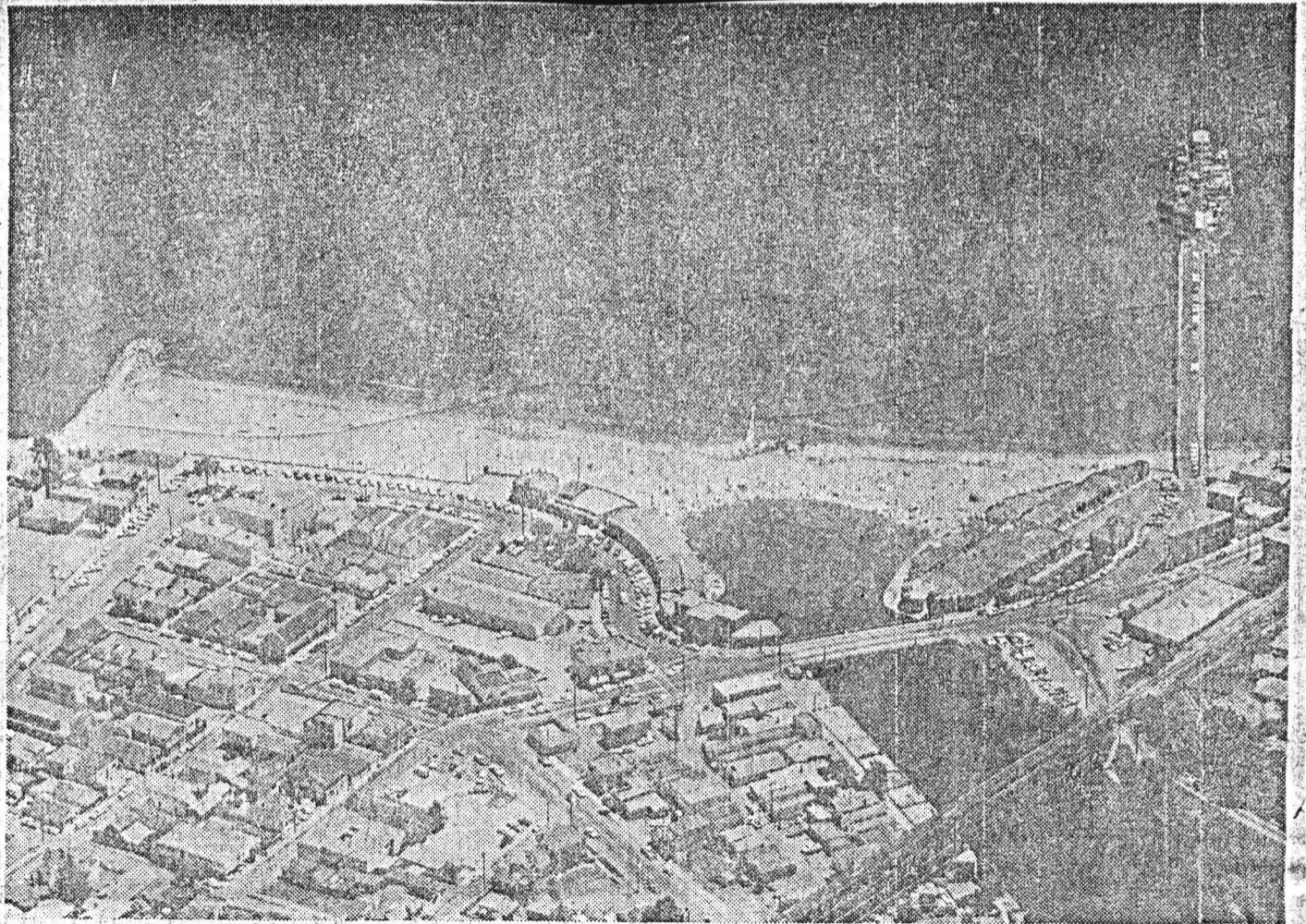
In fact, so many of the festival's events are held in or on the water that this year for the first time directorship of the festival was split into two big divisions — one for land activities and one for water events.

In addition to the surfing and sailing contests, there will be a junior-senior fishing derby, a paddleboard contest for juniors on Soquel Creek, a rowboat race and a children's water parade immediately preceding the festival grand parade.

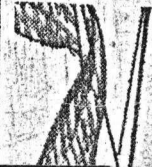
The big parade, if you've never seen it, is a real spectacle. Setting it apart from the

A popular and long-awaited attraction at this year's begonia festival will be Capitola's newly restored beach. Washed away because of disturbances in the natural littoral drift of Monterey Bay currents, the beach was re-

stored earlier this year with trucked-in sand. A rock breakwater, seen at left, was also completed this year to make sure the new beach stays put. The City of Capitola now owns the beach, having accepted its title from the state after the beach restoration.



We Welcome You to Capitola —



Our

"Home Town"