

SEASON OPENS AT BEACH ON SATURDAY, APR. 17

General Manager R. L. Cardiff of the Santa Cruz Seaside company said today that the Santa Cruz natatorium, hot baths and surf bathing departments will open April 17, one week from Saturday next, and remain open. Furthermore, it is hoped to provide regular Sunday concerts, beginning April 18 and continuing up to the time the daily concerts begin at the beach.

Improvements and alterations of various kinds are under way on the beach properties in preparation for the season, including the construction of a two-foot concrete drain underground from the natatorium to the bay.