

1970

SANTA CRUZ, CALIF.; TUESDAY, SEPTEMBER 1, 1970

# A History Of The Festival

*Begonia Festival*

Here's a year-by-year run-down on the history of the Capitola National Begonia Festival:

1953—The first festival was launched as the brainchild of Mrs. Pat Antonelli and Mrs. John Benias. Miss Vera Blaeholder reigned as queen.

1954 — Capitola businessmen developed the idea of publicizing the mild, uniform weather conditions of Capitola which develop and produce the area's beautiful begonias. Mrs. John Benias was the festival director of 1954, and Jeanette Hayford was crowned queen.

Begonia Festival Association was formed as a chartered corporation to publicize the festival and Capitola alike. Lewis Deasy was named president and Edna Messini was picked as director. Sandy Katz was crowned queen.

1968—The festival was directed by Deasy and Al Haller served as president of the association. Laura Anderson reigned as queen.

1969 — Vanette O'Neil directed the festival, over which Patricia Merritt reigned as queen. Arline Aluffi was president of the association.