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Department Stores

Celebration planned for Mervyn's opening

Mervyn's will stage an opening day celebration for its new department store in Capitola on Saturday beginning at 9:30 a.m.

According to store director Gino Fabricatore, the official opening of the Capitola store will be highlighted with a grand opening sale which will continue throughout the following week offering substantial price reductions on merchandise in every department. Mervyn's carries an extensive selection of clothing for the entire family, plus linens, yardage, costume and fine

jewelry, shoes, toys and draperies.

A Dixieland band will entertain opening day visitors, while a jolly clown presents free balloons to youngsters.

The 75,000 square-foot store is located in the Capitola Mall at 1855 41st Ave. It represents a \$2 million investment and employs more than 150 persons in full- and part-time positions, creating an annual payroll of more than \$1 million.

This is the 38th store in the Mervyn's chain.