

Capitola - 1960-1969

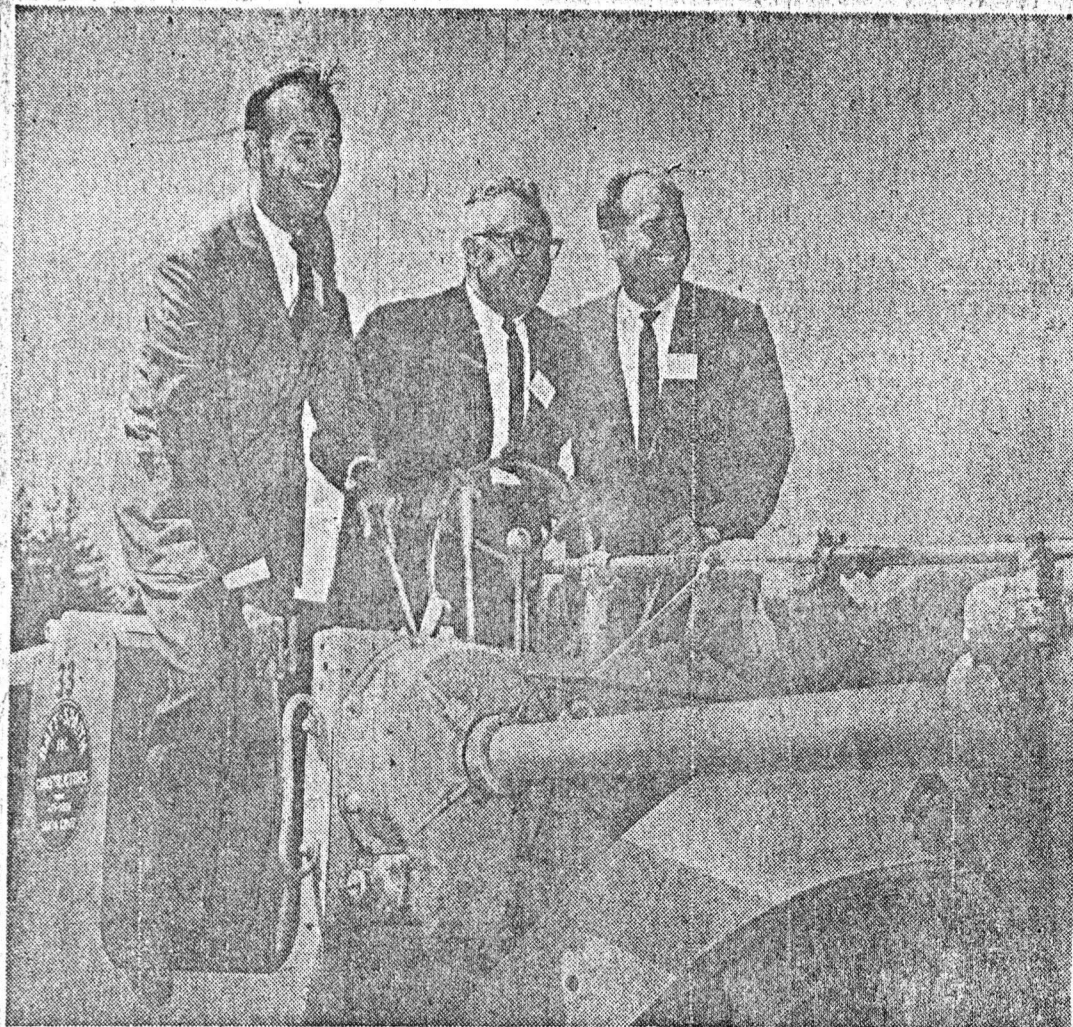
Sunday, April 12, 1964

Disco Breaks Ground For Its Discount Store In Capitola

A giant grader Friday officially broke ground for the new Disco store which is expected to be open for business at Capitola by July 15.

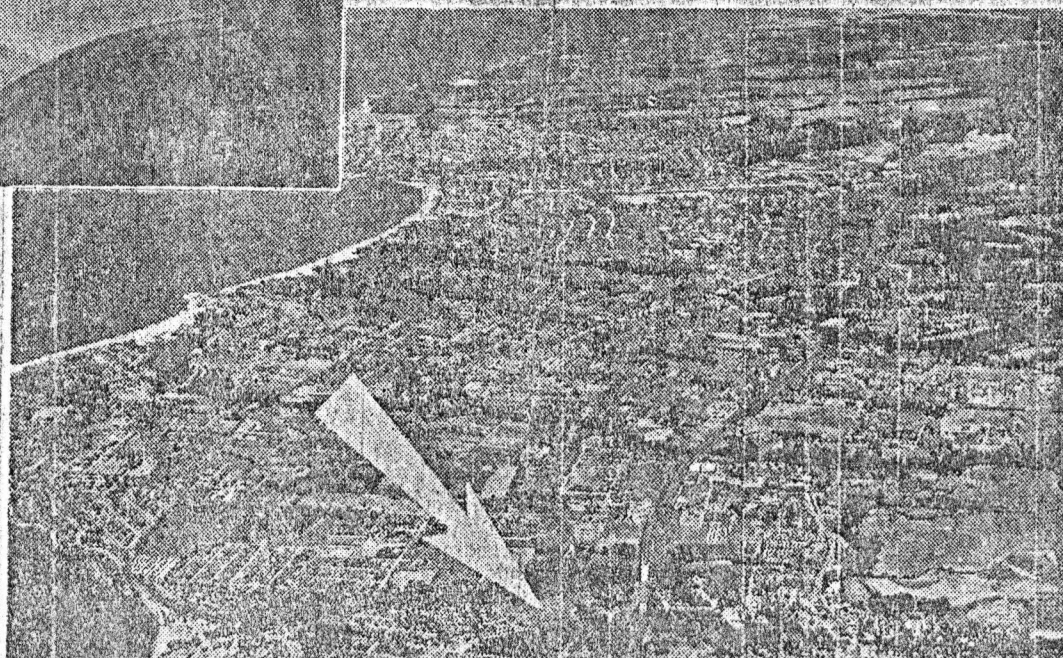
A collection of Disco officials, and those of Capitola, Santa Cruz and Santa Cruz county, were on hand for the ground-breaking and luncheon which followed at Shadow-Brook restaurant. Charles M. Watt, store chain president, presided over the activities. Officials included Supervisor Louis Nelson, Santa Cruz Chamber of Commerce President Don Starr, Capitola Mayor Andrew R. Antonetti, County Bank of Santa Cruz President Ray Sellers and Title Insurance And Trust Company Vice President Oliver Myren.

The 20,000-square-foot discount store represents an investment of \$1,250,000, not including purchase of the nine acres of property on Bay avenue. There will be 55 retail departments, a supermarket and service station in the project. The Disco store at Capitola is the fourth store in the chain, with two stores now in operation at Stockton and one at San Rafael. Other stores are to open this year at Redding, Chico and Eureka. Watt said 150 employees will be hired, most of them chosen from the greater Santa Cruz area.



It's full steam ahead for the Disco department store to be built on Bay avenue in Capitola. Ground breaking ceremonies were conducted Friday. Capitola Mayor Andrew Antonetti is shown at the wheel of the giant grader which has begun

work. Disco President Charles Watts is at the left while Disco Board Chairman Ward Simmons is at the right. The map at the right pinpoints the location of the new store. It is on a nine-acre tract along Bay avenue, near the Santa Cruz - Watsonville freeway.



Nikita Receives Backing From Hungary's Premier