

Capitola Mall

## Business notes

# Mervyn's undergoing \$30-million expansion

Mervyn's will open a new department store in Capitola next spring as part of a \$30-million, seven-store expansion, board chairman Mervin G. Morris told a group of security analysts in San Francisco recently.

The new stores include three in Orange County and three in the central Valley. The expansion will bring the number of Mervyn's department stores in California and Nevada to 42.

The new Capitola Mervyn's will be located in the Santa Cruz Mall, a regional shopping center at 41st Avenue and Capitola Road. The \$3.25-million, 75,000-square-foot department store is tentatively slated for opening in March 1977. Serving the entire county, the Plaza store will employ 150 with an annual payroll of about \$1 million.

Mervyn's also announced today that it will open stores in Fresno and Bakersfield next spring, a store in Stockton in the fall of 1977 and the opening of stores in 1977 in Anaheim and Tustin (Orange County) and in 1978 in Westminster, also Orange County.

Earlier this week Mervyn's announced that it has begun construction on a \$7-million, 300,000-square-foot distribution center adjacent to its Hayward

headquarters to support future expansion up to 54 stores.

Mervyn's department stores are devoted to soft goods in the popular price ranges. Merchandise includes apparel, shoes and accessories for the entire family, linens, bedding, draperies and yardage.

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Webber's Camera of Aptos is introducing a new camera into its line — the Minolta 110 Zoom SLR — which combines the 110 film format with single-lens reflex photography.

The camera uses the same instant-load 110 film cartridges popularly used in pocket cameras, but also has the through-the-lens viewing system and focusing and zoom lens to allow close-ups up to 11.3 inches.

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Fidelity Savings and Loan Association is giving away free coffee mugs to people who drop into their offices. The gift mugs, along with free coffee and refreshments, are part of the Association's "Billion Dollar Celebration" commemorating its reaching the \$1 billion mark in assets.

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The promotion of two officers of County Bank of Santa Cruz

were approved recently by the bank's board of directors.

Abelina F. "Abby" Morasch has been named branch operations officer II. Mrs. Morasch, who joined County Bank as a

teller at the East Santa Cruz Office in 1969, was promoted to supervisor and assigned to the

Scotts Valley Office three years later. She returned to the East Santa Cruz Office as supervisor

earlier this year and continues at that office in her current position.

Nora Whitehead has been named to the position of executive secretary and assistant corporate secretary. She joined the bank's staff in July, 1964 as secretary to J. E. Clifton, senior vice president. In 1971, she became secretary to the chairman of the board, president, and senior vice president.