

Disco Store Opens Tomorrow

Huge Supermarket At Disco



The first major discount store —Disco—to locate in Santa Cruz county includes among its

various departments a complete supermarket. The supermarket

has 20,000 square feet of floor space. Manager of the supermarket is Joe Peck.

Opening To Run Nine Straight Days

Disco, the new giant discount house in Capitola, will commence nine consecutive days of "Grand Opening" tomorrow noon.

The 84,000-square-foot building, located at 809 Bay avenue, is Santa Cruz county's first major discount store.

A multitude of departments are under one huge roof to provide shoppers with the most complete one-stop shopping center in the county.

Disco won't be giving away the usual, but often useless, gifts at its grand opening. Instead, there will be "discounts on the discounts" in many areas, according to Manager Jack Hawkinson.

Most Santa Cruz county residents have watched the blue and white paneled structure, divided by red supporting columns, go up quickly during the past few weeks, mainly as they've driven along the Santa Cruz-Watsonville freeway.

Hawkinson wants visitors to be aware of other access routes to the store, such as Soquel drive and Capitola avenue, because he is anticipating a great rush during the grand opening.

However, he points out that Disco has plenty of free parking on its gigantic lot; there's room for 600 vehicles.

Store hours, including the grand opening, are noon to 9 p.m., Monday through Friday; 10 a.m. to 7 p.m., Saturday; and 11 a.m. to 6 p.m., Sunday.

The store, which is fully air-conditioned, is located on seven acres. It is the fourth Disco discount house in northern California. A fifth is under way in Eureka. There are two in Stockton and one in San Rafael.

Hawkinson points with pride to the many "name brands" that his store will handle. Some items even will be sold close to cost.

The local mart is employing 150 persons and will have an annual payroll amounting to approximately \$700,000.

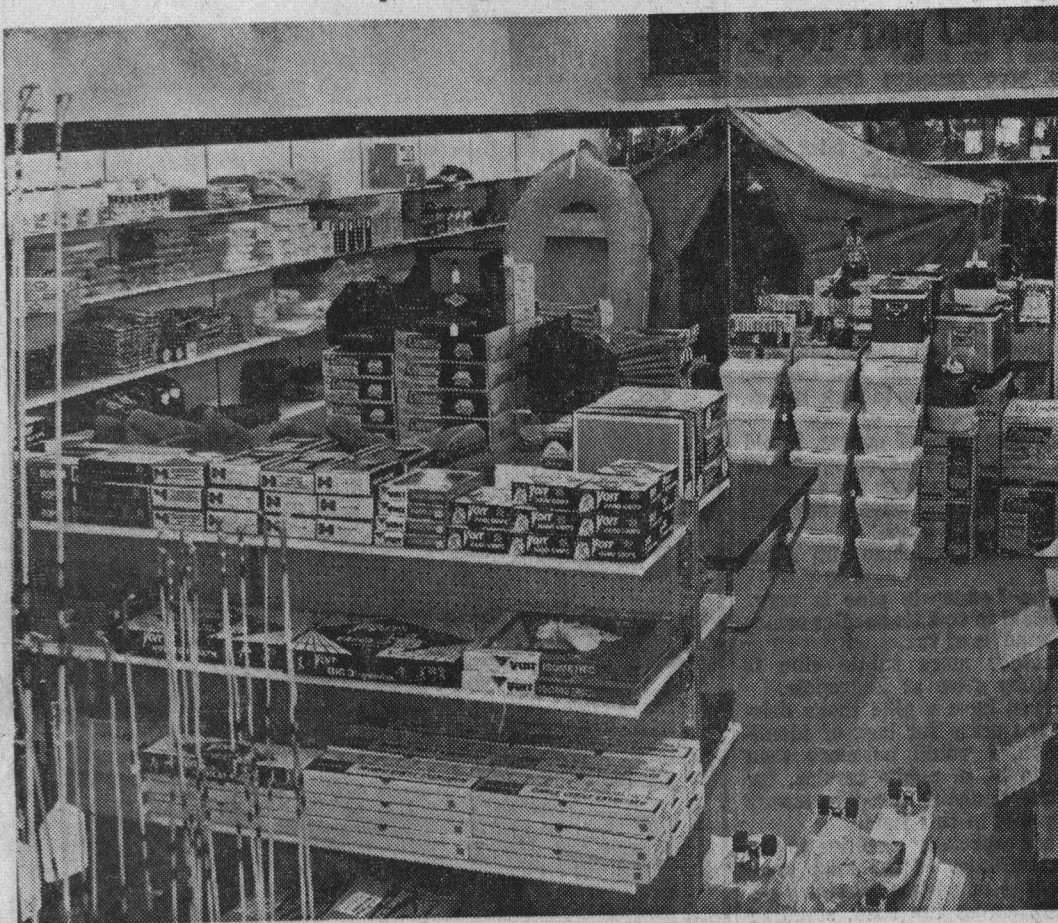
Investment in land and building is in excess of \$1 million. The Disco telephone number is 475-9050.

Departments in the store include a do-nut bakery, liquor store, real estate office, insurance office, encyclopedia sales office, portrait photographer, jewelry store, camera shop, dry cleaners, sporting goods, men's and boys' wear, ladies, children, infants and tots' wear, shoe store, linen shop, snack bar, appliances, take-out foods, a 20,000-square foot supermarket, sundries, toy department, housewares, hardwares, pet shop, automotive department, beauty salon, optometrist, pharmacy, records, health and beauty aids and a service station off the main parking lot.

Hawkinson's No. 1 aid is Assistant Manager Ralph Davis.

Department managers are Jack Brooks, appliances; Ken Dyer, automotive; Ken Baker, photography; Carolyn Busenhart, beauty salon; Howard Robinson, pharmacy; Paul Good, do-nut shop; Dan Holloway, gas station; Bob Sclar, linens; Bob Noonen, men's wear; Marv Fischbein, jewelry; George Gordon, shoes; Ben Norwood, sporting goods; Bob Gracia, sundries; Joe Peck, supermarket; Bob Johnson, snack bar; Ruby Freeman, women's wear; and Tom Devlin, housewares and hardwares.

Everything For Sportsman



The new Disco discount house in Capitola, which stages its grand opening tomorrow noon,

can outfit completely the sportsman or sportswoman. A full

range of sporting goods, including skateboards, is available to the customers.