

'Try' Is Big Word Behind Goodwill's Success

He's Now A Teacher



Howard Baker, 51, who resides at the St. George hotel, has been a victim of polio since infancy. He has been trained as a shoe repairman and has become so efficient that the Goodwill Industries now pays him to teach others in the trade. Although using crutches and with braces on both legs, he has learned to be productive, passing on his skills to others. A new plant is being

constructed on Encinal street to relieve the crowded facilities at 204 Union street. Goodwill hopes to raise \$40,000 to help finance the project. Materials which employees repair support the some 100 employees.

Exporting Of Hides Is Big In California

Long Beach (AP). — Exporting hides, California's earliest form of commerce, is making a big comeback.

Reason: More people are wearing shoes.

Last year Los Angeles and Long Beach Harbors shipped nearly 40,000 tons of cured hides to all parts of the world. Five years ago, only a fraction of that amount left the country.

Harold E. Massey, an official of Bissinger company, a pioneer west coast hide exporter, said that increased shoe-wearing on a large scale in Japan and Mexico has sparked the boom in hide exporting.

But he also attributed the upsurge to American appetites. Americans are eating more beef than ever before in history, Massey said, therefore more hides are available.

Los Angeles harbor was immortalized as a hide center by author Richard Henry Dana, who wrote that 2000 hides were taken aboard the sailing ship "Pilgrim" in San Pedro. Dana's book: "Two Years Before the Mast."

Today, a freighter can carry be-

Handicapped Given Chance At New Life

By Wally Trabing

"Please emphasize that word 'try,' because it's a big word in my life.

"I've had cerebral palsy from birth and I used to freeze up whenever anyone looked at me. I had no confidence in anything I did.

"The Goodwill Industries gave me my first real job. When I asked for a job driving their truck, they asked me if I thought I could do it.

"Well, I said give me a try and that's what they did.

"That was four years ago."

This was part of a phone conversation with Gene Laden, 32, a Goodwill Industries "graduate" who recently got himself an outside job.

He's a janitor and night watchman at the Sheraton-Palace hotel in San Francisco.

Not only that, Laden also is teaching at a private school for retarded children in Oakland.

"And I'm going to marry a beautiful girl," he said bursting with the news. "She's got cerebral palsy, too, and she runs this school."

The world has turned into a wonderful place for Gene Laden after so many years of suffering from self doubt and inferiority.

The files at the Santa Cruz Goodwill plant at 204 Union street are full of names of former employees who can tell similar stories.

This is exactly why Goodwill is operating, and needs expansion.

A campaign is now under way to raise \$40,000 which will complete the financing of a new \$110,000 plant. It is being built across the street from Sylvania Electric Products, Inc., on Encinal street.

This new plant will be used to repair, refurbish, and reprocess cast-off materials and clothing donated to Goodwill in Santa Cruz and Monterey counties for resale.

Gene was one of the 100 persons who work here. These are people who have lost arms and legs; people with crippling polio, arthritis, cerebral palsy, visual, hearing and speech losses, mental retardation and on and on.

Howard Baker, 51, a polio victim since infancy, has learned shoe repair to such an extent that he is now hired to train others at Goodwill. Although seriously crippled with braces on both legs, this man is not disabled. He is a teacher.

Fred Calhoun, 1813—42nd avenue, at 52 is learning a trade. At the Goodwill electrical shop he is learning to fix appliances. His aim is to go into this field on his own.

There is Charles Diezel, 61, married with grown children, and totally blind. He too has made his mark here. He is manager of the Goodwill retail store in Sea-

He's Learning A Trade



Fred Calhoun, 1813—42nd avenue, is learning appliance repair at the Goodwill Industries, 204 Union street. His aim is eventually to go out on his own. While he trains he is earning his livelihood despite

his handicap. About 100 employees not only earn wages, but more important, gain confidence and a feeling of belonging. With a definite learned skill they can rid themselves at least emotionally of their handicap.

Putting The CHP Out Of Business

California's eight million licensed drivers could put the California Highway patrol out of business.

It wouldn't take planning, committee meetings or campaigning. But it would require an agreement upon the part of every driver that he will obey the law.

"That sounds like an oversimplification, but actually the whole problem of enforcement can be reduced to these terms. Enforcement is necessary only because drivers violate the law. Eliminate violations and the need for enforcement is practically eliminated," said CHP Commissioner Bradford M. Crittenden.

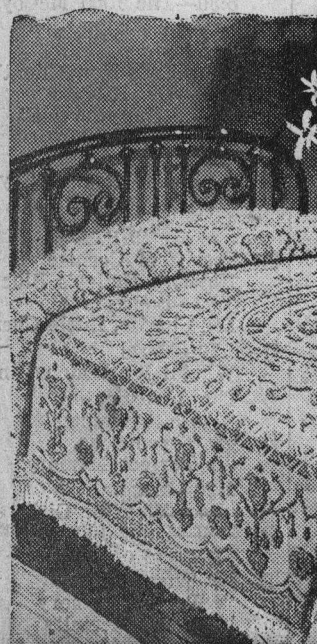
"Even more important, the elimination of violations would in large measure wipe out accidents, because violations are a causative factor in 90 per cent of the accidents. Driver can be citation-free, hence virtually accident-free, by the observance of a single, easily remembered rule . . . unvarying compliance with traffic laws."

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John Foster, personnel director, said that others are working as hotel maids, in industry, and a few have set up businesses on their own.

"You see these people have been hurt—hurt bad," he said. "For the most part their physical defects are not as hard to bear as the resultant emotional turmoil within.

"They have always been conscious of what is wrong with them. When they come to work at Goodwill they discover all the things that are right about themselves.

"They acquire a feeling of belonging, of worthwhileness. They see themselves producing. They see others with similar problems and they lose that illusion of being alone in the world with a big handicap.

"It's awful hard for an outsider to understand this, but believe me, it's the crux of their problem and the main reason of this whole Goodwill setup."

The Goodwill program was originated by Rev. J. Helms in 1902. He began collecting cast-off articles in Massachusetts with the intention of putting a few disabled parishioners to work mending and cleaning the clothes he personally gathered.

It became popular at once and now there are 125 Goodwills across the country. When the San Francisco branch began more than 50 years ago, applications began pouring in from the handicapped in outlying areas.

Later so many were received from Santa Cruz that a small experimental branch was opened here. This was in 1946. Now the men and women who are employed at this self-supported industry draw a monthly payroll of from \$11,00 to \$14,000.

The new 15,000 square foot plant will have facilities for painting, shoe repair, a dry cleaning area, an appliance shop, furniture repair, a radio shop, receiving and sorting, and administration.

The present building on Union street will be retained as a retail store. There are also stores in Seaside, Watsonville and Salinas.

Gene Laden, now a working man on his own at the Sheraton-Palace, is tasting success. Where once constant dwelling on his own handicap narrowed his world, he finds himself excited and enthused at the prospect of teaching mentally retarded youngsters.

"I am going to be a teacher. I love to work and I know I can do more than I did before.

"You can tell the people that it was Goodwill that let me do something that changed my life," he said over the phone.

"That was to try."

SOCIAL SECURITY

CLUB TO MEET

Santa Cruz Social Security club will meet Monday at 1:30 p.m. at Hackley hall. Main speaker will be M. R. Brown. Following a business meeting there will be a musical program and refreshments.

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