

the county's median.

go over the number of affordable

purchase price.

✓CF Goodwill RP 3/14/91 p. 11



Mike McCollum

Maria Ceja checks out a dress while packing an armful of pots and pans.

Goodwill store open again

After 17 months of boarded-up windows, locked doors and seemingly never-ending construction work, today was a day of free flowers, cookies and mariachis for shoppers at the Goodwill Store on Watsonville's Main Street.

The store's grand reopening started with a ceremonial ribbon cutting just before 10 a.m. Store officials said they had reason to celebrate: More than 400 donors and seven foundations helped it get on its feet again after it suffered major damage in the October 1989 earthquake.

A month ago, Goodwill Industries put out a call for contributions for its Watsonville store, saying it had "20,000 empty hangers to fill." The community response was so strong, Goodwill said, that the hangers were draped within a week.

Families cleaned out their closets. Leeds' Shoe Store in Salinas donated 700 pairs of sandals. Besides clothes, people also donated art deco furniture, glassware and 14 Madonna dolls.

The original building was constructed in 1908 for \$10,000, Goodwill says. The earthquake

repairs over the last year and a half cost \$170,000, most of which was raised in a grassroots campaign.

Goodwill Industries uses the profits from its second-hand stores to help rehabilitate people with disabilities. It provided vocational training to 499 residents of Santa Cruz and Monterey counties last year.

The Watsonville store will now be open seven days a week. Monday through Saturday it is open from 10 a.m. to 6 p.m., and Sundays it is open from noon to 5 p.m.

—Susanna Heckman