

Sears will open new Watsonville store

After some time away from Watsonville, Sears plans to open a new store in Freedom.

Sears dealer Frank Spina will relocate from Rockland to the Watsonville area soon, and plans to open his Freedom Center store around Thanksgiving.

A 7,500-square-foot facility, Sears plans to open an appliance store, also featuring lawn and gar-

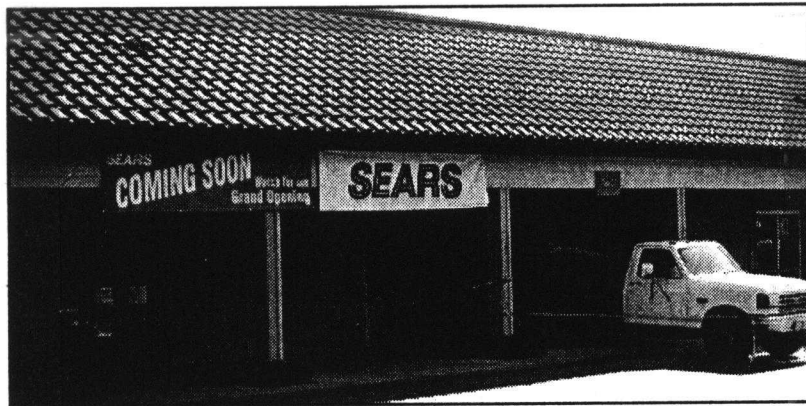
den products, tools and home electronics.

While Spina will be able to take orders for merchandise, his orders are restricted to the same product lines he features in his store. If a customer wants to buy clothes from a Sears store, he or she will still need to drive to Capitola.

Why Watsonville for Spina, who lives near Sacramento?

"Watsonville just happened to be a location where Sears used to have a catalog store," he said.

When the company decided to open locally run, franchised stores, it studied the areas in which the former catalog stores — which were closed in the 1980s — did well. Those markets were considered for the new-style store.



Michael McCollum

Remodeling began this week for the new Sears location in the Freedom Shopping Center, at the intersection of Airport and Freedom boulevards.