

It's her third venture

By SUZIE MARKS

Shelves of glassware, crystal, china and cooking utensils, at discount prices, fill the walls of Wells Freight and Cargo in Orchard Mall.

"Women love bargains," said store owner Gerry Goodman, which is why she opened the factory outlet stores two years ago. She said she always loved crystal and china and wanted to offer it to other women at prices they couldn't pass up.

Her first store was in Wonderland Shopping Center in Livonia and her second in Macomb Mall. She plans to open a shop in Birmingham in April.

Relatively new in the business world, Mrs. Goodman, a former advertising copy writer, began in retail after her children had grown up.

AFTER PONDERING many ideas about how and where to sell house-

wares, Mrs. Goodman decided to open a factory outlet similar to the ones she had visited in the east and south.

"Most of the outlets I saw were dirty. I took ideas from others but I wanted to have a clean store and I decided that was exactly what I would open, so women in this area could buy bargains," Mrs. Goodman said.

Wells Freight and Cargo handles mainly manufacturers close-outs but about one-eighth of its merchandise is irregulars.

"If I get a piece of junk in the store it's by accident. I look for things with durability," Mrs. Goodman said.

She travels all over the world purchasing goods for her store, however, she won't reveal her sources.

The most popular item the store carries is glassware. Most of the stock,

including stemware, is 97 cents per glass. The store also has quite a large selection of flatware and dinner ware.

"I love to get something great and sell it at a great price," she said.

Mrs. Goodman said she prefers to hire women over 40 to work at her stores. "There are so many women over 40 who can't get jobs. I want to make a place for people who have had marvelous training over the years," she said.

Spare time is now a luxury. Mrs. Goodman said. Her free moments are spent reading catalogues and traveling, she added.

She attributes her success to her customers, but added her husband helped with his "businessman's head."

"I was very nervous and insecure in the beginning. But I am continually learning," she said.



Dishes, cups and place settings are just a few of the things Mgr. Barbara Anderson has on sale at the Wells Freight and Cargo shop in the Orchard Mall. (Staff photo by Charles Kidd)

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