

## Department store shuffle



Photo by Kurt Ellison

Old J.C. Penney store has been totally remodeled by Ford's.

# Ford replaces Penney's on Pacific Garden Mall

**A** NEW BRANCH of Ford's department store opened this week on the Pacific Garden Mall in Santa Cruz in the old J.C. Penney building. The 25,000-foot store has been completely renovated with new plaster, fixtures, carpeting and tile.

According to store manager Nathan Sorensen, approximately 18 of the 43 employees in the store formerly worked for J.C. Penney.

The new store will feature most merchandise familiar to customers of Ford's 100,000-square-foot Watsonville store, with the exception of home furnishings.

The downstairs portion of the store contains women's clothing and shoes, accessories, fine jewelry, the juniors' department, men's and boys' clothing, luggage, girls' and babies' clothing, lingerie and foundations.

Upstairs are linens, giftware, housewares, domestic silver, the lay-away department and business offices.

Ford's first opened in Santa Cruz in 1970, when it opened three specialty shops on Pacific Avenue. Two years ago, the company bought the J.C. Penney building, but had to wait until Penney's lease ran out

in August to begin remodeling.

(Penney's, meanwhile, plans on opening a new store within the next few years on the Capitola Mall on 41st Avenue.)

Ford's is changing somewhat the merchandise in its speciality shops on the Garden Mall. The Intimate Gallery, which recently closed, will be replaced later this month by a new Ford's store offering mattresses, bed frames and sofa beds.

The Pants Gallery will continue as a young person's shop, while the Sportswear Gallery will now be devoted to junior-sized sportswear.

Ford's is now the California's oldest department store. Charles Ford opened his first store in a tiny building in downtown Watsonville in 1852.

Besides Santa Cruz and Watsonville, Ford's has stores in Salinas, Hollister and Gilroy.

As part of its grand-opening festivities, the new department store will hold an evening fashion show on Friday, October 9.

All four Santa Cruz stores will be open the same hours: Fridays from 10 a.m. to 9 p.m.; Sundays from noon to 5 p.m.; and other days from 10 a.m. to 5:30 p.m.

WATSONVILLE REGISTER-PAJARONIAN  
October 3, 1981