



If Only Charles Ford Could See His Stores Now

New Santa Cruz Facility To Open This Thursday

When Charles Ford opened a store in a tiny shack in Watsonville in 1852, he probably never dreamed that nearly 130 years later, a large department store bearing his name would be opening in downtown Santa Cruz.

On Thursday at exactly 10 a.m., Ford's Department Store will open its doors at its new facility on the Pacific Garden Mall.

sofa beds. This store will open in October.

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

Sorensen says Ford's plans to run all four of its stores in downtown Santa Cruz on the same schedule: Sundays, noon to 5 p.m.; Fridays, 10



ABOVE LEFT — Store Manager Nathan Sorensen and Assistant Manager Linda Finlayson look over remodeled store.

ABOVE — The new Ford's Department Store, located in the newly renovated J.C. Penney's building on Pacific Avenue, will open Thursday.

of Pacific Avenue and Cathcart Street.

The Santa Cruz Ford's is located in an older building, but a massive remodeling effort has given Ford's Department Store a fresh, new look.

Beige carpeting covers the floors in each department, with white-tiled aisles leading customers easily through the well-planned store.

"The whole store was completely gutted out," Manager Nathan Sorensen says of the remodeling job. "We replastered and put in new fixtures, new carpeting and new tile."

"We have hired 16 to 18 people from the old Penney's store and they've all made the comment that our new store doesn't look a bit like the old store," Sorensen adds. "We were striving for that kind of change."

All told, the store will be staffed by 43 persons. Sorensen said Ford's officials tried to keep on many of the former Penney's employees, since these salespersons have become familiar faces to Santa Cruz shoppers.

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

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

Ford's first became a name in downtown Santa Cruz in 1970 when it opened three specialty shops on Pacific Avenue — Gallery of Pants, Intimate Gallery and Sportswear Gallery.

The reception of Santa Cruz shoppers to these three stores was so good that Ford's officials began looking for a location for a complete department store.

That location became available two years ago when Ford's Department Store purchased the Penney's building. However, since Penney's lease didn't end until this past August, Ford's had to wait to come to downtown Santa Cruz in a big way.

One of the questions Sorensen says he is asked most is about the fate of the three specialty shops now that the big store is opening.

The Intimate Gallery has been closed, he explains, and will be replaced by a Ford's specialty shop offering mattresses, bed frames and

Some customers who decide to take a look at the new store on its first day of operation will be treated to door prizes, Sorensen points out. The store also will offer live musical entertainment Thursday.

In honor of the opening, Ford's also will present a fashion show in the store the evening of Oct. 9, he adds.

The opening of the Santa Cruz store will bring the number of Ford's stores in operation to 10. Ford's also has stores in Watsonville, Salinas, Hollister and Gilroy.



LEFT — Saleswoman Dorothy Erickson carefully places china figurines in the giftwares department.

BELOW — Ford's employee Elaine Lindsay readies items in the foundations department.

