

Ford's Will Replace J.C. Penney On Mall

Ford's Department Store this fall will replace J.C. Penney on the Cathcart Street corner of the Pacific Avenue Mall.

Ford's bought the 23,000-square foot Penney building in September 1979. The J.C. Penney lease expires Aug. 31.

George Miller, Penney's store manager, told The Sentinel today the company is looking at "a couple" of temporary locations for the store until a new building is constructed at the Capitola Mall. Plans, he said, also are not final on the eventual permanent move to the Capitola Mall.

J.C. Penney has been downtown

Santa Cruz since 1929 and at the Cathcart Street corner since 1946.

Hal Hyde, senior vice president of Ford's, said the new Santa Cruz store will be similar to Ford's in downtown Watsonville, except it will not carry home furnishings.

Ford's currently operates three specialty stores on the Pacific Avenue Mall, selling sportswear, pants and lingerie. The company, he said, will continue to operate the stores although "the character" of the stores may change when the new department store opens.

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