

GOTTSCHALKS INC  
Form 8-K  
March 22, 2004

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

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Current Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (Date of earliest event reported): March 22, 2004

Gottschalks Inc.

(Exact name of registrant as specified in its charter) **Delaware** (State of Other Jurisdiction of Incorporation)

**1-09100 77-0159791** (Commission File Number) (I.R.S. Employer Identification Number)

7 River Park Place East  
Fresno, California 93720

(Address of principal executive offices including zip code)

(559) 434-4800

(Registrant's telephone number, including area code)

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

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Item 5. Other Events and Exhibits

Exhibit No.

Description

99.1

Press Release dated March 22, 2004.

On March 22, 2004, Gottschalks Inc. (the "Company") issued a press release announcing the Company's appointment of Dr. Dale Achabal to its Board of Directors. The text of the release is attached as Exhibit 99.1 to this Form 8-K.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Gottschalks Inc.  
(Registrant)

March 22, 2004

By: /s/ James R. Famalette  
James R. Famalette  
President and Chief Executive Officer

March 22, 2004

By: /s/ J. Gregory Ambro  
J. Gregory Ambro  
Chief Administrative and Financial Officer