INITED STATES

SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549	
	FORM 8-K
Current Report Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934	
Date of report (Date of earliest event reported): November 18, 2003	
	Gottschalks Inc.
(Exact name of registrant as specified in its charter)	
	<u>Delaware</u>
(State or Other Jurisdiction of Incorporation)	
<u>1-09100</u> (Commission File Number)	77-0159791 (I.R.S. Employer Identification Number)
	7 River Park Place East Fresno, California 93720
(Address of principal executive offices including zip code)	
	<u>(559) 434-4800</u>

Not Applicable

(Registrant's telephone number, including area code)

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

Item 5. Other Events

Effective November 18, 2003, the Company has appointed Mr. J. Gregory Ambro as Chief Administrative & Financial Officer. Mr. Ambro will assume responsibility for finance, information technology and administration for Gottschalks, including financial planning, accounting and reporting. He will report directly to Mr. Jim Famalette, Chief Executive Officer.

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)

November 20, 2003

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