

# Facelifting For Bowman-Forgey

By Margaret Koch  
Sentinel Staff Writer

A brand-new look for one of the town's oldest continuing businesses was given the once-over Friday by customers at Bowman-Forgey Stationery company, 1319 Pacific avenue.

The store, in continuous use as a stationery headquarters for the past 80 years, has been recently remodeled. Shelving, cornices and ledges that were in-

stalled in 1885 were removed to make way for a "new look," according to Mrs. Dorothy Forgey, present owner. Grand opening was Friday.

Mrs. Forgey and her late husband, Paul Forgey, entered the business in 1938 in partnership with the late Lloyd Bowman. Bowman had acquired the business in 1931 from the late H. E. Irish company. For many years the store had been referred to by old-timers as "Irish's."

In the remodeling operation, when upstairs walls were stripped of ancient moldings, samples of Irish's printing and old postcards were found, some dating back to 1890. In those days the village stationer not only sold ink, quills and writing paper, he often times did small printing jobs. The store, always in the same location on Pacific avenue, was then numbered 146 Pacific.

One old card dated November 25, 1890, proudly announces the business' fifth grand anniversary opening. Another, dated 1889, in genteel Victorian type tells of "The Finest Lot of Wheels Ever Brought to Santa Cruz! Big stock of wagons, velocipedes, tricycles and doll carriages."

It seems that stationers strayed into all sorts of merchandising fields in the old days.

Harley E. Irish, a transplanted Vermonter with an eye to making the wheels roll out and the dollars roll in, died in 1930, just six days after his wife's death.

An old newspaper clipping tells: "During the years since 1885 Mr. Irish, by business acumen and thrift, accumulated a competency which he invested in Santa Cruz and San Francisco. At the time of his death he was the owner of business property in this city and of two buildings in the commercial district of San Francisco."

Irish, a charter member of the Elks club, was named director of the County First National bank in 1900 and vice president in 1924. He also served as vice president of the Santa Cruz Bank of Savings and Loan.

Bicycles and writing paper paid off.

Surfing began centuries ago as a contest among Hawaiian kings. Stakes were war canoes, pigs, and sometimes wives. Royal competitors had to be hefty just to maneuver the 14-foot, 150-pound hardwood boards. Not surprisingly, two of the best surfers were King Kamehameha, who was 6 feet, 6 inches tall and weighed 400 pounds, and his Queen Kaahamanu, only a few inches shorter and a few pounds lighter.



"Wheels" are visible on upper left shelf of this old photo taken of Irish's store in 1890. The stationery...

bled in music and wheeled vehicles for youngsters. These shelves were just recently re-

moved in a face-lift job for the old store which is now Bowman-Forgey's.



The "new look." The store is actually the same width as shown in the old photo but looks much wider due to 1965 planning and design. Staff members, all looking pleased with the result of the re-

modeling work, are from left, Maurice Carrillo, Mrs. Joe Wilson, Bill Sollars, Mrs. Marian Cunningham, Mrs. Dorothy Forgey who owns the

business, Mrs. Dixie Ferguson, Mrs. F. L. Comstock, Mrs. Lloyd DePedro and Mrs. Benjamin Sousa.

◆ ◆ ◆

## "LIFE AND TRIVIA IN SANTA CRUZ"

By Albert G. Mansfield

**HAPPY BIRTHDAY DEPT.** What a busy BIRTHDAY-CELEBRATING week this is going to be! We chorus a big HAPPY BIRTHDAY TO ALL OF YOU!

**MONDAY, OCTOBER 18th —** MRS. ELEANOR RUZAK.

**TUESDAY, OCTOBER 19th—** MRS. RICHARD FORESTER (also answers to MARGARET).

**WEDNESDAY, OCTOBER 20th—** MRS. DAISY COLBY.

**THURSDAY, OCTOBER 21st —** "DAVEY" ZUCKSWERT (you are a smart boy for TWO).

**FRIDAY, OCTOBER 22nd —** BRET MERHA (isn't it wonderful to be a TEENAGER?).

★ ★ ★

**TODAY, SUNDAY, OCTOBER 17th** we also sing HAPPY 27th ANNIVERSARY to a most congenial and friend-to-all couple, ERNIE and JUAL HUNTER! CONGRATULATIONS!

★ ★ ★

**GODSPEED AND BEST OF LUCK** to the PLUCKY, BRAVE CREW of the TRITON RAFT. We KNOW YOU WILL MAKE IT. DOUG OTIS, LARRY WHITE, FRED HAMETNER, MEL HIGLEY, DAN McGEE, and AL PARVIN.

★ ★ ★

**HOW DID YOU LIKE IT?** Altho it slowed down business I still thought our FIRST FALL SOFT RAINFALL THURSDAY afternoon was MOST REFRESHING!

★ ★ ★

**I'VE GOT AN INVITE** from wife-member, MARY to attend the 5th INSTALLATION DINNER of the CREDIT WOMEN'S BREAKFAST CLUB at Santa Cruz Hotel on SATURDAY, OCTOBER 23rd. To out-going president, MRS. ROY (or RUTH) SPIDELL we say THANKS for a SUPER WELL-DONE JOB. To the new incoming president, MRS. ROY (or DOROTHY) MCINTYRE we PLEDGE our LOYALTY and COOPERATION! (Adv.)