

# THE GRIDLEY HERALD

## Third generation running Goforth Moulding

By Lisa Van De Hey, Publisher/Editor.  
February 8, 2012

Travis Byers knows everything there is to know about moulding having grown up around it and being the third generation to run Goforth Moulding.

Nestled at the end of Goforth Road off Larkin Road in Biggs, traveling through a picturesque walnut orchard complete with a canal to cross, this well-kept secret is a haven for those doing repair work to anyone building or remodeling a home.

Byers' grandparents, Marge and George Goforth began selling moulding at their home in 1971 and the family has kept the tradition up ever since. George had been delivering truckloads of moulding up this way, twice a week from Southern California, but quit when he got hurt.



The couple found the 53 acre property off Larkin Road with a house and barns and knew they had a new home. Rice is planted in 43 acres of property. George had been selling units of moulding traveling to Arizona, Texas, Colorado and Utah, but found that they could make a living selling moulding here.

Marge spent many years custom framing for people using the wood they sold and has since given up this part of the business. Now, it is hard for her to slow down and finds herself often getting “fired” when her grandson catches her picking lumber up. “I can't quit after 40 years!” she said.

George died in 2000 and grandson Travis is now in charge of the day-to-day business selling beautiful baseboards, crown moulding, door and window trim and cedar fencing. He went to work there full time in 2005, but had often worked weekends for more spending money growing up. He is now a family man, married to Adrena and they have two children Mollie and Robert.



Byers wants to expand, even though he has added an additional 3,000 square feet to store lumber besides the barn.

Decorative mouldings come in MDF, finger joint pine, solid pine, doug fir, redwood, poplar, red oak, cherry, maple, mahogany, alder and exterior trim. Fypon beams that look like wood and corbels, columns, porch posts, porch rail systems, doors and pre-made cedar fence panels are also available at Goforth Moulding.

Prices are so much more reasonable than in the box stores it is incredible, often half the price. If, somehow, you don't find what you are looking for, there are stacks of binders with every kind of moulding possible to order from. Orders are placed twice a week, which means you won't have to wait long if your selection needs to be ordered.

A good portion of the vast inventory is stored in the original barn that probably drew the Goforth's there. The barn was built in 1895 with no nails. Wooden dowels and spikes keep the barn in good shape with huge beams that have held up against time all these many years. The 24 foot beams are hand cut trees.

Bricks used for the building were made on the property in a kiln. Byers estimated the barn is roughly 7,500 square feet. "The barn has moved over the years from the wind. We've shored it up in some places, but we can't pull it back," Marge said.

Colonel Beale owned the property at one time, the property originating from a Spanish land grant as stated in Butte County History books. At one time, the Moore family lived there and family members are buried in the Hamilton Cemetery just down the road to the north.

A family named Rabe owned the property after the Moore's and they had nine children. Mr. Rabe killed himself on the property and left Mrs. Moore with nine children to raise. The Goforth's bought the property from the last remaining family member. Bootleggers used to frequent the property, leaving behind whiskey bottles to be found years later.

Word of mouth has brought customers over the years with many repeat customers always finding their way back for a great deal. If you are looking for old fashioned style trim that might not be available anywhere else, Goforth is the place to go. For those visiting for the first time, you will be amazed at the selection available along with reasonable prices.

Repeat customers have been coming to Goforth's for 30 and 40 years and of course the family appreciates the loyalty shown. Buying their materials from Sunset Mill over many years, Goforth's has also bought lumber from a family owned wholesaler in Elk Grove for the past five or six years.

Byers hand stacks the lumber himself and he said it took him six months to get used to where everything was located. Seeing their vast inventory it is no wonder.

Byers participated in the Gridley Business Improvement's Business Conference January 14 and had a vast assortment of crown moulding pieces on display. The warehouse is open Monday through Friday from 8 a.m., to 5 p.m., and Saturday from 8 a.m. to noon.

Check out <http://www.goforthmoulding.com> to get a preview of just some of the merchandise available. Call 868-5741 or 530-403-7039.

