



THE FOREST HISTORY SOCIETY

701 William Vickers Avenue
Durham, North Carolina 27701

www.ForestHistory.org

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As a token of appreciation and a reminder of the occasion, every order shipped on Paul Bunyan's Prosperity Special was accompanied by two boxes of souvenirs. The popular Red River Pig Breadboard of California Pine plywood was imprinted with the buyers firm name and business address and a box of fifty went in the car with each order.

Giant cones of the Sugar Pine, largest real white pine, were gathered, cleaned and decorated with a ribbon. A dozen cones, packed in a case were also sent with each order.

Each represented Red River's good wishes for Prosperity and Progress.

"Producers of White Pine For Over Half a Century"

The RED RIVER LUMBER CO.

Mill, Factories and Sales, WESTWOOD, CALIFORNIA

Distributing Yards
MINNEAPOLIS CHICAGO LOS ANGELES RENO

307 Monadnock Bldg.
SAN FRANCISCO

Sales Offices
807 Hennepin Ave
MINNEAPOLIS
702 E. Slausen Ave.
LOS ANGELES

360 N. Michigan Ave.
CHICAGO



ABOUT THE COVER

The cover photo and the pamphlet at left come from the Society's archives—the William B. Laughead Papers and the Red River Lumber Company files respectively. Red River produced the marketing pamphlet to celebrate their first lumber shipment by rail to eastern markets in 1931. The inaugural train, dubbed "Paul Bunyan's Prosperity Special," used 171 cars to haul 4.35 million board feet of lumber. The company's Paul Bunyan emblem adorned a sign on each railcar. Every order shipped with fifty pig-shaped bread boards and a dozen sugar pine cones like the ones held by the unidentified girls on the pamphlet's back cover. The pamphlet featured photos of the train and mill along with artwork by William Laughead.

In 1914 Red River had hired William B. Laughead (1882–1958), a logger and amateur artist, to develop the marketing campaign for its new California lumber mill. Laughead's use of Paul Bunyan as a marketing tool introduced the legendary folk hero of the Great Lakes region to a wide, popular audience in the 1920s.

You can learn more about Laughead and his impact on forest history from the online finding aid to his papers on our website. On our blog, *Peeling Back the Bark*, you can

read about Laughead and follow links to see the entire pamphlet and a history of Paul Bunyan from the old *Journal of Forest History*.

