

“A demonstration to stimulate public confidence by offering a concrete example of the faith of the lumber industry in the basic soundness of American business.”



When The Red River Lumber Company decided to ship a special train of lumber products from their plant at Westwood, California, to inaugurate freight traffic over the new Western Pacific-Great Northern connecting line they called it "Paul Bunyan's Prosperity Special."

Each order placed for shipment at this time was evidence of the faith of some dealer, manufacturer or distributor in his present market outlet. When 171 carload orders could be assembled in one train it became a mighty symbol of returning prosperity and as such was given publicity as a stimulus to public confidence.

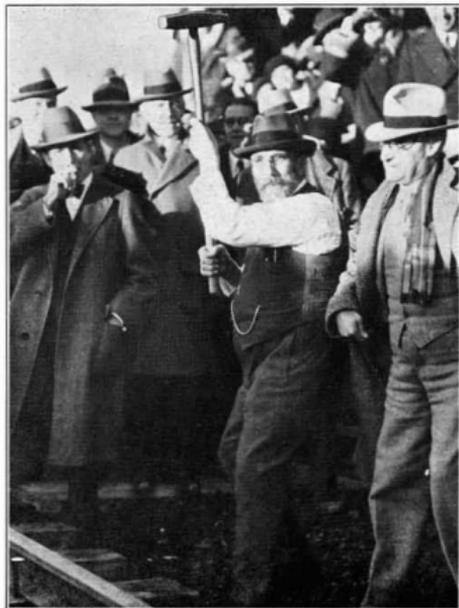
Paul Bunyan's name was included as a matter of course. For years the exploits of this mythical superman of the lumber woods has been associated by the industry with the operation of The Red River Lumber Company. His picture is the Red River trade mark. According to many generations of lumber jacks, Paul Bunyan invented lumbering and logged off North Dakota the winter of the blue snow.

When Red River transferred their production of White Pine from the pineries of Minnesota to the forests of the California Sierras, Paul Bunyan and the White Pine traditions came with them.

Paul Bunyan's Prosperity Special rolled out of Westwood the day the Golden Spike was driven at Bieber, to celebrate the completion of the Western Pacific and Great Northern connection. Nearly two miles long the train of freight cars passed in review for the railroad officials, press representatives and guests in the four long passenger trains en route to the celebration. These visitors also saw a train of 100 cars of California Pine logs headed toward the Red River Mill at Westwood, representing one day's cut.

The 171-car demonstration of optimism by the lumber industry was timely in its connection with the dedication of this great railroad project.

Here was a fifteen million dollar program carried thru during a time of general pessimism. The traffic possibilities of this connection and its necessity to the development



Arthur Curtis James driving the Golden Spike at Bieber, Calif., Nov. 10, 1931





At Minneapolis the 50-car section was welcomed by Mayor Anderson, President Sheffield of the Civic and Commerce Association, representatives of Hoo Hoo and the following officials of the "Omaha Road";

C. R. Gray, Jr., Vice-President; E. A. Donnelly, Freight Traffic Manager; A. M. Fenton, Vice President; J. J. Mealey, Superintendent of Terminals; W. G. Klein, General Agent; Eugene Coleman, Superintendent of Motive Power and William Kelley, Yard Master.

H. A. Lindstrom represented the Western Pacific, Archie D. Walker and John Westrum, Red River and Harry McNeil, Foote Lumber & Coal Co.

"A reception such as accorded a noted celebrity" according to the newspapers.





"There never was a train like this before in all the world", exclaimed Arthur Curtis James as Paul Bunyan's Prosperity Special rolled past.

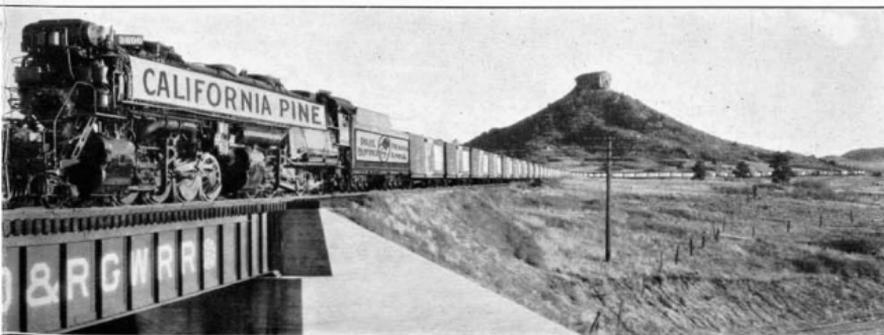
Six big mountain engines moved the 171 cars. Every car was a Western Pacific box of the same size and type. Each car was paper sealed and carried two large signs. Each locomotive carried five canvas banners.

From Westwood the train moved south over the Western Pacific. After all inspection and ceremonial train movements were finished the huge train was cut into four sections for the run to Salt Lake City. From Salt Lake City to Denver it was handled by the Denver & Rio Grande Western and at Denver it was split into several routings eastward.

**ABOVE**—Leaving Westwood, Two Lead Engines and first 43 cars of 171 car train

**BELOW**—On Denver & Rio Grande Western at Castle Rock, Colorado.

**GROUP AT LEFT**—TOP ROW: C. R. Gray, Jr., John Westrum, Wm. Klein, H. A. Lindstrom, Archie D. Walker, Harry McNeil, **BOTTOM ROW**: J. J. Mealey, E. A. Donnelly, A. M. Fenton.





The diversified product of The Red River Lumber Company's plant at Westwood is illustrated by the classification of the cars in Paul Bunyan's Prosperity Special. A notable feature of the train was the high percentage of manufactured and semi-manufactured items. Here is the train list:

Lumber .....	58
Cut Stocks .....	36
Box Shook .....	10
Sash & Doors .....	7
Pine Plywood .....	3
Pine Veneers .....	1
Hardwood Panels .....	1
Mouldings .....	2
Siding .....	1
Lath .....	1
Mixed Cars .....	51
<b>Total Cars .....</b>	<b>171</b>

Total lumber content of train 4,350,000 board feet.

Territorial distribution naturally corresponded to the normal sales territory. Twenty-one States received cars, California, Nevada, Utah, Idaho, Colorado, Arizona, Texas, Arkansas, Kansas, Tennessee, Iowa, Minnesota, Wisconsin, Michigan, Illinois, Indiana, Ohio, Pennsylvania, New Jersey, New York, New Hampshire.

Paul Bunyan's Prosperity Special was one of the longest, if not the longest string of loaded cars ever handled in one train movement. It is the largest single shipment of lumber products ever made, with the added distinction that it was manufactured and shipped by one producer at one plant.

The 171 cars, six locomotives and caboose made a train 8,325 feet long, one and six-tenths miles.

Such a combination of orders, going forward in one shipment on a scheduled day and hour does not "just happen." It's success demands co-operation, organization and a lot of work.

The first necessity was the hearty support of customers with orders for shipment on the specified date. Their response and accomodation in dating deliveries was the vital element in this demonstration. It is particularly noteworthy coming at a time when all buying was on an ultra-conservative basis and at a season of the year when buying is normally held at the minimum.

Orders had to be routed through the plant, the sales and shipping departments and the printing and packing of advertising for each buyer all had to be pointed for a certain hour. Orders were accepted up to 24 hours before the train was pulled.

In addition to orders for this train the plant was sending out daily shipments that required other dating.

Westwood is now served by two competing rail systems and opportunities for service are greatly extended. All shipments will be facilitated, many regions previously served will be reached with more direct routing and new territories will be opened.

Dealers and manufacturers are now giving close attention to every angle of buying. Better transportation enables them to maintain complete lines with smaller inventories, greatly extending the working power of their capital. Profits are increased by quicker turnover.

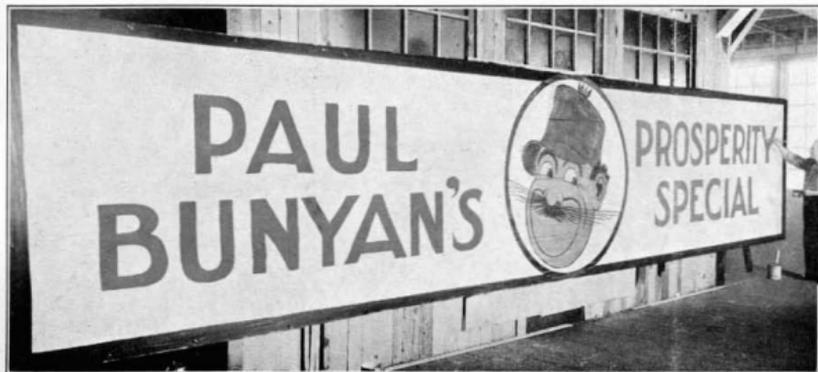
Frequent orders in smaller quantities are possible when a complete assortment can be purchased at one point and come forward in one shipment.

Manufacturers are discovering many cost savings in cut stocks and units that are shaped, turned, glued and processed in other ways at the source of the raw material.

The Red River Lumber Company holds a notable record for continuous operation. For thirty-two years the Westwood plant and its forerunner, the mill at Akeley, Minnesota, have operated winter and summer. At Akeley, on account of the sub-zero winter the log pond was heated by steam.



Car Signs.  
Two on each  
car.



Canvas Sign  
to go on side  
of locomotive  
tender tank.  
Some tank!



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

Sales Offices  
 307 Monadnock Bldg.  
 SAN FRANCISCO

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

Sales Offices  
 360 N. Michigan Ave.  
 CHICAGO



TRADE MARK