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**Narrator**

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**KMRS**  
**Interviewer**

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LT: 00:00 This is *Reminiscing in West Central Minnesota: a Saturday, KMRS News Feature*. We are talking today with Paula Gunvalson of Starbuck. Paula, where were you born?

PG: 00:12 In Starbuck.

LT: 00:13 You went to school all through in Starbuck?

PG: 00:17 High school, yes, right in Starbuck.

LT: 00:20 You graduated in 1914, I believe.

PG: 00:23 Yes, sir.

LT: 00:25 Well, after you got through with high school, you went onto a couple other schools. Did a lot of people back when you graduated from high school have a chance to go onto school?

PG: 00:35 I think so.

LT: 00:38 Where did you go on to school?

PG: 00:40 St. Cloud in Moorhead College.

LT: 00:44 It's called State University now, but it used to be called what?

PG: 00:49 University of Moorhead.

LT: 00:51 It used be called Normal School, right?

PG: 00:53 Yes, it did.

LT: 00:55 What did you take up in college?

PG: 00:58 Art, I took up art.

LT: 01:01 Were you planning on being a teacher?

PG: 01:04 No, it was just my hobby: drawing and painting.

LT: 01:10 In fact, you used it quite a bit when you came back to Starbuck. What are some of the different things you used your art background for?

PG: 01:18 For advertising.

LT: 01:24 Who did you work for? Who came to you?

PG: 01:27 John Skoglund called me up, and the business people in Starbuck. They had a hometown play in Starbuck, had to drew all of them.

LT: 01:40 You had your own advertising agency, so to speak?

PG: 01:42 Yes.

LT: 01:44 There is one thing that you did that is still around. In fact, it's used a lot more today than it was when you first designed it. I think most people are acquainted with the trademark of Starbuck with the buck's head and the star.

PG: 02:01 Yeah.

LT: 02:01 You are the one that first drew that.

PG: 02:03 Yes, sir. I drew that.

LT: 02:05 Who did you draw it for?

PG: 02:06 John Skoglund that had the lumberyard in Starbuck.

LT: 02:10 Okay. Now that lumberyard today is Standard Lumber, right?

PG: 02:14 Yes, sir.

LT: 02:16 After that, it seemed so popular that quite a few other people picked up on it. What other companies used it?

PG: 02:25 The creamery, the cement factory, and the baseball games—the baseball players in Starbuck. I can't remember all the places they used it.

LT: 02:43 There are a lot of people that picked up on it, though, right?

PG: 02:45 Yes, that's right. The retirement home has one too.

LT: 02:49 They've had a great big fountain with a buck and a star on top of it.

PG: 02:53 Yes, sir. That's right.

LT: 02:56 Shortly after you came back to Starbuck, you got married—I think that was 1921—and you and your husband moved to New Prairie. I'm sure that there are some of our listeners that have no idea where New Prairie is. Could you describe where New Prairie, Minnesota, was? It's right on the railroad tracks between what towns?

PG: 03:19 Cyrus and Starbuck.

LT: 03:22 There is not too much of a town left now, but back then there used to be quite a few business. What are some of the stores that were at New Prairie?

PG: 03:30 Martin's [unclear 03:30] store and Clara Town's post office, and the bank, L.O. Pearson. There was a few others that were there before he came in—

LT: 03:47 It would be a thriving little town then, right?

PG: 03:49 Yes, the elevator. I forgot that.

LT: 03:53 What are some of the things that you sold? What kind of store was it?

PG: 03:56 A general store.

LT: 03:58 What are some of the things that you carried then that maybe you can't find in the stores today?

PG: 04:04 We had harnesses. That's many years ago.

LT: 04:09 You used to sell ice too, right?

PG: 04:11 Oh, yes, that's right. We sold ice. We had no electricity, so we had a couple of ice boxes.

LT: 04:23 We said it was between Cyrus and Starbuck. It's right along the railroad tracks. How often did the trains come through there? What kind of trains, passenger trains, or were they freight trains or what?

PG: 04:33 Both freight and passenger trains.

LT: 04:39 How often do the trains come through?

PG: 04:41 Once a day, at first. Then later on, it's less.

LT: 04:49 Do you remember anything, anything that happened in dealing with the railroad? Were there any train accidents or any things that—

PG: 04:59 Yes, they had a wreck there, so north New Prairie. The rails were broken, but nobody got hurt.

LT: 05:14 How long did it take them to get that all fixed up?

PG: 05:18 Couple of days. There are a big crew there working.

LT: 05:23 You got to know the crew pretty good, didn't you?

PG: 05:26 I guess so. There came there and had meals at my house, breakfasts and dinners.

LT: 05:34 In other words, your general store turned out to be kind of a restaurant too?

PG: 05:37 In fact, we didn't charge anything for that.

LT: 05:44 Well, New Prairie today there is not really any businesses there at all. What do you think was the reason that New Prairie one store went after another?

PG: 05:57 Because of other towns that's close by, they took the business. I imagine it's that.

LT: 06:05 People became a little bit more mobile because they had automobiles too.

PG: 06:09 That's right. They traveled to other towns, but we stuck by. We had business all the time. Neighbors missed our place.

LT: 06:25 You had good customers and they supported you as long as you were opened.

PG: 06:29 That's right.

LT: 06:34 When New Prairie was in its full bloom, about how many people lived in the town? Do you have any idea? Was it maybe 1,500 people or so?

PG: 06:43 No.

LT: 06:44 Not that many?

PG: 06:46 I don't know if it was a dozen.

LT: 06:48 So it was mostly just the people that owned the businesses in town.

PG: 06:51 That's right.

LT: 06:53 Well, you've now returned; you are living in Starbuck. You've lived here for a number of years. How do you like living in Starbuck?

PG: 07:02 Just fine. Everybody is fine; good people here.

LT: 07:10 You had occasion, not necessarily a joyous occasion, to live in Morris not too long ago. You were laid up when you were at the Villa. How are the people in Morris?

PG: 07:19 Well, they were just grand. They are coming to see me too.

LT: 07:26 In other words, you have nothing but good things to say about the people around this area.

PG: 07:30 They were just wonderful.

LT: 07:32 Well, Paula, there is always just one question that I end up in these interviews—that's when I ask your age. Some of these young ladies I hate to ask them their age, but so far I've been pretty lucky. How old are you Paula?

PG: 07:45 Eight-two years. That's all.

LT: 07:49 Okay. Thank you very much. We've been talking with Paula Gunvalson of Starbuck, on *Reminiscing in West Central Minnesota: a Saturday KMRS News Feature*.