



O'Donnell Brothers Lumber, Medina

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## Vanished Orleans: O'Donnell Brothers Lumber

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Francis and Bertram O'Donnell became partners in the lumber business in Medina around 1920. Shortly thereafter, Francis got the idea of making their lumber trucks look like little houses. After all, they were selling lumber to build houses, so why not promote building materials through the means by which they are delivered?

The O'Donnells first purchased the chassis of their trucks with hard rubber tires, then Francis designed the cabs and had local carpenters construct them. Each

cab looked like a little house and all the architectural elements included shingled hip roofs, house-type windows, doors and siding.

The cabs, or little houses, were painted yellow with white trim which corresponded with the color scheme on all their lumber yard buildings.

Not to use a pun, but the O'Donnells got a lot of mileage out of this very clever method of advertising.

At any rate, there were three trucks which were used into the late 1940s when they were abandoned and left to stand idle at the

lumber yard and eventually disposed of.

Behind the truck at the left is a little building with a high peaked roof. In 1977, that was moved to the Cobblestone Museum in Childs

where it is now preserved as a historic print shop.

The main lumber building in the picture is still in use today as Medina Lumber and Hardware on East Center Street.