



June 2023

FHS Collaboration with Land Trust Alliance Results in Special Collection

A new "Special Collection" offered by the FHS is a subset of a resource catalogue developed by the Forest History Society in collaboration with the Land Trust Alliance. The **History of Private Land Conservation collection** is intended for leadership of land trust organizations but also for anyone interested in the history of private land conservation such as environmental historians, students, teachers, researchers, conservationists, and journalists. Tribal members, minority landowners, and many other demographic groups will also find the database useful.



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Land Trust Alliance
Together, conserving the places you love

In recent years the conservation community has begun to grapple with the sometimes exclusionary nature of the legacies of public and private land conservation history. In this **Special Collection**, available through the **FHS database**, users can search to find materials (books, articles, oral histories, film, archival collections, etc.) related to the history of private land conservation throughout the United States, with emphasis on communities that have been historically under-represented or excluded from the land conservation movement. The collection contains over 800 entries, and is searchable by region; demographic group; by type of bibliographic resource; as well as five pillars of land conservation including policy; property-related; culture; organizational leadership, and land ownership issues. It features enhanced search options and display/printing features, and will be added to in the future.

For questions or suggestions about the collection please contact Lauren Bissonette, FHS Librarian, at lauren.bissonette@foresthistory.org.



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THE HISTORY OF PRIVATE LAND CONSERVATION SPECIAL COLLECTION

A Collaboration by:



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Land Trust Alliance
Together, conserving the places you love

In recent years the conservation community has begun to grapple with the sometimes exclusionary nature of the legacies of public and private land conservation history. In this Special Collection, available through the FHS database, users can search to find materials (books, articles, oral histories, film, etc.) related to the history of land conservation throughout the United States, with emphasis on communities that have been historically under-represented or excluded from the land conservation movement. The Special Collection contains over 800 entries, including a unique collection of over 300 photographs depicting individuals, organizations, and topics related to conservation. It features enhanced search options and display/printing features, and will be continually added to in the future.

- [Search the Special Collection](#)
- [Search Entire FHS Database](#)
- [Make a Suggestion for the Collection](#)
- [Print this Page](#)

Who Should Use: Intended for leadership of land trust organizations but also for anyone interested in the history of private land conservation such as environmental historians, students, teachers, researchers, scholars, and journalists. Tribal members, minority landowners, and many other demographic groups will also find the database useful.

Origin: The "Special Collection" is a subset of a resource catalogue developed by the Forest History Society in collaboration with the Land Trust Alliance.

For more detailed information on the Collection, please read the sections below.

500 New Photos Available from American Forest Products Industries (AFPI)

More than 500 new photos from albums in the [American Forest Institute Records](#) have been recently scanned and added to the online image database. They come from the Oregon and Wyoming photo albums in the collection, and document forest management, logging, wood products, mills, research, tree nurseries, tree farms, outdoor recreation, and much more.



The photos are primarily from the 1950s and early 1960s, when the organization was still called American Forest Products Industries. It became the American Forest Institute (AFI) in 1968, and merged with two other industry organizations in 1992 to become the American Forest & Paper Association. You can browse the AFI photos from [Oregon](#) and [Wyoming](#) via the FHS Image Database. In total, there are now more than 1,000 photos from the collection's photo albums [available to view online](#).

Shown above are Sam McCauley (center), grandson Roger (left), and forester Cal Smith on McCauley's 151-acre Tree Farm near Coquille, Oregon. They're counting annual growth rings in a old second-growth mature fir stump. Trees towering to 120 feet on the property are a result of natural reproduction and have regenerated since the area was logged in the 1800s.

FHS Receives Dierks Forests Collection



FHS recently received a donation of historical records from Dierks Forests from Don Dierks Jr. of Hot Springs Village, Arkansas. The donated materials were in 17 boxes and include a wealth of information documenting the long history of the forest products company and its operations in Missouri, Nebraska, Arkansas, and Oklahoma. The collection includes correspondence of Hans, Herman, and Fred H. Dierks; and company publications, financial reports, photographs, maps, forest management studies, scrapbooks, company histories, news clippings, manufacturing facility details, and materials surrounding its acquisition by the Weyerhaeuser Company. Date range of the materials are from the 1880s through 1970 and covers Dierks Lumber and Coal Company and Dierks Forests, Inc. Dierks was an early pioneer of industrial forest management, including selective cutting and reforestation.

Processing of the collection, including organization, transfer to acid free folders and boxes, and development of a finding aid, will be subsidized by project funds donated by Bob Izlar, who is also establishing an endowment at FHS to increase preservation of forestry leadership historical materials. Please call Eben Lehman (919) 682-9319 if you know of such collections that are at risk.

Call for Proposals for ASEH Closes July 15

The call for proposals for next spring's American Society for Environmental History annual meeting, to be held in Denver, will close on July 15. The conference will be April 3-7, 2024.



The conference theme is "Changing Climates: Environmental Histories of Extractivism and Speculation."

According to the Program Committee, "Our climates—social, professional, cultural, and environmental—are changing. These changes can create exciting opportunities, as when our institutions and disciplines become more diverse and inclusive, or catastrophic, as when anthropogenic activities spark climate chaos with unpredictable consequences for the more-than-human world. Given the breadth of its temporal scope, environmental history is uniquely positioned to offer insights into changing climates of many kinds and to focus on two main drivers of change: extractivism and speculation." However, *presentations are not limited to that theme*; scholars working in all areas of interest are strongly encouraged to apply.

The Program Committee welcomes traditional panels or roundtables; individual papers; posters; author-meets-critic(s) sessions; lightning sessions; teaching and pedagogy sessions; innovative formats; panels that feature GIS, StoryMaps, and/or other emerging technologies; and sessions that encourage active audience participation. Conference sessions are set at 90 minutes, including the requisite 30 minutes for discussion.

Learn more and submit your proposal on the [ASEH website](#).

A Century of Weyerhaeuser Advertising

In preparation for the Weyerhaeuser Family visit in May, the FHS library and archives staff created a special exhibit featuring different eras of advertising from the [Weyerhaeuser Company Records](#). The temporary exhibit in the library included print copies of ads and original paintings that spanned a period of about a hundred years.

To promote its 4-Square Lumber, the Weyerhaeuser Lumber Company launched its first major advertising campaign in the 1920s. It was designed to reach contractors, architects, carpenters, local markets, and the general public to educate them about the different features of 4-Square Lumber. The 1950s and 1960s featured commissioned paintings of scenes of forest and animal life by artists including Bruce Bomberger, Jack Dumas, Stan Galli, and Fred Ludekens. Ad copy accompanying the scenes explained to a national audience how forest management benefitted habitat while providing essential products. A subset of images from this era celebrated figures in forestry history like researcher and educator Samuel Dana and forester Gifford Pinchot. In the 1970s and 1980s, the aesthetic of the Weyerhaeuser Company's advertising campaign dramatically changed. The campaign featured black-and-white photographs of employees and eye-catching or provocative slogans ("Often we do a better job than Mother Nature.") in order to educate the public about High Yield Forestry.

In the 1990s, Weyerhaeuser went back to using a commissioned, accomplished artist for its ads. Chinese brush artist Ning Yeh created wildlife and forest habitat artwork for an international ad campaign. Over the next decade Yeh's work was featured in television commercials as well as ads in *Newsweek*, *The Wall Street Journal*, and *Time*.



We're Taking a Summer Break
See you in the fall for more *Conversations in Forest History*!





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