



May 2024

Greetings from the President

As we close out the month of May and look to the summer, we are reminded of the very beginning of the Forest History Society. On June 12, 1946, F. K. Weyerhaeuser founded what was then called the [Forest Products History Foundation](#) in St. Paul Minnesota. And while much of *how* we do our work has evolved in the intervening decades, it is remarkable that almost eighty years later, we have stayed true to our founding mission—to preserve and share with scholars and the public the history of our forests. We continue to honor this legacy through special programming and with our *Day of Giving* in June.



This month, we're thrilled to announce two new programs:

1. A new exhibit in the L. Michael and Karen C. Kelly Exhibit Hall: *A Century of Forest Products Advertising*
2. And a webinar series on **Forest Optimism**

There are so many fascinating items in our new exhibit that it's difficult to pick just a few. But some of my favorites include the original Paul Bunyan drawings by William B. Laughead (1897-1958) who from the myth of the giant lumberman created a singular brand for the Red River Lumber Company. During World War II, Laughead even featured Paul Bunyan's Daughters in ads for the company—they kept the mills and factories running as the men were off fighting the war. Who knew that the forest products industry had its own version of Rosie the Riveter? The exhibit also displays the distinctly Mad-Men look of the Weyerhaeuser oak paneling campaign of the early 1960s. These photographs feature couples sitting on a giant oak stump while they are surrounded by the affordable yet luxurious oak paneling. The ad company also developed a record of "Music to Sell Weyerhaeuser Paneling By." By scanning a QR code in the exhibit gallery, visitors can listen on their phones to the wood-themed tracks that range from waltz to polka to Rock. A more recent campaign of the mid-1990s highlighted aspects of scientific forest management by the Westvaco company. The exhibit is visually rich and fun, and I think demonstrates powerfully that forest products and management have been integral to our economy and culture over the past century. I hope you will stop in to see (and hear!) for yourself. (See images from the exhibit below.)

In honor of our *Day of Giving*, we are also offering a series of four webinars in June on the theme of **Forest Optimism**. We are excited to feature nine national experts as

speakers and guest hosts. Together, they will explore some of the most important topics facing our forests today with a focus on what gives us hope and cause for optimism—from canopy coverage and mass timber buildings in cities, to forest conservation models, to the challenges and opportunities of inter-generational transfer of forestlands of underrepresented minority owners, the featured topics promise to be informative and fascinating. Each webinar is free, and I encourage you to register today.

As we approach our *Day of Giving*, I also want to thank you for supporting the Forest History Society. Your involvement allows us to provide this kind of high-quality programming that brings factual, expert knowledge to all who care about our forests and their history. We are deeply grateful for your continued support and hope you will consider making a gift during our *Day of Giving* campaign.

Wishing you a joyful and healthy summer!

Tania Munz



Forest Optimism Webinars



We acknowledge the challenges that are facing our forests. We want to take this opportunity to explore some of the work the public and private sectors, Indigenous peoples, local communities, the forestry profession, nonprofits and universities have done to help ensure that our forests and the communities that depend on them flourish now and into the future.

Through this series, we're sharing the stories of what *is* working across the spectrum of forestry, related research, industry, land management and conservation! Looking at these topics through a historical lens will continue to reinforce the important role that history plays in our decisions for both the forest and the people who live, work and play in them.

Speakers will include: **Troy Harris and Russell Gentry, Jad Daley, Laurie Wayburn,** and **Sam Cook** with guest hosts **Lynn Wilson** and **Peter Stein**.

[Register Here](#)

[Support the Webinar Series](#)

Matching Gift Campaign Begins June 1st!

FOREST OPTIMISM



DAY OF GIVING
FOREST HISTORY
SOCIETY
#FORESTOPTIMISM

Special thanks to our Matching Gift donors!

Our generous donors have offered us a challenge to raise an additional \$40,000 to match their contributions during our Matching Gift campaign that kicks off June 1st. **Every dollar you donate will be matched dollar for dollar**—doubling the impact of your contribution. During the month of June we will be hosting a series of webinars on the theme of **Forest Optimism**: telling stories of what is working across the spectrum of forestry and related research, industry, land management and conservation efforts.

L. Michael & Karen Kelly	Charlie & Radell Rasmusen	Fred & Cathy Piasecki
John & Pat Case	Ruth Anna Stolk	<u>Nuveen Natural Capital</u>
Dave Nunes	Jon & Jennifer Prather	Bob Izlar

[Make a Donation](#)

Stan Galli Prints

During our Day of Giving campaign, we are offering a special opportunity for you to secure a special gift as a thank you for your donation. We are delighted to be able to offer a selection of limited-edition prints that were signed and numbered by the artist during his lifetime for a previous FHS campaign. These mid-century images are lovely and ready for framing; they would make a great gift too!

The original illustrations by Stan Galli were commissioned by the Weyerhaeuser Company as part of an advertising campaign in the mid-twentieth century. These prints were featured in national magazines, including the *Saturday Evening Post*, *TIME* magazine, and *Reader's Digest*. There are five unique signed prints available featuring an assortment of wildlife. A donation of **\$500** will secure (10" x 13") print. A donation of **\$1,000** will secure the larger print (16" x 13 5/8") and a donation of **\$2,000** will secure a set of all five prints. Visit the Forest Optimism web page and make your donation today!



Just Passing Through. 10"x13"



Plenty for All. 10"x13"



Life's Ups and Downs. 16" x 13 5/8"



Keeping Up. 10"x13"



Make a Wish. 10"x13"

Get Your
Print!

"A Century of Forest Products Advertising" Exhibit Now Open at FHS Building



Next time you're in Durham, come see our latest exhibit, now open in the L. Michael & Karen C. Kelly Exhibit Hall. Drawing from materials held in the FHS Archives and Library, "A Century of Forest Products Advertising" explores the evolution of how forest products were marketed to consumers and production companies during the 20th century. In the early part of the century, changes in logging and sawmill technology had led to a need for advertising products, such as window and door sashes, clapboard siding, and construction-grade lumber to companies that distributed such items. By the 1920s, ads were aimed at companies producing paperboard for cartons and paper for publishing, and also directly targeted consumers. Starting in the 1940s, ad campaigns began educating consumers about sustainable forest management practices. The exhibit includes original paintings by five artists in the 1950s and 1960s and by renown Chinese artist Ning Yeh in the 1990s, all commissioned by the Weyerhaeuser Company to promote how its land management practices benefitted wildlife on company lands.

The exhibit was curated by Lauren Bissonette, Eben Lehman, and Jamie Lewis of the FHS staff. This exhibit was made possible by a grant from [TowneBank](#) in Raleigh, NC.



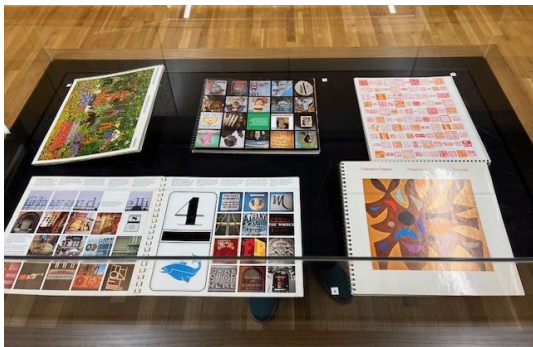
The Weyerhaeuser Company's Hardwood Paneling Campaign

As a part of Weyerhaeuser Company's "Oak paneling from real oaks" ad campaign designed to help sell wood paneling to customers, the Cole & Weber ad agency provided paneling dealers with this album: *Music to Sell Weyerhaeuser Hardwood Paneling By*. Distributing promotional records like this was popular in the 1960s. Click [HERE](#) to listen!



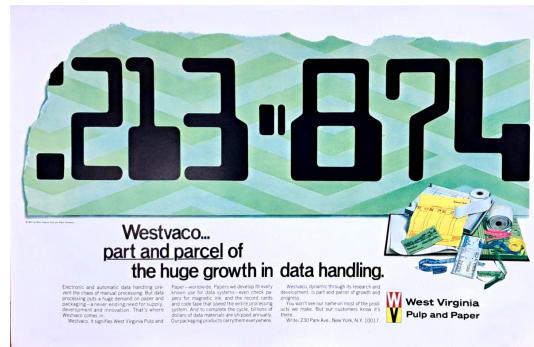
Ning Yeh and "The Future is Growing" Campaign

In the 1990s, the Weyerhaeuser Company commissioned Chinese brush artist Ning Yeh, famed for his floral and landscape paintings, for an international ad campaign around their new slogan "The Future is Growing." His unique depictions of wildlife and forest scenes were featured in popular national magazines and newspapers.



Champion Papers Imagination Series

Champion Paper published the *Imagination* series from 1963 to 1986, promotional brochures designed to showcase unique and creative uses for their paper. James Miho, an art director who worked with Champion for 22 years,



MeadWestvaco "Part and Parcel" Ads

In the 1960s the Westvaco Company's "Part and Parcel" ad campaign informed readers how its paper was used by other industries, including data processing (punch cards were made of paper stock), food packing of all kinds, and paper for

envisioned the *Imagination* series in addition to a wide range of other product promotions.

printing. In 2002, Westvaco merged with Mead Corporation to become the MeadWestvaco Corporation.

Summer Hours at FHS



Beginning June 14, 2024 - the Forest History Society will adjust to a summer schedule and will close each Friday through August at noon. Visiting the headquarters on a Friday after 12 p.m. is available by request.

Please call our main office number at (919) 682-9319.



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