



## FOREST HISTORY ASSOCIATION of WISCONSIN

# Woodchips

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### The Story of Smokey Bear with Hopalong Cassidy and U.S. Forest Service Fire Fighters 98974

Made in 1953, "Little Smokey" tells the story of Smokey the Bear, as told by cowboy actor William Boyd, also known as Hopalong Cassidy. Smokey Bear is an American advertising icon created by the U.S. Forest Service with artist Albert Staehle, possibly in collaboration with writer and art critic Harold Rosenberg. In the longest-running public service advertising campaign in United States history, the Ad Council, the United States Forest Service (USFS), and the National Association of State Foresters (NASF) employ Smokey Bear to educate the public about the dangers of unplanned human-caused wildfires. [Watch Video](#)

### In the News

#### Coming Up in 2024: Smokey Bear Turns 80

80 years is a tremendous milestone—for anyone. To make it to 80 means you have overcome life's greatest challenges and you truly become the elder, the sage, the one who knows a thing or two and should be listened to. Being the spokes-bear, if you will, of the longest running and most successful advertising campaign in American history, at 80 years old, I think Smokey Bear would agree. And so does the USDA Forest Service. [Read More](#)

#### The Final Pieces of the New Brawny® Machine Make a Grand Entrance in Green Bay

The centerpieces of Georgia-Pacific's \$550 million Brawny® project recently arrived in Green Bay, Wisconsin. Delivered via barge on the Fox River, the massive equipment - a Yankee dryer and two through air-dried (TAD) dryers - marked a significant milestone for the ongoing expansion. [Read More](#)

#### The Oldest Logging Camp In America Is Right Here In Wisconsin And It's Amazing

Wisconsin's history is deeply intertwined with its timber industry, and a visit to Holt and Balcom Logging Camp No. 1 takes you back in time. Located in the heart of what was once virgin forest, this Wisconsin historical site is a tribute to Wisconsin's logging heritage, and it tells the story of those who shaped the region's timber era. Here's what you need to know about Holt and Balcom Logging Camp No. 1. [Read More](#)

#### The U.S. Designates Three New National Scenic Trails

Three long-distance trails that connect people with some of the most spectacular northern landscapes in the United States have just received a promotion: They're the three newest members of the National Park System. [Read More](#)

#### Biden Administration Acts to Let Old-Growth Forests Stand for Climate, Other Benefits

A couple of days before Christmas, the Biden administration took a modest but significant step toward protecting old-growth areas in the national forest system. The administration announced it plans a nationwide amendment to forest management plans to prevent the further loss of old-growth forests, which are considered vital for an array of ecological, cultural and social values. [Read More](#)

#### Wisconsin State Park Receives Adaptive Wheelchair to Expand Outdoor Access

ADAMS-FRIENDSHIP, Wis. (WSAW) - The Wisconsin DNR has announced that Buckhorn State Park has been selected to receive an outdoor wheelchair through a grant from the Ford Bronco Wild Fund and administered by the National Association of State Park Directors. The outdoor wheelchair joins the fleet of adaptive equipment at Buckhorn State Park, which includes cross-country sit skis, an adaptive kayak, and a beach wheelchair. Buckhorn State Park also has an accessible cabin, universal hiking trails, a universal hunting blind, and a universally accessible fishing pier. [Read More](#)

#### Saving the American Chestnut: A Story of Renewal, Regrowth and Hope

From the northernmost reach of the White Mountains and Mahoosuc Highlands of Maine, through the crystalline escarpments of the Catskills and Blue Ridge — down into the Shenandoah, Cumberland and Coosah valleys — the internet was first carried into Appalachia by American chestnut utility poles. Straight-grained and rot-resistant, *Castanea dentata's* abundant hardwood was so prized for its durability that the words you're reading now may well have traveled to you across the aging timber backs of a few remaining sentinels. [Read More](#)