

THE FOREST MANAGEMENT ADVOCATE  
FRANK HEYWARD SPEAKS OF AUSTIN CARY'S FORESTRY CRUSADE IN THE SOUTH

An Oral History Interview  
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This discussion with Frank Heyward, Jr. deals primarily with his recollections of and his association with Austin Cary. The interview is one of nine Roy R. White conducted with various men who knew Cary well, and it was used for the doctoral dissertation White wrote about Cary. Frank Heyward began his forestry work in 1930 at the Southern Forest Experiment Station after he received a bachelor's degree in forestry from the University of Michigan in 1929 and his master's degree in forestry from the University of California in 1930.\* (From 1917 until his death in 1936 Cary was instrumental in introducing forestry to the South by convincing the private growers to practice forestry.) Heyward remained at the experiment station until 1937 when he became state forester of Georgia. In 1939 he became the first forester and general manager of the Southern Pulpwood Conservation Association. Since 1946 Heyward has been the director of public relations for the Gaylord Container Corporation, a division of Crown Zellerbach, in Bogalusa, Louisiana. During World War II Heyward was the pulpwood specialist of the Southern Region for the War Production Board and during the Korean conflict he was the chief of the Pulpwood Branch of the Pulp and Paper Division of the National Production Authority in Washington.

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\* Frank Heyward also discussed Austin Cary in: Frank Heyward, Jr., *History of Industrial Forestry in the South*, The Colonel William B. Greeley Lectures in Industrial Forestry, no. 2 (Seattle: University of Washington School of Forestry, 1958), pp. 27-29.

RW: Mr. Heyward, will you first tell me your experience in forestry?

FH: My experience in forestry dates back to 1930 when I began working with the Southern Forest Experiment Station at New Orleans. I graduated with a bachelor's degree in forestry from the University of Michigan and got my master's degree at the University of California. I was permanently assigned to the Lake City, Florida branch of the experiment station where our line of endeavor was research in naval stores production. My particular project was research in the field of the effect of periodic fire on the soil.

My first contact with Dr. Cary was in that year, 1930. At that time of his life Dr. Cary was spending his winters in the South, working out of Florida as headquarters and returning north in the summer. One of my earliest recollections of the old gentleman was his lack of interest, almost bordering on mild contempt, for young professional foresters. Doc, as we all called him, was frank to tell us to our faces that there wasn't much to us, that we would have to mellow and mature before we would be good for anything professionally. And it was rather that humiliating to us young bucks just out of college to see that Doc didn't have that same feeling for woods rangers, for naval stores operators, for a man cutting ties, or even for a naval stores day laborer or a man chipping timber. Doc thought those men learned it the hard way, and I guess he was right. But he used to dignify his conversations with them by taking copious notes of everything they would say that had to do with the pine tree, and it wasn't until I had known the old gentleman for several years that I was flattered and complimented to see that he would take a few notes on what I was saying.

My first vivid recollection of Doc was of a man in his later years, not too robust in health, a man with considerable force and drive. He walked with a somewhat stooped, shuffling, rapid gait. He was an avid cigar smoker and his little white mustache remained constantly stained from his cigar smoking. He had rather small eyes and they appeared to be squinting behind his glasses. I don't know if this was a peculiarity caused by his vision or not but I recall Doc always impressed me as squinting somewhat. He was very curious. He never enjoyed too much frivolity although he could laugh when the occasion arose. I don't think I've ever seen any man more devoted to pine trees than Doc. Nor have I ever known any man who had a more profound belief in the future of the South as the greatest timber garden, as he used to call it, in the world. Doc impressed me more with his common sense than for any other reason. There was no question in my mind that he had a very splendid mind; his mentality was far above average. But he had a common sense, level, fair-minded approach that I have never seen equaled by any other individual. Of course Doc was known as the finest example, in the forestry profession at least, of a rugged individualist. He knew his own mind and was never hesitant about expressing it to anyone.

In the late 1930s it's a historical fact, of course, that the New Deal was furthering legislation as much as it could to gain control over the harvesting of timber on privately owned lands throughout the nation and at the same time to undertake the expansion of the national forest system by a couple hundred million acres. Dr. Cary was definitely against both of these programs. He felt that the South, if any part of the world, was so situated that it was a region in which the pioneer interest should be given full sway. He could never justify in his mind the need for control of timber harvesting measures by law as applied to privately owned land. Because these two policies were being vigorously prosecuted by the highest officials in the United States Forest Service, Doc, out of loyalty to the Forest Service never went out of his way to combat them, but he was never hesitant in expressing his viewpoint on the subject. He reached a point of mental distress which prompted him to write, at least one to my knowledge maybe several, memoranda to the chief's office in Washington expressing his definite disagreement with the Forest Service over the policies regarding additional land acquisition for the national forests and the regulations of the privately owned timber. And it was during this same period that Doc wrote his letter to President Roosevelt setting forth his viewpoints as they conflicted with the New Deal philosophy.

RW: How much influence do you think the Forest Service credited him with having on industry and how much do you think he had?

FH: If you refer to his viewpoints on these two matters—regulation and public acquisition—I don't think that Cary made too much of a contribution because he never got into it wholeheartedly. He never chose to pit himself against his superiors. For instance, he would never get up and take the floor at a public meeting and rant and rave and stamp his feet and beat his fists against these two policies but if you asked him personally he had no hesitancy in defending his position. So I would say his influence on these two matters was very little, practically nonexistent. I don't think he exerted his interest on way or another. He never chose to exert his leadership in this fight against these two matters. You must remember that there was a real fight. The private industry, the state foresters, and most of the professional foresters in the South were definitely aligned against the New Deal forces in Washington. And when I say New Deal forces in Washington by no means do I mean the United States Forest Service. Because it is my personal belief that the majority of the men in the Forest Service weren't as wholeheartedly in favor of socialist policies as the Chief, F. A. Silcox, and his assistant, Earle Clapp, under the encouragement of Henry Wallace, then secretary of agriculture. But Cary, to my knowledge, and I am sure I would have known about it, never chose to take the stump against the expressed policies of the Forest Service.

RW: His letter to Roosevelt was published in *American Forests* as well as in the *Journal of Forestry*. I don't know how well acquainted industrialists were with these

publications—somewhat at least. Assuming his viewpoints reached the people concerned, do you think they would have had a great deal of influence?

FH: His influence wasn't needed. There was almost complete unanimity in opposing those policies on the part of industrialists in the South and by most of the forestry profession.

RW: But wasn't there particularly among turpentine operators a willingness to turn over lands to the government?

FH: No.

RW: Didn't they, in their financial straits, look forward to unloading some land on the government?

FH: Well, that's certainly true to a certain extent. There were acquired throughout the South during that depression by the Forest Service numerous lands—naval stores holding and also lumber company holdings because the owners of those lands weren't able to pay the taxes and the Forest Service itself was approached on numbers of occasions by owners of those properties to make these purchases. That is certainly true. But the industry as a whole, the naval stores industry as soon as the depression was over and as soon as industry began to develop in forestry, and most of the foresters had the belief that additional land in the national forest service was unnecessary, and very few people to my knowledge supported the crusade which the Forest Service was making in behalf of federal regulation of the cutting of timber on privately owned lands.

RW: Let's go to another subject—Cary's method of operation; his proving out of a problem differed from the methods generally accepted by the Forest Service. Can you describe the difference?

FH: Yes. I think that's an important point to cover in considering Austin Cary. As I have previously mentioned, he was certainly gifted. He was a very keen observer in the woods. He was a man of more than ordinary intelligence. He had a very inquisitive, a very keen mind. In other words Doc had all the attributes of an "A number one" researcher. During his travels in the woods, throughout the South, when he would come abreast of a certain problem he would establish maybe one or two sample plots or maybe a series of sample plots in an endeavor to make repeated annual observations whereby he could evaluate this problem. And after a period of years he would come up with an answer. At the time I was working for the Forest Service, the experimental end of the Forest Service at the Southern Forest Experiment Station, we had on our staff of course men who were trained researchers, statisticians well versed in the most modern concept of scientific experimentation; and the staff of the experiment station would attempt to evaluate

the same problems which Cary had evaluated, but doing so in a much more thorough, much more careful, much more scientific manner. As a result the study was made by Dr. Cary in a matter of two or three years while the same study based on the careful experimentation as done by the experiment station, might require double or triple the time and quite frequently the result of the experimentation by the Forest Service would be only a refinement of the answer given by Dr. Cary. In other words Dr. Cary very frequently skimmed the cream off of many of these forestry problems; this somewhat to the chagrin of the Southern Forest Experiment Station.

- RW: Another factor was his ability to reach the producer with his conclusions and recommendations, seemingly so much better than the Forest Service as a whole. Could you elaborate on that?
- FH: Yes. I think that is a very important point to cover because Austin Cary was more than a forester. He was a businessman and he spoke the language of the businessman. It has been my experience that not one forester in a hundred is well versed enough in business methods to carry on a conversation with a business executive in the language of the business executive, and Cary could do that with complete understanding. As a result he had a sympathy and appreciation for business problems, for the operating of a sawmill for example, that the average forester completely lacked. As soon as the business executive receiving a visit from Cary for the first time perceived that he was a man who spoke his own language, a man who was there purely to help him, and a man who knew his business, it was obvious that Cary was bound to convert that man to good forestry very much more quickly than the average forester could. And that is what he did. In all the states, as you know, from South Carolina to Texas inclusive he made literally hundreds of contacts largely through the naval stores region but also extending well into the lumber sections of the South farther to the west of the naval stores region. He made literally hundred of contacts and by his complete sympathy, by his complete interest in helping these people make a living through good forestry practices, and by his complete understanding of the business world he was able to make much more progress in converting these people to good forestry practices than the average forester could do in a lifetime.
- RW: You heard him address some meetings didn't you? Could you describe his manner and effectiveness in making a public address?
- FH: Old Doc never impressed me as being much of a speaker. He didn't speak very distinctly and his rather peculiar method of expressing himself made it somewhat difficult to follow. I wouldn't say that Doc's speeches were outstanding at all. I certainly don't remember him as being an able public speaker.

RW: You shared an office with him in his later life and knew him professionally and socially. Could you describe his life at that time?

FH: If you get me started on Dr. Cary's social life you will have to add about fifteen reels. Doc was very abrupt. He would come into the office in the morning and say, "Morning, Heyward," and that might be the extent of our conversation for the morning, or the day as the case might be.

He was very fond of swimming as a recreation and Doc and I had several nice sessions out at one of the nearby lakes swimming. The only trouble was he always insisted on going in his car out to these places of recreation and by the time we got out there I was suffering from nervous prostration because of Doc's miserable driving characteristics. He was undoubtedly one of the foremost foresters in the South and he was undoubtedly one of the world's worst drivers and he would nearly scare us all to death. Whenever we would see the look in Doc's eye which would indicate he was going to ask someone to accompany him in his car we would run to all parts of the building to get away from him so he couldn't invite us to accompany him on one of his wild hair-raising rides.

Doc used to come around to my house in the evening and particularly on Sunday afternoons, and he used to enjoy a quiet supper followed by a quiet evening in front of the fireplace. He liked to pull his shoes off, pull his coat off, and sit there in his suspenders and talk for a short while. He liked to doze but when he awakened he wanted his audience to give him full attention. I recall on numerous occasions he extolled to me the virtues of the man, and also of the politician, Herbert Hoover. He was a great admirer of President Hoover both as a leading executive of the country and as an individual. He always used to bring up for discussion the foremost topic of the forestry world at that time which was public regulation and the desire of the Forest Service to add to the national forest domain. He expressed to me time and time again that he thought the South was the area where the private individual or the corporation should be allowed to develop the forests rather than the federal government.

RW: He was a Republican?

FH: He was very definitely a solid Republican. Doc was also, as you recall, a businessman in his own right. He was at that time interested financially in the development of Alec Sessoms at Cogdell, Georgia. He was in this development with his close friend in the naval stores industry, Herbert Kayton, who was an executive of the Carson Naval Stores Company, and J. C. Nash an executive of the Carson Naval Stores Company, and also Dr. Eloise Gerry of the Forest Products Laboratory. Those four good friends and close associates were financially interested in this large 80,000 acre timber tract operated under the management of Alec K. Sessoms of Cogdell, Georgia. Doc later purchased individual property in

Duval County. That was the property which practically burned to a crisp. He also bought some land in Bradford County, Florida, which he treated as a speculation rather than for long term development, and he held it to made a profit on it—which I think he did. But it was his intention to hold onto this timberland in Duval County for a tree farm till he met with almost complete disaster from fires and sold that property also.

RW: He advocated foresters holding forestlands as an indication of their faith in forestry. Can you estimate the actual time he devoted to his lands?

FH: I would have no basis for that. I must mention one personal thing. As I mentioned, old Doc didn't care too much for young foresters and I was very young when I made his acquaintance. But as the years went on Doc and I found there was a mutuality in our interests which prompted a real affection much to my benefit, most certainly before old Doc died. And one of the specific instances I believe which crystallized this friendship was my expressed intention of buying some timberland. I was discussing with Dr. Cary the purchase of some land from Don Howell, a naval stores operator of Lake City. Doc asked me how I was going to finance it and I told him I didn't know. Doc told me at that time that if I needed funds that he would be glad to loan me that money. When he found that I was interested enough in forestry to put my own money in it he sort of changed his opinion of me because at that time there were not many foresters interested in buying land of their own. And it was one of my real regrets that I was not able to bring my ambitions to fruition before Dr. Cary died. But he did seem to be somewhat relieved when I told him I had made other plans and he wasn't about to be called on to loan me any money.

RW: He made a prediction you would to into private forestry?

FH: Yes. One evening at my home Doc was dozing by our fireplace after supper. He awakened momentarily and out of a perfectly clear sky he made the prediction that in eighteen months I wouldn't be with the federal government but with private industry. Actually he was a little bit off because I did leave the federal government service the following year to become state forester of Georgia and then something less than two years later I resigned from my position as state forester to become the forestry general manager for the Southern Pulpwood Conservation Association, the paper industries forest conservation association. I've reflected on it many times because Doc predicted I would leave the government and I did so, and I can't ever make up my mind how much his influence, his prediction had on the psychology of the situation—whether it actually helped me make up my mind or whether it was actually a prediction on his part simply because he knew the young man he was talking to better than the young man did himself.



RW: He was very interested in fire protection. Can you give a sort of rundown on his influence in that time?

FH: Cary had, with respect to the matter of fires, the same open-minded attitude he held on any important matter, forestry or otherwise. I have in mind that he was one of the first foresters in the South to show interest in control burning. That's a field I was very definitely connected with because my approximately seven years with the Forest Service were spent on the study of the effect of fires on the soil in the coastal plains of the Southeastern part of the country. Cary and I had many discussions pertaining to the fire problem in the South and also fire effects, especially the latter because that was the field in which I was engaged. Cary always showed a keen realization of the possibility of the development of control burning. I regret I didn't interrogate him enough to know how far back his interest actually went.

I do know that in those days, and remember I am speaking of the early 1930s, there wasn't a single state forester who was interested in the use of control burning as a general forestry tool, and very few foresters in the Forest Service. As a matter of fact about the only members of the Forest Service that I can recall who were interested in the development of controlled burning in southern pine were members of the Southern Forest Experiment Station. I recall the real conflicts that we had with the administrative branch of the Forest Service, men whose duty it was to administer the affairs pertaining to the national forests. These men could see no possibility in using controlled burning.

But Cary always went out of his way to inquire of these researchers who did express interest in the use of fire. He went to great pains to talk with them and to find out their feeling and to question them and to make them prove their statements showing how fires could be used in southern pine silviculture. I know he respected H. H. Chapman, and of course Chapman was probably the first forester to publicly advocate the use of fire in the South. I've often wondered in my own mind whether Cary influenced Chapman or Chapman influenced Cary. I do know that the two men had great respect for each other. But I cannot say whether Cary got his ideas from Chapman although I suspect that was the possible development. I've always felt that probably Austin Cary developed his interest in the use of fire as a result of the pioneering work of H. H. Chapman in that field.

RW: You were with Dr. Cary in Lake City. He had a home there?

FH: No. In Starke, where I worked in the year 1930, Dr. Cary resided with two ladies. I'm not sure whether they were his cousins or his sisters but they kept house for him. When he moved to Lake City I believe he always stayed at the Branch Hotel. I don't recall that he ever lived in an apartment. I don't think that these ladies

moved over there and kept house for him. I met one of them very casually in Starke. I know nothing about them at all.

RW: Many woodsmen and foresters have said, "Dr. Cary gave me my start in forestry." Can you evaluate how they are justified in saying that and how Dr. Cary is justified in receiving the credit?

FH: Certainly Cary would have been the last person to claim that he planted the spark of desire as regards the beginning of forestry enterprise in many of the companies he influenced. You must remember that at the time he began his work in the South there were sporadic examples of forest management throughout this vast region. Henry Hardtner had begun his work, the Great Southern in Bogalusa had been "playing around," I'll put it that way, with forest management for several years. Several of the lumber companies in Alabama, Kaul Lumber Company and several others, T. R. Miller Mill Company and a number of naval stores operators had all been interested in growing trees. But these were sporadic examples. They were nothing like a regional movement or a regional trend and the majority of the naval stores operators had all been interested in growing trees. But these were sporadic examples. They were nothing like a regional movement or a regional trend and the majority of the naval stores operators and the majority of the sawmill people certainly thought that this business of growing trees was the idea of faddists. So when Austin Cary visited a forest enterprise for the first time as I've already described, because of his ability to speak the parlance of the executive he was visiting he was able to sell this man on an idea which possibly had been lying dormant for some time before.

Of course I'm not in the position, no one is, to tell you how many of these individuals he actually saw and actually implanted in their minds for the first time the idea of forestry, but I do know that Cary was responsible for the adoption of forest management including fire protection and planned cutting practices on lands in the South which would total several million acres. And I think there is no question that as an individual he more than any other individual began what is now a region wide movement of forest management throughout the South.

RW: He was known to make many predictions: the coming of the pulp industry to the South, the effect of fires on the soil, and others. Can you think of other instances he seemed far-sighted?

FH: Actually this is a technicality. He made no prediction as to the effect of fire on the soil. What he did was to interview Dr. Curtis Marbut, who was one of the foremost soil scientists in the world, and in his conservatism he was quoting the opinion of Dr. Marbut and it so happens it took me seven years of my researching in Lake City to come to the same conclusion that Dr. Marbut already had. So in

that respect my work simply corroborated the opinion which Dr. Marbut held and had passed on to Cary as a result of the written inquiry direct to him by Dr. Cary.

I know and have made available to you certain correspondence between Cary and the Lukes of the West Virginia Pulp and Paper Company. I don't recall the date now but many years before the paper industry began its expansion in the thirties Cary asked one of the Lukes, who was at that time president of this big company, his opinion as regards the future expansion of the paper industry in the South. He was told by Mr. Luke that probably there was not too encouraging a picture because the high class labor required by the paper industry was not available in the South and also because there was too much malaria here in the South. I don't recall ever discussing this matter with Dr. Cary but I know that he did not share this belief at all. And many times in his correspondence Cary had written that to him the South was the garden spot of the world.

RW: Dr. Cary and Dr. Herty knew each other and corresponded. Each in his own way made a great contribution to forest industry in the South. Could you compare the two?

FH: The men had so little in common that a comparison would hardly be meaningful. Dr. Herty was a suave, dignified, polished example of southern aristocracy at its best and Austin Cary was the example of a blunt, businesslike New Englander. The two men had very little in common. Dr. Herty, to my personal knowledge, was a great admirer of Austin Cary. But Dr. Herty, although he was a scientist, was in his later years a promoter; and freely admitted that he was. He was trying to promote the use of southern pine in the manufacture of newsprint. Of course his scientific work had shown to his complete satisfaction that it was entirely possible and he was meeting with the usual resistance with which many discoveries are met in trying to get the idea across to industry and the public.

Cary of course was trying to sell forestry as such and was not meeting with any particular resistance other than that encountered in the lethargy of the public. Herty actually met with political resistance and definite discouragements which were planned to prevent the accomplishment of some of his researches. That was not true in the work in which Dr. Cary was engaged.

Herty became, in his zeal to promote the use of southern pine, a crusader. He literally took the stump and made dozens of speeches extolling the virtues of southern pine as a raw material for newsprint. As a speaker he was tops. He was a man who had the gift for expressing himself. He had a tremendous amount of personal charm and he had the zeal of a crusader. In his enthusiasm to promote southern pine he frequently made use of the most glamorous figures which he could lay his hands on. For instance he made frequent use of the cord per acre per year figure showing the potential growth of the southern pine. When applied on a

statewide basis Austin Cary thought this was entirely too optimistic, a feeling that I personally shared. But Dr. Herty explained this growth was theoretically possible and for that reason he intended to stick to it. In his zeal to promote the use of southern pine in the manufacture of pulp for newsprint he made use of what Dr. Cary seemed to regard as high power and pressure salesmanship; something which Dr. Cary in his complete conservatism never indulged in. And for that reason I feel that Dr. Cary was never a great admirer of Dr. Herty.

RW: You knew Dr. Herty personally. What was your professional association with him?

FH: I knew Dr. Herty from 1930 until his death which I believe was in 1937 or 1938. It was Dr. Herty who was directly responsible for my being appointed state forester of Georgia. And after his death I was approached by Governor Rivers of Georgia to take over the administrative duties in connection with the Herty laboratory in Savannah; a chore which I attempted to fulfill for a matter of weeks until a time when a permanent director could be appointed. I had no official connection with Dr. Herty but he was a man for whom I had tremendous respect and as a co-worker in the field of forestry I had the privilege of appearing on the same program with him, on the same platform with him, at various forestry activities a number of times.

RW: I believe you know Dr. Eloise Gerry. Can you give me a description of her work?

FH: Yes. I had the great privilege of meeting Dr. Gerry, or Miss Gerry as all her close associates chose to call her, while I was still a student at the forestry school at the University of Michigan. I went out to the Forest Products Laboratory in Madison, Wisconsin where she was engaged, to meet her at the suggestion of Mr. Nash who was then the president of the Columbia Naval Stores Company in Savannah. I've known Miss Gerry as a very dear friend since that time.

Miss Gerry was a microscopist at the Forest Products Laboratory and in the early thirties was engaged in naval stores research trying to determine more about the factors determining the flow of gum. She supplied the laboratory work for the team of Gerry and Cary. Dr. Cary would carry out certain experimentations in the field and Miss Gerry would try to interpret the results which influenced gum yield. She was an authority in her field and I just wouldn't know whether to say she had a great respect for Cary or he had a greater respect for her. But there was a very fine mutual feeling of respect and understanding between these two very wonderful people. Miss Gerry was held in the greatest respect in the naval stores industry. I know on numerous occasions I've heard men in the naval stores industry express regret that she was taken off the project of studying gum yield in southern pines.

RW: Did Dr. Cary ever express an opinion to you about how he felt about women in general?

FH: I don't recall ever having heard Doc philosophize on women in general but I know he had a great admiration for Miss Gerry.

RW: Can you think of any personal notes you could add?

FH: I think this covers the subject pretty well.

RW: Thank you.