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This giant in the tree industry has grown by meeting the vegetation maintenance challenges presented by electric and telephone utility companies, says Lester Asplundh, present chief executive officer.

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A program of safe practices and a technique for rescuing a line lift bucket operator, developed by Farrens Tree Surgeons, Jacksonville, Fla., has been adopted by the state industrial commission.

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The Cover
When utility line-clearing began to mechanize, Asplundh Tree Expert Company, Jenkintown, Pa., had to pioneer in design, then get into manufacturing to get the kind of equipment it wanted. Factories for the two major products, lift trucks and brush chippers, are a Chalfont, Pa. Manufacturing has since been expanded to provide equipment for utilities, municipalities, and other companies engaged in tree maintenance work. Asplundh makes a standardized line of truck bodies for quick delivery, or builds units to customer specification. The Asplundh story begins on page 8.

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