

Carl Asplundh Sr. Dies; Founded Tree Service Co.



Carl Asplundh, Sr.

Carl Asplundh, Sr., president, chief executive officer and co-founder of the nationwide Asplundh Tree Expert Company died unexpectedly July 2. He was 63.

Mr. Asplundh and two brothers created their company in the summer of 1928. At the time they had only two crews of workmen, two trucks and an office helper. Their intent was to provide professional line clearance, tree trimming and right-of-way clearing, exclusively for America's telephone and electric utilities. In that endeavor they were eminently successful, and Mr. Asplundh provided much of the leadership which has made the Asplundh Tree Expert Company the largest corporation of its kind in the entire world.

The youngest of the three brothers, Carl Asplundh, became president of the company in 1952. Since that time the organization's sales have quadrupled with similar growth in earnings. The company operates in 44 of the United States, from California to New York and from Maine to Florida. Their National Headquarters are at 505 York Road in Jenkintown, Pennsylvania.

Mr. Asplundh was also active in many civic and community organizations. For many years he served on the Board of Trustees at Abington Memorial Hospital

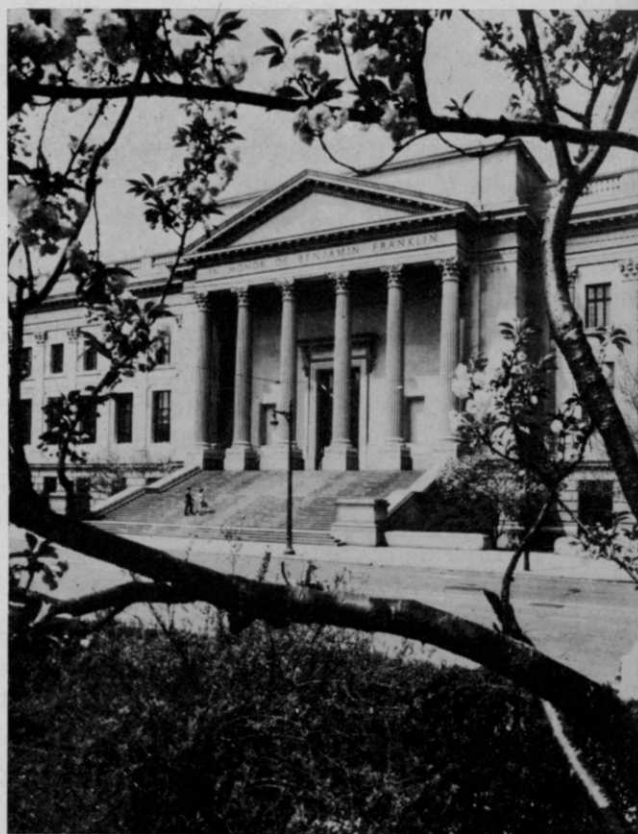
and for 4 years, he was president. He was instrumental in promoting a host of successful fund drives and a mammoth building program which was almost totally completed during his term in office.

He was Vice President and a board member of the Utilities Line Construction Company, a former president of the Huntingdon Valley Country Club and a member of the Club's Executive Committee. He also held a seat on the advisory committee of the University of Pennsylvania's Alumni Association.

He was a current member of the Board of Directors of Bryn Athyn's Academy of the New Church and deeply interested and active in the Church administration.

He is survived by his wife Emilie (formerly Emilie Kessel); three sons, Edward, Carl, Jr., and Christopher; one daughter, Emily Jane, and 11 grandchildren. Also two brothers, Lester, who is Chairman of the Board of the Asplundh Companies, and Edwin, retired Board Chairman of the Pittsburgh Plate Glass Company; and three sisters, Fidelia de Charms, Alethe Asplundh and Guida Bovard.

Guests visiting Philadelphia, Pa., for the ISTC and National Arborist Association annual meetings will have opportunity to visit The Franklin Institute on the Benjamin Franklin Parkway. It is a wonderland of science, fascinating to both children and adults.



ISTC and National Arborists To Meet At Philadelphia

Members of the shade tree industry will gather at Philadelphia late this month. The Marriott Motor Hotel will be headquarters for annual meetings of the International Shade Tree Conference and the National Arborist Association, both August 27-31.

Registration begins at 9:00 a.m. Sunday, Aug. 27. Arranging the program for the arborists is Clarke W. Davis, association executive secretary. For the ISTC, the program has been put together by General Chairman Hyland R. Johns, Asplundh Tree Expert Company, Jenkintown, Pa., and Co-chairman Ronald L. Harper of Philadelphia Electric Company.

The Honorable Orville Freeman, Secretary of Agriculture, will be in Philadelphia on Tuesday, August 29, to give the Keynote Address to the members of the ISTC. Freeman will speak during the convention's Keynote luncheon at noon at the Marriott Motor Hotel on City Avenue, near the Schuylkill Expressway,

ten minutes from downtown Philadelphia.

Approximately 1000 tree men, many with their families, will be coming to Philadelphia for the convention.

Another convention highlight will be the commercial equipment demonstrations to be held all day Wednesday, Aug. 30, very near Marriott Motel, in a section of Philadelphia's famous and beautiful Fairmount Park, one of Philadelphia's most valuable assets; the largest Municipal Park in the world, which is celebrating its 100th Anniversary this year.

Manufacturers To Be Well Represented

Virtually every major manufacturer of equipment used in any phase of tree work will be there to demonstrate the very newest tools of the tree industry, from lightweight chain saws, to wood chippers, to giant aerial lift platforms, and tree movers.

The first time the 43-year-old convention was in Philadelphia was 1926, and the last time was 1957. Since 1957, however, there

have been basic changes in the tree care industry, and manpower shortages have resulted in more sophisticated power equipment.

Experts from all parts of the world are scheduled to speak to the gathering of tree men, while an extensive tourist program has been set up for the other members of the family. The ladies program includes a walking tour of the Independence Hall area, a guided tour of the Philadelphia Art Museum, and lunch at the top of the Barclay Hotel.

The youth program includes a trip to the Philadelphia Zoo, the Franklin Institute, and the Museum of Natural History.

"Municipal Arboriculture" will demand a special session for interested people. Among the several topics in this special session will be the use of plant containers in downtown areas by Dr. Yves Desmarais, deputy director of the Montreal, Canada, Botanic Garden.

There also will be a discussion session about the best trees for downtown planting. The moder-

ator for this discussion will be Brian Fewer, supervisor of street tree planting, Department of Public Works, San Francisco, Calif.

Utility arboriculture is a field that is steadily growing in public interest, and because of this increased interest and concern, is getting more and more attention from all utility companies. Mr. R. L. Harper, the arborist for Philadelphia Electric Company and co-chairman of this year's convention, will talk about this public concern and how the Philadelphia Electric Company stays ahead of the problem in his presentation, "Kilowatts and Beautification."

Also, in the same vein, there will be several experts to talk about the rapidly growing field of Chemical Vegetation Growth Control. J. H. Kirch, marketing manager for Amchem Products, Inc., one of the major suppliers of chemicals for growth control, will discuss "Prescription Vegetation Control-Realistic and Necessary."

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patibility" will be discussed by R. B. Beck, general superintendent, Southern California Edison Company, Los Angeles, Calif.

The executive director of the ISTC, Dr. L. C. Chadwick, will moderate a discussion on "Shade Tree Supplies—Quantities Available In The Years Ahead." An innovation at this year's convention is called "Slide Parade—Gripes and Brags." Any member may show up to six slides on any subject.

Dr. L. C. Chadwick Retires From University Post In '67

Dr. L. C. Chadwick, head of the Division of Floriculture and Ornamental Horticulture at The Ohio State University, Columbus, O., retires beginning next month. WTT is happy to honor him with his appearance on the special ISTC issue cover. He serves as executive director of the ISTC.

Dr. Chadwick, or "Chad" as he is known, is a native of Vermont with a B.S. from the University of Vermont. He served as an instructor at Cornell until 1929 when he became a staff member at The Ohio State University. His doctorate was granted by Cornell in 1931.

During his tenure at The Ohio State University, he served in a dual capacity with O.S.U. and with the Ohio Agricultural Research and Development Center at Wooster, O. The Center, formerly the Ohio Agricultural Experiment Station, operates as the research arm in agriculture for Ohio, and is an independent entity.

Through the years Dr. Chadwick has become well known for his ornamental tree and other research including selection and use of wood plant materials, arboriculture, plant propagation and nursery management. He is a member of numerous societies in his field and is active in civic groups as well. He has co-authored two books with Professor Alex Laurie, also of O.S.U., and has published numerous bulletins and papers in his field. Among his many honors is the

ISTC award of merit, given in 1963. This award was based on his service and leadership in the organization and his interest in the field. The same year, the American Horticultural Society presented him its citation award for more than 30 years' service as teacher and researcher in ornamental horticulture, and for service to arborists of the nation and assistance in the affairs of their organizations. In his adopted home state, the Ohio Nurserymen's Association early this year established the L. C. Chadwick Memorial Research Fund at O.S.U. in his honor.

Thrips Foiled By New Chemicals

Thrip damage which has attacked the popular Cuban laurel, or laurel fig, ornamental tree for the past 7 years can now be alleviated.

Cygon, federally approved as a drench on ornamental trees, has proved almost 100% effective in killing the insects. A solution is applied by drenching soil around the base of the tree trunk. Chemical soaks into the ground and is taken up by roots to become a part of the sap system of the tree. Thrips feeding on leaves are killed. Treatment, according to University of California researchers at Riverside, Calif., will last 160 days. Children and pets must be protected from treated areas until the surface is dry.

Equally effective chemicals are Meta-Systox-R and Ambush; however, these have not as yet received federal approval.

Cuban laurel is a southland ornamental which resists smog and dust and which has been very popular in California. Prior to 1959, it suffered little or no damage from pests. Then thrips began attacking the trees as far north as San Mateo County in California.

A research team of Andrew S. Deal, extension entomologist, and William R. Bowen, research technician, aided by Wesley A. Humphrey, Orange County, and Jack L. Bivins, Santa Barbara County, tested the new systemic compounds throughout the area.