

Special for This Issue

- Asplundh Tree Expert Company** 8
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.
- Florida Firm Suggests Method of Rescuing Bucket Operator** 14
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.
- Maintenance—Stepchild of Landscaping** 16
Ray Gustin, Jr., of Gustin Gardens, Inc., Gaithersburg, Md., tells why he believes landscape maintenance should be separate and distinct from landscape construction.
- Tree Scene in Britain** 20
William Matthews, co-owner of the largest arborial contractor in the United Kingdom, describes the development of the tree-care industry in Britain, and where it is today.
- Whitemarsh Gives Poa the Heave Ho** 26
This country club, site of the recent \$150,000 Philadelphia annual golf classic, offers its successful program of getting rid of Poa annua.
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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.



WEEDS TREES and TURF®

Volume 9, No. 8

August, 1970

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WEEDS TREES and TURF is published monthly by The Harvest Publishing Company, subsidiary of Harcourt Brace Jovanovich, Inc. Executive, editorial headquarters: 9800 Detroit Ave., Cleveland, Ohio 44102.

Single Copy Price: 50 cents for current issue; all back issues 75 cents each. Foreign \$1.00.

Subscription Rates: WEEDS TREES AND TURF is mailed free, within the U.S. and possessions and Canada, to qualified persons engaged in the vegetation care industry and related fields in controlled circulation categories. Non-qualified subscriptions in the U.S. are \$7.00 per year; Canada and other countries, \$10.00 per year. Controlled circulation postage paid at Fostoria, Ohio 44830.

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