

There's More Than Power In Arizona Public Service

EVERY PROFESSIONAL MAN in the business of preserving or beautifying our environment ought to be exposed to Jack McDonald—or other men like him.

While others just *talk* environmental improvement, McDonald talks *and gets action*. The difference? Approach and emphasis.

McDonald assumes that basic intelligence, a wealth of pertinent knowledge, and unchallengeable logic don't assure a given task will be undertaken, much less completed. He believes people must be *inspired* . . . and directed toward a goal whose outer fringes are visionary; whose intermediate objectives are attainable *right now*.

Jack McDonald is director of special services for Arizona Public Service Company. With management's blessing and encouragement, McDonald has done much to make APS truly a *public service* company, beyond providing electric power.

McDonald's own career with Arizona Power began as the visionary goal of a youngster who wanted to work for a utility company. That goal became real 38 years ago.

Community Improvement Program

His efforts in community improvement began to take shape about a decade ago and gradually worked into a formalized program. In 1964,

his program was adopted by the Governor's Commission on Arizona Beauty, for application throughout the state. McDonald is a member of the commission's executive committee.

An afternoon with McDonald is breathtaking . . . from the pace of physically visiting or hearing descriptions of projects that APS and McDonald have embarked upon and completed.

"The successful program must be built around the people who will carry it out," he advised. "It can't be politically or government directed. It must involve people in all walks of life."

McDonald-inspired programs have caused merchants to scrub public



Jack McDonald, director of special services, relaxes in M. O. Best Park that Arizona Public Service gave to the City of Phoenix. The land formerly was the site of an APS substation.

streets in Miami; Eloy women to dress as witches to plant traffic islands with trees and shrubs; high school girls to march with decorative garbage cans down the streets of Glendale; school kids to conduct interscholastic trash meets in Glendale; and businessmen to join in a junk car parade in Flagstaff.

"Even I was surprised at the success of the trash pickup program. Sacks were given to school kids, and they were asked to fill them with trash on the way to and from school," said McDonald. "In just a few days, not a scrap of paper could be found."

A "Clean Olympics" program for Glendale sent high school track boys dashing through the streets with torches and wreaths in hand.

"They hung the wreaths on the doors of businesses," explained McDonald. "A gold wreath meant the business premise was clean and planted; a green one for clean only; a red one for terrible all over.

"The clean-up, fix-up idea developed because the question became obvious: If not cleaned up, why green up? Why have trees in the middle of garbage?"

Sling Shots and Babies

Planting trees, shrubs, flowers and grass is a way of life that's accepted by Arizona residents with enthusiasm and dedication. Projects often are delightfully ingenious. Yuma, for example, has a living memorial program in which mothers plant a tree at the birth of each child. And Tucson school boys have been given seed-impregnated mud balls for use in their sling shots as they romped around the countryside.

Numerous beautification awards have been won by Arizona cities, though millions of Americans know them only as the spots on the TV weather map where the temperature reaches 110 degrees in the summertime.

McDonald has no idea how many trees he has planted in connection with his "Tree of Liberty" talks that he gives whenever called upon. Last year, an appearance request proved to be quite a surprise.

He arrived at the site in Phoenix to be confronted by a crowd of people and a high school band gathered at the base of a 30-foot Aleppo pine, shimmering inside a ring of spotlights. The people had gathered to

The utility supplies electric power to 12 of Arizona's 14 counties, to the state's four corners, California on the west, and Mexico on the south.





This mini-park is used by employees during lunch hour and breaks. It also is a "research plot," in that all the trees planted here are directly beneath electric lines, giving visible proof to area residents of which trees to plant.

pay tribute to McDonald at the site of his first Tree of Liberty talk given 15 years earlier.

"A soil specialist told me that tree wouldn't grow there," McDonald recalled. "But you know plants try very hard to grow, and I think trees respond to loving care."

Auctions and Junk Cars

McDonald told of V.I.P. auctions, now in their fifth year, that involve

the sale of items donated by famous people. One auction raised \$17,000.

"Princess Grace of Monaco sent a set of silver spoons; Mrs. Richard Nixon, an engraving of the White House; and Rusty Warren, some popular records," McDonald listed, as examples.

The junk car project raised enough money to purchase and plant 5,000 crab apple trees in Flagstaff.

People want to improve their surroundings, McDonald believes. They just need to be told what they can do and how they can do it.

"Last fall, a group women, impressed with what other communities were doing, asked me what they might do in a city as large as Tucson. I suggested they start by removing the tumbleweeds. You know, within a week they had organized and had a campaign under way!"

APS Develops Parks

Though he speaks as many as 20 times a week, McDonald keeps numerous projects going for Arizona Public Service.

APS has been a leader in the business community in beautification. Some projects have been just for beauty's sake; others contribute materially toward reducing operational costs and towards avoidance of future costs.

In 1961, a lot at Second Street and Roosevelt was presented by APS to the City of Phoenix for use as a municipal "mini-park." It formerly had been the site of a substation. The event coincided with the 75th anniversary of APS service in Arizona.

The park is named after M. O.

Shaped ornamentals and grass test plots (those between the trees) are numerous around the headquarters facilities.



Best, chairman of the utility's board from 1945 until his death in 1955.

Residents acquired a four-block-long parkway in 1968 as the result of a joint venture of APS and the City of Phoenix.

Called the Sherman Street Parkway, the 70-foot-wide strip is owned by APS and is used for the utility's right-of-way to carry its 230,000-volt transmission lines to the Lincoln Street and West Phoenix substations.

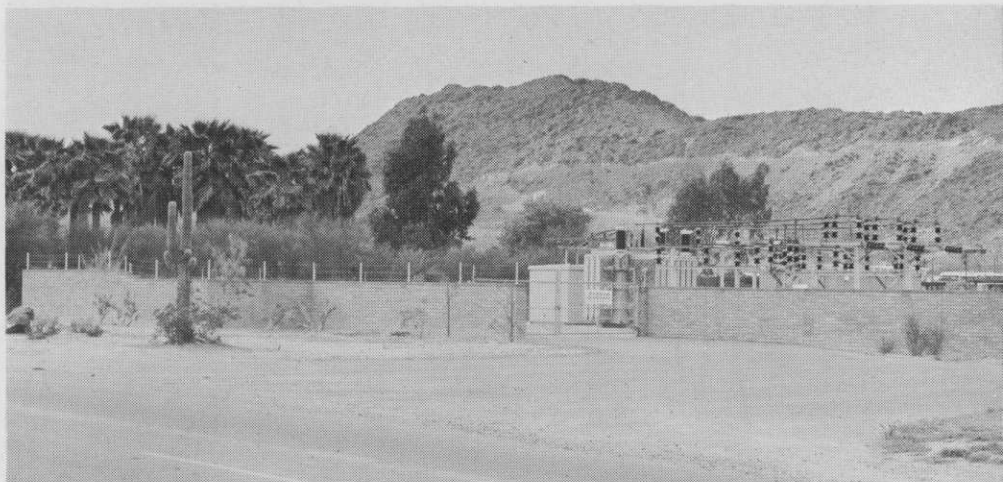
The land was seeded and landscaped by APS, and will be maintained by the City. More than 120 trees and shrubs were planted.

The substation enclosure pictured on the cover is the most recent attempt to beautify APS facilities.

Vegetation Research

Grounds around the headquarters of Arizona Public Service serve as a living laboratory of vegetation research.

"We want to demonstrate to people why they should or should not plant certain trees beneath utility lines," McDonald explained. An APS "Mini-Park," roughly 20 feet wide and a block long has nearly a dozen



Even this substation in the country is landscaped.

varieties of trees planted directly beneath utility wires.

Pointing to a palm that had grown into the lines, McDonald commented: "People can see why they should not plant this tree under wires. Among suitable varieties are the mission olive, desert acacia, African sumac, carob, Mexican blue palm, mesquite bean tree, and McDonald's favorite, the red lime.

To further assist residents with

tree planting, APS has published a beautifully done booklet entitled "Arizona Tree Tips." It lists desirable tree characteristics, pictures the varieties, shows leaf shapes, and ultimate growth in relation to the height of power lines.

"People are invited to visit the APS tree park, said McDonald, "and you'd be surprised how many men come to just see how we prune."

APS makes use of its limited



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Arizona Public Service converted this right-of-way into a four-block-long park. APS hired Western States Landscape Associates to design the parkway, seed it and plant trees and shrubbery.

“green space” in other ways. Between the sidewalk and street curb, an area no more than five feet wide, numerous grass plots and ornamentals are planted. There are dichondra plots, bermudagrass plots and bermudagrass plots overseeded with rye. Some ornamentals are shaped into cones and squares, others are pruned to retain their natural shapes.

“Our efforts are catching,” McDonald contended. “Almost daily we see signs of businesses around us sprucing up.”

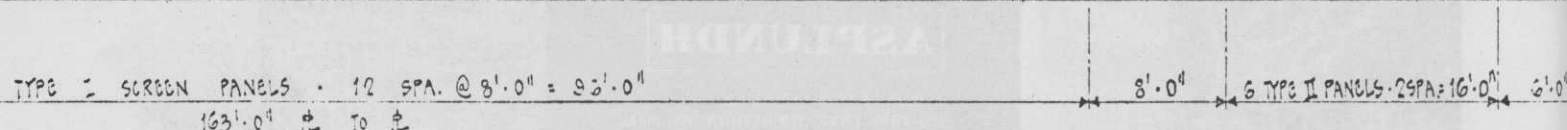
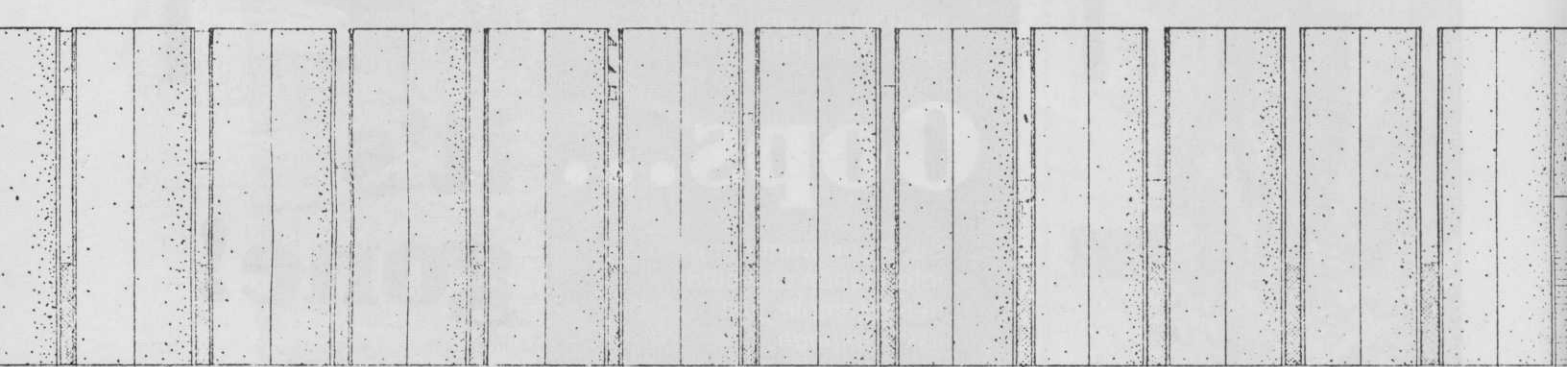
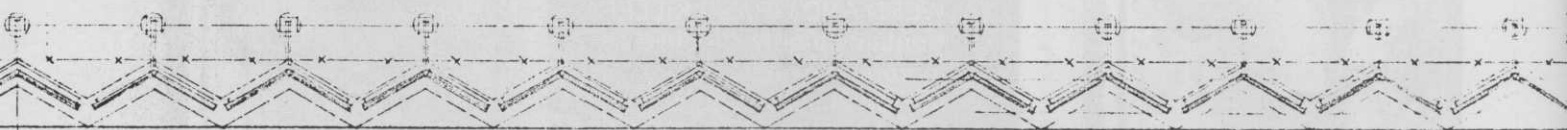
Ten-Year Plan

This fall, statewide beautification and community improvement efforts will be elevated to a higher plane toward that goal with the visionary lining. Gov. Jack Williams has called a three-day conference on Oct. 8-10 to outline an overall program of beautification encompassing the next 10 years.

There is every indication that it will be promoted with zeal and urgency, for Arizona must work quickly to prepare for Jack McDonald's unequivocal prediction that: “By the year 2000, Phoenix will be the largest city in the world.”

McDonald, claims the world's oddsmaker, Lloyds of London, agrees. Whether or not the city reaches that seemingly visionary goal, whatever size it is as the 21st Century dawns, Phoenix will be beautiful.

Because Jack McDonald lives there.



Oliver H. Briggs, Jr., senior civil engineer for Arizona Public Service, designed the Indianola substation screen wall that's pictured on the cover. The section of blueprint shows the side and top view of the concrete panels. They're 20 feet high.