

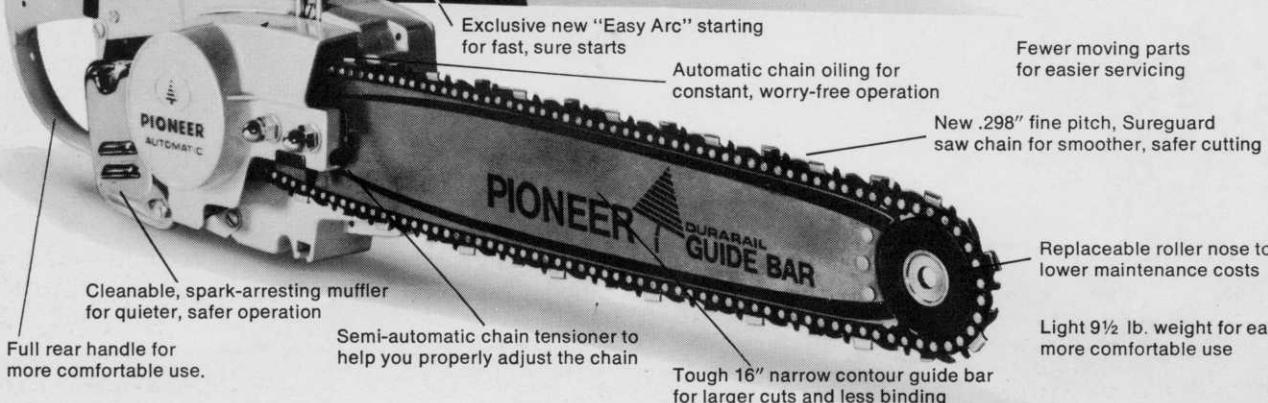
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**The new Pioneer 2071  
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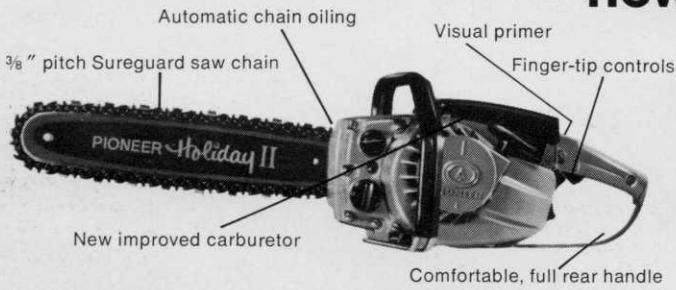
Never before has a lightweight chain saw ever had as many great features as this 2071. Never. If you're a nurseryman, a fruitgrower – if you have anything to do with trees at all – this great new Pioneer 2071 is the ideal saw for you! It has all the convenient features you need when the job calls for working in close. And it gives you all the speed and dependability you need when saving time and money are important.

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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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## Needed Accessory for Lawmakers — Backup Lights

ONE WAY you can tell the difference between Israeli and Egyptian tanks, the story goes, is that the Egyptian tanks have backup lights. Depending on your politics, the story may be funny.

Politics and fighting ability aside—and if the story were true—there would be a lesson worth studying. The presence of backup lights would indicate preparedness on the part of the Egyptians to make an abrupt change of direction, if and when they decided they had made a mistake.

We believe a most-needed accessory for lawmakers today is "backup lights."

Contrary to what many people are saying, we believe the Democratic process is working better today than at any time since the idea was conceived. Contrary to what many young people are saying, we believe "The Establishment" is quicker to respond than ever before to pressure from any quarter, no matter how small.

Cry wolf (for real or fake) these days and the rattle of legislative bills would drown out a buffalo stampede.

Consider the legislative outbursts over thalidomide, the cranberry episode, automobile safety, gun control, cigarettes and cancer, prayer and public schools, civil rights (in recent years), individual rights of citizens in trouble with the law, cyclamates, pesticides, and now with increasing momentum pollution of various sorts.

Responsiveness of government to people makes the Democratic process that much stronger.

The great failing to date, however, is the assumption that every law that goes on the books is good; that every law that goes on the books should remain there for eternity.

Let's face the reality that some laws are mistakes. We need to back up. Let's face the reality that while some laws served a purpose in an earlier day they need to be wiped off the books.

Though ignored and pretty much harmless, the "blue laws" are an example. Unless lawmakers have backed up in the last year or two, it's still illegal to eat peanuts in church in Massachusetts. Barbers in Waterloo, Neb., are breaking the law if they eat onions between 7 a.m. and 7 p.m.

Some new laws have been mistakes. The outright ban on DDT is a mistake. The restriction on 2,4,5-T is a mistake. Stack the arguments high, but they boil down to a laboratory test and emotion prevailing over more than 20 years' field experience.

Given the possibility that DDT is contributing to the extinction of the eagle, falcon, and osprey, we predict these bird species would have become extinct anyway. And we hate very much to see them go.

Subtract the human element from DDT and

there's still a defense strong enough to warrant its continued use in some areas. Take the American Elm.

If we must sacrifice the American Elm species to save the bird species, we vote to back up. The tree has given us beauty, shelter, enjoyment, purified air, coolness from its shade in summer, and warmth in winter from its logs in a fireplace. What wild bird has done so much?

A trip to Washington, D.C., a few weeks ago reminded us of how different and beautiful that city is compared with all others. A great contribution to that beauty is its elm trees. The species accounts for well over 90% of all trees growing there. Some date from 1890.

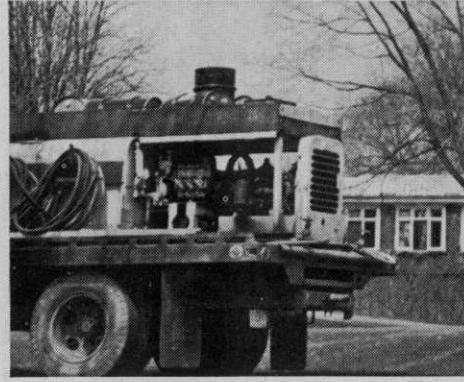
We noted several trees dead and dying from Dutch Elm Disease. We were concerned. Reassurance came from Horace V. Wester, plant pathologist of the National Park Service, who told us DED has been in Washington since 1947 and that he loses only about 1% of the elms a year. Remarkable! Some District parks, he said, were being treated with DDT until about a year ago, though he switched to using methoxychlor four or five years ago.

Just the same, if the situation gets worse, we would like to think he could return to his best weapon-DDT!

The announcement that an additive has been developed to break down DDT (see story on page 36) is heartening. Spurring that research could mean a great deal to cities, such as Kansas City and Denver, that haven't had as much success against DED. The pesticide is desperately needed to hold the line until a cure for the fungus is found.

But back to lawmaking, generally. There are many who would say that if we backed up in some of those areas previously mentioned more criminals would be behind bars. Some would call for backing up on Civil Rights, meaning to some more integration and to others more segregation. Perhaps if we had more prayer in public schools, we would have fewer drugs and riots.

There is more than a need for backing up on the subject of pesticides. There has been too much responsiveness—and to the wrong kind of pressure. Other pesticides are under fire. Before acting, what's needed is a careful weighing of benefit versus risk and more value placed on field experience than on laboratory improvisation. Then, perhaps, there won't be a need for those backup lights.



## Davey comes equipped, so you don't have to be.

When you have a tree-maintenance problem, we're ready to help. Davey handles pruning, spraying, feeding, removal, you name it. We're equipped to handle complete landscape plantings and maintenance. With trained manpower and experienced supervision.

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## California Botanist Defends 2,4,5-T

As a plant physiologist, I must dispute (Arthur W.) Galston's againstness of 2,4,5-T (June WTT).

He does not seem aware of the vast good which has been derived from the use and relative safety of this compound judged by more than 20 years of use.

I doubt whether he has had

straight formulated material in his eyes (as I have inadvertently, and no chance to wash it out), nor somewhat covered by it in hundreds of field trials over the span of 20 years.

He is a laboratory physiologist, while I am both a laboratory and field physiologist. I believe there

is a real danger of being "too" much in the laboratory and not understand field problems.

For those of us interested in benefits to mankind versus hazards, we do not naively say that more research should be done before 2,4,5-T is used. Imagine saying such a thing after 20-some years of research and safe usage!

He should recognize that our present life span is far greater than it was before this age of science, and that there is no evidence that pesticides have reduced average life span.

He talks about honey used in Bionetics work without commenting on it being a non-specific material. If it comes from *Aesculus*, and some other genera, it can contain substances toxic to bees; they don't survive due to birth defects. Why does he defend the use of honey in Bionetics work when it is an unknown material? Is it safe? From what source did it come in this research? I admit these are trivial questions, but no more trivial than the questions about 2,4,5-T.

Also, 2,4,5-T is a patent-expired compound, which he surely must be aware, so that no great commercial defense is possible. It remains for us who know how valuable and safe it really is to defend it (and we are mainly public employees). It is up to us to protect the millions of people who use it (for their benefit) against the nonsense of non-relevant research.

I have used 2,4,5-T through the years, and it has not greatly affected my own life span, even if I should not survive longer (and I have been exposed to it greatly in excess that of the general public).

So let us be relevant about these things, be realistic, weigh benefits against possible hazards, and not opposed because we are angry (such as the war in Vietnam, which I, too, am against).

If we don't follow this course, our whole society will fail because we are too unrealistic to maintain a functioning civilization. — OLIVER A. LEONARD, botanist, University of California, Davis.



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## *Along Electric and Telephone Utilities' Rights-of-Way Grew*

# ASPLUNDH



THE LARGEST TREE COMPANY in the world couldn't have a better name: Asplundh Tree Expert Company.

"In Swedish, *asplund* means 'grove of aspens,'" explained Lester Asplundh, chairman of the board and chief executive officer.

What's the "h" for? His answer will provide a quick chuckle and an insight to the Asplundh wit.

Without question, it took a great deal of that kind of wit, along with the necessary other talents, to bring the company to where it is in 42 years.

A grove of Asplundhs are active in the company—eight altogether. They are one founder, his sons,

and the sons of the other two founders.

Asplundh Tree Expert Company has pioneered time and again, establishing a string of firsts, produced from the experience of having constantly to develop and improve equipment. Self-initiative to innovate has been a family tradition, almost by necessity.

Lester, one of eight children, was two years old when his father died. Yet, all but one earned a college degree. The one that didn't gets credit for planting the seed that grew into Asplundh Tree Expert Company.

"O. E. started trimming trees," recounted Lester Asplundh. "Later he added a nursery. All the As-

plundh men learned tree-trimming from him."

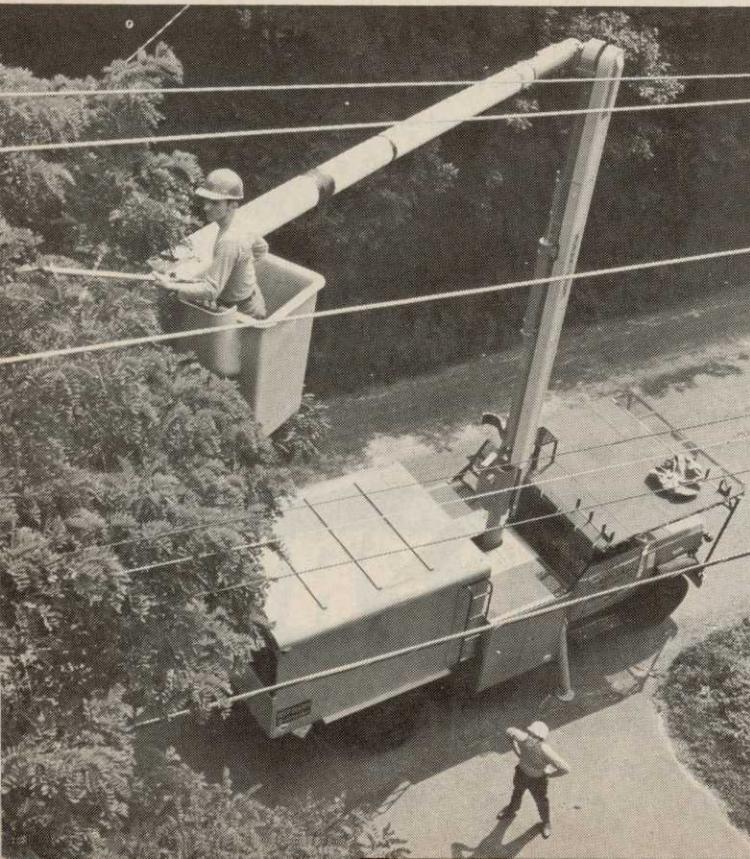
A misunderstanding with a property owner over whether permission had been obtained to trim his trees led to the actual formation of the present company. Because of that incident, "we decided to form a new company to serve only utilities."

He was talking about Griffith Asplundh, whose degree was in forestry, and Carl, whose degree specialty was finance. Lester's is electrical engineering. Griffith died in 1948 and Carl in 1967.

"We felt our training made a good combination," he said.

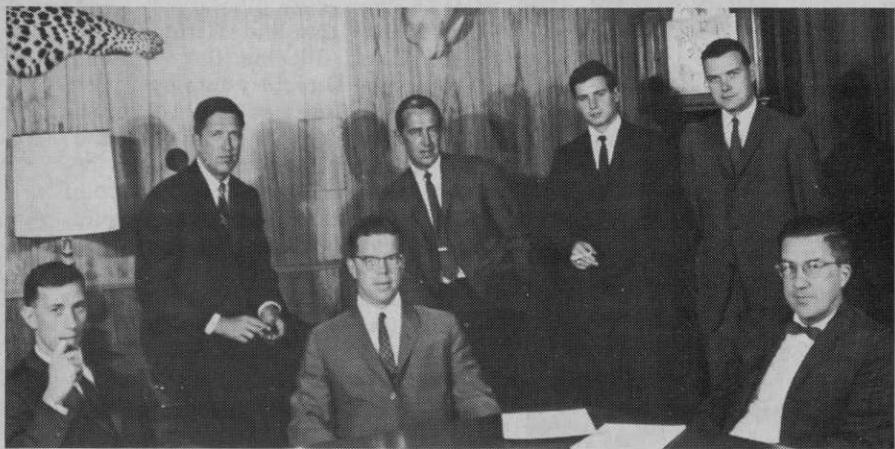
It apparently did; although Lester Asplundh cited another major factor behind the company's good

Three Asplundh firsts can be seen here: the insulated Spiralloy upper and lower boom, the boltaron covering on the upper boom, and the polyethylene insulated basket liner.



A pioneer in chemical brush control, Asplundh uses equipment that ranges from helicopters to rugged terrain vehicles to this backpack unit for selective basal stem spraying.





Lester Asplundh, on the preceding page, is the present chief executive officer. He is the co-founder with Griffith and Carl, Sr. Lester Asplundh was president from 1949-52 and has been board chairman since 1963. The grove of Asplundhs active in the business are, from left Carl, Jr., Robert, Paul, Barr (President since 1968), Christopher, Edward and Boyd. Bob and Boyd are sons of Lester; Barr and Paul, sons of Griffith; and Christopher, Carl, Jr., and Edward, sons of Carl.

By GENE INGALSBE

fortunes, writing in a brochure a couple of years ago.

"There is no doubt this spectacular growth has been inspired by our close association with two of America's most dynamic industries: The electric and telephone utilities, whose progressive programs have been a challenge to us."

The need for service in 1928, he said, was "to keep tree limbs from brushing lines. It created static on the radio sets, and people complained. Another need was to trim so limbs wouldn't knock down street lights during a storm."

#### What Asplundh Does

The Great Depression was the company's first birthday present

("so we didn't eat very well for a couple of years"), but then as utilities' needs multiplied, so did Asplundh operations. These now include:

—**LINE CLEARANCE**, accounting for 80% of the total sales volume, and fastest-growing operation.

—**RIGHT-OF-WAY CLEARING**, conducted through a subsidiary, Asplundh Brush Control Company.

—**HELICOPTER SERVICES**, through affiliate, Asplundh Aviation, Inc., established in 1966, to include helicopter spray service and "Thermovision" (an industry first), an infrared system of detecting hot spots, and deteriorating and faulty installations along transmission lines:

Perhaps no other single picture illustrates better the capability of Asplundh Tree Expert Company. Line clearance, rather than right-of-way clearing, however, is Asplundh's forte.

Asplundh's fleet of helicopters includes this FH1100 jet helicopter. Air services, such as line inspection and right-of-way spraying, are conducted through a subsidiary, Asplundh Aviation, Inc.

—**MANUFACTURING**, of line lifts, tree-trimming trucks, and brush chippers; tree wound paint, pole-treatment compound, and a weed and grass killer.

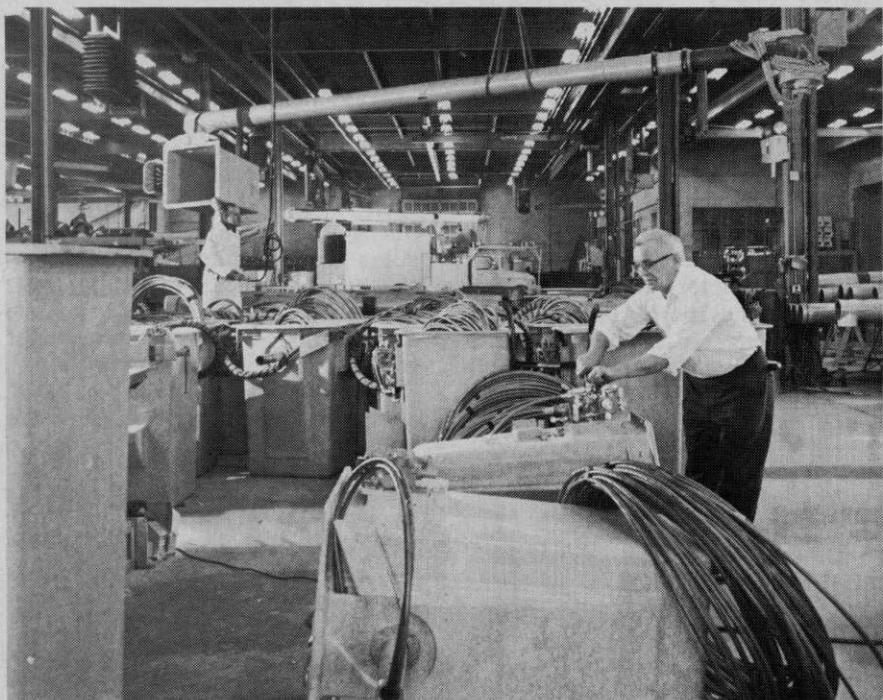
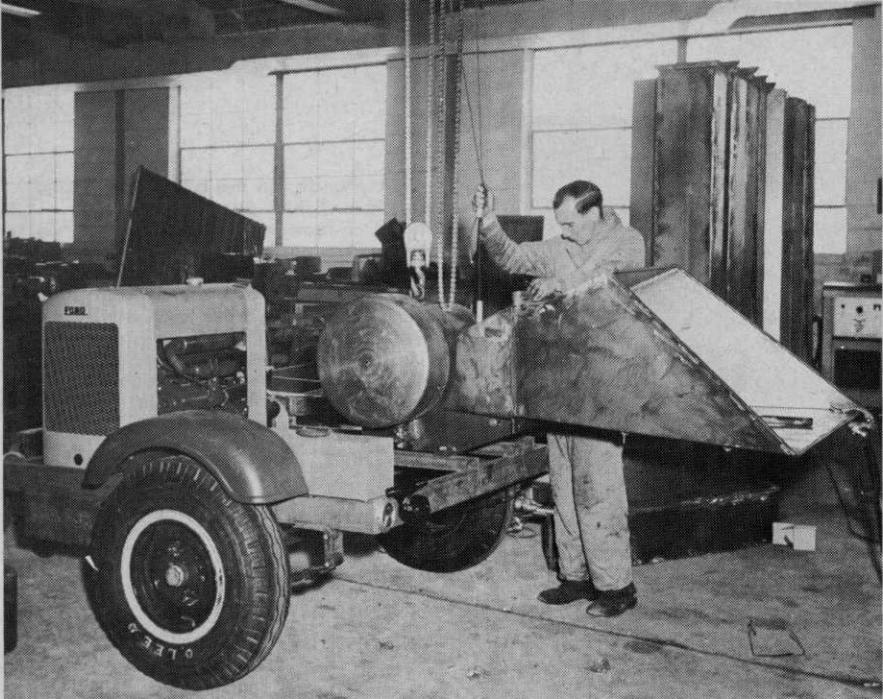
—**SERVICE CENTERS**, 16 of them across the nation, to provide maintenance and parts for Asplundh's own vehicle and equipment fleet and utility customers.

—**ELECTRIC AND TELEPHONE UNDERGROUND**, a service inaugurated about six years ago, recognizing the industry trend toward going underground with new construction in urban areas.

—**CABLE TREATING**, a method of sealing lead cables with a plastic coating to prevent deterioration.

—**EMERGENCY TREE SERVICE**, demonstrated most recently when





Hurricane Camille flattened the Gulf Coast. Placing the Asplundh Emergency Directory into operation, the central office had 100 crews (600 persons) from eight surrounding states rushing to the scene before the storm abated. At one point in Louisiana, 96 pieces of equipment and 87 power saws worked around the clock.

Asplundh provides training programs for all aspects of field work; public relations programs, for employees in the form of "The Asplundh Tree" magazine, and material for the general public, a most recent example entitled "We're Partners in Environmental Management" to counter critics of pesticides; a national advertising program, including multiple-insertion, four-color page advertising.

A billing department that processes about 2,000 invoices per week, 60% on IBM machines.

Summed up: "75% people and 25% machines."

#### Industry Firsts

Asplundh firsts? Among them:

A brush saw and the brush chipper. Large-scale chemical brush control for line rights-of-way. Insulated upper boom on a line lift, through the use of Spiralloy, then a Spiralloy insert for the lower boom. Insulated polyethylene basket liners for line lift bucket. Aerosol packaged tree inhibitor paint with applicator pole. Production of standardized bodies for line lifts and tree trucks.

That's not bad for a company that hadn't intended to get into manufacturing.

The company's line-clearing business grew rapidly on the strength of good equipment and supervision.

"Line-clearing then changed from manual to a mechanized job," Asplundh said. "That was expensive. For example, we once used six-man crews with about \$900 worth of equipment. Now a three-man crew works with equipment costing about \$7,000 per man.

"Fortunately, we stuck to our knitting, kept money where it belonged, and had funds to buy the equipment. Nobody made what we

Manufacturing of wood chippers and lift trucks are being consolidated at Chalfont, Pa., where some 145,000 sq. ft. are under roof. Chippers are powered with four-, six-, or eight-cylinder Ford industrial engines. The lift trucks are built on any truck make a customer wants. Polyethylene basket liners are available for added operator safety. The liners are tested to withstand up to 100,000 volts.