

**THE
ASPLUNDH
TREE**



50TH ANNIVERSARY ISSUE

A PERSPECTIVE



Lester Asplundh



Carl Asplundh, Sr.



Griffith Asplundh

A business anniversary offers a tempting chance to look back at the accomplishments of bygone years with a smug sense of satisfaction, or a wistfully nostalgic longing for "the good old days."

However, the purpose of this anniversary edition of THE ASPLUNDH TREE is not to sentimentally gloss-over the company's fifty-year history. The present-day growth of the Asplundh Tree Expert Co. has been built on failures as well as successes, trials and errors, and many long hours of hard work by our employees, both in the field and our various offices. The purpose of this anniversary issue is, rather, to put into proper perspective the people, places and events that have all contributed to the growth of the Asplundh Tree Expert Co.

The Asplundh company started with my two brothers, myself, a few climbers driving second-hand trucks and \$2500 in borrowed capital. The company now has eight members of the family "running the show," which involves more than 9000 men and women and 6000 pieces of equipment operating in forty-seven states.

But our growth would not have been possible had it not been for the even more spectacular growth of the electric and telephone utilities, with whom we have had fifty years of close and enjoyable association.

So, we would like to invite our employees, utility associates, customers and other friends to join us in a look back at the people and events of the "First Fifty" and enjoy a Perspective of Asplundh's Growth.

Lester Asplundh
Chairman of the Board

THE ASPLUNDH TREE

ANNIVERSARY ISSUE,
Fall 1978

Commemorating fifty years of service in electric and telephone line clearance and related industries.

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The Asplundh Tree is a family magazine, published quarterly for all employees and friends of the Asplundh companies.

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DEDICATION

In marking the company's golden anniversary, we wish to honor the three founding members of the company. Their keen foresight, boundless energy and determination to provide "Economical Line Clearance" services to the nation's utilities have been the foundation of the Asplundh Tree Expert Co.'s fifty years of growth.

Therefore, we dedicate this special edition of THE ASPLUNDH TREE to Carl, Griffith and Lester Asplundh.

— the Editorial Staff





The Asplundh family, circa 1915. Front row, left to right: Dumont Ott, a distant cousin; Arnold Steiger, maternal grandfather; Mrs. Carl Asplundh (Emma) and Lester Asplundh. Back row: Edwin Asplundh; Rev. George deCharms; Fidelia Asplundh (now Bovard); Griffith, Carl, Alethe and Oswald Asplundh.



*Carl H. Asplundh
1862-1903*

Like millions of other American families in the late 19th Century, the Asplundh family began with a pair of newly-immigrated parents.

Carl Hjalmar Asplundh left his native Sweden in 1882 and worked as an accountant for a small Philadelphia pharmaceutical firm. It was there he met his bride-to-be, Emma Steiger, who had recently immigrated from Switzerland. Together, they settled in the tiny suburban community of Bryn Athyn, Pennsylvania and raised eight children (one daughter died a few weeks after birth) before Carl's death in 1903. A few months later their ninth child arrived and was also given the name Carl Hjalmar. This youngest son would join two of his brothers some twenty-five years later to found the Asplundh Tree Expert Company.

The Asplundhs' involvement with trees actually predates the founding of the present company. In order to support their widowed mother and siblings, Edwin, the eldest went to work for the Pitcairn Company and Oswald, the second son, took up work as a gardener. Several years later, Ozzie (or O. E., as he was sometimes known) founded his own business in landscaping and tree surgery. During their weekends and summers, his three younger

brothers, Griffith, Lester, and Carl, all earned money for their college education by trimming trees under Ozzie's tutelage.

In 1926 an ad appeared for Interstate Treecraft Co. which Griff had formed on his own in western Pennsylvania, but rejoined Lester and Carl two years later in August 1928 to form the Asplundh Tree Expert Company.



Some early trimmers. Above: "Ollie" Burnham and Griff Asplundh stand behind E. C. Acton, Gilbert Smith, and Daric Acton, retired Asplundh Vice President. At right, front row: Lester Asplundh, David Shoemaker and Gilbert Smith. At rear: an unidentified Swarthmore friend of Lester's, O. E. Asplundh and Bertrand Smith. Both photos are of early 1920's vintage.



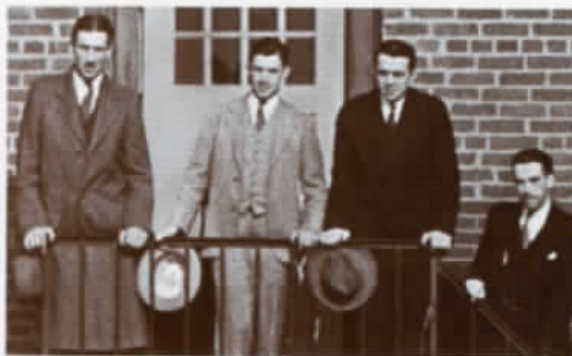
THE FOUNDING YEARS



*Men and equipment of the Asplundh Tree Expert Co., early 1929.
Photo taken at the Keswick Building, Glenside, Pennsylvania*

1928 The nation was at the dizzying height of the “Roaring Twenties”: Prohibition and bootlegging, flappers and speakeasies were symbols of the era. Charles Lindbergh crossed the Atlantic and Babe Ruth hit sixty home runs the year before.

Bell had invented the telephone fifty-two years earlier and Edison’s electric lighting had been known for nearly fifty years. In 1928, however, both of these inventions were still in their early development stages; but they, along with a small tree company founded that year to service them, would grow rapidly in the years ahead.



Close-up of the above scene: Lester, Carl and Griffith Asplundh, and Jack Gaffney.



Despite the hardships arising from the early death of their father, all three Asplundh brothers received college degrees. Griffith majored in Forestry at Pennsylvania State University; Lester, in Electrical Engineering at Swarthmore College (where he also won All-American honors for his football exploits) and Carl graduated from the Wharton School at the University of Pennsylvania with a degree in Finance.

O.E. Asplundh’s specialty was landscaping and private tree work on large estates, but the jobs he performed for the electric and telephone companies attracted more interest from his three younger brothers.

A dispute with a property owner over the granting of permission to trim his trees led to the brothers’ early decision to trim *exclusively* for electric and telephone companies. Following that incident of disputed permission, the three were firmly convinced that serving only the public utilities had a greater potential than private tree work. A decision which, as history shows, was to open up much broader horizons for the fledgling company than to restrict its growth. The three brothers combined their individual talents and training and formed a *business* of trimming trees around *electrical* wires.

On August 28, 1928, Carl, Griffith, and Lester opened the Asplundh Tree Expert Company for business out of a small office in the Keswick Building, Glenside, Pennsylvania. Several men, some of whom were trained by Ozzie, came over with the three brothers to help start the company. Carl brought with him a Penn classmate, Jack Gaffney, at first to load brush and later to help with financial and office details, while Lester and Griff hit the road

A typical Asplundh crew in the Founding Years: A brushie, a fireman and four climbers. One crew could be equipped for about \$600; including truck, ladders, ropes and tools.



to sell the company's services. A secretary was also hired to answer phones and keep books. Griffith was elected the company's first President; Lester, Vice President and Carl, Secretary and Treasurer.

All three Asplundhs were gifted salesmen and soon had trimming contracts negotiated with Philadelphia Electric Company, Public Service Company of New Jersey, New Jersey Power and Light Company, Pennsylvania Power and Light Company, Keystone Telephone Co. and American Telephone and Telegraph.

To service these first customers, the Asplundh company had approximately thirty "pioneer" trimmers and a "fleet" which consisted of two second-hand stake-body trucks. Several other trucks were owned by employees themselves and rented for each job.

brothers may have felt with their first year's operation was quickly sobered by economic events in October. The country was plunged into the depths of the Great Depression, businesses collapsed by the thousands. But trees still kept growing, and utilities still had to provide service, so there continued to be work for Asplundh crews.

Several factors contributed to keeping the company afloat during those hard economic times, and have been key points in the company's growth ever since.

One was "a better way." Carl, Griffith and Lester had originally sold utilities on the fact that contracting with an expert tree service, namely Asplundh, had several economic advantages over an internal tree maintenance program. By contracting Asplundh's services, telephone and electric companies could avoid major capital expense for equipment and the hiring and training of personnel.

The "better way" also showed itself in the equipment that the Asplundh company used. As early as 1929, Lester was applying his engineering background to the problem of getting men up into the trees faster and safer. A hand-cranked aerial platform was the first result of his thinking. Although slow and cumbersome, it was a start.



Asplundh platform lift was elevated by a hand-cranked system. This was the company's first attempt at mechanizing its operations.

Below, Maine, 1930. Asplundh's first right-of-way clearing job. Standing, from left to right are: Jim Besecker, Joe Augustine, Earl Reynolds (not our present Vice President), "Bud" Krier, George Malhern, Joe Boston, Kosier Hoffman, John Corrigan, Leonard Anderson, John Weeks, unknown, "Bull" Roper and Henry Weeks. In the front row are Francis Lupion, Phil Dwyer, Francis Cronin, unknown, and Cal Wilson.



In the early days, the executive cars were also second-hand. Lester often borrowed an office worker's open-top roadster to get a better view of tree and brush conditions around wires as he drove along a customer's system.

By early spring, 1929, the company had added several more crews as the tree work expanded. Nearly the entire company gathered for the first formal portrait outside the Glenside office.

Any feeling of success that the three Asplundh

In the late Twenties, transmission and communication rights-of-way were first clear-cut with axes, two-man saws, and a lot of sweat and effort. Asplundh's first capital clearing job came in the summer of 1930. A fifty mile stretch from Clinton to Bangor, Maine, for the New England Telephone and Telegraph Company lines was cut by an Asplundh crew, under the direction of Paul Eby. A newspaper report of the project at that time noted that several college graduates were working on the crew; a



commentary on the hard economic times that the country was going through.

Another "better way" of cutting rights-of-way was unveiled by Lester, late in 1929. Dubbed the "mankiller", the machine consisted of a large circular saw mounted on the front of a farm tractor and driven by its engine. A helper would guide the spinning saw-blade into the tree trunk. As you might guess from the nickname, the device was not an overwhelming success, but again, it showed the constant search for better methods and equipment to provide "Economical Line Clearance."



Asplundh right-of-way tractor. The driver is E. W. Gilroy, the saw operator Edmund "Bud" Krier.

Long before the term "corporate identity" became widely known, the Asplundh Tree Expert Co. developed a strong company image of its own — the orange color.

During his student days at Penn, Carl Asplundh also had played football. He was impressed by the seemingly larger size of his opponents from Princeton, whose uniforms were orange and black. So the three brothers adopted the color scheme to give their trimmers a more impressive look in the public eye, as well as a high visibility and safety factor because of the strong color. That identity grew so strong that loyal employees were said to have "orange blood" . . . which has become another factor in the company's growth.

Training and supervision of tree experts has been the third key to the company's success. In the early days, expert tree men were few and far between, especially when it came to dealing with those "new-fangled" wires. Many competitive tree outfits grew up almost overnight. To stay ahead of this competition, the Asplundh company implemented a thorough training program in line clearance methods.

As a result of the Depression, many of these companies folded, and their employees came with the Asplundh company. They, too, had to be trained in the "better way." Many had been hired by other companies and had been put up in the trees



Asplundh tree school

with little, if any, knowledge of proper trimming methods. A tree school was held in nearby Huntingdon Valley, Pennsylvania, in 1929. The tractor-mounted saw was first put on display there as well. At another school, held in Virginia, a young trainee named W. West Jordan joined the company.

This influx of tree men helped keep the struggling company afloat during the Depression, and gradually Asplundh added more crews and expanded into new areas. In 1931, West Jordan moved to Columbus, Ohio where he set up the first branch office.

1932 was the deepest part of the Depression and the worst year for Asplundh sales. A climber was paid 54¢ per hour and a foreman could make between 75¢ and 87¢ per hour. Crews often labored from dawn to dusk during a six-day week, just to put food on the family table. To make ends meet that year, the three Asplundhs went without salaries.

In 1934 and 1935, however, several new contracts were established, one of which was with the Baltimore Gas and Electric Company. These new jobs triggered a surge of growth into the late Thirties.



Homestead Road Office, 1934

In spite of the nation's economic difficulties, Asplundh's expansion was significant enough to outgrow their first office in the Keswick building. They exchanged that office for larger quarters on Homestead Road in Jenkintown in 1934. Here, there was enough space in the basement for a small tool shop for sharpening and repairing axes, saws and other trimming tools.



Ozzie had stuck with his nursery and private tree work through the darkest part of the Depression years, but the demand for that type of work slowly dried up. In 1936, O.E. joined his three brothers in the business and transferred to Glenview, Illinois. From there, he applied his own gift of salesmanship and soon had Asplundh crews working across the Midwest. Many other men joined the company during this growth spurt who would later become large contributors to the company's development.

Territories also expanded south into Maryland under Paul Heaton and Dutch Kuppe; Gil Tobin in Virginia and Jerry Walters in the Carolinas. Daric Acton came with the company from western Pennsylvania in 1937 and helped develop that part of the state. Leonard Dudley pushed operations into New York State.

But, the one most significant part of Asplundh's growth in the latter years of the Depression came as a result of a unique new invention — the power saw.



O. E. Asplundh



Malax saw



Storm emergency crew

Storms played a significant part in the company's growth in the late Thirties. When snow and ice or hurricanes brought trees down on electric or telephone wires, the Asplundhmen would receive a call for assistance and jump into action. Crews traveled many miles to reach the stricken area, and worked long hours to help the utilities clear downed wires and quickly restore service. Utilities felt safer with Asplundh crews, who were trained to work around hot wires, assisting their men. Hurricanes in Boston and Long Island in 1938 introduced Asplundh to the utilities there and as a result, work has continued in those areas ever since.



As mentioned before, much of the early tree cutting, whether in the logging industry or tree trimming, was done with cross-buck saws and axes.

As shown by the photographs, trimming and topping were at best, hazardous and awkward, when using a two-man saw in the treetops. But this unique invention enabled the Asplundh trimmers to step up their production. Although the first gasoline powered saws were bulky and required two men to operate them, the device heralded a new era in the line clearance industry.



Early advertising often consisted of printed messages which were slipped into a pad of notepaper at random. As the utility official used up his note sheets, he would occasionally come across another reminder of Asplundh's services.



WARTIME



505 Old York Road

1939 The storm clouds of war were gathering over the European continent; while at home, “happy days were here again,” as the nation recovered from its economic troubles.

• • •

Because of the continuing need by utilities for their line clearance services, the Asplundh tree experts survived the Depression. New contracts, properties and crews were added as more electric and telephone companies were sold on the Asplundh “better way.”

After five years at the Homestead Road location, the expanding company had again outgrown its offices. A stately old mansion was purchased a few blocks away at 505 Old York Road, and, in 1939, the move was made. This building was situated on a

large piece of land with room for future expansion and had a large garage behind for equipment storage and tool repairs.

Although Prohibition had ended, the tavern business was not strong enough to support a neighbor at 501 York Road. Soon the company acquired that building also, with its own large storage barn to supplement the one at “505”.

During the Founding Years, a typical Asplundh crew led a rather nomadic life, often finishing a job in, say, New Jersey, on a Friday night and heading for the next job in Ohio which started the following Monday. As the number of customers and the crews servicing them increased, it became clear to Carl, Lester and Griffith that one central team, managing these nomadic field operations, would spread themselves too thin. The answer was to organize a



Typical Asplundh crew during the war years



Carl, D. E., Lester and Griffith Asplundh, 1943



system of crew and field supervisors and to localize managers within certain geographic areas or groups of utility properties. In this way, each utility customer's needs could be answered by one specific Asplundh manager.

The chain of command was based on the common unit — a crew. Each foreman had several employees under him, performing the daily tasks of line clearance. General foremen were appointed to look after the daily operations of a group of foremen. Each group of general foremen, in turn, answered to a district superintendent.

In 1940, Daric Acton hired a rights-of-way and heavy equipment specialist from Erie, Pennsylvania named Ed Weimer, who pushed operations southward. O.E. Asplundh persuaded Paul Gilbert to join the ranks and expand operations into Texas. Don Reeves had joined a few years earlier and took over crews in New Jersey; and pioneer Joe Walsh stayed on Long Island to supervise trimming crews, after the hurricane clean-up in 1938. Frank Roy assumed command of the District of Columbia crews. These men became some of the Asplundh company's first superintendents.

Each superintendent was responsible for a specific area of utility customers both for operations and sales. Districts were grouped into four regions around the country: East Coast, which was supervised by Griff, Lester and Carl; Daric Acton was appointed Regional Vice President for western Pennsylvania, West Virginia, Indiana and Tennessee; West Jordan was appointed Vice President for the Ohio and Michigan region; and O.E. was Regional Vice President for, almost literally, "All Points West."

With the localization of Asplundh supervisory personnel, the company grew even larger as district men applied themselves to the task of improving operations in their areas of responsibility and pushing sales for future trimming work. A kind of healthy competitive spirit grew out of this between supervisors and managers, which is still keen today.

To stay in touch with the widespread parts of the company, and keep the men up-to-date with new developments in equipment and trucks, the Asplundh company held its first major supervisory conference in May, 1940. Superintendents from all parts of the country gathered at 505 York Road for reports on sales, finances, trimming methods and equipment. The three-day meetings were so successful that it was proposed to make conferences an annual affair.

The storm clouds of war which had been building over Europe during this time, finally broke loose, and the United States became involved in World War II.

Tree men left the company by the score to enlist in their country's service; and the rationing of gasoline and other materials, vital to the trimming business, was imposed. New cars or trucks could not be bought since all vital materials were diverted for the war effort. But the company faced up to this new challenge and did its best to keep working during the war years.

Electric utility companies had been given priority status to keep wartime industry powered, and Asplundh was also given the same status for serving the utilities, especially in storm emergency situations; but what good was priority status if saws or tires or gas could not be obtained?

During the Depression, several employees had taken extra jobs to put food on the family table. While Jack Gaffney was working at a part-time job, he met a man named Rex Vogan whom he persuaded to join the Asplundh company during the expansion of 1938.

Rex carried numerous responsibilities during those years: purchasing, shop management and equipment administration, which all involved dealing with ration board personnel. Somehow, some way, Rex and his staff kept the fleet supplied and the men working.

As a way of keeping personnel in touch with a far flung Asplundh company, Carl and Rex put together a sixteen page mimeographed publication, *THE ASPLUNDH TREE* in 1940.



Superintendents and Office Staff during the 1943 conference: Back row: O. E. Asplundh, A. E. Burns, Harold Sellner, Sue Kennedy, Jack Gaffney, Loretta Curtin, Robert Reese, Marion Meyer, Joe Walsh, Helen Smith, Lester Asplundh and Daric Acton; Front row: Jerry Walters, Mark Haar, Don Reeves, T.W. Gilroy, Dutch Kuppe, Gertrude Heaton, Viola Fleming, Katherine Crockett, Ann Cunningham, Gwen Wilson, Florence Dewey, Carl Asplundh, Leonard Dudley, Griffith Asplundh, Ed Weimer, Gilbert Tobin, Rex Vogan.



After a few preliminary issues were off press, editorial duties were handed over to Nelson Fritz, who also ran the Education Department at that time, and supervised the training of personnel.

During the war years, the company became even wider spread as ex-trimmers fought overseas. Soon the pages of the TREE were filled with bits of company news, safety notices from "Justin Funn," the pen name of Superintendent Jerry Walters,



During the war years, an office picnic at "Mr. Carl's" farm was held and soon became an annual ritual

of a more recent vintage, they still had wooden stake bodies, due to the scarcity of steel during the war. With the brush piled high, an unsafe condition developed while trying to drive such an overloaded truck; passing cars were scratched, public relations injured and an ugly mess was created.

"2). New equipment will be placed in the field to give us the most modern line clearance crews in the country."

Power saws, both gasoline and electrically driven became standard in most crews. These crews were equipped with two such saws, a one-man saw for trimming and a large two-man saw for take-downs, heavy cutting or rights-of-way clearing. Purchasing became centralized through the home office to gain better pricing and obtain hard-to-find tools. The Jenkintown shop, set up in the "505" garage, sharpened or repaired older tools and a tool delivery truck was specially developed. This truck would load up and make regular runs to field shops in New York, Maryland, New Jersey and other areas to exchange tools for broken or damaged pieces.

"3). Personnel and trimming methods will be given high priority for improvement."

"4). Tree schools will be started again to fill crews with trained personnel."

APO letters from employees in the battle zones and lists of men in uniform.

In 1945, the War ended and many Asplundh employees returned to the trees. Rationing and restrictions were eased so that new equipment, tools and supplies could be purchased, replacing many pieces which were completely worn-out.

In a Christmas message to the employees in the Asplundh magazine, Carl Asplundh listed six points which were to be implemented to improve and expand the company:

"1). Replacement of old trucks with new units, with special bodies designed for our work."

Very little had changed in the way Asplundh crews trimmed and disposed of their brush since the Founding Years. Although trucks may have been



Jenkintown Tool Repair Shop



Tool Delivery Truck



Carl Asplundh



Top-heavy loads of branches and brush, such as this, created the need for a better method of disposal.





Tree-top rescue and First Aid procedures were established and each crew received training in the better, safe way of trimming. Harry Ertel is the one in the fedora.



*"5). Safety **First** will be stressed and a new safety director named."*

The company took its name, "Tree Expert" seriously and took every necessary step to see that only the best-trained men cleared lines for utility customers. Safe trimming practices were also becoming a great concern since they not only saved trimmers' lives, but also helped keep costs to a minimum.

Harry Ertel joined the company as Safety Director and helped institute company first-aid and tree-rescue techniques, and at the same time took over the editorship of the TREE magazine.

"6). Present territories will be expanded through the use of Assistant Supervisors and new divisions will be opened."

A new development rose out of wartime experiments — chemical brush killers. In 1946, the company began testing chemicals jointly with the manufacturer, the American Chemical and Paint Co. Ralph Kauffman came to Jenkintown to head this new Asplundh service, which soon was being offered to utilities as a means of controlling tree and brush growth. These first applications were performed manually with back tanks equipped with

small nozzles and hand pumps. Results were amazingly effective and the utilities' interest increased.

Postwar prosperity multiplied the demand for electricity, as many new appliances and machines became common household items. As the country headed towards a new decade, the company entered its own Machine Age.



Griffith Asplundh, 1896-1948

However, that decade ended on a sad note as Griffith Asplundh passed away on Christmas Eve, 1948. In a testimonial to him in the TREE, it stated:

"Griffith Asplundh, was our first President and sustained that awesome responsibility until his death. He has been described as a dynamic man of abundant charm and boundless energy. One who would think no more of a business trip to Los Angeles than to stroll around the block. And never happier than in the fray of spirited competition and on the trail of new business. Certainly Griff's professional knowledge of trees and his natural business acumen, his great vigor and his determined self-confidence were among our Company's major nutrients."

In January, 1949, Lester Asplundh was elected to the office of President.



Chemical spray operations, 1946



THE MACHINE AGE



Machine-Age crew with modern steel-body truck

1949 The use of atomic weapons had signalled the end of the World War in 1945; and the beginning of a new era of advancing technology... "the Atomic Age." In the years following the war, atomic energy was harnessed for more peaceful purposes, one of which was nuclear-generated electricity.

* * *

For the Asplundh Tree Expert Co. also, those years following the war were highlighted by many technological advances. The products of this era have had a profound and lasting effect on the Asplundh "better way" of line clearance.

At the outset of its twenty-first year in the line clearance business, the Asplundh company had "come-of-age", serving over 200 customers spread from Maine to New Mexico. The company now had 2800 men utilizing 1000 pieces of equipment to perform line clearance work, chemical brush control and clearing and maintenance of rights-of-way.

As mentioned in the previous chapter, the problem of brush disposal had plagued the company ever since its founding. The trimmers' problem had grown no smaller during the war years; in fact, the increasing number of trips to the dump was robbing valuable production time from the men and profits from the company. Unsightly loads of brush and damage claims resulting from those overhanging loads hurt customer and public relations and added unnecessary costs to the job.

One solution was mentioned by Carl in his post-war statement — a specially designed steel body for the trucks. The basic design was suggested by men in the field, who could best determine its effectiveness. The sides were solid steel panels, instead of wood stakes, to contain brush, and a covered section just behind the cab for the crewmen to ride in and for tool storage.

The first units were fabricated in a small garage, up the street from "505." A typical Asplundh day

would start with Jack Gaffney, Rex Vogan and the shop owner huddled over a cup of coffee at the Horn and Hardart restaurant next door, looking over drawings and specs, scheduling the work and making last minute refinements in the plans. The Asplundh company subsidized the cost of these new bodies, encouraging many foremen to install them and maintain a high standard of modern equipment throughout the fleet.

While this new body design did not completely solve the brush problems, it did enable the trucks to contain their loads, and improved operations by increasing the load-carrying capacity of each truck.

But the final solution came with the invention and development of the Asplundh Chipper. In previous years, several schemes had been worked out for disposing of trimmed branches: a truck-mounted furnace, to burn brush at the jobsite; an oversize wire bundler, similar to a hay-baler; and a series of circular saws attached to a single shaft, which would cut brush into sections. Fortunately, many of these machines never got off the drawing board, but the company's search for an answer was constantly being pursued.

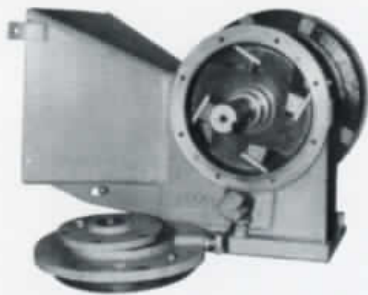


An engineering firm in Massachusetts had developed a machine that sliced wood and brush into chips. The machine, called a "side slicer," had rotating blades into which the operator fed branches, much like a tube of bologna being



pushed into a delicatessen meat slicer. Lester, Carl and Rex immediately saw the drawbacks to this concept and set out to perfect their own type of chipping machine.

The basis of the Asplundh-designed chipper was a heavy cast-metal rotor with parallel blades. The spinning rotor would pull branches through the machine, rather than the operator pushing them into the blades. The weight of the rotor would provide enough inertia to chip larger branches without stalling the engine.



In 1949, the first models were field tested. One type was mounted into the truck body, and driven by its engine. Another model was a trailer-mounted type, driven by an industrial engine. Both models had nine-inch blades and a three-blade rotor.



Truck-mounted chipper



Trailer model chipper

The early tests proved so successful that the decision was made to construct more units and put them in the field on a full-time basis. This would give the company a chance to get the men's reactions to the new machine and suggestions for improving the design. At first, the company kept the chippers exclusively for the use of its own crews. But it wasn't long before the demand for the revolutionary new machines came from outside sources as many utility customers and competitors wanted to purchase chippers for their own use.

A part of the tool repair shop at Jenkintown was set up as a chipper assembly area under the supervision of a pioneer employee, Norm Beebee. Another pioneer, Hop Gentile, was called in from the field to act as a chipper specialist and sales manager.

Within a short time, however, chipper assembly outstripped the space in "505's" garage. Land was acquired in Huntingdon Valley and the first buildings of the Philmont Shop were constructed.



Philmont shop



Welding chipper frame



Mounting basic chipper unit and engine onto trailer frame

Open sheds were erected for storage of chemical drums, idle trucks and supplies during the winter. Soon some of these were closed in and new buildings added to accommodate services from the Jenkintown garage and other locations. Chipper manufacturing, tool repair and equipment inventories were soon moved to the new site, and joined the storage facilities already there.



Lester was still searching for the fastest and safest method of getting trimmers aloft. Several of the steel-body trucks were outfitted with revolving turrets and wooden ladders which were mechanically extended. The trimmer would then have a fairly steady working platform, but the hazards of electrocution were still a very real danger.



Wooden ladders were mounted on revolving turrets to allow the trimmers better access to the trees.

In the case of tree removals, particularly giant elms whose diseased limbs were dangerous to climbers, the Asplundh company acquired several telescoping cranes in the early 1950's. A trimmer could be hoisted up to the highest parts of 100-foot trees in a bosun's chair. A second cable, at the end of the crane, could safely lower sections of the tree to the ground.



Telescoping crane for large tree removals

Asplundh chemical operations also benefited from wartime technology. Military surplus vehicles, many of them four-wheel-drive, were purchased and adapted with tanks, pumps and hoses for treatment of difficult terrain on transmission rights-of-way. The workhorse of the Asplundh chemical fleet was at first jeeps, then larger Army M-6 trucks; but,



Asplundh M-6 chemical spray unit



Four-wheel drive jeeps were converted for chemical brush control spraying on transmission rights-of-way.



Asplundh swamp buggy, equipped with bomber tires for flotation

several ingenious adaptations were also made for even the roughest conditions: B-17 bomber tires were mounted on a truck for swamp travel, a large Caterpillar tractor was outfitted for chemical work, and even when a right-of-way was almost impassable, a "four-legged-drive" mule was adapted with a spray rig. A new phase of chemical applications came into being when several trucks were mounted on a railroad flatcar and pulled down the rail line, while discharging chemicals.



Rights-of-way clearing was improved by several new inventions. Special shear blades were attached to the Cat tractors, which could knock over sizeable trees and larger amounts of heavy brush. Root rakes also aided the clearing of transmission routes. A heavy-duty brush-hog was developed and could be towed behind a specially adapted farm tractor.



Asplundh Brush Control Co. used several large tractors with shear/lozer blades such as this.

Asplundh rights-of-way work also became amphibious during the Machine Age. Philadelphia Electric Company constructed a line across the Schuylkill River and Asplundhmen "set sail" to clear a right-of-way for the line over several mid-river islands.

Field operations were not the only parts of the Asplundh company to be mechanized during the early 1950's. The "better way" entered the home office in the form of IBM computers and billing machinery. Additional records were required to be kept for the constantly growing number of employees, and billing procedures had to be brought into the Machine Age. A young accountant with the nickname of "Woiky" Walter and Treasurer Jack Gaffney were instrumental in installing the new system and adapting it for the peculiarities of the line clearance business. An addition was put onto "505" to house the new machinery.

To keep up with the rapidly expanding company and all of its new technological aspects, training and supervision programs were accelerated. A series of general foremen's schools began in 1953. During the one-week sessions, small groups of potential general foremen were brought into Jenkintown for review and further training in such areas as equipment care, introductions to chemical spray work, office procedures and power saw repair. The first "principal" of the school was a young graduate forester named Hyland Johns, pictured here with an early group, on the steps of the "501" classroom.



Harry Ertel transferred in 1951 to the Carolinas to take a manager's position and Harold Masters joined Asplundh as the new Safety Director. Together with his assistant, Bob Herder, they accelerated the Asplundh safety program. These two men traveled many miles, visiting crews in the field and reviewing and correcting their line clearance practices. Very often, their program would include a film, "The Breath of Life," which had been co-produced by Asplundh with the Aetna Life and Casualty Insurance Co. The group was dubbed the "Masters and Herder Traveling Road Show"; but, despite the humorous name, their message on safety to the men in the field was deadly serious. A third member joined the safety team during the 1950's. His sad-sack features and accident-prone disposition won the sympathy of many friends in the Asplundh company; but he, too, had a message to tell the tree experts. Hap Hazard quickly became the example of what a tree expert should *not* do on



Bob Herder



Hap Hazard

the job. Safety posters were distributed to each crew, which described the mistakes that the unthinking Hap committed monthly.

A free-lance writer named Dick Carpenter was hired to edit THE ASPLUNDH TREE. His journalistic background lent a professional quality to the publication which has done much to pump "orange blood" through the veins of all employees, as well as many customers and friends of the Asplundh Tree Expert Co. The pages of the TREE have served as a valuable tool for communication and historical record ever since, and economical advances in printing technology allowed the introduction of photographs into the magazine.

In 1952, Lester Asplundh was stricken with a severe respiratory ailment, and stepped down from the Presidency of the company. Carl Asplundh was elected to fill the vacancy and he hired Dale Swanson to assist him. Dale was named Vice President-Sales, and brought wide experience in many parts of the utility industry to the Asplundh organization.

Carl literally took on the work of two men with his new responsibilities. The office of President did not restrain him from constant travel; visiting men and crews in the field, calling on customers, and spreading the Asplundh "better way" even farther across the country.

Also during those years, the Asplundh sons began to follow in the footsteps of their fathers; many of



them learning the rudiments of tree trimming during vacations from school. Following graduation many of them went out to the field, and worked up through the ranks. Barr and Paul transferred to Michigan and Maryland, respectively. Bob, Carl, Jr., and Chris worked in the Illinois, New Jersey and Philadelphia areas.

Several of the second generation had specialized training which allowed them to contribute to the

chipper's output was also increased by enlarging the blade size to twelve inches. The chipping of palm fronds in Florida and California caused jams in the chipper's exhaust chute. A blower was developed which would help push material through the chute. Both of these items later became standard chipper features.

By the mid-1950's the chipper became a common and indispensable part of an Asplundh tree



Barr Asplundh



Paul Asplundh



Lester and Robert Asplundh



Carl Asplundh, Jr.



Carl, Sr. and Chris Asplundh



Boyd Asplundh



Edward Asplundh (right) with pilot and Asplundh's Beechcraft Bonanza

growth of the company. Like his father Lester, Boyd received a degree in Electrical Engineering from Swarthmore College. He went on to Law School at the University of Pennsylvania to specialize in the insurance and labor relations aspects of the company.

Edward parlayed a tour of duty with the U.S. Air Force into a new phase of Asplundh operations — aerial transportation. With the company now reaching to the California coast, and crews and offices widely spread, Asplundh's Machine Age took wings with the purchase of a Beechcraft Bonanza. With this new machine, the sales force could cover a wider territory and supervision increased with the reduction of travel time.

After recovering from his illness, Lester devoted his engineering skill and energy to a continual search for better, safer line clearance equipment.

Extensive field testing of the chipper produced several significant improvements. A flywheel was added in 1953, to produce added torque and prevent stalling, while maintaining a uniform chipping action, which resulted in increased production. A

crew's equipment. Outside sales to municipalities also were increasing and various power sources as large as a V-8 engine were made available. A new subsidiary company was formed in 1952 to concern itself solely with manufacturing and sales of the chipping machines — the Asplundh Chipper Company.

However, the problems which the chipper solved, in turn created new problems for the company. The steel-body tree trucks had no tops or full sides to contain the flying chips. At first, conversion kits were developed to cover the top and open sides with canvas stretched over steel bows. Eventually a new chip-body was designed completely of steel, which included a man-cab for the crew with doors, windows and outside ladder racks. Once a truck was full of chips, however, the question became . . . "how to dump?" Up to this point, the unloading of chips was done manually, with pitchforks and potato hooks, wasting valuable man-hours at the dump and slowing production.

Several schemes, some of which never got off the drawing board, were developed to solve this problem. Two methods tried were: a false wall mounted on a worm-gear shaft, which would push the solid block of chips out the back; another was a raised-floor manure spreader. The manure spreader was mounted in the floor of the chip-box and a power takeoff arrangement started the floor sections turning. Neither of these proved to be the effective solution.

Some types of dumping bodies had been tried before, and seemed impractical as tools and lunchpails were sent tumbling when the man-cab was hoisted aloft. Then someone got the idea of making the truck body in two sections, one for the





A split-dump tree truck

cab, and one movable section for dumping chips. This "split-dump" soon became the standard Asplundh trimmer's truck. Some chippers were still being built into the truck body, but the trailer chipper was fast becoming the industry standard.

With the increasing use of power saws, chippers and other mechanical equipment, the need for adequate shop space and fully-equipped repair facilities also grew. Regional "service centers" were established in Scotch Plains, New Jersey; Charlotte, North Carolina; and Wheeling, Illinois. Full-time mechanics and shop personnel not only serviced the growing Asplundh fleet, but customer units as well.

During the mid-1950's several severe hurricanes lashed the eastern seaboard of the United States, and the Asplundh storm forces again proved their readiness by traveling hundreds of miles to assist stricken utilities in restoring service.



Chemical spray operations at Valley Forge Park

In 1956, the chemical phase of Asplundh's operations received nationwide publicity for work performed in historic Valley Forge Park. The Interna-

tional Boy Scout Jamboree had been scheduled to be held in the park, but serious problems with poison ivy threatened cancellation of the Jamboree at that site. Amchem, the former American Chemical and Paint Co., developed a new chemical which would kill *only* the poison ivy, and not harm the dogwood and other ornamental foliage in the park. Under the direction of Ralph Kauffman, Don Burrell and Bud Krier, the Asplundh crews successfully completed the job and the Jamboree was held.

Asplundh Tree Expert Co. and Amchem also jointly collaborated on a test of vegetation control chemicals on rights-of-way. Several test plots were laid out on a Pennsylvania Electric Company transmission line above State College, Pennsylvania, and a series of various mixtures and applications was sprayed on the plots. This study first was undertaken in 1952 under the guidance of Drs. William Bramble and Richard Byrnes. Three years later, the Asplundh company hosted a Chemical Brush Control conference at Penn State University. This event was attended by more than 200 utility executives from across the country, and marked a significant step in the acceptance by utilities of chemical brush control as an economical method of transmission rights-of-way maintenance.

Two milestones in the Asplundh company were reached in 1955: O.E. Asplundh and West Jordan both reached the age of retirement. On December 16, 1955, O.E. Asplundh died after several months illness in Bryn Athyn, Pennsylvania.

Rather than relating the news of his passing in the conventional manner, the TREE reported on the "Success Story" of his life, and the many ways that O.E. contributed to the founding of the company and its later growth.

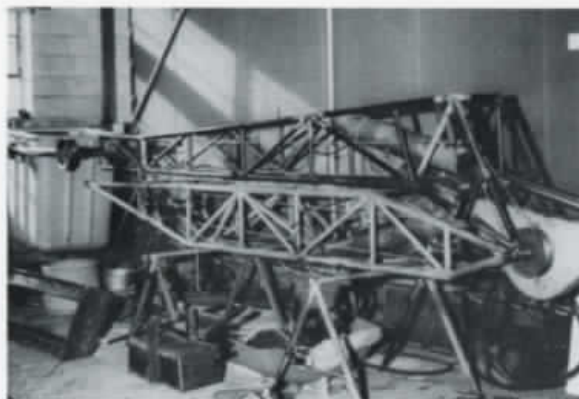
The company received a transfusion of new "orange blood" early in 1956. In addition to developing many new machines and chemicals, the company continued to develop another important part of its strength — loyal employees. At the annual spring gathering of supervisory personnel, President Carl Asplundh announced the promotion of seventeen men to the position of Vice President. Not only was this move in recognition of their years of service, but it also gave more localized authority to those field men. Three men were pioneer employees with the company, having started in 1928: James Besecker, southeastern Pennsylvania and southern New Jersey; T.W. Gilroy, central Pennsylvania; and Joseph Walsh, Long Island. Other men honored with this promotion were Leonard Dudley, New York State; William Eggers, northern Pennsylvania; Harry Ertel, North and South Carolina; Robert Gilbert, Texas; Dudley Jordan, Ohio; A.J. "Dutch" Kuppe, Maryland; John Lindsay, western Pennsylvania; Donald Reeves, northern New Jersey; Earl Reynolds, midwest; Frank Roy, District of Columbia; Gilbert Tobin, Virginia and Edward Weimer, the southeast. Rex Vogan and Ralph Kauffman also were honored for their contributions.



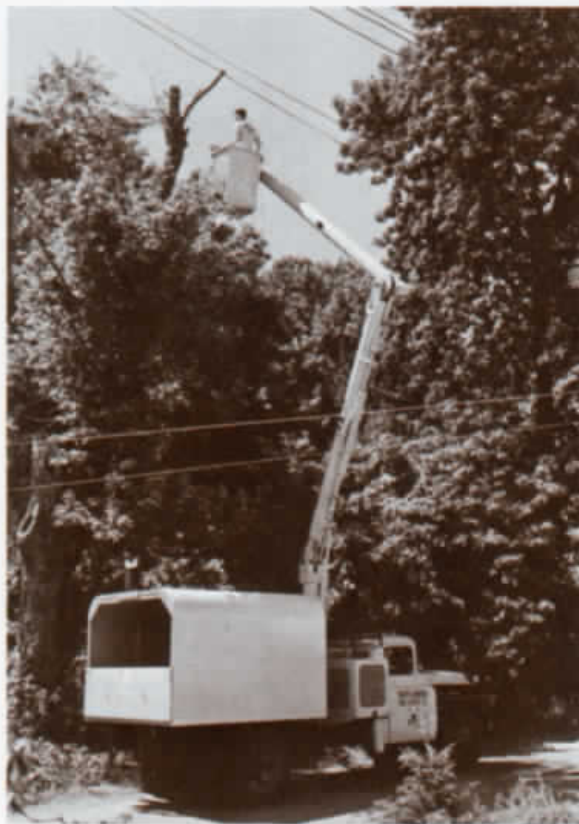
West Jordan and O.E. Asplundh



As the company approached its thirtieth anniversary, Lester and Rex continually experimented with new aerial lifting devices. The old ladder trucks were proving to be too hazardous for use around the higher voltage wires. Some of their experimental "plumber's nightmares" did not fare much better.



In 1953, a few of the new "bucket truck" machines were purchased or leased and put into the field. These machines were a vast improvement over the ladders; their articulating elbow-booms were hydraulically powered and could enable a trimmer to maneuver himself into almost any position for working in the trees. Still, the main drawback of these machines was the lack of proper insulation, since many early booms were constructed of steel or aluminum. Plastic covers over these metal



The Asplundh Trimmer-Lift



The original Challont building

booms did not adequately provide electrical protection if a boom contacted high voltage wires.

Each report of a fatality or even a near-miss spurred the men on in their search. After their experiences with the chipper development, their thought again was: "If we cannot buy what we need, we will build it ourselves . . . and better too."

The answer came one afternoon when a salesman brought in a curious-looking tube made of spun-glass fiber and epoxy resin. The man claimed that the material, "spiralloy" was as strong as steel; the secret being in the weave of the fiberglass strands. Lester immediately recognized its potential for lift booms and ordered several made for testing. In 1958, the first Asplundh-manufactured Trimmer-Lifts came off the assembly line.

The chemical seminar in 1955 had shown the value of consulting with utility customers to obtain opinions, suggestions and criticisms of Asplundh methods and equipment. Asplundh again hosted a utility seminar in 1958; this time to demonstrate the new Trimmer-Lift and gain utility feedback. The



Spiralloy booms

Philadelphia Electric Company cooperated by setting up a pair of dummy poles and wires at the Philmont shop. A grandstand was constructed and the seminar guests had a chance to compare the bucket-truck's capabilities against linemen with climbing spikes and belts. The seminar proved to be a great success and it was not long before many customers were requesting units for themselves.

To handle the production requirements of the new lifts and chippers, Philmont was expanded to a





Thirtieth Anniversary watch recipients. Front row: George Wagner, Ralph Kauffman, Harry Schmitt, Henry Carr, Bill Coates, Joe Walsh, and Frank Barnett. Second row: Lester Asplundh, Henry Dionisio, Addison Lyman, Paul Heaton, Cal Wilson, Jim Besecker, Lou Yocum, Payson Lyman, Joe Fagan, Hop Gentile, Norm Beebee, T.W. Gilroy, Simon Fagan, and Carl Asplundh. Back row: Shorty Robinson, Larry Campoli, John Barnett and Jack Gaffney.

40,000 square-foot plant, and four acres were bought in Chalfont, Pennsylvania together with a 6000 square-foot factory. Until this time, many of the chipper parts had been subcontracted to other shops. With the addition of Chalfont and Philmont's expansion, more of the work previously subcontracted was brought inside the company for stricter quality control.

August 28, 1958 marked thirty years in the line clearance business for the Asplundh Tree Expert Co. Carl and Lester hosted a gala affair at the Huntingdon Valley Country Club in celebration. At that occasion, the pioneer employees were honored by the presentation of specially engraved electric watches. More than 75% of the original work force was still with the company, and Lester and Carl felt that this large amount of "orange blood" running through the veins of the company should not go unnoticed.

With the many mechanical advances by the Asplundh Tree Expert Co. in thirty years, there was no reason to become nostalgic for the "good-old-days" during the anniversary. It was time to move forward, to offer even better line clearance services to the utility customers.

The company's attitude in 1958 was best expressed by a brochure, printed that year, "A Long Look Ahead at Line Clearance." In summarizing the many Asplundh services, equipment units and employees, Carl Asplundh noted:

"This business was founded on the belief that an alert, imaginative organization of line-clearance specialists could participate constructively in the problems of America's power and communication companies . . . that it could relieve utility men of line clearance responsibilities in order that they could devote their time and talents to the technical aspects of utility management and growth.

"These last thirty years provide overwhelming testimony that there was a firm foundation for our beliefs.

"Now, as we look ahead and see the utilities of North America thrusting toward new goals, we are certain that every additional telephone installation — every kilowatt of output — every additional mile of line, will increase the need for Asplundh services to our present customers, as well as to those in areas not now served. We know this confronts us with greater responsibilities.

"It is our intention to meet these responsibilities with all the energy, imagination, and financial resources at our command."



Board of Directors, 1957; from left, Jack Gaffney, Rex Vogan, Lester Asplundh, Carl Asplundh, Daric Acton and Dale Swanson.

This forward looking attitude, combined with the many mechanical devices now available to the crews, pushed the Asplundh name farther across the country and into the era of Accelerated Growth.



ACCELERATED GROWTH



The Asplundh Tree Expert Co.'s rapid growth was graphically demonstrated by the number of supervisory personnel who gathered at Jenkintown for meetings in 1962.

1959 The nation began to experience the pains of growing as the much-talked about "baby boom" made itself felt. Consequently, electric and telephone companies also enjoyed boom times as housing, business and education expanded to meet the needs of a rapidly growing population.



A fully-mechanized Asplundh line clearance crew

The Asplundh Tree Expert Co. experienced a similar period of booming growth during the late 1950's and into the following decade.

Much of this growth could be handled as the result of the newly perfected line clearance machines, and their widespread acceptance by field crews and utility customers. These devices increased crew production and efficiency, which in turn lowered maintenance costs on a customer's system, and helped further spread the Asplundh "better way" across the country.

The company's Accelerated Growth was not only due to the introduction of completely mechanized

line clearance crews and expansion of service areas, but also, the addition of several new Asplundh services for the utility industry.

As tree trimming operations pushed north, south and westward, stricter attention was paid to the localization of the Asplundh services. This was done by the formation of three regional affiliate companies: New England Tree Expert Co., Florida Forestry Corporation and Pacific Tree Expert Co.

A veteran Asplundhman and rights-of-way clearing specialist, George Wagner, transferred north to become President of the New England subsidiary, which serviced utilities in the states of Massachusetts, New Hampshire, Vermont, Maine and Rhode Island. Operations in Connecticut were under the direction of Bill Neidig, another rights-of-way specialist. He split his responsibilities between some of the New England tree crews and another Asplundh subsidiary, the Asplundh Brush Control Company.

This affiliate company had been formed in 1952 exclusively for the cutting of telephone and electric transmission rights-of-way. Capital clearing was also undergoing a growth surge during the late 1950's as demands for additional lines and additional kilowatts grew, in order to power the country's expansion.

Florida Forestry Corporation was formed in 1958, for utilities in that state. The first President of the subsidiary was Howard Roth, who had previously worked for the Company during the wartime years.

Pacific Tree Expert Co. followed the next year, localized for the states of Washington, Oregon and northern California. O.B. Maxwell joined the company from a manufacturing concern which had previously sold Asplundh its first hydraulic lift trucks. "Maxy," along with the supervisory assistance of Don Kuhn, established Asplundh's services





The National Christmas Tree, courtesy of Pacific Gas and Electric Company (and the Pacific Tree Experts)

in the Pacific Northwest and the company then became truly a nationwide operation. This nationwide capability was best symbolized by an historic tree removal project in 1966. Pacific Gas and Electric Company donated a 65-foot red fir tree for the National Christmas tree in Washington, D.C. Assisting the utility in cutting and preparing the tree for its cross-country rail trip were two crews from Pacific Tree Expert Co.

Supporting the many miles of electric and telephone lines, which Asplundh crews cleared, were countless numbers of wooden distribution poles. Since these poles were buried several feet into the ground, they were susceptible to disease, rot or insect invasion, which could sap the pole's supporting strength.

Applying the same thinking on which the founding of the parent company was based, Asplundh formed the Pole Treating Company to offer inspection and treatment services for utility companies' distribution poles. The thought behind this new service was to assist utilities in providing reliable service in a "better way" and help them avoid major expense of manpower and equipment.

L.E. "Doc" Lockwood was hired in 1958, bringing to the company a considerable background and utility experience in pole treatment, and was instrumental in getting operations rolling. Ed Hyr joined the company a year later to assist in sales for the newest phase of Asplundh's operations.

The basic procedure for treatment of distribution poles started with a visual inspection of the pole and reporting of faults or signs of damage to the wood itself and any hardware on it. If treatment was required, the ground would then be dug away from the base of the pole and a special preservative chemical was applied to prevent further damage below ground-line and prolong the pole's life.

During the late 1950's and early 1960's, a trend toward the burial of electric and telephone service



Application of the "Pole-Tox" pole preservative

wires underground was growing. Citing beautification and safety as their aims, many people claimed that *all* wires should be buried. This was cause for widespread concern that the basis for the line clearance industry would be eliminated.

Fear of such an elimination soon became unfounded. Cost studies showed that a utilities' expense for burying service wires was as much as six times that of constructing overhead lines on wooden poles. However, the trend toward underground service was significant enough that an Asplundh subsidiary was formed, specifically, for underground distribution and telephone cable work.

The Asplundh Service Company had originally been founded in 1960 as a telephone booth installation and maintenance service. Harry Ertel was one of the first managers to develop sales of the new services in the Carolinas. Its capabilities were expanded to include trenching and cable laying, and



Phone booth installation and maintenance were the first operations of the Asplundh Service Company



other underground service work and soon other electric and telephone companies were utilizing Asplundh's underground services.

That same year, 1960, research and development took place for applying brush control chemicals from the air. A rented helicopter was adapted with saddle-tanks and a rotary nozzle system; and spray-

Chemical operations on the ground were also undergoing expansion and new developments. Many of the war surplus 4x4's were gradually deteriorating beyond the point of repair or rebuilding. Other types of off-road vehicles were either added to the fleet or experimented with during the growth years.



Asplundh Service Company crew, trenching and cable-laying



An early aviation/chemical crew. Edward Asplundh is at far right, Don Burrell, second from left.

ing was done on several transmission rights-of-way. The tests proved to be such an efficient and economical method of applying chemicals, especially in areas inaccessible to ground vehicles, that the go-ahead was given to purchase a helicopter for the company's own use.

During the regular spray season, the helicopter, a Sikorsky S-51, and its ground support trucks traveled many miles treating rights-of-way. In the fall and winter months, the ship was made available for line construction work to keep it active on a year-round basis.

The Equipment Department at Philmont fabricated a large-wheeled spray truck for rough terrain nicknamed "Big Squirt." This was a more compact and maneuverable version of the earlier swamp buggy.

Several types of tracked vehicles, such as the Muskeg Bombardier, were also added to the chemical fleet. The "bomber's" continuous tracks enabled it to travel over the roughest conditions with a full load of chemicals and gear. One enterprising manager even adapted a World War II army tank for large spray jobs.



Mercedes Unimog outfitted with a Trim-Lift for rights-of-way maintenance trimming



Muskeg Bombardier

In the early 1960's, the Mercedes-Benz Motor Company introduced a four-wheel-drive truck into the United States, known as the Unimog. The





Asplundh Power-Pak

Asplundh company purchased several of these units for use as chemical trucks, or truck-mounted chippers, and adapted others for Trim-Lifts for rights-of-way side trimming work.

Some of the heavy and cumbersome back tanks which had been in use for manual chemical application gave way to the "Power-Pak" mist blower. This backpack unit enabled crews to spray chemicals faster and more effectively by an even-spreading mechanically-created mist.

Field expansion led to office expansion. Keeping track of the many tree, chemical, underground and aviation crews in six different affiliates required a more sophisticated bookkeeping system than the early computers could handle. A completely new data processing system was installed during several all-night sessions in the office space which had been added to house the new machines.



The "Safari" Room

At the same time, a new, larger board room was constructed at the rear of "505" . . . known as the "Safari Room." Big-game hunting was a sport enjoyed by both Chris and Carl Asplundh, Sr. Chris and his dad went on a safari to Africa and returned with many trophies that were used to create the decor for this room.

The expansion of "505" brought its walls virtually against those of its neighbor, "501." In 1964, the grand old manse was leveled to make room for additional employee parking.

In October, 1964, a catastrophe struck the company. While making welding repairs on a chipper frame, one of the Philmont employees failed to notice a small puddle of gasoline dripping from the chipper's fuel tank. A wayward spark ignited the liquid and almost instantly the aluminum-walled building was consumed by flames. The huge fire quickly burned through two of the main buildings, totally destroying their contents which included several brand new lifts and chippers. Fortunately, no one was injured during the blaze as firemen from eight answering fire companies battled the inferno. The next day temporary walls were constructed to cover the partly damaged areas and operations continued. Not one lost day was encountered as an immediate rebuilding program started.



Philmont Fire



Installation of the new computer system involved 'round-the-clock' efforts by the Jenkintown staff: from left, Tom Gallagher, Bill Richard, Jack Wilson, Bob Lee and Woiky Walter.



Ironically, the company had been awarded a large line clearance contract that same day for Pacific Gas and Electric Co. in California. Some of the trucks and chippers consumed in the fire had been scheduled in anticipation of the new contract. However, just two months later, a caravan of lifts and chippers started for San Francisco to begin the work on time. A massive effort by both Philmont and Chalfont personnel made up losses from the fire and Philmont was rebuilt to a much larger, more efficient service center.

Chalfont also expanded that year, putting on its eighth addition. One feature of the new facility was a high voltage testing system where the insulation properties of buckets and booms could be measured up to 100,000 volts. The Asplundh heavy-duty Line-Lift was added to the number of lift models available to utility customers.

A few years later, another construction project added a completely separate wing at Chalfont for lift manufacturing and assembly. In addition, a mobile high-voltage testing vehicle was sent into the field to test lift units under operating conditions.



Mobile High-Voltage Testing



Aerial view of Chalfont's many additions. Lift manufacturing wing is at far left. High-Voltage Testing building is at center. The small curved-roof section at bottom right is the original Chalfont building.

A special rebuilding job was performed in 1965 by Carl Asplundh, Jr., Bruce Bennett, and Equipment Department personnel. They had located the rusted hulk of a 1928 Model A Ford truck and the crew at Philmont restored the battered truck to match photographs of original stake-body tree trucks that Asplundh had used. After completion, it was hidden under a canvas during the annual supervisory conference that year. One can imagine



Rebuilt 1928 Model A Ford truck

the surprised looks on the faces of Lester and Carl Asplundh when the truck was finally unveiled.

The company's rapid expansion into new territories and services made necessary several revisions in the administrative system. In 1959, a series of committees was established to give input from



A committee meeting in the Safari Room

the field managers to the Board of Directors on such topics as safety, equipment and sales. Committee heads worked at the home office, and each committee included several Vice Presidents and managers from the field. Shortly after the committees were set up, a field sponsorship program was initiated. Each manager or Vice President would have a home office liaison, usually a member of the Board, to assist in customer contacts, review production costs and in general to bridge any gap between field and office personnel.

Greater regard was also being given to the training of skilled line-clearance personnel, and in 1960 a separate department was formed under Hyland Johns, specifically for Personnel and Training. As the number of line-clearance crews increased, the need for skilled supervisory personnel also increased.



The first graduating class of the Asplundh Supervisory Training Program, from left: Conrad Meier, Edward Asplundh, Paul Erickson, Murrell Miller, Charles Talbitzer, Earl Wyatt, William Tylkowski and Hyland Johns.

This brought about the creation of the Asplundh Supervisory Training Program which was first held in 1960, under the direction of Hyland Johns and Edward Asplundh. With the initiation of this pro-



gram, the company now had an organized training system for virtually all levels of field supervision.

Along with personnel and training programs, efforts to increase the level of crew safety was also accelerated. Five Star Safety Awards were given to those crews who maintained a perfect accident record over a certain period of time. The men were given further recognition by an engraved plaque and had their names published in the Asplundh magazine.

Harold Masters had transferred to New England late in 1961, and Bob Herder was appointed the new Safety Director.

The TREE magazine, itself, underwent a change following the death of Dick Carpenter in 1961. Joe McDermott had been studying under Carpenter and was appointed to the editor's post. He also handled the details of the company's advertising program.

Despite efforts by Asplundh management to keep close watch on the myriad company activities and affiliates, it became evident in 1966 that Asplundh's growth had become too great for the existing company structure: one parent and six different affiliated companies.

The Asplundh Chipper Company had actually become a misnomer as Chalfont facilities were manufacturing lifts and chippers, as well as truck bodies and certain specialized pieces of equipment. Chipper Company had already merged with the Tree Expert Co. in 1961 to become the Asplundh Manufacturing Division of the parent organization. Pole Treating Company was also brought in as a division, several years later.

The Pacific and New England Tree Expert companies and Florida Forestry Corporation joined the Asplundh Tree Expert Co. as divisions of the parent company in 1966. However, services still remained localized since the managers of the old affiliates were named Vice Presidents of the Asplundh company.

This merger left the Asplundh Brush Control Company and Asplundh Service Company as separate, but affiliated organizations. However, a new youngster came along in 1966. The rapidly expanding helicopter and fixed-wing operations were the basis for the formation of Asplundh Aviation, Inc. which now had its own hangar at North Philadelphia Airport.



Asplundh Aviation hangar at North Philadelphia Airport. Beechcraft KingAir and Cessna 411 stand in front.

After spending several years in field supervisory positions and receiving extensive training there, the members of the Asplundh second generation began demonstrating the same managerial qualities with which their fathers had founded the company. Carl and Lester then formulated plans to bring this group of seven men into greater contact with utility customers and into areas of larger responsibility.

Carl had been President of the company since 1952, and Lester had held the dual positions of Executive Vice President and Secretary of the Corporation. In 1960, Lester relinquished his Corporate Secretary duties, in favor of his eldest son, Boyd. At the same time, Boyd was elected to a seat on the Board of Directors.

In 1958, Barr returned from his position as State Manager of Michigan to Jenkintown to take charge of the Equipment Department. After capably managing that operation for four years, he was named Vice President of Equipment and also elected to the Board in 1962.

Carl Asplundh, Jr. also showed a keen interest in the management of line clearance equipment. He, too, became Vice President of Equipment when Barr moved into the Sales and Operations end of the company in 1965.

Paul had also returned to "505" in 1958, to head the brand-new Trim-Lift Department, and like his brother Barr, was named a company Vice President in 1962. However, he returned to the field to manage operations in the state of Virginia for several years before taking on home office sponsorship duties in 1965.

Bob Asplundh returned from a general foreman's position in the midwest in 1959 to head the Philmont Service Center. He transferred in 1964 to the Manufacturing Division as Vice President working with Rex Vogan.

After learning the basics of line clearance in southeastern Pennsylvania and New Jersey, Chris Asplundh transferred to New England to supervise operations there. He was appointed Vice President in 1966.

Edward was elected the first President of the new Aviation subsidiary in addition to his Vice Presidency in the Tree company where he sponsored Sales and Advertising, as well as field divisions. He was elected to the Board of Directors in 1964.

In 1964, Lester stepped down from his duties as Executive Vice President to enter the newly-created position of Chairman of the Board.

Nearing its fortieth anniversary in business, the Asplundh Tree Expert Co. emerged from the consolidation of its former subsidiaries as a streamlined, efficient and modern corporation, guided by a capable management team, freshly infused with "orange blood." But the Asplundh family and company would see even more changes occur as a drastic turning point in the company's history came at the anniversary milestone.



A NEW ERA



The Second-Generation Asplundhs: Carl, Jr. Robert, Paul, Barr, Chris, Edward and Boyd

1967 As the Asplundh Tree Expert Co. approached the end of its fourth decade, it entered into a New Era in its history as the result of a pair of tragedies.

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*John I. A. Gaffney
1906-1967*

Early in the year, Jack Gaffney had gone into semi-retirement following a series of illnesses. Still, his death came as a shock to his many friends and fellow-workers. A tribute was written by his former University of Pennsylvania classmate Carl Asplundh, Sr.:

"Jack was not only strong in the qualities which make up the good man, but was also a capable businessman. Even tempered, a bit cautious, but always confident and optimistic for the future."

The position of company Treasurer was then transferred to Jack Wilson who was also elected to the Board of Directors. Fred Loew was appointed Assistant Treasurer and Woiky Walter was named Office Manager.



Carl H. Asplundh, Sr. 1903-1967

On July 2nd, Carl Asplundh, Sr. suddenly passed away. He had been vitally active in his role as company President until the day of his death, which came while asleep at his home. Of Carl, it was written in the pages of THE ASPLUNDH TREE, the publication which he helped start:

"He was a fantastic man and a born executive who was well-known and respected all over the United States."

"Men like 'Mr. Carl' are exceedingly rare. To him directing the fortunes of the Asplundh Tree Expert Co. was far more than a job — and every Asplundh man and woman in the country was, in his thinking, a teammate and a friend, not merely an employee or number on a time sheet."

"He had a remarkable facility for making a man stand a little taller and straighter than he might have on his own."

As one executive remarked: *"Surely the company will go on, likely to even greater successes, but without Carl, it just won't be as much fun."*

The company most certainly did go on. In a special meeting held the next day, the Asplundh Board of Directors elected Lester Asplundh to fill the post of President and Chairman of the Board, on a temporary basis, until a new candidate for President, could be named.

The gradual changeover to the second Asplundh generation, initiated several years before, now had to be accelerated to close the gap. Late in 1967, the balance of the second generation Asplundhs were elected to seats on the Board of Directors.

In February 1968, a new management team was formed to guide the Asplundh Tree Expert Co. into its fifth decade. Barr was unanimously elected as the new President, while Lester retained his post as



Chairman of the Board. Edward was appointed Executive Vice President and Rex Vogan was appointed Executive Vice President of the Manufacturing Division.

For several years Hyland Johns had been Vice President in charge of Personnel, and Chemical as well as a Field Sponsor. In 1969, he was elected to the Board of Directors.

Nine other field managers were named Vice Presidents to give recognition for their successes and to add emphasis to Asplundh's localization of services for utilities: Joffre Schnarr, portions of New England; George Burrows, Virginia; Matthew Reese, California; Conrad Bostock, Georgia and Alabama; Robert Serrill, Oregon and Washington; Dallas Shiver, Florida; Charles Dalton, Maryland; M.B. Turner, District of Columbia; and Edward Wise, Maryland-Eastern Shore and Delaware.

The company's nationwide advertising campaign was spurred on by a full-color brochure which outlined Asplundh's many services available to utilities. This was coupled with full-color ads which sought to impress upon utilities the meaning of Asplundh's "better way."

Problems and trouble had often contributed to the company's growth in the past. Trouble of a different sort plagued the company and the nation during 1970. A nationwide strike by letter-carriers completely halted mail delivery; a crippling threat to any company that depended on the mails, as Asplundh did.

"Operation Roadrunner" was put into effect shortly after the company received news of the strike. A network of communications and air transportation was established where Asplundh Aviation planes and personnel and commercial airlines would take the place of the stricken U.S. Mail system. Remarkable cooperation between home office departments, field personnel and the Aviation group allowed all checks and invoices to get through on time — in fact, better than normal in many instances.

Communications of another sort were revised during the New Era. Personal contacts between Asplundh and its utility customers had previously been limited to sponsors and field supervisors: managers, supervisors and general foremen. However, with a weekly payroll of nearly \$1 million and approximately 2500 invoices generated, processed and mailed to cover that payroll, a greater need arose for localized and personal contacts with customers and Asplundh administrative personnel.

With the growing number of utility customers, it was impractical to send more people into the field; so toll-free WATS lines were installed in Jenkintown to make field and customer communications easier.

Account Coordinators were appointed who were responsible to groups of customers and were available to them through the WATS lines to answer questions or solve any billing problems. Thus, every utility customer would have his own personal contact, both in the field through the manager, and at Jenkintown through a sponsor or coordinator.

Shortly after taking on his new role as President of the Asplundh Tree Expert Co., Barr Asplundh was interviewed by the editor of *The ASPLUNDH TREE* and gave an informative and assuring picture of the company's future:

... "Mechanization, I think, has had a great deal to do with our growth . . . and the key personnel who have come up from within the company . . .

... "We're placing more emphasis on diversification because we're finding so many people in our own company, who are coming up with more ways in which we can be of value to our customers . . .

... "We have the personnel, the machines and the resources to keep this company going. There's no doubt in my mind, you'll see continued growth ahead for the Asplundh Tree Expert Co."



"Operation Roadrunner" on the move

One aspect which Barr noted was becoming especially true as the company moved further into its fifth decade: the former slogan, "Line Clearance Exclusively" no longer held true as many new types of services for utilities were added. The Asplundh Tree Expert Co. began to "branch out" into a broader spectrum of services, specialized for the utility industry.



A SPECTRUM OF SPECIALIZED SERVICES



Asplundh's new headquarters at Blair Mill Road, Willow Grove, Pennsylvania.

1972 Public utility companies and their contractors faced tough challenges due to new federal regulations and additional restrictions concerning their operations. A growing preoccupation with ecology on the part of various groups distracted the public's attention from the utilities' true purpose: to provide reliable electric and communication services at the lowest possible cost to their customers.

To continue providing power for an ever-expanding nation, electrical transmission and distribution systems were becoming more complex, and maintaining service reliability became even more difficult.

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For nearly forty-five years, the Asplundh Tree Expert Co. had committed itself to assist utilities in providing reliable service. The company had previously carried out this commitment by providing line clearance services for distribution lines, clearing transmission rights-of-way and maintaining them with chemicals, mowing or side trimming, or con-

structing underground systems. But now, as the utilities' needs became more complex, Asplundh sought out other areas in which they could be of service to utility customers.

Along with the new look in Asplundh's corporate structure and a new generation of top management personnel, a new "generation" of field managers and Vice Presidents developed. Many of the pioneer and senior employees had reached the end of their active careers and had stepped aside in favor of younger "orange blooded" men.

Jim Besecker, Dale Swanson, T. W. Gilroy, Joe Walsh, "Doc" Lockwood, and Len Dudley were just a few of the senior Asplundhmen who retired during the early years of the New Era.

Eight new Vice Presidents were named to succeed these men and other retiring managers: Richard Bates, Texas; Clay Lentz, southeast Pennsylvania; Merle Welty, central Pennsylvania; Gerald Erickson, western Pennsylvania; Edward Regan, Long Island; Milton Walsh, New Jersey; Robert Lindsey, Connecticut; and Howard Kidder, Kansas and Oklahoma. These men, together with other ca-



Asplundh Managers Meeting, 1976



pable managers and specialists, would form the nucleus of an operating team that would carry the Asplundh Tree Expert Co. into further expansion and diversified services.

A breakthrough in the field of medicine was responsible for the introduction of a completely new service for utilities in 1967. A camera-like machine had been developed to measure levels of infrared radiation given off by the human body. To a doctor any abnormally "hot" spot might indicate potentially cancerous growth or some other problem.



Asplundh Infrared Services utilizes four-wheel-drive vehicles and swivel mounted cameras to inspect conductors and equipment.

The Asplundh company quickly recognized the machine's potential for detecting "hot spots" in overhead transmission and distribution conductors before a failure could occur. Asplundh Infrared Services was formed as a division of Asplundh Aviation in 1967, and was the first company in the United States to offer infrared inspection services to utilities. Nick Hirsch was appointed manager of the Infrared Services Division in 1972.

Because of their high visibility in the public eye, utilities had often been a favorite target for verbal and legal assaults by ecology groups.

In view of this, the Environmental Services Division was formed by Asplundh in 1972 as a utility-oriented planning, design and resource management service. Dennis Holewinski was appointed manager of the new division which brought together the most knowledgeable experts for such projects as environmental impact assessments, wildlife and vegetation studies, and planning programs for future siting of transmission rights-of-way.

Critics also leveled accusing fingers at the brush control chemicals and application methods which Asplundh had used to treat rights-of-way.

Because of twenty years' research compiled and documented by studies at the Asplundh co-

sponsored testing site near Pennsylvania State University, the critics were soon silenced as large amounts of evidence overwhelmingly demonstrated the benefits of brush control chemicals.

Despite the criticism from an uninformed public, Asplundh's chemical operations grew and expanded.

In tree trimming, the problem of new sucker growth from untreated cuts was aided by the formulation of Asplundh SproutGard. Unlike the old tree paint used by trimmers, this formula was actually a chemical growth retardant which prevented new growth as well as treating the cut. Both the standard Asplundh tree paint and SproutGard were more conveniently packaged in aerosol cans and a special applicator developed, much like a pruner pole, to reach the farthest branches.

In such areas as substation or pole yards, where complete vegetation control was needed, Asplundh Chemical Department developed a soil sterilant, ClearWay. Because the material was in a dry, granulated form, it could be applied with a simple rotary spreader and the unwanted weeds and grasses eliminated. ClearWay was dyed orange for better visibility against rocks or bare earth.



Above: Mapping of transmission right-of-way for environmental impact study.

Above right: Application of Asplundh ClearWay granular sterilant.

At left: Application of SproutGard to tree wound.



A longtime veteran of line clearance and chemical brush control work, Don Burrell, was appointed manager of the Asplundh Chemical Department in 1972.

Asplundh's Pole Treating Division was a small but rapidly growing service for inspection and treatment of wooden distribution poles. Arlyn Holewinski succeeded "Doc" Lockwood as manager of this service, after Doc's retirement. Soon, the Pole Treating Division expanded its own line of service by offering the installation of steel reinforcement beams.

In cases where rot or physical damage put a pole's strength in question, but was not advanced enough to make replacement necessary, a steel U-beam could be implanted alongside the wooden pole and banded to it. By adding the reinforcing



Reinforced distribution pole after installation of steel-beam support.

tems for everything on the pole, and outward. Bulb replacement, fixture repair and washing and pole painting were a few of the services performed by the new division. Special platform trucks were purchased which could lift the operator rapidly into position at each pole, with the necessary washing vats and replacement parts at his side.

Utilities were not the only markets which could benefit from Asplundh's "better way" operations. Chemical brush control operations of a different sort started with the organization of the Asplundh Railroad Division in 1975, when Frank Grant joined the company. He brought an extensive background and experience in the application of vegetation control chemicals for America's railroads, and headed up the infant group.

Specially adapted spray trucks were obtained which could hydraulically raise or lower their own set of railroad wheels. These Hy-Rail trucks could travel on a rail line, while distributing their chemical herbicides, then quickly return to highway travel for longer distances between treatment points.

Since a railroad line required a right-of-way, much the same as a transmission line, it was only natural that many of Asplundh's utility services were also adaptable to the railroad industry: infrared inspection of electrical systems, capital clearing for new roads and side trimming of trees and brush are among the number of services available to railroads.

Another industry which relied on rights-of-way was the underground petroleum and natural gas pipeline industry. Asplundh had made efforts to sell its services to pipeline companies under the direction of Bill Homiller until his death in 1968.



Asplundh Railroad division Hy-Rail truck quickly applies its load of herbicide, then returns to highway to reach next location.

beam, the useful life of the pole could be extended for many years and replacement expenses slashed.

The Street Lighting Division was formed in 1972 as a "sister" operation to Pole Treating. This division, also headed by Arlyn Holewinski, was formed to maintain utility or municipally owned lighting sys-



Street Lighting Division truck





Asplundh Reclamation hydroseeder treating regraded soil after strip mining has finished.



The vital importance of the country's network of underground gas and petroleum lines was doubly underscored when foreign oil embargoes threatened to cut off outside supplies of this vital energy product. The Asplundh company then renewed its efforts to assist pipelines in maintaining their own service reliability by the formation of Asplundh Pipeline Services. Randy Moser was appointed manager in 1977 to unify sales development and operations of Asplundh's field personnel in this area.

The Asplundh company entered yet another new market area, as the result of federal and state legislation. Strip mining companies had been mandated to return the ground they worked to its original condition once actual mining operations had ceased.

The Asplundh Reclamation Services Division was formed in 1975, to offer mining companies, electric utilities, pipelines and general industry, seeding and reforestation services. Wes McCoy was transferred from the Environmental Services group to head the Reclamation Division.



Asplundh Service Company crews expanded into other areas of underground and overhead distribution construction.

The reclamation of strip-mined land was accomplished by refilling and regrading the soil to closely match original contours. Then Asplundh personnel and equipment could move in and hydroseed from specialized trucks or helicopters. A blend of grasses, shrubs and tree seedlings was mixed into a slurry and sprayed over the bare soil. In addition to hydroseeding, the new division performed sodding work, ditch grading, live tree or shrub planting and other erosion preventive measures.

During the early 1970's, as the installation of underground electric and telephone lines increased, Asplundh Service Company also grew to become the second largest Asplundh service for utilities. Under the direction of President Paul Asplundh and General Manager Syd Deacon, the subsidiary expanded its capabilities to include manhole and vault construction, transformer installation, primary and secondary feeder wiring as well as other phases of underground and overhead utility construction.

Because of the increasing number of service lines underground, the causes of service interruptions not only were the result of trees and branches, but also dig-ins by construction crews or individuals unaware of the location of lines.

The state of New Jersey had passed legislation requiring all contractors to notify a central locating service of their intent to dig. Asplundh entered this phase of utility service by operating the "one-call" location center.



A toll-free number was established for all contractors to call, and operators at the center would take the necessary information, recording the call, advising the caller of facilities underground and then notifying those utilities involved. In turn, utility crews would stake over their underground locations.



Clerks recording calls at "One-Number-to-Call" location center in New Jersey.

Bob Poley was named National Manager of Asplundh's "One-Number-to Call" systems and is introducing this newest service to utility, municipal and state groups across the nation.

Although the company was expanding and diversifying into many new areas of service, the Asplundh Tree Expert Co. did not rest on its corporate laurels as the leading line clearance contractor in the nation. Many advances were also made in the field of tree trimming.

In order to maintain the most modern and efficient fleet of Trim-Lift and Split-Dump trucks for the line clearance operations, the Asplundh company formed its own truck dealership in 1968, Asplundh GMC, under the direction of Carl Asplundh, Jr.



GMC's new heavy duty "General". The top of a line of trucks available from Asplundh GMC.

By dealing directly with the factory, the GMC agency could keep an adequate number of truck chassis on hand to keep the fleet rolling out to the field.

Even though Asplundh was its own best customer for GMC trucks, a slow but steady increase in outside sales has boosted the agency to one of the top ten in the nation. Walt Daniels was named General Manager of the Asplundh GMC operation.

The Occupational Safety and Health Act was passed by Congress in 1971, to guarantee a safe and healthful work site for all American laborers. Shortened to "OSHA", this new law might have caused many problems for the Asplundh company, whose line clearance operations around live electrical wires were designated as hazardous. Might, that is, were it not for the company's strict safety policies which had been in effect long before Congress had taken any action.

The company's safety program was recognized as being so effective that Bob Herder, now a Vice President was invited to serve on a committee that had drawn up the federal standards for tree trimming operations. Some aspects of the safety regulations may have actually benefited the company's growth since many small line clearance contractors disappeared, rather than adhere to the tough federal standards.



In the daily operations of line clearance crews, complaints of "noise pollution" led to the development of the Asplundh Whisper Chipper. Various refinements were engineered into the standard Asplundh chipper which allowed quieter running on the job with no loss of chipping power. Changeover kits were produced for units in the field and purchased by outside customers and the name was trademarked in 1973.

Sales to outside customers rapidly multiplied as many communities and municipal parks systems discovered the chipper's usefulness for their own operations, including the annual disposal of Christmas trees. Asplundh Manufacturing expanded its available line of chippers to include sixteen inch wide blades and power plants of four, six and eight cylinders, finally developing a diesel-engined Whisper Chipper which was unveiled in 1977.



The Manufacturing Division under Manager of Operations John Keck also introduced the electric powered Line Lift as a response to demands for cleaner and quieter running equipment. Instead of drawing power from the truck's engine or an auxiliary motor, the hydraulic system was powered by a series of batteries, thereby conserving gasoline and lowering operating noise which was becoming an increasingly critical requirement in some densely populated areas, especially at night.

Several more Vice Presidents were added to the expanding corps: Edward Cummings, eastern Massachusetts, Rhode Island and New Hampshire; Melvin Sease, southern California and Arizona; Donald Page, in charge of Personnel and Training, and Sponsor of four field divisions; and Dan Cole, Virginia and southern West Virginia.

The retirements of two Asplundh Vice Presidents, Harry Ertel and Ed Weimer, paved the way for the addition of five more Vice Presidents: Norman Hope, North and South Carolina; Raymond Spencer, Louisiana and Mississippi; Raymond Muse, Arkansas and Tennessee; Gaston Rose, Kentucky; and Robert Spudis, Indiana and Missouri.

As a result of the company's widespread growth and diversification in the field came growth at the home office. For thirty-five years, "505" and its many additions had served the company well as central operating headquarters. But the company's growth had pushed expansion of the Home Office to its physical limits; even spilling out into temporary trailers in the parking lot. The decision was sadly made to abandon the location for larger quarters.

A modern building, located on nine acres in nearby Willow Grove was purchased in 1973 and preparations started for the big move, early in 1974. As the moving vans rolled up the street to Blair Mill Road, they passed the old Moyer Building in Willow Grove, which had been the home of Interstate Treecraft, Griffith's former company.

The new building measures 38,000 square feet and has plenty of room for the administrative operations and personnel, under the direction of Man-

ager of Office Administration, Richard Stefanowicz.

To increase efficiency of payroll and billing operations, a series of video terminals was installed. These input tubes and their accompanying keyboards allowed faster and more efficient access to the giant computer system.

During the country's Bicentennial year, the Transmission and Distribution Committee of Edison Electric Institute held a meeting in Philadelphia. The Asplundh company sponsored an open house at its new Blair Mill Office, which gave the company a chance to "show off" its modern office facility and many of its utility services in outdoor displays around the building.

During the mid and late 1970's, several members of the third generation Asplundhs entered the company.



Blair Mill lobby's unique display of logos identifying Asplundh's major customers.



EI Transmission and Distribution Open House at the new Blair Mill headquarters.



ONLY THE BEGINNING

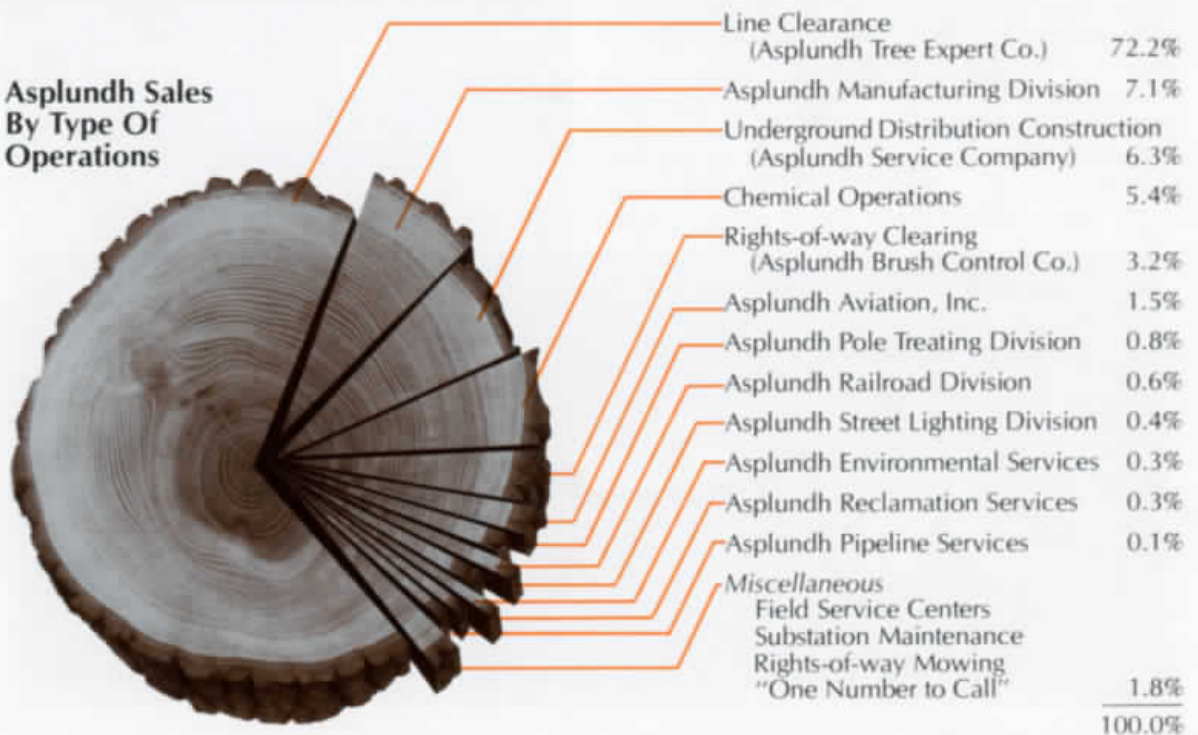
1978 As the Asplundh Tree Expert Co. completes its fiftieth year, the spectrum of services available is continually expanding to meet the specialized needs of utility customers. Distribution line clearance remains as the company's number one service as indicated by the "tree chart". Yet, despite the seemingly small contribution to the Asplundh sales dollar, each of the other services contributes a significant amount to the Asplundh Tree Expert Co.'s overall commitment to provide services to its customers in the most efficient and economical "better way."


After fifty years, Asplundh continues to grow and will maintain that commitment to its customers by searching for newer and better utility service methods.

Asplundh's Storm Emergency crews move into action on first notice of a storm emergency to assist utilities in quickly restoring electric service.



Asplundh Sales By Type Of Operations





What you've just read about the first fifty years of the Asplundh Tree Expert Co. covers many of the important events in the company's history. Yet, it only begins to scratch at the surface of Asplundh's past and present.

More important than those fabulous machines, immense growth and widespread diversity were the many long hours and gallons of sweat poured into the company by those with "orange blood" in their veins. It is because of their efforts, under the guidance of my father Griff, Uncle Carl and Uncle Lep, that the Asplundh Tree Expert Co. has grown from a small tree outfit to the largest utilities service company in the nation, if not the world.

But fifty years is only the beginning!

Like the trees that our line clearance crews are trimming, the Asplundh Tree Expert Co. can only grow bigger in the years ahead. In the past, we've capitalized on our successes and learned by our mistakes. And we'll continue to do so as long as there are employees who continue to pump the "orange blood" and who take the name "Expert" seriously, no matter what their field. The future presents even greater opportunities for growth and development than we've seen in the first fifty years of the Asplundh Tree Expert Co.

Barr Asplundh

Barr E. Asplundh
President



ASPLUNDH

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