



# REPORTER

McCULLOCH CORPORATION • October, 1962



The Farmer's Daughter Requests Your Assistance  
In Selling Some Saws To Her Dad . . .



## CECIL PETERSON NEW MARKETING MGR. CHARLES HAMMOND HEADS GOVT. SALES



CECIL PETERSON has been appointed Market Research Manager at McCulloch-Los Angeles for both power tool and marine products.

His duties include sales forecasting, research into product markets, and close analysis of competitive market penetrations. Additionally, he will chart the sales performance of every distributor and dealer by trade area, and will keep track of sales trends as they develop.

A graduate of the University of Southern California with a B.E. degree in industrial engineering and courses in marketing, Cecil has been with McCulloch since 1951. He is not only well-known but highly respected among distributors and dealers who have had contact with him. For seven years, he was first supervisor, then Director of McCulloch quality control.

Cecil is a veteran of both World War II and the Korean conflict, where he was a pilot for the U.S. Marine Corps, achieving the rank of Major.

Cecil is 40 years old and married. He and his wife Jean have three lovely daughters: Janyce, age 10; Beverly, age 8; and 7-year-old Cynthia.



CHARLES (CHUCK) HAMMOND has been named Government Sales Manager, heading up the sales of target aircraft engines to the Armed Forces as well as the sales of all other McCulloch products to federal agencies such as the Corps of Engineers, U.S. Army Ordnance, Department of the Interior, General Services Administration, etc.

Though only 43 years old, Chuck is one of the oldtimers in the McCulloch organization, having been with the company since April, 1946, when he hired in as a buyer. In the years since then, he progressed to Senior Buyer, to Chief Buyer, to Purchasing Agent and then to Director of Material.

Chuck is a graduate of Madera, California High School, and has taken additional training at UCLA, El Camino and Harbor Colleges, in Southern California.

Chuck and his wife Margaret Ann have four children, one of whom is married. They live in the Los Angeles suburb of Rolling Hills, California.

Though never before directly involved with the field sales of chain saws, Chuck has played an important part in their manufacture and delivery to McCulloch distributors and dealers.

## 2-Day Saw Demonstration Launches New Dealer In Tomahawk, Wisconsin



Here's the busy scene at the Grand Opening event staged by distributor Rapids Distributing Co., in launching new dealer Dick's Small Engine Service in Tomahawk, Wisconsin. One day was not enough for this "OPEN HOUSE" — it took two, and the crowds and flying sawdust were thick each day. Chain saw prospects throughout the widespread farm and pulpwood producing areas around Tomahawk were invited. Highlights of the affair were the demonstrations, which created enthusiasm even among the wives and children. End result was many new sales and scores of new sales leads. Congrats go to the DEUEL BROTHERS of Rapids Distributing, and to Dick, to whom we wish a long and mutually profitable relationship with McCulloch power tools!

## BP-1 CLEARS 32 ACRES ORIGINAL CHAIN STILL IN GOOD CONDITION . . .



BP-1 PROVES ITSELF AND SO DOES A-8 AUTO-MAC CHAIN! Happy BP-1 owners are Larry Russell (left) of Lyons, Indiana and his father Rollie (seated on a bulldozer). Rollie and Larry own and operate the Russell Excavating Company, and with the BP-1 they cleared 32 acres of medium and small-sized timber in a 6 week job this summer. It included felling, limbing and bucking, and when they were through, the ORIGINAL A-8 CHAIN was still in good condition and capable of much more cutting. The Russells like the light weight, the vibration-free power, the automatic sharpening, and that AUTO-MAC bar and chain. Proudly posing with them is their McCulloch dealer Art Brockman of Holtsclaw Service Station, Bloomfield, Indiana.

## OLD SAW SEARCH WINNERS RECEIVE NEW REPLACEMENTS



"OLD SAW SEARCH" WINNERS ARE STILL VERY MUCH IN THE NEWS. Mr. Frank Gordy (centers) of Hicks, Louisiana was the lucky McCulloch owner who had the oldest ONE/60 registered in the contest. For it, he receives this new ONE/62 from G.W. Nolde (left) and Earl Smith (right) of Hernandez Farm Supply, McCulloch dealer in Leesville, Louisiana.



OWNER OF THE OLDEST 7-55 was Ervin E. Hamilton of Dallas, Oregon, shown here as he shows us the new ONE/92 he received in exchange. Ervin's dealer is B&H Equipment Company of Sweet Home, Oregon.



OWNER OF THE OLDEST OF THE NEWEST McCULLOCH SAWS — THE BP-1 was Joe Danchok of Roseburg, Oregon. Here he shows off his newer BP-1 which replaced the original. Joe is employed by the Douglas Veneer Company and is one of the most highly respected loggers in the Northwest. His authorized dealer is Dee Wilson at Roseburg-McCulloch Co.

## THE EXTRA-PROSPEROUS DEALER . . .

Sure, he demonstrates and merchandises, Provides fast service and advertises. He displays his saws and pushes 'em swell. His signs can be seen from the gates of h... But more than that, he plays it cool — Sells many a McCulloch power tool, Brushcutters, weed, earthdrills are musts, That is why he's so prosperous!

—2— PICK-A-Thunderbird and a Scott Boat in the SWEEPSTAKES!



# The Story of the FARMER'S DAUGHTER Who Became A Traveling CHAIN SAW SALESMAN!

Once upon a time, in Farmland, U.S.A., there was a pretty farmer's daughter who was old enough to get married but too young to want to. Instead she decided she was going to get a job where she could earn her own spending money to buy clothes, jewelry, etc. Of course, her boyfriends periodically presented her with these luxuries, but never, it seems, in sufficient quantities.

Besides, automation on her Dad's farm had dislodged her from her usual chores of feeding the chickens and hogs, milking and so on, so she was not only broke, but bored.

Then one day in September, 1962 she read an item in her local newspaper that seemed to be the solution to all her problems. It was an ad for a traveling salesman placed by the local dealer for McCulloch chain saws.

Now here was a job that would be challenging, exciting and very rewarding, she thought, wondering at the same time if the dealer would consider hiring a girl.

She decided to find out. Carefully selecting an outfit for the occasion, she drove into town and proceeded to the dealer's store. The dealer, being a McCulloch dealer, you understand, and a seasoned veteran in dealing with chain saw customers, wasted few words with her. Two minutes later she was hired.

And this is a photo story of her first experiences as a traveling chain saw salesman!



Then the Farmer's Daughter found out that the dealer could sponsor a local TV program that had a fair-sized farm audience. She urged him to do it, and put her on to deliver the commercials. The dealer thought that was a great idea. Viewer reaction, believe it or not, was most encouraging. But our girl had no time to take bows, she was already urging more co-op ads in farm newspapers. And who was our dealer to argue with such success.



No sooner had she taken the job, than the Farmers Daughter went right to work studying what it was all about. She learned that this dealer sold chain saws to farmers and the big season was coming up. Farm income was good this year, almost 13 BILLION DOLLARS, and farmers were READY TO BUY IN RECORD NUMBERS. Further, she found out what farmers used chain saws for, what they wanted in a saw, and the many OTHER McCULLOCH POWER TOOLS THEY COULD USE!



Once she knew, she acted. Bursting with the enthusiasm of a newcomer (which is always irresistible in pretty young girls), she mapped out an aggressive sales campaign. Very smartly she reasoned that before farmers can buy, they have to know. Now, how to let them know. Well, one of the ways was by mail. Her Dad read the mail as regular as clockwork every morning. So she quickly dug through the dealer's files and came up with the name of every farmer she could find. To each, she mailed out 1963 chain saw and power tool literature.



Now was the time to follow-up the ads with personal sales calls and become a true traveling chain saw salesman. Eagerly, the Farmer's Daughter loaded up her station wagon with the McCulloch saw models best for farm woodcutting — The ONE/43; ONE/46; ONE/53 and ONE/76. What farmer should she call on first? Why the closest one, of course — HER FATHER!

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PICK-A-Ford Falcon Air Conditioned Sedan in the SWEEPSTAKES!



## RICHARD McCULLOCH Joins PR Staff



EVENTS SUPERVISOR on the expanded Public Relations Staff at the factory is RICHARD McCULLOCH. "Richie," as he is known to his friends and associates, is working closely with Public Relations Manager Will Rusch, and will be prominently on hand at conventions, trade shows, and other events where McCulloch products are being promoted. He will also direct boat and out-board motor publicity.

Richie is 24 years old and has been with the corporation since 1960. He has been briefed in various operations at the Los Angeles plant, including die-cast, shipping, machine shop, assembly and the engineering lab. A year ago last summer, he served as an assistant in the Sales Department, where he handled distributor-dealer correspondence for chain saws and accessories. Following this, he was a driver with the Scott Outboard Racing Team, and he will continue to drive in the major races.

Richie attended Pomona College and the Menlo School of Business Administration. He is presently attending evening courses in the Business Administration school at the University of Southern California.

Richie and his wife Patricia have two children: Michael, age 3 and Jean, age one.

## Downpour Doesn't Stop Dealer HERMAN MILLER From Field Selling . . .



It was damp and rainy at the Field Day put on by the Ohio State Forestry and Agriculture department this summer, but such sorry weather didn't stop dealer Herman Miller of Chillicothe from plugging those McCulloch saws and attachments. Here's Herman standing up to the downpour, talking up the ROTO-BIT pruner to an equally hardy prospect. Herm brought his station wagon to the event and set up an outstanding portable display. District Rep Paul Taylor, who took this picture, offered Herm his rain jacket, but the dealer didn't have time for it. Congrats Herm for showing us again that when it comes to selling, McCulloch dealers are like postmen — neither rain, nor sleet, nor storm of night can stop 'em.

## Large Number of Dealers Attend TWIN C Meeting



Huge crowd of dealers listen attentively at distributor Twin-C McCulloch Co.'s 1963 dealer meeting in St. Louis.

One of the most impressive dealer meetings in the Midwest was staged by distributor Twin-C McCulloch Company in St. Louis during August.

Held at the luxurious Holiday Inn North, the meeting was sponsored by Twin-C principal Cyrus Cacioppo and attracted some 186 dealers throughout eastern Missouri and Southern Illinois.

From start to finish, every aspect of the gathering was exceptional. The room selected was ideal for an effective presentation. Dominating the stage was a large screen built to resemble a giant television set. This powerfully presented the slides and filmstrips on the 1963 line. Off to either side were pegboards and feltboards which each speaker used to highlight the important points in their speeches.

Assisting Cyrus was a top-level team from the factory, lead by Executive Vice President George Eichelsbach and Sales Vice President Don Blasius. Midwest Regional Manager Chuck Rhea was on hand as was District Manager Les Wisuri.

Outside the Holiday Inn, Cyrus and his crew set up a big demonstration area and here the dealers eagerly tried out the new saws for themselves. The day ended up with a lavish dinner and a lush stack of new saw orders.

Congrats from all of us are in order to Cyrus, not only for this meeting, but his tremendous success in selling McCulloch throughout this territory since he took it over two years ago. Cyrus has one of the largest chain saw using areas in the nation (Missouri buys more saws than any other state) and he's making sure it's McCulloch all the way!



Executive Vice President George Eichelsbach talks about "Leadership Through Creative Engineering," and how it boosts dealer sales and profits.

## LOSS is Turned To GAIN By Dealers BARBER & CONLEY

### NOTICE!

Will the person or persons who stole the McCulloch chain saws from Barber & Conley, Inc., please call at our store and pick up the instruction booklets that go with each new saw.

The McCulloch chain saw is a finely-tooled, precision item of machinery that should be operated properly for maximum satisfaction and long life. The instruction booklet should be carefully studied before operation.

### BARBER & CONLEY, Inc.

N. Barron Street

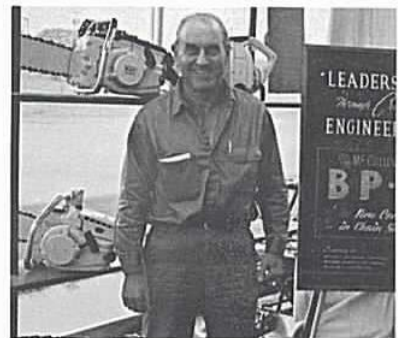
Eaton, Ohio

The above ad is from THE REGISTER-HERALD, Eaton, Ohio. It speaks for itself. It proclaims the ingenuity of McCulloch dealers far more effectively than all the stories we could write in our magazine.

This dealership in Ohio very neatly turned a loss into a PLUS, as this ad attracted widespread attention among chain saw customers and prospects. The pointed humor and "tongue-in-cheek" copy is first-rate, it strikes a spark in human nature, which is all it takes to get people on your side! Now, we hope Barber and Conley recover the saws, so that it's plus all the way around!

Just Like The Postman . . .

## Dealer VERN ST. JOHN Elected Mayor of Wilbur, Washington



Here's a McCulloch dealer who has gone into community politics and done quite well. He's Vern St. John, who this summer was elected Mayor of his home city of Wilbur, Washington. In addition to running a top-notch chain saw dealership, Vern is also the owner of the Wilbur Flying Service and does crop-dusting and many other contract flying jobs. Yessir, he's a busy man! (And, of course, that plane came in handy for campaigning). Vern is to be commended for his successful management of two businesses, his popularity, his service to his community, and the high honor the people of his city have bestowed upon him!



# New Fast-Cutting McCulloch AR-8 Chain Sharpens Automatically Or By Hand Filing

Now-The **BIGGEST** Break-through In Saw Chain Design In 15 Years!

Again, McCulloch engineering takes a giant step forward in industry leadership. This month we are proud to announce a **totally new saw chain**, one so radically advanced in design and concept it will make all other chains obsolete. Designated the **McCulloch AR-8**, this chain is faster cutting, smoother, has greater self-feeding ability, and more convenience and long-life features than any chain ever before marketed!

What is it? AR-8 chain starts off with an amazing new cutter tooth design. The top is square, with a solid block of steel three times thicker than on conventional cutters behind hollow-ground, aus-tempered cutting edges. The chain is **AUTO-MAC** all the way — designed to fit the **AUTO-MAC** bar and **AUTO-MAC** sprocket. It cuts on the upright principle, but the cutter teeth are **CLOSE-COUPLED** — right follows left immediately on the next link. This tooth arrangement permits the fastest, most efficient removal of chips from either side of the kerf in rapid succession. The end result is no lifting, no flexing upward, no wobble such as is found in hooded cutter chains. There is a steadiness and cutting efficiency in any kind of wood that has never before been achieved!

To top it off, new AR-8 chain can be sharpened **EITHER AUTOMATICALLY**, or hand filed in the ordinary way. A push of the grinder button on the saw sharpens the tooth — OR a regular round file can easily do the job if the chain saw does not have a grinder.

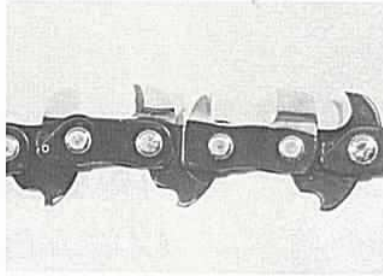
To chain saw users and chain customers, these tremendous advancements can mean just one thing — more production at less work and less cost.

Because AR-8 so superiorly meets these requirements, we're convinced it is the big breakthrough that can make McCulloch the **BIGGEST** name in saw chains.

And for you, Mr. McCulloch dealer, it offers the greatest opportunity you've had yet to bring your chain sales and profits up to their highest possible levels. Stock it **BIG**, Promote it **BIG**, Sell it **BIG**!

**CLARIFICATION:**

In last month's *Rx For Better Business column*, *Employee Suggestion Systems* were discussed and a form suggested. The legal terminology used was supplied by a retailer's organization. Please disregard it — ALL forms of this nature should be prepared by your attorney to fit your circumstances and conditions. Such is the advice of the factory legal department.



AR-8 CUTTER TOOTH has a solid block of steel, 3 times thicker than any other tooth. New design configuration permits either **AUTO-MAC** sharpening (on top) or hand filing with one standard file (inside cutting edge). The chain has been engineered for the fastest wood fibre removal possible, and is the highest McCulloch quality-manufactured throughout.



Note the unique tooth spacing on AR-8 (top) compared with the spacing on a standard chain. Right and left cutter teeth are coupled in succession — then the raker tooth — then side links — then another set of teeth. Not only does this new design expedite fast cutting, but it creates a powerful self-feeding action that virtually eliminates the need for the operator to put pressure on the bar.

## Over The Back Fence . . .



It seems that McCulloch executives are much like their wives in one respect — they can always find time for a little back-fence "gossip" — particularly if they happen to meet a visiting dealer. Here's Bill Burkett, Don Blasius, and George Eichelsbach eagerly chatting away with **DALE MERCY** (left), McCulloch dealer at Woodyard Commissary, Manning, South Carolina. Dale and his family had flown out to Southern California in his private plane for a vacation, and Dale took time off to pay us a visit. The fence is in the "backyard" at McCulloch's main factory entrance.

## FAIR FOTOS . . .

### 1963 Saws Get Big Send-Off As Dealers Show 'Em Off!



Big McCulloch roadside sign towers above the terrific display set up by dealer Jerry Miller of Ideal Craft Shop, Lakeview, Michigan at his local fair. Log displays of all models caught fairgoers attention!



Top-notch displays and **PERSONAL SELLING** — these were techniques used by dealer Walter Johnson of Lamar, Missouri in making McCulloch the biggest name at the Barton County Fair. Here's Walter showing a prospect the **AUTO-MAC** sharpening on the BP-1.



Dealer Frank Lazewski of Marathon Implement Co., Wausau, Wisconsin loaded his booth at the Marathon County Fair with signs, banners, displays, the complete line, and also McCulloch attachments!



This beautiful booth attracted hundreds of prospects at the Central Washington State Fair. It's the work of dealer United Rent-Alls, Yakima, Washington.



Super attraction at the Central Washington State Fair was this exhibit of the new McCulloch welder. It was set up so every one could use it, and weld they did!

**PICK-A-General Electric Stereo in the SWEEPSTAKES!**



# We're Pouring On The To Farm Prospects

**POWERFUL McCULLOCH ADVERTISING  
THE EYES OF THE "BOYS" ON EVERY  
COMMERCIAL FARMS.**

**Coax Some Of This Attention  
Of Our "Approaches", and The**

## New TV Commercials Catch Millions

McCulloch's new TV commercials have now been shipped to National TV. One set goes to each station and one to each of the ones now creating a sweeping McCulloch chain saw audiences:

### Full 60-Second Factory Commercials

- "The Farmer" Features 1/43 used on a farm, includes Earth Drill and Weed-cutter applications.
- "Story of Parts" Inside quality story on McCulloch chain saws, highlights important sales features — general commercial.
- "Suburbanite" For casual user and farm market, covers many applications of chain saws for the occasional user, but gives sell to the line — shows 1/43, 1/46 and 1/53 in use.
- "Sweepstakes" Full factory spot on the McCulloch "Pick-A-Prize Sweepstakes" will run between October 15 and January 15.

ALL FACTORY 60 SECOND COMMERCIAL STATIONS ARE BEING ADVISED.

A Special "Dealer Sweepstakes" with your regular co-op commercials, day the factory "Sweepstakes" commences.

AGAIN THIS YEAR, all stations are advised. These are for your use. CHECK WITH YOUR DISTRIBUTOR.

ALSO AVAILABLE are TV co-op commercials for your regular co-op program. They are identical to the ones now creating a sweeping McCulloch chain saw audiences. ORDER FROM YOUR DISTRIBUTOR.



## Farm Magazine Advertising

Full-page McCulloch Ads are now running in the popular farm magazines farmers read. A prominent researcher has told us that they easily equal in chain saw sales appeal the different kind of "appeal" so effective in the center spreads of certain men's magazines!

See for yourself in the fall issues of these publications:



AMERICAN AGRICULTURIST; ARKANSAS FARMER; CALIFORNIA FARMER; THE FARMER; PENNSYLVANIA FARMER; MICHIGAN FARMER; MISSOURI RURALIST; SOUTHERN PLANTER; KENTUCKY FARMER; PRAIRIE FARMER; FARM JOURNAL; OHIO FARMER; OREGON FARMER; WASHINGTON FARMER; PROGRESSIVE FARMER; RURAL NEW YORKER; WISCONSIN AGRICULTURIST.

**Readers: 4,000,000 Plus!!**



## CO-OP ADS

Terrific newspaper ad mats aimed right at your farmer prospects are now ready. Order from your Distributor now, and use 'em in a good-sized fall schedule. DON'T MISS THIS GREAT OPPORTUNITY TO DIRECT NATIONAL ADVERTISING APPEAL IN THROUGH YOUR DOORS!





# SALES APPEAL Everywhere!

AND PROMOTION IS CATCHING  
ONE OF AMERICA'S 2½ MILLION

Your Way By Using Every One  
Of Your Own Too!



What farmer could not be intrigued by the fabulous prizes in this promotion? HERE'S THE NEWEST DISPLAY PIECE FOR YOUR STORE. Big, bright and bold, it holds all the great gifts in your LOCAL SWEEPSTAKES. All Dealers buying the \$90.00 "Local Prize Package" are receiving one. Get yours up now, so farmers can check out those prizes!  
NOTE: The Pick-A-Prize Package is available under Co-Op only under prior distributor approval.

## of Eyes

all stations carrying  
distributor. Here are  
stand among farm



Co-op Commercials — 45 Seconds —  
ARE FOR YOU!

Action footage, general features  
of 1/43.

New commercial on 1/63 with  
Plunge Bow primarily for pulp  
areas.

Shows both saws in use with ma-  
jor sales points on both units call-  
ed out.

Drive Family"

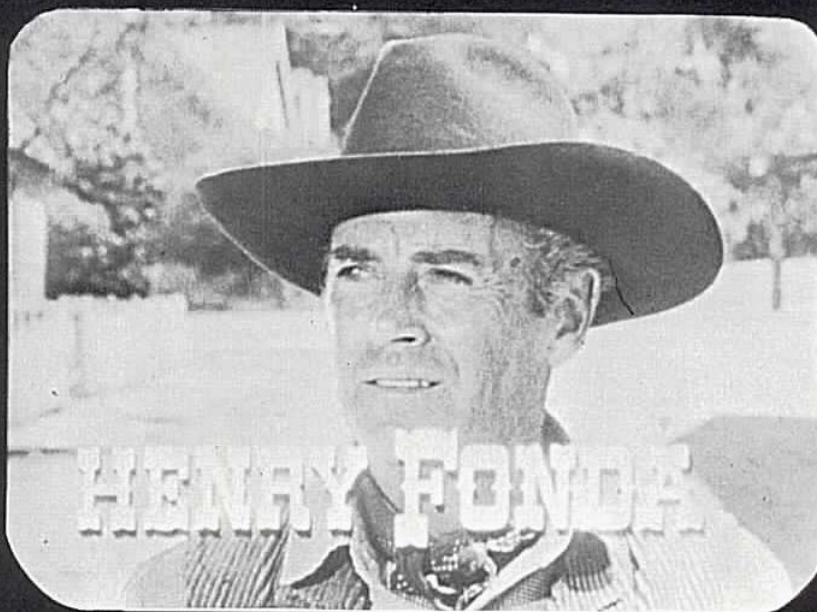
Covers low-priced direct drive  
units — 1/43, 1/46, 1/53, good  
close-ups on all three with cut-  
ting footage.

ARE BEING SCHEDULED BY THE FACTORY AND

is being made available so you can use this  
WITH YOUR DISTRIBUTOR. Run these the same  
runs to bring those farmers TO YOU on the run!

being supplied with slides on each saw model.  
DISTRIBUTOR.

Commercials for all dealers not taking part in the  
and pack the same sales "punch" as the others.



## The Deputy

— and the other great McCulloch TV shows are now in "full-performance"  
across the country! 133 TV MARKETS — 33,454,700 TV HOMES—COVERING 80%  
OF OUR TOTAL SAW MARKET!  
And Farmer's — your BIG MARKET — are far and away the largest single occu-  
pational group reached!



**R FOR BETTER BUSINESS**

# 19 Pledges You Can Take To Be A More Successful Retailer

**EDITOR'S NOTE:** These pledges were prepared by prominent business consultant R. H. LANGSAM, Vice President of Masback, Inc., New York. Study them — pledge them — and follow your pledge. They'll help you to a more profitable and successful dealership.

**I PLEDGE TO:**

1. Recognize that my primary merchandizing responsibility is to have the right quantities of the right merchandise at the right price in the right place (my store) at the right time to serve consumers' needs.
2. Carry the widest possible assortment of merchandise to serve the general needs of the consuming public in my community, recognizing that this is the forte of the legitimate independent retailer.
3. Plan my seasonal merchandise requirements well in advance, so that my stocks are in readiness, properly displayed and priced, sufficiently early to capitalize fully on consumer demand when the season "breaks."
4. Constantly strive to achieve a satisfactory rate of stock turnover, so that I utilize my capital to maximum advantage.
5. Take a good, long, objective look at my store to be sure that it is clean, well-lighted, attractive and inviting—in brief, that it has the pleasant, appealing atmosphere that is conducive to shopping in it.
6. Modernize my store to make certain that all merchandise is openly displayed and priced.
7. Make certain to change my window and interior displays at frequent intervals, featuring timely merchandise, so as always to give my store an appearance of freshness and the public the idea that the business is conducted by a live-wire merchant.
8. Give serious consideration to converting my store to a Quick-service or self-selection set-up, with checkout counters, recognizing that this modern technique increases sales, speeds up service, encourages consumers to browse around, and increases the sales-per-salesperson ratio.
9. Recognize that service and helpful counsel to consumers are tremendous assets on which I can capitalize, and operate my store accordingly.
10. Do myself a real service by concentrating my purchases with a limited number of progressive wholesalers, recognizing that they have a direct stake and interest in my welfare. Such wholesalers constantly pursue policies and develop plans and programs designed to promote my own best interests.
11. Recognize further that time is my capital, that profits in my business can be made only by sound, aggressive merchandising and constructive selling, and that I must, therefore, devote my primary efforts to these phases of my business.

12. Conduct sales meetings with my personnel at regular, frequent intervals to familiarize them with the store's policies, impart vital product knowledge and tips on salesmanship, and, create in general, a healthy atmosphere in which the personnel can feel free to air and resolve the questions and problems which arise during the normal course of operations, at the same time bolstering their morale by developing in them the feeling of "belonging."

13. Consider instituting an incentive compensation plan for my sales personnel.

14. Analyze my operating figures periodically, comparing my performance with that of other retailers in my field, as reported by governmental agencies and in the trade press. This would serve to highlight my strong points, as well as the weaknesses in my operations which may bear correction.

15. Prepare an operating budget based upon a carefully-considered sales forecast, so as to avoid the pitfalls of haphazard, hit-and-miss operations.

16. If I found the need for financial assistance, especially at seasonal peaks, I would discuss my problems with, and seek the counsel of, local bank officials. Progressive merchants everywhere have long since come to recognize that there is no stigma attached to getting financial support from institutions whose business it is to lend such support.

17. Establish an advertising budget, amounting to 2% to 3% sales, and then carefully plan and execute a sound, consistent sales promotion and advertising program.

18. Read the trade press regularly to keep abreast of the all-important new developments in our field, sending the magazines to my employees, too.

19. Join and participate actively in trade association programs, thus availing myself of the opportunity to meet on a common ground with those who have the same interests and problems as I have.

**WANTED: TV REPORTS**

All dealers having McCulloch national television in their areas are requested to watch the shows — not only to enjoy them but to see that the commercials are correct and complete. Also, your distributor, the factory advertising department, and the REPORTER would appreciate your reports on customer reaction to television, new sales generated by it, and all the comments it creates.

*Light-Fingered "Lift"*

## Arc Welder Stolen From N.Y. Coliseum

If there was any doubt about the PORTABILITY of McCulloch's new 170 Arc Welder, it has been squelched once and for all. For a thief succeeded in "lifting" it out of the McCulloch exhibit at the National Hardware show at the New York Coliseum.

How the culprit managed to get the welder past the tightly guarded exits in the huge convention hall is anybody's guess. But swipe it he did and the "caper" proves two things. One, the desirability of this tool among people in many diverse trades and professions, and secondly, that its light weight and compact size enable it to be secreted almost anywhere.

The serial number on the welder is 0099/0067. Be on the lookout for it!

## PHOTO HIGHLIGHTS . . . KI GRAND NATIONALS

TNT KARTWAY — QUINCY, ILL.  
(Results Reported in Last Issue)



Pit area is busy at the KI Grand Nationals as karters ready their rigs for the hot competition. It was cooled somewhat by persistent rains, but nevertheless every race was run, with McCulloch engines again capturing the major share of the trophies.



Gus Traeder, owner of TNT Kartway, gets ready to announce first results. With Gus is Mayor Wes Olson of Quincy who personally welcomed the Karters.



Les Wisuri (left) McCulloch District Representative in the Midwest and Jim Munson, Karting Sales Manager are on hand to offer assistance to McCulloch Karters. Not missing a chance to promote all McCulloch products, distributor Twin-C McCulloch sent the new 170 arc welder to rapidly repair any damaged kart frames!



## SCREEN BEAUTY DIANA DORS STARS WITH McC KARTS & ENGINES IN TV SERIES



Gorgeous Diana Dors of screen and television fame adjusts the carburetor on her MC-30 for a richer mix as she gets ready to take to the track in her McCulloch 200 kart. Diana has been enriching the scene generally around Von Demming's South Gate Raceway in Southern California these days, as she pursues the exciting hobby of kart racing. Television viewers will be treated to views of Diana and McCulloch karts and engines on an upcoming episode of "GUEST SHOT", a new series soon to be syndicated nationally. The series features the hobbies of many Hollywood and Television stars, and we're mighty pleased that Diana's hobby involves our products. Beautiful karts and engines driven by a beauty — what could be nicer TV subject material!

## Champion Karter CORKY ARNESON Has Family Cheering Section

Up in Jamestown, North Dakota there is a young karting fan who pilots a McCulloch R-1 kart with an MC-7 engine. His name is Corky Arneson, and around Jamestown, that name is synonymous with "Champion."

Corky has just finished up an exciting season of kart racing, and has collected for himself an impressive number of trophies. Even more impressive, however, is the fact that Corky is truly a young "individualist." To buy his kart, he shined shoes all last winter and worked for his father at Arneson's Inc., a busy plumbing and heating enterprise.

Corky's 1962 victories were won on the point system, which is used in his area as follows: 400 points for 1st place; 350 for 2nd place; 275 for 3rd place, and son on. The karter who comes out with greatest point total at the end of three heats is the winner — and more often than not, it's Corky. Since the karting track where Corky races is small, competition is generally limited to six karts per race per class. After all of the Class A races are run, the karter copping the most points wins the Overall crown.

In addition to Corky's basic independence, aggressiveness and skill there is, perhaps, another factor in his growing record of wins (outside of his McCulloch equipment, of course.) That is the "cheering section" at each race which loyally and loudly urges him on. It's a big group of supporters and unanimously boisterous. It's Corky's family — all eleven of them, from Mom and Pop down through six brothers and three sisters! They provide plenty of inspiration, as Corky will tell you.



Corky Arneson of Jamestown, North Dakota, poses proudly with some of last year's kart racing trophies. Proud, too, is his youngest sister, who though she can't say much, thinks Corky is the best kart racer in the whole U.S.A.!



Here's Corky's dedicated group of rooters — 6 boys, 3 girls plus his Mom and Pop. With encouragement like this — and his McCulloch kart and engine speed and power, no wonder Corky's well on his way to becoming North Dakota's "Champion" karter.

Congrats on your McCulloch victories, Corky, and here's wishing you many more seasons of karting thrills and triumphs!

## Karting Korner

By  
JIM MUNSON  
Manager  
Karting Sales



The kids are back in school — the cold weather is either here or rapidly approaching, but Karting goes on.

**First news first** — I'm not sure where your individual loyalty lies, however, if you haven't heard by now — KI and IKF are merging to make **One** strong International Karting Association.

We know that you and everyone concerned with karting will greet this news with enthusiasm, as it is something that's long been needed. Now — one national set of proved, track-tested rules, one true Grand National Race, and a better all-around program for karting. You'll be hearing more on this and as additional news is received here, we'll pass it on to you. If you belong to one of these present organizations, they should be giving you more details also.

Even though we try — we can't please everyone. Along these lines I'd like as many of you that care to, to drop me a quick note on your ideas of what we might do to help you in the promotion of karting. Not being able to contact you individually and listen to your ideas, I would like to hear your opinions on product, advertising, karts, etc. I would like to get a consensus of your ideas, so that we may move forward together to make karting one of your most successful ventures.

McCulloch expects karting to bounce up to possibly even a bigger sport than it has been. This will take doing, but with one strong karting association, and with all of us promoting and merchandising karting, it can be done.

For those dealers who make a sales push around Christmas time, we do have a few R-1 karts in inventory and these can be bought through your distributor at a real attractive price. We are running low on our 1962 karts, so now is the time to order these also — while they last.

Endurance races are becoming more popular and a biggie coming up is at the **Riverside Sports Car Track at Riverside, California** on November 10 & 11. This is the famous International Raceway and could continue the trend for the Big Races.

We urge you to get your local track interested in these crowd-drawing events. If they are already interested, join in sponsorship and promotion. These endurance races can be real bonanza for bigger karting business!

PICK-A-Wittnauer Watch in the SWEEPSTAKES!



# Dealer Chips




1963 Dealer Meeting reports reveal the biggest dealer enthusiasm in years. Here's a group of distributor Chuck Loehr's dealers listening attentively at his meeting in Findlay, Ohio. Note the number of wives in attendance, and very pretty wives, too!



Big hit at distributor Langford-McCulloch's 1963 meeting in Detroit is the demonstration of the McCulloch 170 Arc Welder. These dealers lined up for the chance to weld a few beads with it themselves. Many ordered welders right on the spot!



Here's two super-McCulloch-selling salesmen, as you can tell from the way they display McCulloch saws and banners inside their shop. Congrats to Alfred Pearce (left) and Cleo Faucett of Al's Outboard Service, the McCulloch dealership in Mountain Home, Arkansas.



Winner of a new portable TV set in a contest sponsored by distributor McCulloch-Spokane is top-selling dealer Ilynn Vick (behind counter) of Kalmont-McCulloch, Kalispell, Montana. Ilynn is annually a member of the Topper Club!



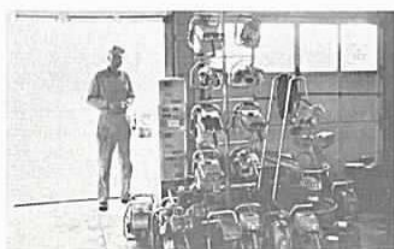
Marv Devel (right), salesman for distributor Rapids Distributing Company is getting writer's cramp writing down the fantastic number of saws ordered by dealer Tom and Jerry Maurer of Maurer Brothers in Kenosha, Wisconsin. At this very moment, Tom and Jerry are "pouring" those saws out to farmers in southern Wisconsin!



Lady Luck smiled upon this lady. She's Mrs. Tim Campbell, respresentant in an "Autumn Haze" mink stole, which she won in distributor Twin-C McCulloch's "Touch of Mink" contest. With her is her husband, owner of Campbell's Tractor Sales, Mound City, Illinois. Tim is a new McCulloch dealer who has started off big selling the McCulloch line to his farm trade!



Midwest Regional Manager Chuck Rhea talks up the new AUTO-MAC bar and AUTO-MAC chain with dealers Ken Maxwell of Spring Green, Wisconsin and Bill Peterson of Mt. Horeb, Wisconsin. Lively discussion takes place at the demonstration area during distributor Rapids Distributing Co's Madison Wisconsin meeting.



Towering McCulloch display (plus a few old used saws neatly removed from the woods on trade-in deals) dominates the entrance to the shop of dealer Standley Motor Service, Clinton, Arkansas. It's an attention getter!



Here's an in-store display that's horizontal rather than vertical but equally as powerful. Note the widespread layout of the saws, outstandingly "fenced-in" by cans of McCulloch oil. Salesman Vern Richey (right) of Parks Implement Co., McCulloch dealer in Marian, Illinois has a customer "kneeling" in front of the display as he sells him a saw. Vern says its a good position to point out sales features!



Take McCulloch power tools and display them in a sharp exhibit at the fair and you have a two-pronged punch for profits. Coming up with this winning combination is Alec Roberts (left) Service Mechanic for Winn Bar & Bow Shop, McCulloch dealer in Winnfield, Louisiana, and J. C. Tuff, sales representative for distributor Timberland Saw Co!



Lot of signs, lots of displays — that one of the secrets of chain saw sales success in the shop of dealer V. A. Nicholson in Paris, Texas. V. A. does a bang-up job selling both McCulloch saws and outboard motors!



Taking time out from a busy day for a photo in front of their well-decorated show window are these McCulloch dealer-partners in Alexandria, Louisiana. Left is William Monroe and right is Columbus Rhyne of Monroe Saw Sales!



# The Farmer's Daughter

(Continued from Page 3)



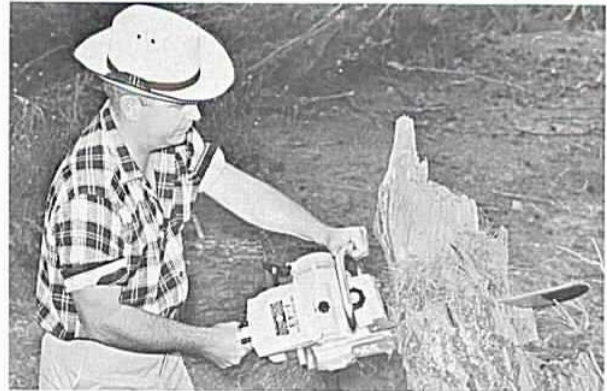
Approaching him strictly as a salesman to a customer—no nepotism involved — the Farmer's Daughter first won his good will by asking him to register in the PICK-A-PRIZE Sweepstakes. This put him in a very receptive mood, indeed, to talk McCulloch chain saws.



She asked him about his woodcutting requirements — firewood, tree farming, land clearing. And sure enough he had lots to do. Funny, she'd never paid much attention to those jobs before. But now was different. She took hold of one of the new saws, fired it up, and showed him how it could easily take care of any farm woodcutting task — save him time and make him money!



Then with the skill of the best salesman in the business, she started talking up features — easy starting, McCulloch advanced engineering and quality manufacture, lightweight, high power, durable performance. She talked and he listened — very impressed!



Now was the time for the clincher — she let him try the saws for himself. During the next hour, he cut firewood, cleared fallen trees, trimmed fenceposts. So great was his enthusiasm she had difficulty stopping him. (She didn't want him to do all his work with her demonstrators.) When he did finally stop, she quickly and firmly ASKED FOR THE ORDER . . .



"I'll buy" was the reply and he immediately ordered a new ONE/76 with 30" bar and SUPER-PINTAIL chain. And for that, he not only got the finest in woodcutting, but another fine reward, too . . .



Now she was a proud Farmer's daughter. She had earned her TRAVELING SALESMAN'S title. "All of you can help me sell more saws to more farmers this year," she says. "Just follow my methods! But let's wait till tomorrow — right now I've got to go downtown and buy a new dress!!"

**REPORTER**

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Keith McMahan .....Editor

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Power Saw Manufacturers' Association

American Association of Industrial Editors.

**PICK-A-Zebco Matched Rod & Reel Set in the SWEEPSTAKES!**



## LOST & STOLEN SAW REPORT

MODEL & SERIAL NO.	OWNER
ONE/41 #24243	H. M. Thomas Route 1 Alexander, Arkansas
ONE/42 #06516	Hugh A. Fox San Augustine Saw Co., San Augustine, Texas
ONE/43 #7437	Barber and Conley Eaton, Ohio
ONE/53 #5634	Same
ONE/76 #4207	Same
ONE/53 #0026	Greg's Texaco Service Troy, Missouri
ONE/46 #0288	Same
BP-1 #0395	Same
BP-1 #1235	Fleming Equipment McHenry, Illinois
ONE/71 #15187	Joslyn Mfg. & Supply 9351 West Grand Ave. Franklin Park, Illinois
BP-1 #2723	Waukesha Southwestern 3333 E. Washington St. Phoenix 34, Arizona
ONE/41 #32141	Hartom Power Tool Sls. 26221 Grand River Detroit, Michigan
ONE/75 #701	Modern Power Equip. 10636 Chicago Rd., RR #2, Zeeland, Mich.
D-44 #11402	Ernest R. Snyder R #1 Mainville, Ohio
ONE/86 #1222	Overgaard Store Box 38 Overgaard, Arizona
ONE/43 #1686	Attn: Zane Parham King Auto Electric Canton, Illinois
ONE/43 #4183	Same
ONE/76 #4746	Same
BP-1 #5815	Same
ONE/46 #1376	Willis Lumber Co. Washington C.H., Ohio
ONE/76 #4809	Same
ONE/43 #4749	Same
ONE/43 #7351	Same
ONE/43 #6822	Same
ONE/53 #3625	Same
ONE/46 #0658	Northside Service Amery, Wisconsin
ONE/53 #878	Same
Model 33 #51408	Hartom Power Tool Sls. 26221 Grand River Detroit 40, Michigan
ONE/43 #6794	Barber and Conley Eaton, Ohio
ONE/53 #599	Same
ONE/76 #417	Same
BP-1 #3297	Same
Model 39 #7604	Pierce Utilities Dept. Pierce, Nebraska

## SPECIAL SALUTE TO A CUSTOMER

### Alberta "Jackie" Stone of Groveton, N. H.

In the forested foothills of New Hampshire's magnificent White Mountains, there lives a McCulloch chain saw user as dynamic and independent as the bracing wind which sweeps through those forests during the winter time.

This user is a woman and in her own individual logging business she earns more than many men. Her name is Alberta Stone, but she is known to all as "Jackie." She owns and operates, as expertly as any man, three McCulloch saws. Her dealer for sales and service, as well as her friend and confidant, is Louis Catello of Berlin, N.H.

Jackie also owns her own trailer, which serves as her home as she travels to the various timber stands where she works. And her work is truly a labor of love. Of it she says:

"I love the woods, and the people in it. There you do not see the professional jealousy, the beatniks, and the mud rush of civilization. There a person can be a person, as strong and free as nature itself. I would not swap it for anything in the world. Woodsmen are fine people, too. They do not swear and they are not the toughies television makes them out to be. The ones I know are my closest friends and they're always ready to lend a helping hand when I need one on the job."

Outside of her tools and equipment, Jackie's most prized possessions are two beautiful horses. One was with her last fall when she was bucking up some timber. She had paused momentarily to file her chain (yep, she can do that, too), when a shot rang out of the woods and hit the horse. It was hunting season and careless hunters were swarming across the land. But if Jackie ever catches the one who fired that shot, he'll not be so careless next time. She says she won't shoot him, she'll do a better job cutting him up with her McCulloch saw!



Alberta "Jackie" Stone of Groveton, N.H. takes time out from her woodcutting chores to pose with her McCulloch ONE/70. Jackie is dressed for the woods, and is ready to whip that tree into logs as handily as the best sawyer in the state.



As she is every inch a logger, so is Jackie every inch a lady. Here she is on a vacation at her daughter's home in California.

Jackie has one more association with McCulloch Corporation. Her daughter lives in Los Angeles, not too many miles from the McCulloch factory.

A salute from all of us to this enterprising lady who is at home in the woods and who makes such good use of our products. We are proud to have her for a customer, and hope that she will continue to be a McCulloch user for years to come. And right here and now, we'd like to extend an invitation to Jackie to tour the factory the next time she visits her daughter in Los Angeles.



**PICK-\$10,000 Worth of Furniture and Appliances in the SWEEPSTAKES!**