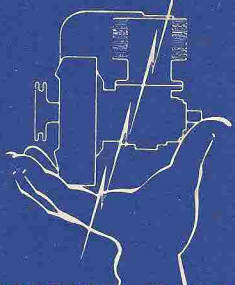


**HOMELITE**



**PORTABLE POWER**

**THE STORY OF**

# **HOMELITE**



Courtesy of Chainsawlady  
Do Not Sell or Reproduce



# **HOMELITE**

**CHAIN SAWS  
GENERATORS  
PUMPS  
BLOWERS  
FLOODLIGHTS  
ENGINES  
MIST BLOWERS**



**GO** into the spruce forests of northern Maine; drive under the giant redwoods of California; travel through the loblolly pine country of Georgia; look wherever trees grow and lumber is cut and you'll find Homelite Chain Saws in action.

Stop at a construction job, whether it's a small home or a giant factory building, and you'll see Homelite Electric Generators furnishing power for cost-saving electric tools or for night-time floodlighting. Watch your local water department repairing a broken main . . . chances are, they'll be using a Homelite Self-priming Pump to pump out the ditch and make it dry enough for the men to work.

Yes, travel the world from North to South; from East to West; day or night; anytime . . . anywhere, you'll hear the sound of Homelite gasoline-engine-driven units at work. Chain saws . . . pumps . . . generators . . . blowers . . . doing their jobs, helping workers in all industries build for a better tomorrow.

In a little over thirty years, Homelite Corporation has grown from an idea in the mind of a dynamic inventor, to a nationally known company with branches in over fifty cities in the United States and with a world-wide organization of dealers and distributors.

We, in Homelite, are proud of the history of our company. We want you, our friends, neighbors, customers, dealers, and suppliers, to know us and like us. We hope this booklet will give you an understanding of the Homelite Corporation as it is today and why Homelite products are known, respected and accepted for their "Performance . . . Dependability . . . Service".



## highlights in the history of

### **HOMELITE AND PORTABLE POWER**

*Over thirty years ago, Charles H. Ferguson designed a small, lightweight gasoline-engine-driven generator. Since this generator was used to light homes in rural areas where regular electric power was not available, he called it "Homelite".*

**1927 ...** Charles H. Ferguson moved his company to the third floor of a factory building on Riverdale Avenue, Port Chester, New York, where he manufactured "Homelite" generators.

**1928 ...** Two new products, a self-priming centrifugal pump and a blower for ventilating tunnels and manholes were introduced. Both of these units were driven by the same Homelite two-cycle gasoline engine used in Homelite generators.

**1932 ...** The first direct factory sales and service branch offices were opened in New York and Boston. Distribution of Homelite products before this date was through distributors.

**1934 ...** Two new models of the lightweight Homelite two-cycle gasoline engine were designed and put into production for a new line of self-priming pumps, generators and blowers.

**1937 ...** Homelite's factory expansion program started; direct sales and service branches were located in ten cities throughout the country.

**1941 ...** By Pearl Harbor, the Homelite Corporation had expanded to two factory buildings on Riverdale Avenue. Soon after the Declaration of War, commercial sales were suspended and the entire production of Homelite gasoline-engine-driven generators went to the Armed Forces.

**WORLD WAR II** Over 200,000 Homelite Generators were furnished to the Army and Navy during the war years. Selected for their light-

**WORLD WAR II**  
cont.

weight, compact design and for their dependability under the most exacting operating conditions, these Homelite Generators did their part to defeat the enemies of democracy.

Four Army-Navy "E" Awards to the Homelite Corporation attest to the fine production record established in those trying years.

**1946 ...**

To take advantage of the design and production knowledge gained through the war, Homelite designed a completely new line of two-cycle gasoline-engine-driven pumps, generators and blowers. New sales and service branches were established all over the country. Design work started on a group of new products.

**1949 ...**

After three years of intensive research and development, we introduced the first model of the now famous Homelite One-Man Chain Saw with its built-in Homelite two-cycle gasoline engine.

**1951 ...**

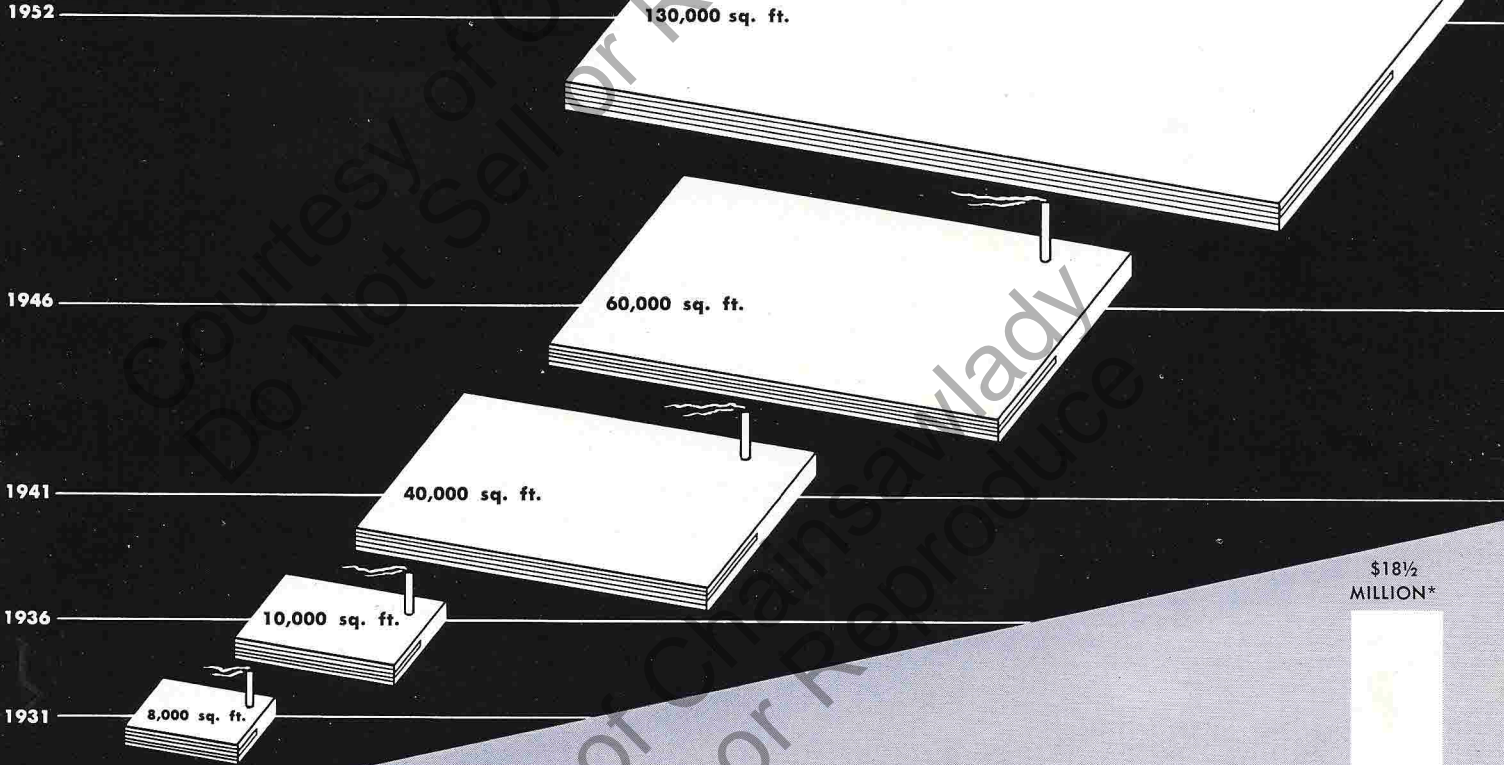
A lighter, more powerful model of the Homelite One-Man Chain Saw went into production. Dealers all over the country clamored for the right to sell this new saw.

**1952 ...**

Homelite completed its current building program with the opening of the Ferguson Building. We now have direct factory sales and service branches in fifty-one cities throughout the United States; an organization of 938 dealers is selling Homelite Chain Saws in all parts of the country. A world-wide network of distributors and representatives handles the sales and service of Homelite units in all countries outside the Iron Curtain.

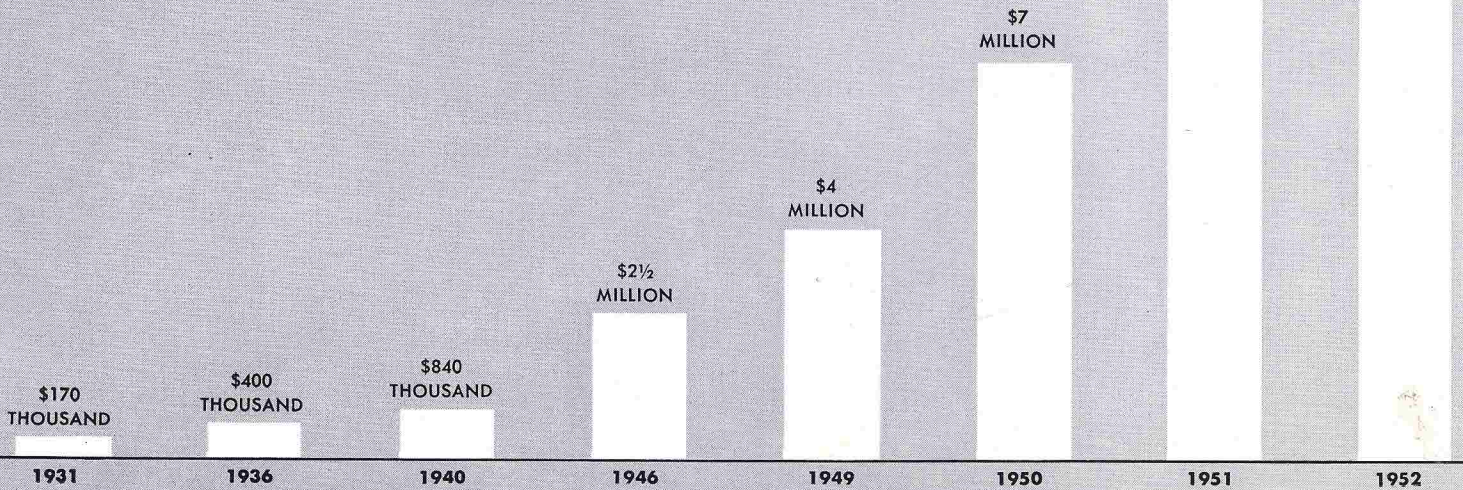
# Still Growing Strong!

## GROWTH OF HOMELITE PLANT SQUARE FEET OF FLOOR SPACE

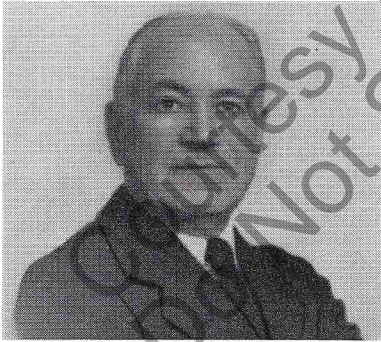


## HOMELITE CORPORATION GROSS SALES IN DOLLARS

\*Last quarter 1952 estimated

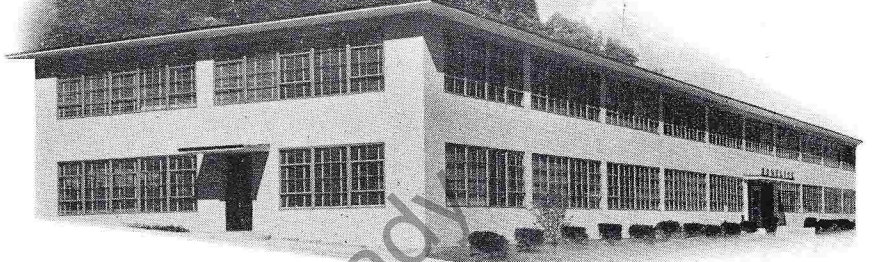


# FERGUSON BUILDING



**CHARLES H. FERGUSON**

*Over thirty years ago, Mr. Ferguson designed and built the original Homelite two-cycle gasoline-driven generator in his own home workshop. Confident that it was a practical, useful invention, he founded the Homelite Corporation to manufacture and sell it. Although many manufacturing problems and sales obstacles arose during the formative years, they proved to be merely a challenge to his enterprising ingenuity and sound planning. Under his guidance and inspirational leadership, Homelite has prospered and grown to its present important position in industry. Today, Homelite products all over the world are a tribute to his engineering genius.*



**HOMELITE'S NEWEST ADDITION**

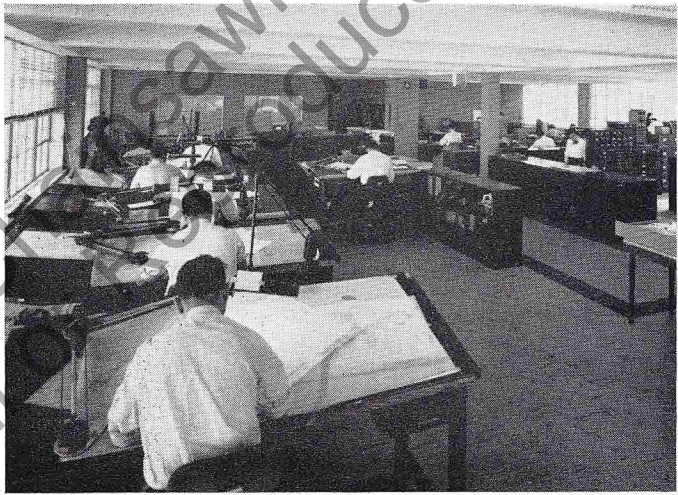
## **ADMINISTRATION & ENGINEERING BUILDING**

Homelite has been expanding for over thirty years. New buildings, new machines and new personnel have been added. Our manufacturing facilities have increased, productive output has been stepped-up, markets for our products enlarged. Yes, we have grown steadily . . . and we're still growing. As of today, one of the most striking examples of our continuing expansion is the new Ferguson Building on Riverdale Avenue.

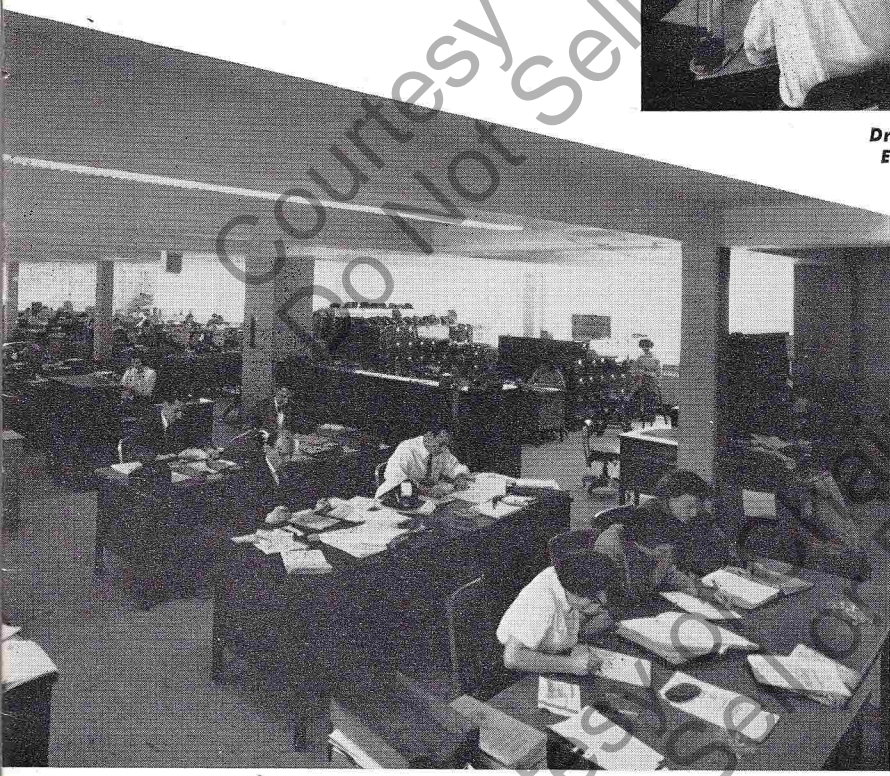
This new Administration and Engineering Building stands as a tribute to Homelite's founder, Charles H. Ferguson, in whose honor it was named. Foundations for the building were poured in August, 1951, on the site of an old stone quarry. By March, 1952, at a cost of over \$300,000 the structure was completed, thereby adding an example of modern architectural beauty to the neighborhood.

A variety of operating departments are housed inside the long, functional two-story building. Here you will find records maintained by the accounting, payroll, filing and transcription departments. Here production schedules are charted by the production control department and materials bought by the purchasing department. Development of new Homelite units is inaugurated by the engineering, drafting and experimental departments. Here too, the sales, advertising, promotion and market research departments spark ideas for new campaigns and map out additional channels of distribution for Homelite's plans of the future.

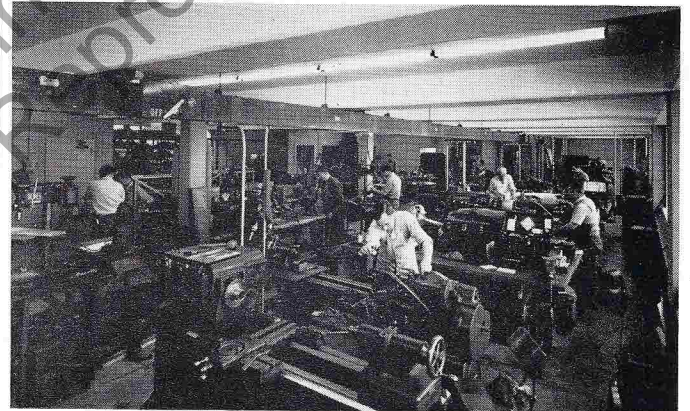
**HOMELITE CORPORATION, PORT CHESTER, NEW YORK**



**Drafting Department making drawings for Experimental and Production Departments**



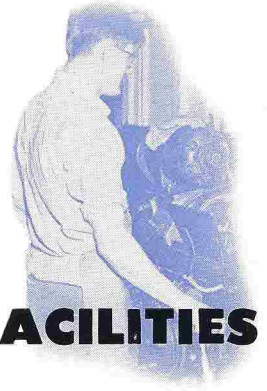
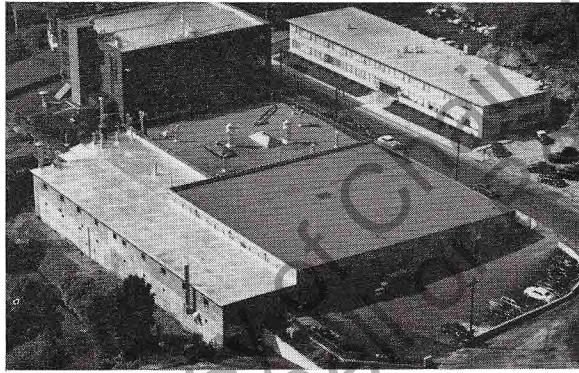
**Accounting Section in foreground; Files in background at right; Transcription and Billing Departments in far background**



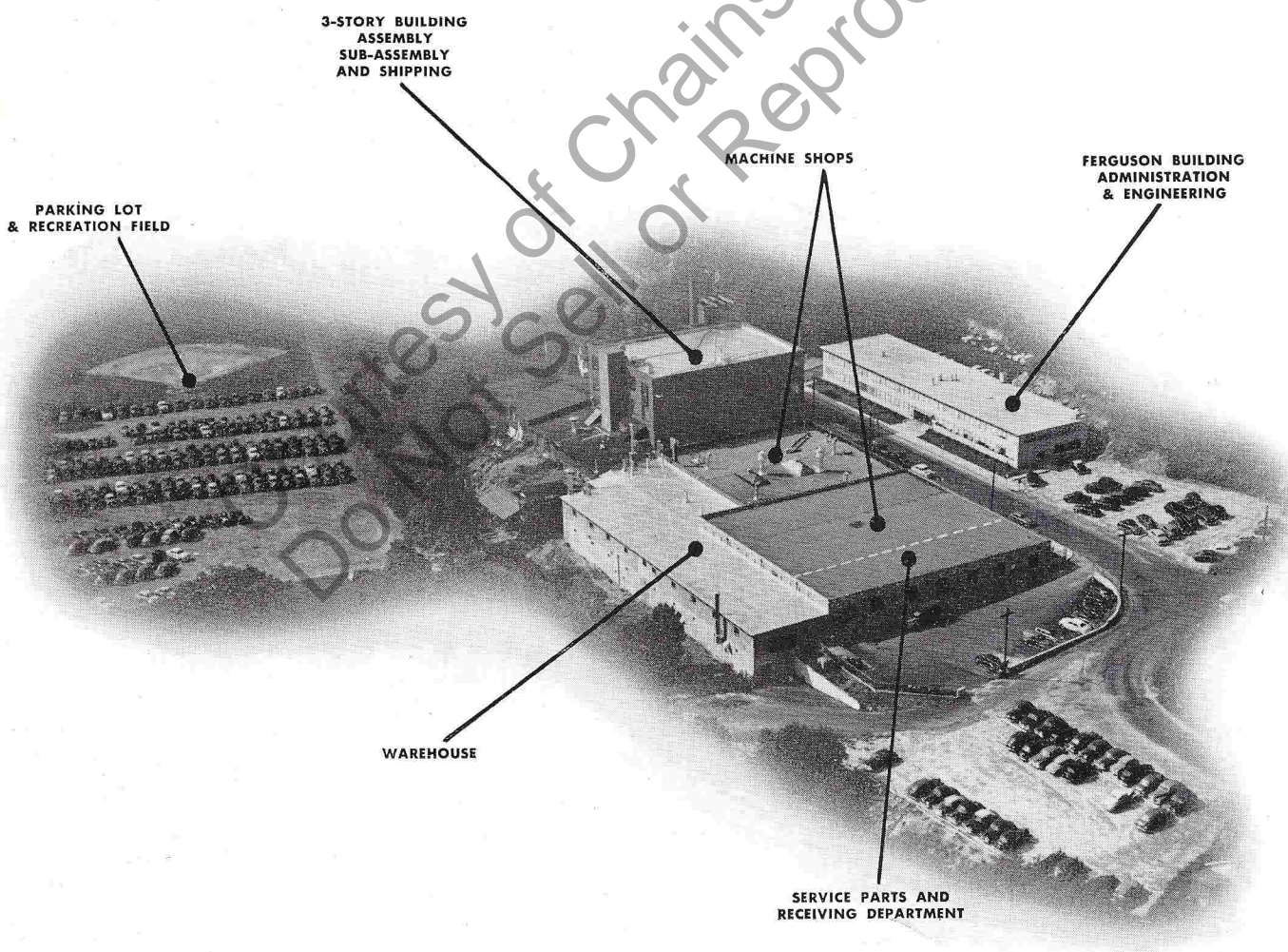
**Experimental Machine Shop where ideas for new Homelite developments take shape and form**



**Purchasing Department in foreground; on right in background, Production Department schedules all work in process**



# HOMELITE MANUFACTURING FACILITIES



Courtesy of Chainsaw Lady  
Do Not Sell or Reproduce



One of the many turret lathes in the machine shop

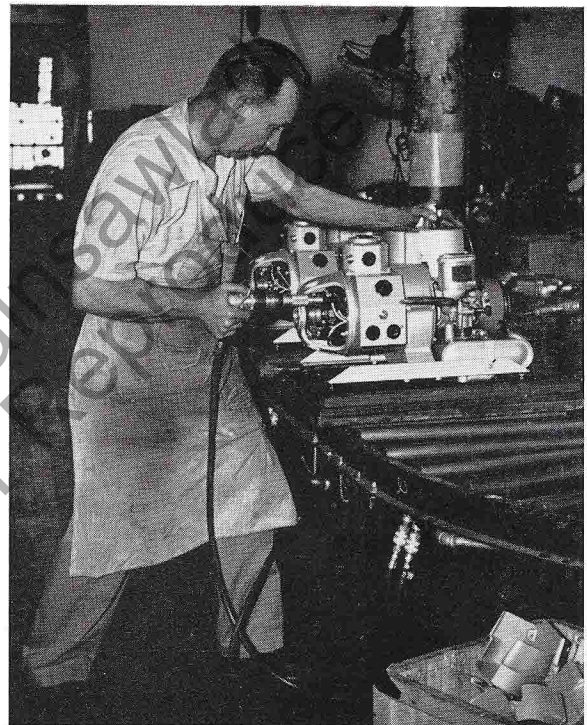


## LOCATED AT PORT CHESTER, NEW YORK

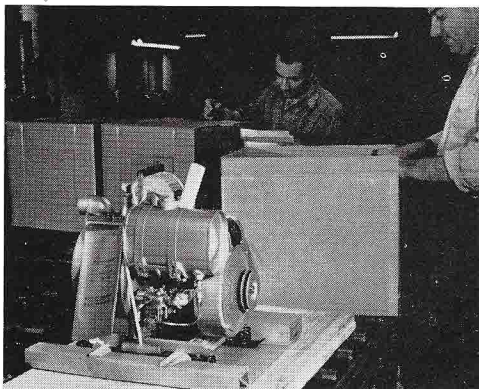
Combining quality materials and skilled craftsmanship with advanced, thoroughly *proved* design, Homelite has earned an enviable reputation for building dependable, top-quality equipment. To maintain this reputation, our work is held to close tolerances while each unit is systematically inspected, completely tested and run-in before it is shipped out of our plant.

Although we have developed hundreds of production shortcuts and adopted new techniques in manufacturing, at no time have we ever compromised in workmanship or construction. Perfected mass production methods, combined with complete and rigid assembly inspections have enabled us to set a new standard in quality control that makes sure every Homelite unit will give reliable performance and long-lasting service.

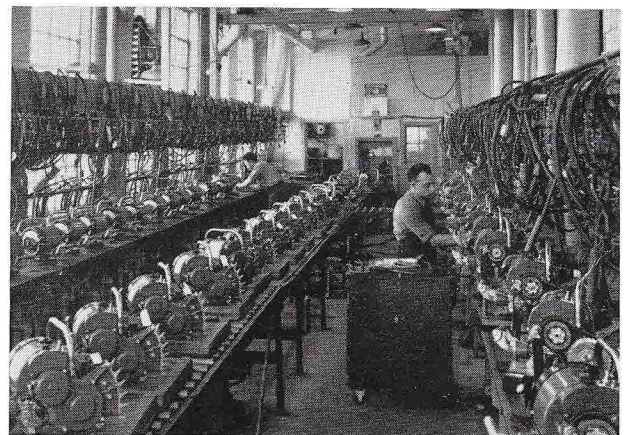
Homelite Chain Saws, Generators, Pumps and Blowers, as well as the engines that drive them, are all made by Homelite. We've worked along steadily through the years . . . to improve our methods and designs . . . to maintain the highest production standards in the industry . . . to build better and better equipment that will keep pace with the nation's mounting requirements.



Generators moving down roller conveyor assembly line



Packing and crating completed Homelite units on roller conveyor line



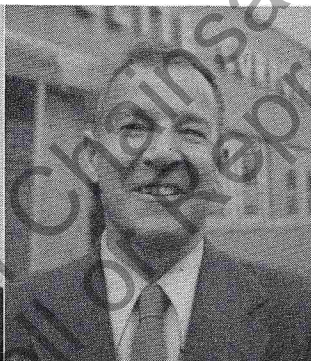
Partial view of Test Room where all units are thoroughly tested and run-in

**THESE MEN HAVE SOLD HOMELITE UNITS FOR OVER 20 YEARS:**

**GALE LEMOINE**  
New England District Manager



**ROBERT WORTH**  
New York District Manager



**THESE PEOPLE HAVE WORKED IN THE HOMELITE FACTORY 20 YEARS OR MORE:**

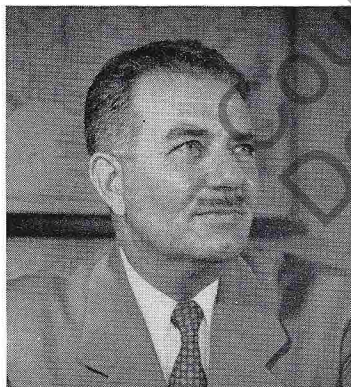
Standing, from left to right: WILLIAM H. THOMSEN, Production Superintendent; RICHARD D. MILLER, Foreman, Assembly Department; EUGENE McEVY, Tool and Die Maker; and PETER W. OLIVER, Experimental Machinist. Seated, from left to right: LOUIS MILLER, Vertical Turret Lathe Operator; ELIZABETH GELDART, Group Leader, Assembly Department; and JOSEPH KUBRICKEY, Grinding Machine Operator.

**PEOPLE LIKE TO WORK**



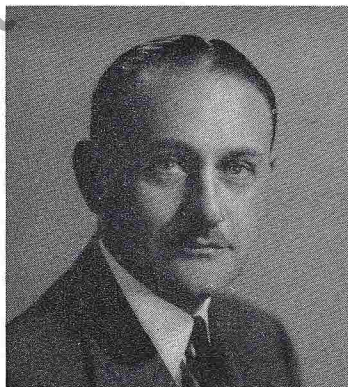
**J. A. ABBOTT**  
President

Mr. Abbott is a graduate mechanical engineer from Massachusetts Institute of Technology. After broad experience in engineering and sales with several construction equipment manufacturers, he came to Homelite in 1931 as Sales Manager. He was made General Manager one year later, and in 1936 became Vice President and General Manager. He was elected President of the Homelite Corporation in 1941.



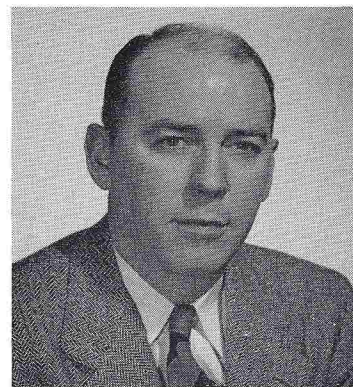
**NELSON THOMPSON**  
Vice President

Mr. Thompson is an engineering graduate of Carnegie Institute of Technology. He came to Homelite as a salesman in 1932 from General Motors Export Corporation, where he was a manufacturing engineer in the European area. He was appointed Sales Manager of Homelite in 1936. In 1941 he was elected Vice President in Charge of Sales.



**DE HAVEN ROSS**  
Secretary-Treasurer

Mr. Ross is an alumnus of Harvard University. With an extensive, varied background in manufacturing and banking, he joined the Homelite Corporation as Office Manager in 1929. He was elected Secretary of Homelite in 1932, and Secretary-Treasurer in 1936.



**R. C. McDONALD**  
Factory Manager

Mr. McDonald is a graduate civil engineer from Michigan State College. He came to Homelite as a salesman in 1937 from Ford Motor Company's manufacturing division. In 1939, he was made Manager of the Chicago sales branch and transferred to the Engineering Department in 1941. He became Assistant Factory Manager of Homelite in 1943, and was appointed Factory Manager in 1946.

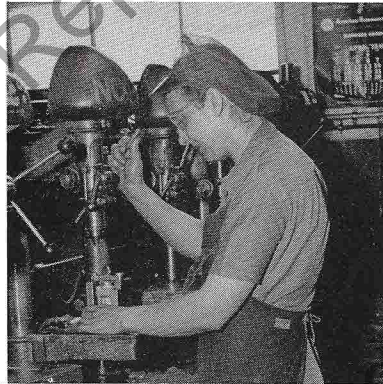
Top wages for a good day's work, plenty of space, well-lighted, with machines properly spaced for safety and "elbowroom", warm enough in winter and cool enough in summer, wide aisles in which to move around and a general over-all maintenance of the plant that keeps it in top condition . . . these *might* be some of the reasons people like to work at Homelite.

## AT HOMELITE!

But we're inclined to believe it's the intangibles that count most — those things you can't quite put your finger on yet know are there — the friendly atmosphere . . . the pleasant, picturesque surroundings . . . the feeling of accomplishment in building useful products, which in turn, create employment for thousands of other men and women.

Today, the Homelite Corporation provides employment for nearly 1,000 residents of the Port Chester area. The products built by Homelite employees in Port Chester provide a livelihood for more than 200 Homelite salesmen and servicemen in over 50 branch offices.

The sale of Homelite products creates a profitable income for a vast number of independent dealers all over the world. And in addition, because Homelite products save time and labor, and increase productive output, they are helping men in every nation improve their standards of living.



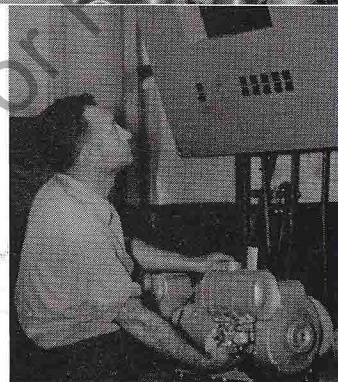
### HELEN YALE

One of the many skilled workers in Homelite's Machine Shop, Helen has been operating a drill press in the Homelite factory for more than 11 years. She says the work is extremely interesting, and more important, it gives her the feeling of having accomplished something really worthwhile.



### LEO HARRINGTON

Leo is shown connecting an armature in the Armature Winding Department. A contented family man, he has been working at Homelite for the past 12 years and enjoys most of all the good, clean working conditions and pleasant surroundings.



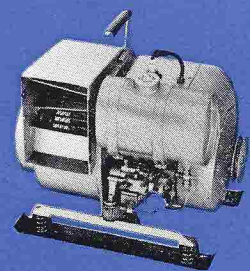
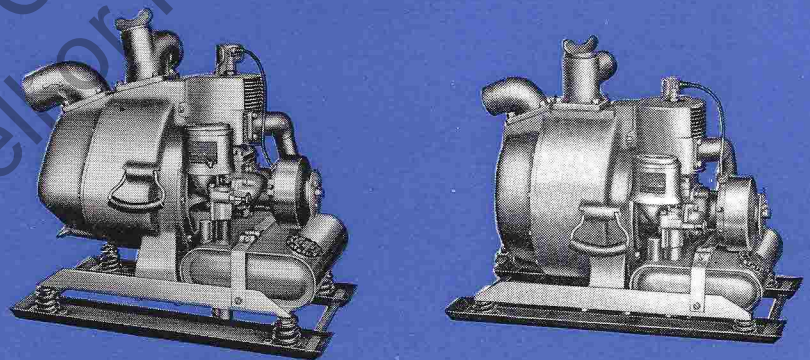
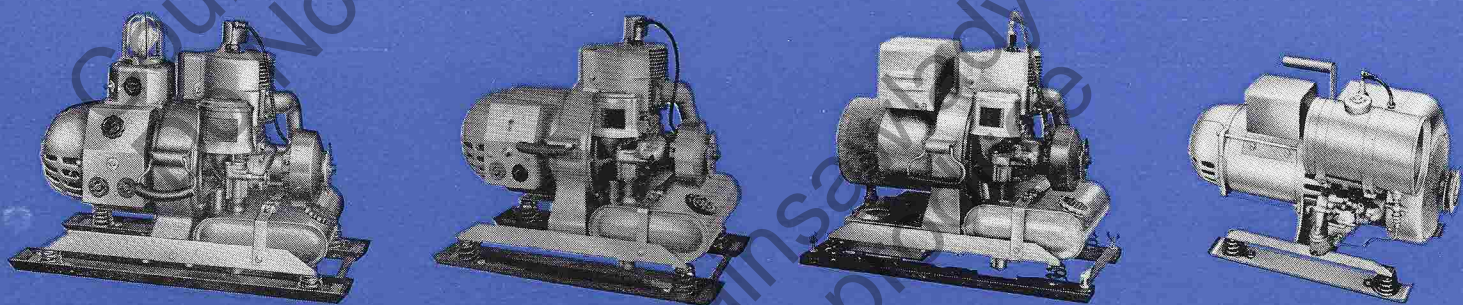
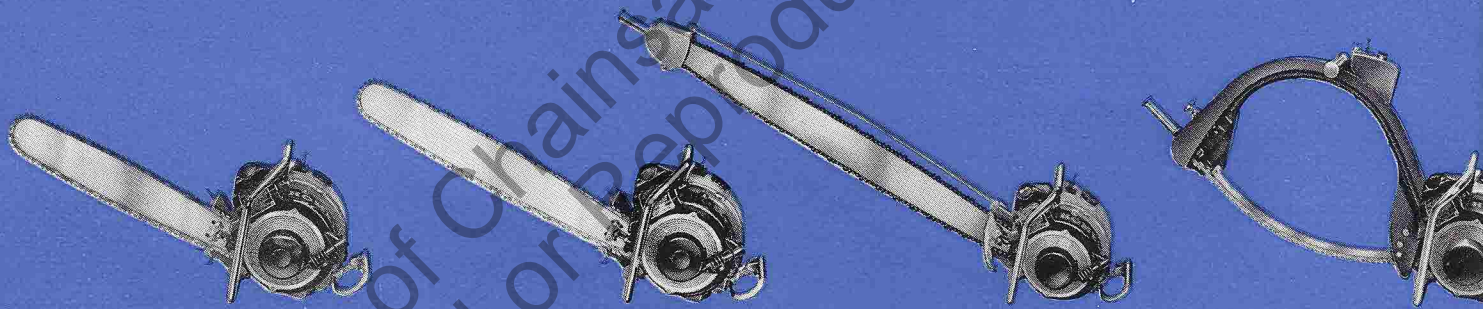
### JAMES BIVONA

An ambitious man who always likes to learn more in order to get ahead, Jimmy has been with Homelite for over 11 years. He is now in charge of the Test and Sound Rooms where all Homelite units are run-in before they are sent to the Shipping Department. Jimmy's brother works at Homelite, too, in the Maintenance Department.

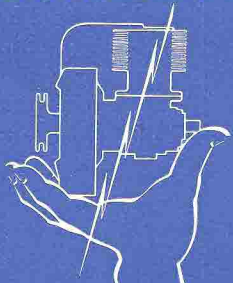


### VERA OAKES

Part of Homelite's corps of specialized stenographers, Vera types letters dictated on a wire recorder. She has been working in the Transcription Department only four months and already feels that her fellow Homelites are the most congenial group of people that could be found anywhere.



**HOMELITE**

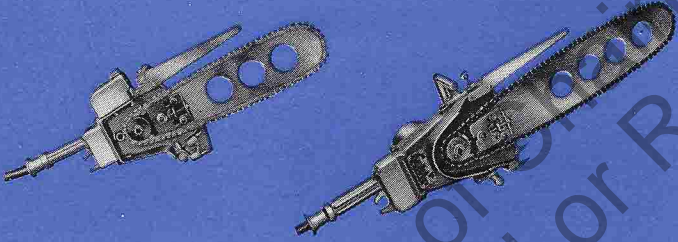


**PORTABLE POWER**

HOMELITE CORPORATION, PORT CHESTER, NEW YORK

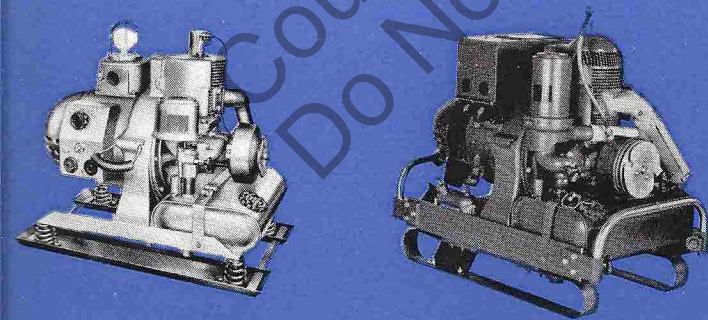
## HOMELITE CHAIN SAWS — GASOLINE AND ELECTRIC...

There's a Homelite Chain Saw for every type of cutting . . . Gasoline-engine-driven and Electric Chain Saws with fast cutting and minimum weight. Their compactness and ease of handling make them the most versatile saws available. They weigh from 17 to 39 pounds complete and range in size from 14" to 42" — small enough for cutting up firewood, large enough to fell big timber.



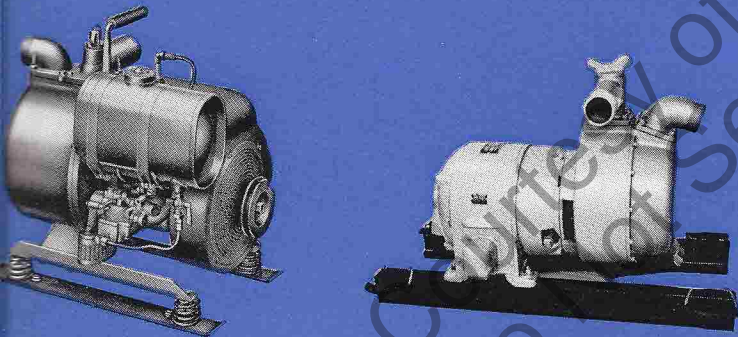
## HOMELITE GASOLINE-ENGINE-DRIVEN ELECTRIC PLANTS...

Homelite Carryable Generators are built in a complete range of sizes from 1,000 to 5,000 watts, weighing from 60 to 150 pounds, complete with built-in gasoline engine. They supply A. C. Current, the same as in your house . . . electricity for charging batteries . . . high-cycle power for special electric tools . . . portable power for every requirement. Homelite Generators are ideal units for regular duty on construction, railroad and other building jobs, as well as for emergency standby service.



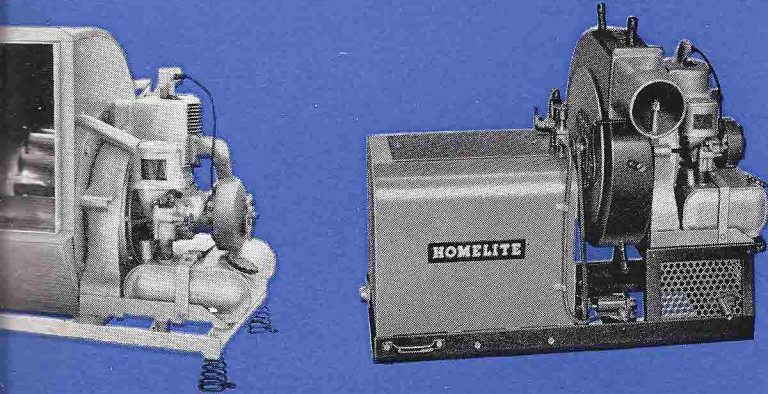
## HOMELITE SELF-PRIMING CENTRIFUGAL PUMPS...

Homelite builds a line of carryable self-priming centrifugal pumps for dewatering and for water supply. Weighing from 45 to 95 pounds complete with built-in gasoline engine, these pumps range in capacity from 5,000 to 15,000 gallons per hour. Each size is available with electric motor drive. Compact, lightweight Homelite Pumps can be rushed to any job and easily carried over obstacles by one man.



## HOMELITE GASOLINE-ENGINE-DRIVEN BLOWERS...

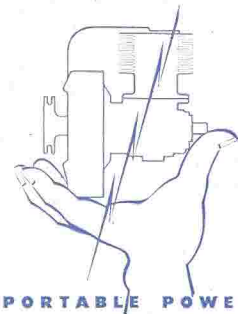
Homelite Ventilating Blowers, with their built-in engines, are used by utilities and municipalities to make manholes and tunnels safe for their men. They remove smoke, bad air, toxic gases, inflammable fumes; and blow in fresh, clean air. Recommended safety equipment wherever oxygen deficiency may be encountered.



The Homelite Mist Blower is an all-purpose Sprayer. It is used by farmers to spray their crops, by nurserymen to spray their trees, by municipalities to kill mosquitos and flies. It uses all the new, efficient, concentrated spray materials.

**HOMELITE**

# HOMELITE "PORTABLE"



*Driving a wire brush for pipe-line laying*



*Operating a saw for industrial building*



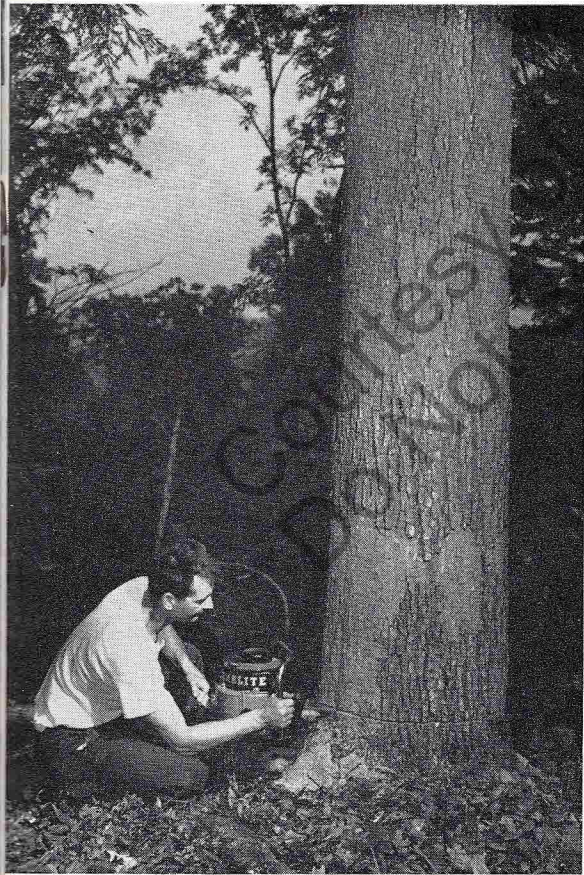
*Cutting overhanging branches on city trees*



*Sawing a farmer's winter firewood*

# POWER " IN USE!

POWER ... WHEREVER YOU NEED IT!  
FOR BETTER WORKING ... and BETTER LIVING



Felling big trees for lumber mills



Supplying water to save lives and property



Floodlighting night time quarrying



Speeding pipe threading for a plumber





**Spraying insecticides on the farm**

insawladly  
Reproduce



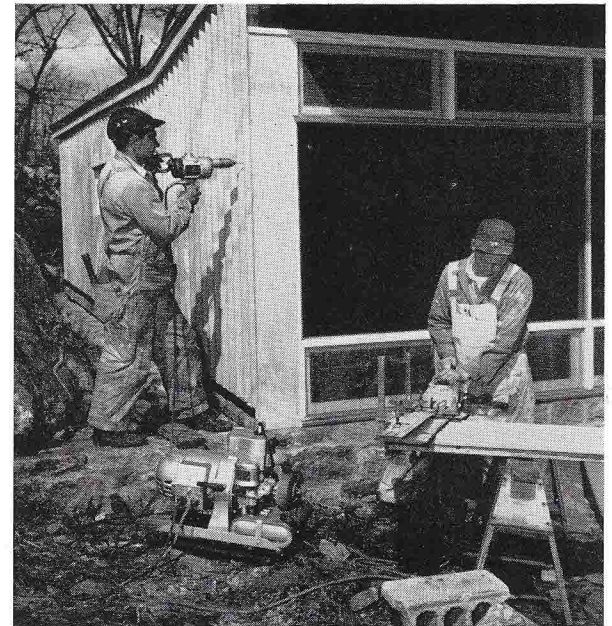
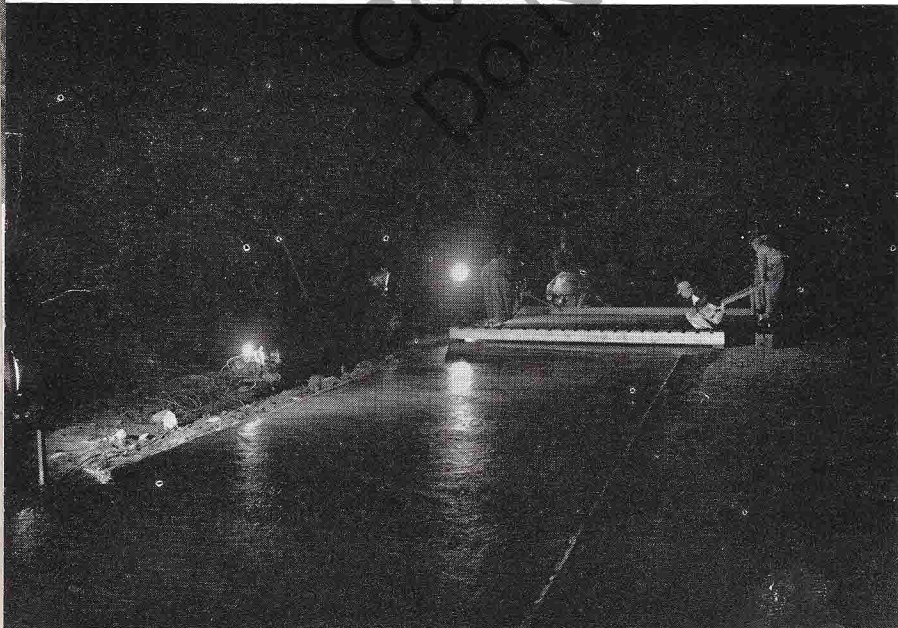
**Clearing trees for a construction site**



**Cutting-up pulp wood for paper companies**

**MANY INDUSTRIES BENEFIT FROM THE USE**

**Lighting for important highway construction**



**Powering a drill and saw for house building**

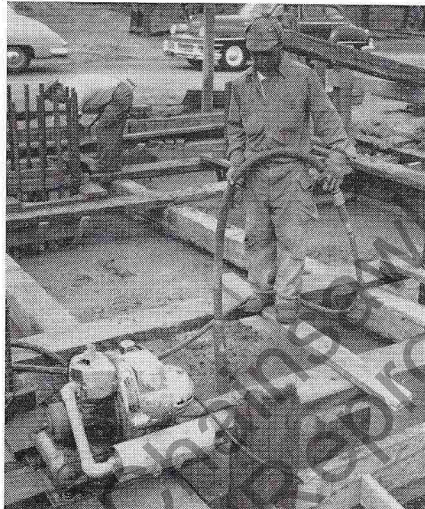
Courtesy of  
Do Not Sell



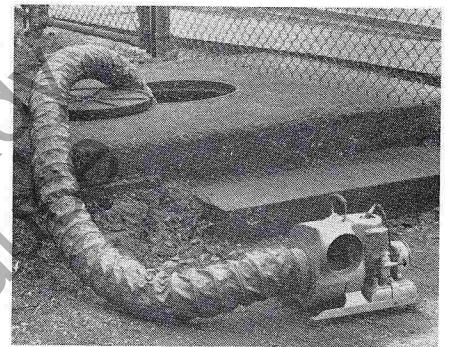
Vital illumination  
for night fires



AVIATION  
CONSTRUCTION  
FARMING  
FIRE PROTECTION  
GAS COMPANIES  
HIGHWAYS  
HOUSING  
LUMBER  
MARINE  
MILITARY  
MINING  
PETROLEUM  
PIPE LINES  
PLUMBING  
POWER COMPANIES  
PUBLIC SAFETY  
PUBLIC UTILITIES  
PULP AND PAPER  
RAILROADS



Vibrating concrete for stronger bridges



Blowing air into a water  
department manhole

## OF HOMELITE PRODUCTS

SEWAGE DISPOSAL  
SHIP BUILDING  
TELEPHONE & TELEGRAPH  
TRANSPORTATION  
WATER SUPPLY



Pumping a trench for a sewer line



Running a grinder on railroad tracks

Courtesy of Chainsawlady  
Do Not Sell or Reproduce

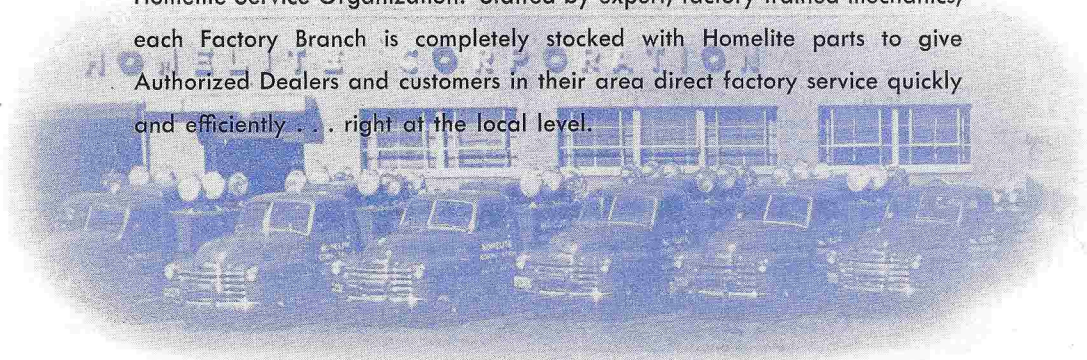


## **51 HOMELITE FACTORY BRANCHES... 938 DEALERS...**

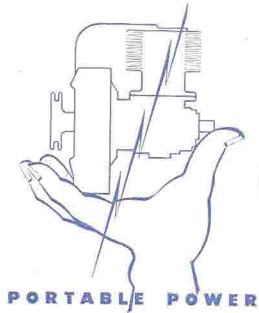
### **GIVING SERVICE TO ALL PARTS OF THE COUNTRY!**

By means of a national network of Factory Service Branches in all principal cities, Homelite headquarters in Port Chester guides the sales and servicing of its products throughout the country. Under this system, Homelite Authorized Dealers and customers are assured of factory support, locally, any hour of the day or night, every day of the year.

To insure Homelite's running at top performance at all times, each local Homelite Dealer maintains a stock of parts and is prepared and equipped to handle his customers' service problems. And back of every Dealer stands the Homelite Service Organization. Staffed by expert, factory-trained mechanics, each Factory Branch is completely stocked with Homelite parts to give Authorized Dealers and customers in their area direct factory service quickly and efficiently . . . right at the local level.



**HOMELITE**



**HOMELITE IS ALWAYS ON THE JOB!**

Whereas the purpose of Homelite's nationwide network of Branch Offices is to stimulate sales and provide service to customers, its contributions to the welfare of communities have gone far beyond the call of duty. In times of emergencies . . . floods, fires, hurricanes, explosions and other disasters . . . Homelite field men are always ready and willing to offer their personal services and use of equipment to save lives and property. The Missouri flood in the summer of 1951, is just one example of many emergencies in which Homelite has played a leading role. Here is an excerpt from the report of our Kansas City Branch Manager:

"On Thursday night, July 12, the city of Kansas City had us rush generators and lights to each of the bridges so that they could push the debris away from the piers. Incidentally, all the bridges were saved but one. The next morning the dikes broke on our side of the Kaw River and water began flooding the district. Martial law was declared and all the residents in our area were evacuated — we were the only ones allowed to remain open. That night, the Kansas City Terminal Railroad called and wanted generators and lights to light the Union Station, and to run their Teletype machines, as the water had seeped through the manholes and flooded their power plants in the sub-basement. We set up two Generators with floodlights illuminating the main lobby of the station and one D. C. Generator operating a Teletype machine. The next day we furnished them two pumps to start pumping out the basement — these two Homelite Pumps (without stopping), pumped about 18,000,000 gallons of water that was drained out of their basement. On the following morning, the Missouri Power and Light Company sent out distress calls saying they had lost all their electric pumps supplying water for the city of Excelsior Springs (about 30 miles from here). We speeded them new pumps to take care of this emergency for several days until the electric motors were dried out and service restored. They were very much pleased with our services, as the city would have been completely without water and fire protection if it had not been for the Homelites."

To give service . . . service to the customers . . . service to the community . . . is Homelite's number one job. At all times and in all places, Homelite is always on the job.

**HOMELITE**

PORTABLE POWER

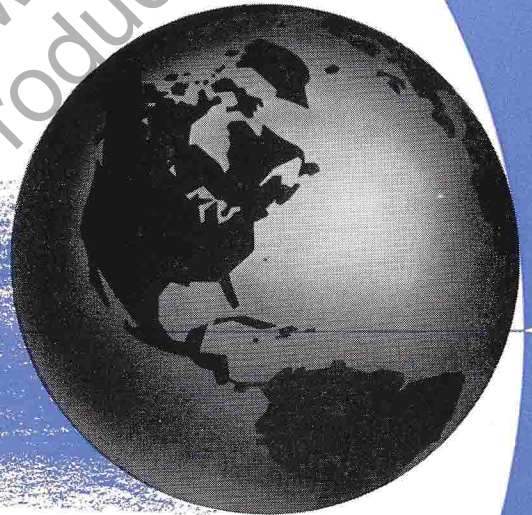
## **HOMELITE**

*around the clock.....around the world!*

*Wherever you go you'll find  
Homelite carryable equipment  
at work — 24 hours a day.*

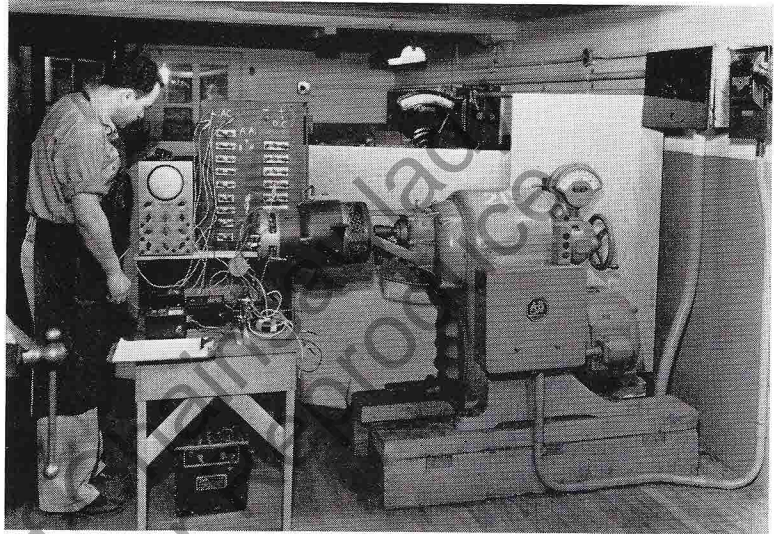
*In India and Ceylon, Homelite Pumps  
help the "Grow More Food" campaigns  
. . . Sweden's hospitals, ambulances and  
first-aid stations rely on Homelite  
Generators for emergency lights and power  
. . . Homelite lightweight Chain Saws  
busily clear Canada's forests. Gold  
and platinum mining in British Columbia  
. . . raising pineapples in Hawaii . . .  
sprinkling streets in Brazil and operating  
movie projectors for Malaya's educational  
program — many industries in many  
countries have chosen Homelite for  
their portable power needs.*

*To bring this equipment from Port Chester  
to all parts of the free world, Homelite  
has set up an extensive chain of overseas  
distributors — over 100, pin-pointed in  
strategic areas throughout the world.  
These franchised distributors not only  
sell Homelite units and carry replace-  
ment parts in stock, but in addition,  
they are equipped and trained to  
maintain dependable service on  
all Homelite units . . . at all  
times . . . everywhere.*



## HOMELITE RESEARCH & DEVELOPMENT

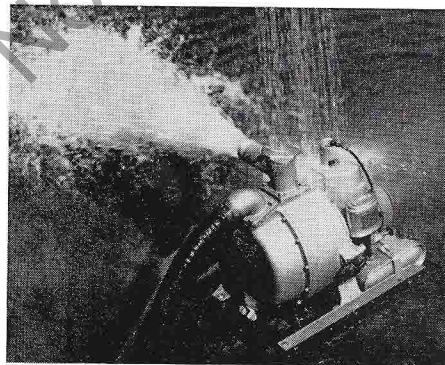
When Homelite engineers begin development work on portable power equipment, they're able to start with a vast fund of correlated information gained during years of experience. This covers not only engine performance but deals also with *the entire unit* — the whole and complete integrated list of Chain Saw parts, Generator parts, Pump parts and Blower parts. As a result, there is no guesswork in the development of new Homelite units. Scientific laboratory tests of all kinds measure the performance and efficiency of all improvements in Homelite design and construction — then they are fully tested under the watchful eye of the Homelite field organization.



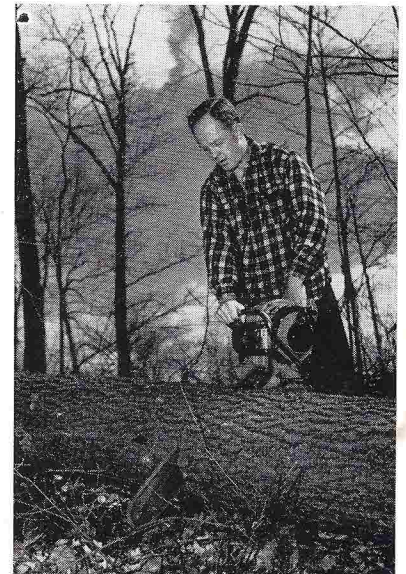
There is no guesswork used in the development of new Homelite units. Scientific tests of all kinds measure the performance and efficiency of all improvements and advancements in Homelite design and construction.



Special rooms have been built to bring Arctic weather right into our testing laboratories. Homelite engines must start and the units perform without trouble in temperatures as low as 65 degrees below zero.



As a part of our life-testing, Homelite units are run for days under a downpour of water to prove their ability to operate under the wettest weather conditions.



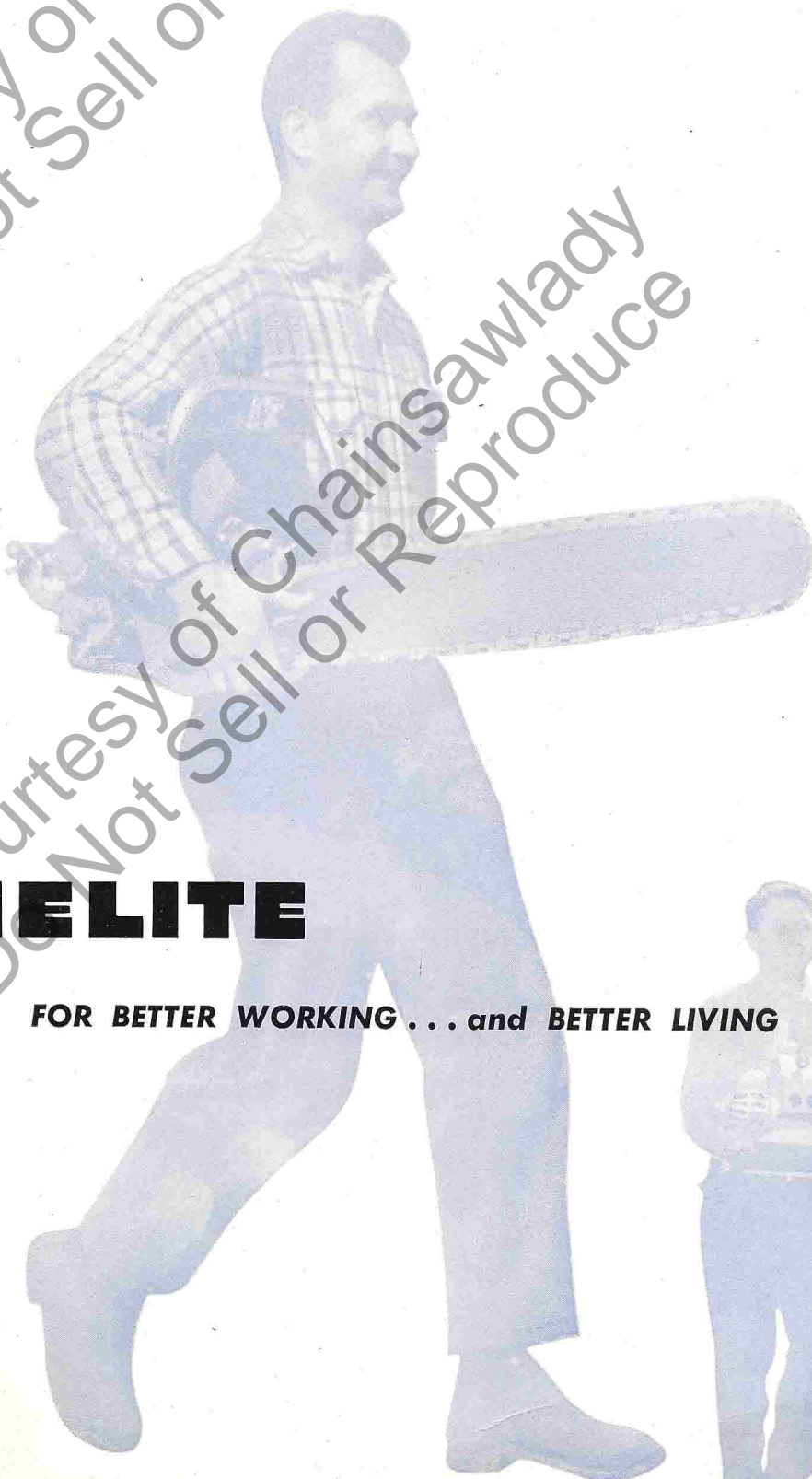
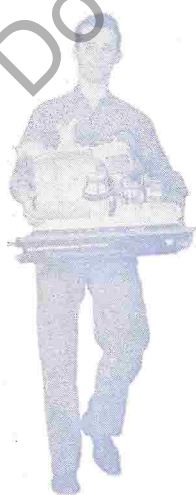
On both experimental and production units, on-the-job tests are constantly being conducted to determine and improve their capacity to stand up and perform under the toughest possible conditions.

**HOMELITE**... *looks to the future!*

Much has happened in 30 years. But there is one thing that has not changed at all . . . the respect and preference for products of Homelite manufacture. This respect has not changed but simply grown greater. Nor have Homelite's standards of design and manufacture changed. Homelite's people have always aimed at perfection . . . and our aim has simply sharpened through the years.

Despite the many achievements which have already been accomplished, the science of portable power is still young. You can expect Homelite equipment to become even more useful — to more industries, more people, and to the entire world. Homelite engineers now work toward new advances — more powerful units . . . lighter in weight . . . more versatile in performance. To Homelite engineers, the challenge of *tomorrow* is more interesting than *yesterday's* success.

Courtesy of Chainsawlady  
Do Not Sell or Reproduce

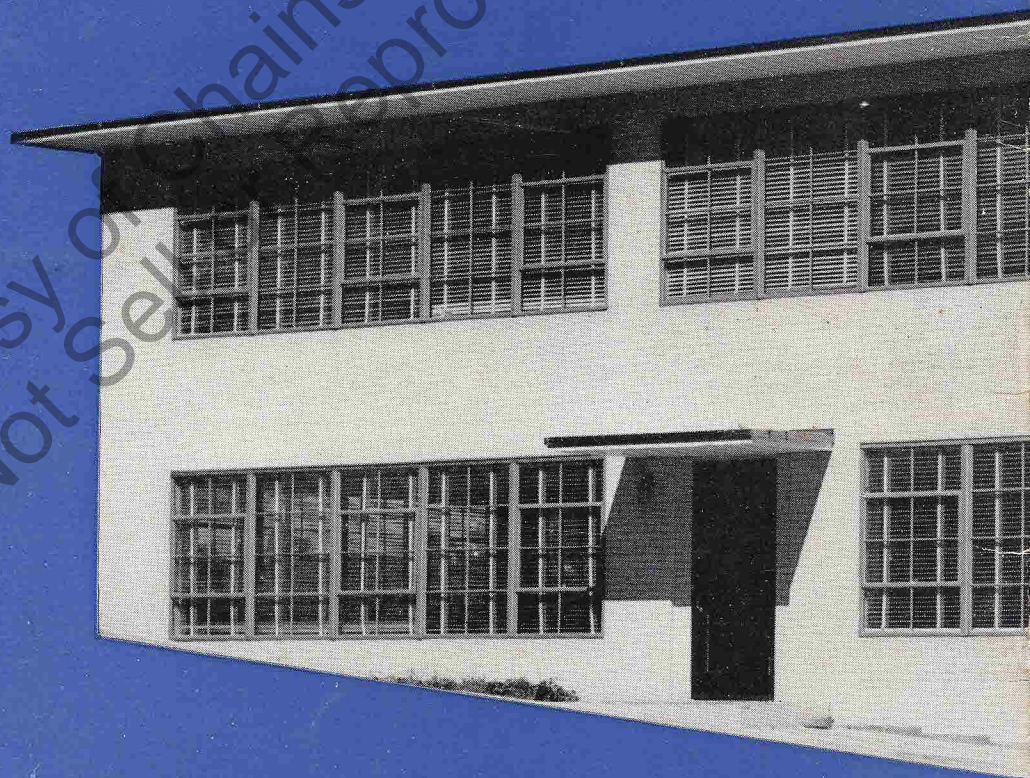


# HOMELITE

**FOR BETTER WORKING . . . and BETTER LIVING**

Courtesy of Chainsawlady  
Do Not Sell or Reproduce

Courtesy of Chainsawlady  
Do Not Sell or Reproduce



**HOMELITE CORPORATION**  
**PORT CHESTER, NEW YORK, U.S.A.**