

# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 4 JANUARY 1953

## RECORD 1953 CHAIN SAW SALES PREDICTED AT REGIONAL HOMELITE DEALER MEETINGS

End-of-the-year conferences in Seattle and Cleveland resulted in unanimous forecasts that 1953 would be a banner year—with sales *double* those of 1952! Seattle's reasons: (1) Homelite has become much better known since last Spring when Port Chester began supplying enough saws to meet increasing sales (2) Homelite's engine is amazing everyone in the Far West (3) the definite prospect of soon having an all-angle cutting saw.

District Manager, Doug Sherwood, explained, "Up to now carburetor modifications to permit the saw to cut on its left side have worked quite well, but a carburetor system which gives a couple more cutting angles, without being as complicated and troublesome as some types of fuel systems, would be a great boon to our sales volume." Citing the prospect of the new all-angle saw, he



NORTHWEST DEALERS MEET IN SEATTLE'S ROOSEVELT HOTEL

affirmed Northwestern optimism by saying, "Experiments show the new type carburetion will be effective, simple, and trouble-free."

In Cleveland, 26 of the area's 27 dealers met to discuss a different problem from that of the West: low-price competition. Convinced that Homelite would maintain its commanding position by

selling people on the wisdom of "economy of quality" they were supplied with additional sales ammunition by Tom Stever, Factory Field Engineer, who completely dismantled the saw and gave a step-by-step explanation of the workings of the electrical and fuel systems, touching upon several fine points which dealers could effectively use to close sales.

Assistant to the Sales Manager, Gene Carey, who conducted the Cleveland meeting, stated, "Dealers in this area admit feeling the effects of low-price competition but firmly agree that if they stress Homelite's high quality, use the cutaway, give on-the-job demonstrations, and point to satisfied users in this farming territory who have gone a long period of time without spending more than \$10 for repairs—these "economy of quality" selling techniques will confirm the prediction that Homelite will outsell all competition in 1953."



CLEVELAND DEALERS CONFER IN IRON KETTLE RESTAURANT

# HOMELITE DEALER



## MEET JESSE L. HORN

## STAR DEALER FROM CALIFORNIA

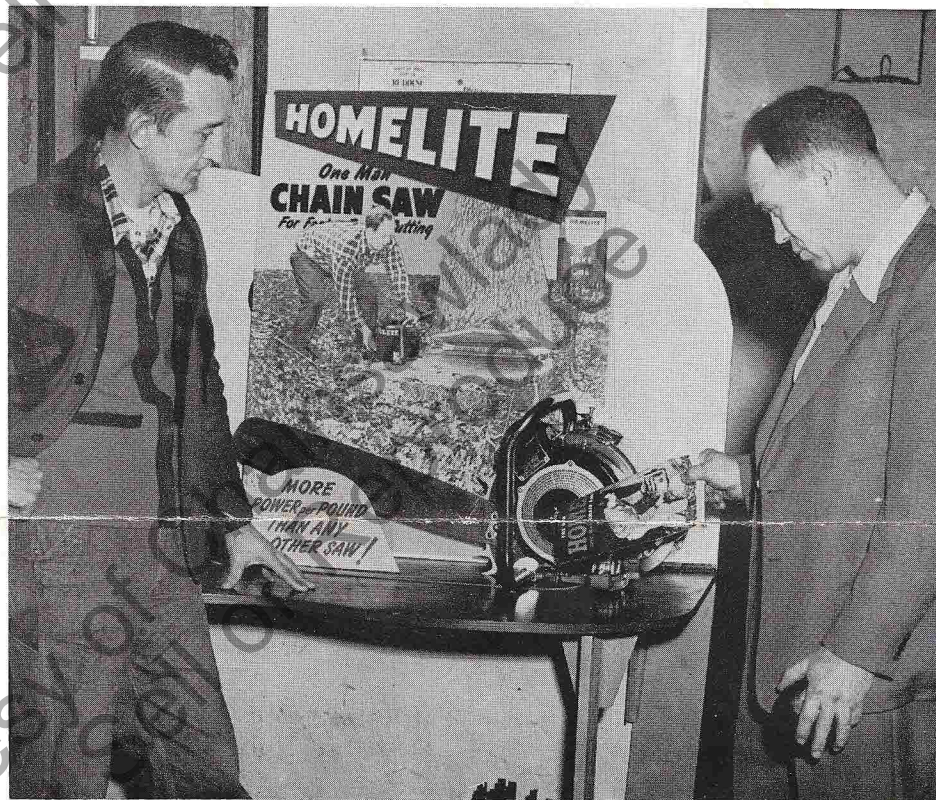
Trees up to 20 feet in diameter grace the jagged mountains and chopped-up foothills around Redding, California where Jesse L. Horn's chain saw business flourishes. Large trees are the rule rather than the exception—with enough lumber in some of them to build several large houses. And in the words of Jesse Horn, "Against the Goliath Chain Saws which have held sway, we are pitting our little 'David', the Homelite Saw, and we are winning the battle."

### RECOGNIZES QUALITY

Jesse first became interested in the Homelite after seeing a pictorial cutaway of the saw. "I was convinced of the soundness of the engineering which was manifest even in the illustration", he reflects. "The first Model 26LCS impressed me with its clean, compact lines which give it a rugged beauty in spite of its extremely light weight. I was soon to find out that it not only looked clean, it was clean, with no leaking vents or spewing gas caps. It was compact—pleasingly and efficiently so; and rugged beyond my fondest hopes and expectations."

"The amazing thing about the Homelite is that it has tremendous power without sacrificing any durability or dependability." Jesse, who has been, and still is a "Gyppo" (West Coast vernacular for contract log cutter), says, "I'm sold on the saw and on the company that builds it. Without that confidence I couldn't sell against our rough Western competition."

Jesse carries on his business with the help of Mrs. Horn, who handles the parts end, and Parker Thayer, who is mechanic, salesman and office clerk combined. Occasionally, Jesse puts on additional salesmen who have cut logs in the woods and who are experienced in the use of Homelites. "I think it takes a logger to properly demonstrate the saw to another logger, especially in this rugged area," Jesse says.



CUSTOMER (LEFT) LISTENS AS JESSE EXPLAINS EASE OF INSTALLING STARTER CABLE

### SERVICE IMPORTANT

"At our shop, we give good service and we're proud of it. No saw is any good without parts and service," says Jesse. "We know that after sales—service sells again." An expert filer, Jesse files the chains on every saw that goes out. "I consider this very important," he says, "as it always shows the saw at its best." Jesse boasts a complete saw chain repair and filing service—possibly one of the best in the West. In addition, he has motor analysing equipment, such as condenser and coil testers, two complete sets of shop tools, a pick-up truck and a Panel Delivery Truck.

"Very little of our service work is done in the field because of the vast distances involved. However, I carry spare parts

in my Panel to take care of any needs I might run into. With service in the field, we run into considerable difficulty." Jesse explains, "Assume that a log bucker on a large job needs a repair and asks me to come out. I drive out 60 miles, and after 2 or 3 hours I come to the landing. When I ask where the cutting crew is working, they refer me to the Bull-Buck or Side-Rod who usually is out in the brush and can't be found. Finally I hear a power saw in operation and I struggle through brush, logs, and debris on ground so steep it is turned over backward. After dodging a newly fallen tree which comes zooming down the mountain, I catch up with the fallers. They tell me Mr. A is probably across the canyon. I cross over there and they tell me

# R O F T H E M O N T H

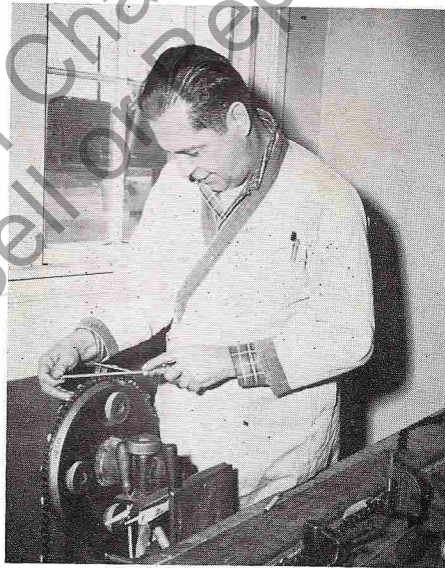
I've missed him. So . . . I have wasted a day and not even found the party concerned.

To offset this type of operation, Jesse makes a strong effort to get customers to bring in their saws for repair. "We try to discourage customers from working on their own saws," Jesse says, "our experience shows that the less a customer works on his own saw, the better the service he gets out of it." Jesse admits he hasn't been able to make the service department pay for itself, but the goodwill and repeat business has more than made up for the nominal loss.

"Our parts stock is our most valuable asset," Jesse believes. "We have always been able to supply a customer with any needed part. One wall of our combined parts room and office is completely covered with parts bins, and about twice a week we check to see if we have enough parts to construct two new saws completely. Of the parts most needed, we try to keep at least a dozen on hand at all times."

## ADVERTISES REGULARLY

Jesse uses a consistent program of local newspaper and radio advertising to back up and follow through on Homelite's national advertising. Newspaper ads get the best results for him, especially when he runs a full page ad on the newspaper's back page. He plans to make use of more of the Homelite mats, and has been using



PARKER THAYER FILES A CHAIN

the new service tags and cardboard displays to very good advantage. By advertising locally, by following up inquiries, and by going out on the various jobs demonstrating, Jesse finds his selling efforts have been made easier and more successful.

"We are convinced that further appearances on the jobs pays off," Jesse states. "In the future, we are depending more on personal contacts as a means of increasing sales. In fact, we plan to take a cutaway saw to the homes of interested parties and explain the advantages of the Homelite. This will be followed by an on-the-job demonstration. But the

best promotional plan we can suggest is to send out a saw with an interested prospect and let him use it a week. This with no strings attached! This puts the dealer at a psychological advantage as it shows your complete confidence in the saw and in the man. This results in a sale 96% of the time."

## SALES TIPS

"As for selling," Jesse smiles, "I can remember that the prospect is as cantankerous and as obstinate as I am. I use caution not to talk or demonstrate against him. I demonstrate *for* him, or better yet, let him try it himself by putting the saw into his hands. I praise his present saw if there is anything praiseworthy about it, but I point out the advantages of the Homelite. I always have him check the compression (competitive small saws have very little compression) since this is a sure sales point for the compression-wise customer. I like to compare parts with competitive models as the superiority of the Homelite in this respect is quite obvious. And in closing I enjoy telling about the 80 year old man who had never run a chain saw, making a success of cutting wood with a Homelite. This little story stressing less operator fatigue with our saw usually clinches the sale."

SAWDUST salutes "Gyppo" Jesse and hopes he'll be "clinching them" long after he's 80.



MRS. HORN GIVES NEW FLAME-PROOF MUFFLER TO PARKER THAYER



LOADING UP FOR AN ON-THE-SPOT DEMONSTRATION

## FOR SAFETY'S SAKE



You don't need a wind sock to test the direction of the wind; but be sure you know which way the wind is blowing before you start to fell.

Pass this tip along to your customers.

## PAW CHESTER says . . .

Because of the increasing demand for additional copies of SAWDUST for display on counters and 'take home reading,' three copies, instead of one, are being mailed to all dealers beginning with this issue. If you want extra copies, just let me know.

## SELL TO TREE SURGEONS?

The current issue of TREES magazine contains a very interesting article about an arborist's successful experiment with the Homelite. In case you missed it, here's an excerpt from Raymond E. Lee's story, "See? Saw!":

"There's a lot of truth in the old saw, 'There's nothing new under the sun.' And there's nothing more deflating than to work out some bright idea, only to discover that someone has patented it long ago. Conversely, there are few experiences more heartening than to successfully apply some unorthodox suggestion and find that it works.

Some time ago I overheard an Eastern arborist claim that he used his 12-inch chain saw for roughing out cavities. Sounded Fishy. But recently, as I gazed at a long narrow trunk cavity and considered the amount of electric and hand chiseling involved, that flighty suggestion about the chain saw occurred to me. Our 23-inch one man Homelite saw was sitting on the truck. Why not?

Experience has taught us to use a separate line held by a ground man when using the saw upstairs. But Ray, my number one rookie, looked up incredulously when I demanded the Jesse saw.

## IDAHO DEALER SCORES LOCAL VICTORY

Homelite dealer, Wilbur Gortsema, created the "Past and Present" display shown below, to fit in with the theme of Grangeville, Idaho's big 3-day celebration commemorating the final peace treaty 75 years ago between the whites and indians of the territory. Dedicated to the Nez Perce indian tribe and the old pioneers of the community, Grangeville's mammoth parade moved down the streets as hundreds of onlookers from near and far cheered Wilbur Gortsema's unique float.

"As my float rolled along the parade route," Mr. Gortsema said, "a competitive dealer who had long envied my growing success with the Homelite, kept making remarks to the crowd about buying his make saw. That's when I told the spectators that *his* make was the saw in back. I had no trouble after that—with him, or any other competitor. In fact, I sold 10 saws as a result of this display; and since then, Homelite has captured more than 90% of all new sales in this community."



"Whatchagondowitit?" he asked as he lugged the saw over. "Aint no bull cuts in that tree."

"Gonna dig out this cavity."

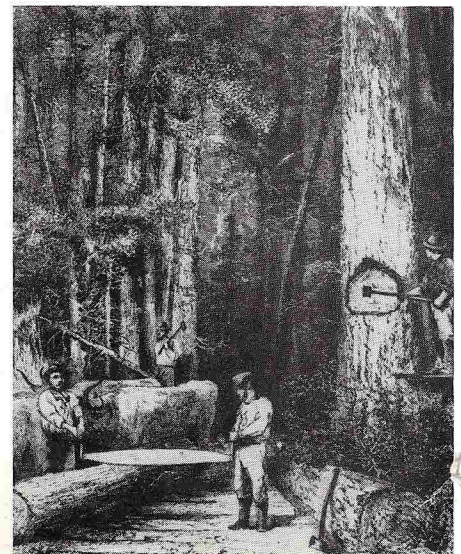
"Yer nuts." Ray is nothing if not outspoken.

"Never mind. Gimme the blade."

Ray has been climbing just long enough to realize that tree work is full of ups and downs—most of them unexpected. But he shook his head sadly as he tied on the saw and adjusted the ladder to my liking. As the saw began to pop, I heard a mutter to the effect that Lee had climbed one tree too many. But I was too engrossed with the experiment to squelch him.

To cut a long story short, the use of the saw cut at least four hours from the time estimated for the job. It worked faster and more easily than electric or pneumatic tools, at least in this one red oak. After some practice I found I could outline and dovetail to an extent that only a little chiseling was necessary before the final trace. The 23-inch model seems a little large for the job; perhaps an 18-inch would be easier to handle."

## HOW TIMES HAVE CHANGED



BETTMANN ARCHIVE

Lumbering in Washington Territory.

1870.

# SANDUST

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PORT CHESTER, NEW YORK

No. 5

FEBRUARY 1953

## NEW PLUNGE-CUT BOW SAWS ANNOUNCED PRODUCTION OF 14" AND 18" MODELS LAUNCHED THIS MONTH

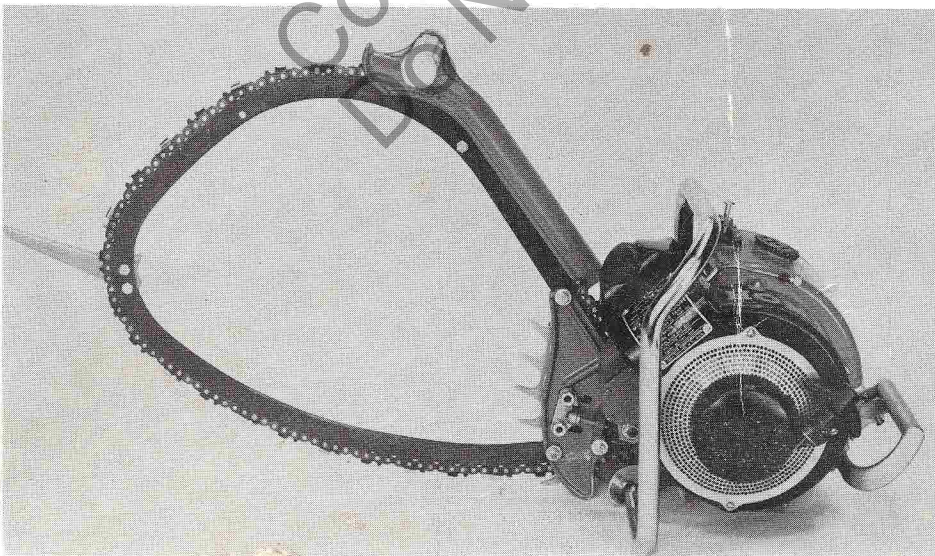


PLUNGE-BUCKING WITH NEW 14" BOW

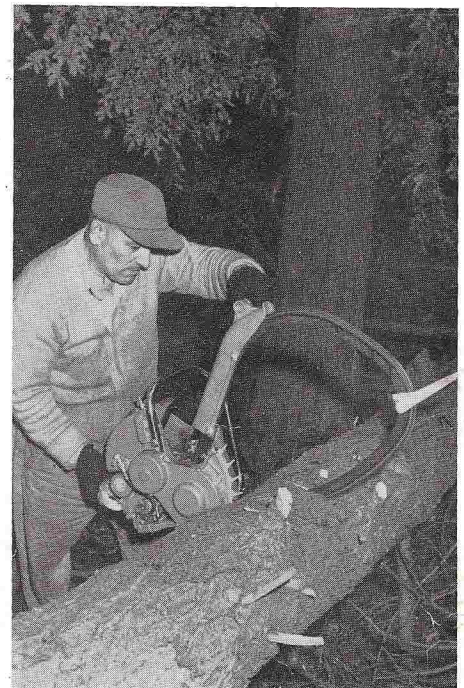
More versatile, lighter in weight, lower priced—two new Homelite Plunge-Cut Bow Saws (14" and 18" models) out this month, promise to bring volume sales to Homelite dealers throughout the country. In addition to using them in the conventional way for bucking and felling, the new Bow Saws can be used to plunge cut—right down into the wood for easier and speedier limbing and cutting.

"We've tested and field-checked these new models—both in the United States and in Canada," says J. A. Abbott, Homelite President, "and from reports received, we're firmly convinced that these saws will capture a major share of the growing Bow Saw market."

Both Bow Saws will be equipped with the heavier, more rugged, Homelite Oregon  $\frac{1}{2}$ " pitch, .063" gauge chain, and with .065" side rail guides. The new Model 26LCS-14 Bow weighs only thirty pounds, sells for \$387.50; separate 14" Plunge-Cut Bow Assembly including sprocket and chain, costs \$71.50. New Model 26LCS-18 Bow, weighing thirty-one pounds, will sell for \$396; separate 18" Plunge-Cut Bow Assembly including sprocket and chain sells for \$80.10. Both models are now available for delivery.



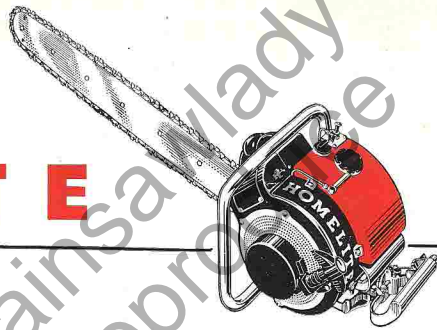
PLUNGE-CUT SAW—MODEL 26LCS-18 BOW



BUCKING WITH 18" PLUNGE-CUT BOW

# HOMELITE

# DEALE



## MEET LOUIS HOLLINGER STAR DEALER FROM MINNESOTA

The old adage, 'when you want something done, give it to a busy man,' applies perfectly to Louis Hollinger—a *very* busy man who really gets things done . . . especially where Homelite sales and service are concerned around Waterville, Minnesota.

The only trees in evidence around Louis Hollinger's territory are Oaks, Elms, and Cottonwoods bordering many large fields in the rich Southern Minnesota farm land. A limited potential area? Impossible for *volume* sales? That's not what Louis' sales records show!

### MANY USES—MANY SALES

"Around here, they use Homelite Chain Saws for many purposes besides cutting wood," Louis explains. "Corn and pea silage, as well as hay that is packed in stacks or bales, are all cut into suitable chunks with the Homelite. Of course they are used to cut fence posts, clear acreage—and a surprising number are used to cut fuel wood." In addition, Louis confides that he is working on an attachment for tapping maple trees which he promises to send to Port Chester for inspection as soon as it is completed.

"Homelite Saws are also used for cutting heavy framing on the farm," Louis states. "There are many cases where the saw has been used for cutting the board ends projecting from the corners of new farm buildings. In a few instances, some of the builders have boarded up all four sides completely and then used the Homelite to cut out windows and doors!

Doesn't seem to make any difference if you have rough ends as long as some molding, siding or framing is used." Louis has even sold a Homelite for cutting ice at a nearby ice house. "Does a swell job," Louis says, "using a Homelite chain without any changes in angles. However, the chain doesn't stand up so well when used for cutting in an ice pond—the constant running in cold water has a tendency to make it brittle."

### DRUMS UP EXTRA BUSINESS

In addition to having a Homelite dealer franchise in Waterville, Louis is also a partner in the H & S Logging Company which buys timber on the stump, buys saw logs from the local farmers, and runs

a saw mill where the lumber is sawed and sold retail. For obvious reasons, the logging business dovetails very nicely into Homelite Chain Saw sales. For example, Louis' loggers often fell trees in farmers' wood lots. When the farmer sees how fast the Homelite saw cuts and how light it is to carry, he usually wants one right away (there have even been cases where a farmer has traded his logs to Louis 'on the spot' for a new Homelite).

But Louis Hollinger's chain saw sales are by no means incidental to his logging operations. His partner handles most of the logging company business, leaving Louis to devote full time to running his saw business. He has a newly-built home with shop attached where he keeps a good stock of Homelite parts, a Homelite Chain Grinder, and his special Homelite Service Tools. About four evenings out of seven are spent giving his customers service. Louis feels that his service work is not only his best lever for boosting sales, but he operates the service end at a profit. Quite often, it is necessary to work Sundays too, since the Hollinger Saw Shop doesn't employ an extra service man.



LOUIS HOLLINGER ALONGSIDE HIS PICK-UP TRUCK

# R O F T H E M O N T H



LOUIS WRITES ANOTHER SALE

## SALES PROMOTION TIPS

An avid believer in steady promotion, Louis bought seventy cases of Homelite book matches to distribute in very bar and cafe in Southern Minnesota. Unlike most dealers, Louis doesn't *give* away his Homelite matches. The going price which bars pay for book matches is 7½¢ a carton, so Louis charges them 6¢ for *his* matches. "Each case of matches saves about half dollar for the bartender, and brings more 'hot' leads to me."

Another promotion which seems to be doing very well, started when Louis wrote to every Postmaster in his territory to find out how many rural box holders exist in each town. After obtaining this information, he ordered 10,000 business reply cards with space on the back for the

addressee to indicate if, and when he wants a demonstration. Louis mails the business reply card and a small Homelite stuffer inside a 2¢ stamped envelope. He has already sent out 6,000 of these cards and has received about 10% back (he pays 3¢ postage on the returned cards only). Out of this 10% return, more than half have been converted into sales. "The 10,000 cards cost me \$39," Louis smiles, "and the Homelite stuffers were provided free—so you can see how well this project has been paying off in increased sales."

Thinking up new ways to sell more Homelites certainly keeps Louis busy. And the busier he is, the more he sells—so keep it up, Louis, we're mighty proud of everything you get done!

## GOOD RECORDS A 'MUST'

Mrs. Hollinger handles all the advertising, direct mail, and billing, as well as maintaining the parts stock book and file of all guarantee cards, because, as Louis explains, "We know that some day every customer will be a prospect for a *new* Homelite. By keeping the file up-to-date, we can tell in just a few seconds who the customer is, where he lives, and when he bought the saw." Louis points out, "You can't expect to sell a new saw to a farmer every year the way you would to a commercial logger; but when new models are brought out, or when the present saw shows signs of wear, many farmers are ready for a new one. This guarantee file helps us keep after *all* customers."

To make customers and prospects as 'Homelite conscious' as possible, Louis has placed decals on both doors of his GMC service pick-up truck, and one on the door of his shop. Roadside signs are posted in front of the Saw Shop as well as outside the H & S Saw Mill. Inside the shop and office, he has large blow-ups, easels, and a Homelite floor stand which form a striking Homelite display.

**H. & S. LOGGING CO.**  
PHONE 344  
WATERVILLE, MINNESOTA

Homelite Chain Saws  
Sales and Service  
We Buy Standing Timber

RURAL ROUTE BOXHOLDER

**H&S LOGGING CO.**  
Telephone 344 WATERVILLE, MINNESOTA

Your Local Dealer For The  
**HOMELITE One Man Chain Saw**

The Homelite Chain Saw is available with either the Homelite Narrow Kerf Chain, or the Oregon Cox Chain.

I am interested in the **HOMELITE One Man Chain Saw** and would like a **FREE DEMONSTRATION** on or about \_\_\_\_\_

Name \_\_\_\_\_ (PLEASE PRINT) R. R. No. \_\_\_\_\_ Tele. No. \_\_\_\_\_

Address \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_

ENVELOPE AND RETURN CARD WHICH GO OUT TOGETHER WITH HOMELITE STUFFER

179.50  
34.50  
214.00

**FOR SAFETY'S SAKE**



Be sure to clear all brush and hanging limbs *before* you fall a tree. Pass this tip along to your customers.

**SERVICE NOTES**

When a customer gets maximum life out of a chain, he credits the dealer who services it—equally true, he blames the dealer if the chain doesn't last very long. That's why it's a good idea to keep these points in mind: A dull chain puts an extra load on the chain saw engine and on the operator—a properly sharpened chain cuts easily and quickly. To keep a chain in top condition, you need good tools; and the *right* tool for the job always makes the job easier . . . and better.

You can get the right tools from us. We stock files for conventional Homelite Chain and for Homelite Oregon Chain. For the conventional chain we have a flat file (Part No. 22681) with two *round edges*. These round edges are important. Using this file saves chains because of the radius which automatically "blends" the contour of each tooth so that no damaging "NOTCH EFFECT" can be created during sharpening.

For Homelite Oregon Chain, we recommend our file holder (Part No. 22670). It comes complete with a special 1/4" round file which is exactly right for the job. The holder itself is marked with 45 degree guide lines to enable anyone to file the chain correctly.

And if you have a Homelite Chain Filing Vise (Part No. 22248), you can securely clamp your chain—right on the job if necessary—with no danger of filings getting into the guide bar groove to cause wear.

**WAS IT A HOMELITE?**

Here's a United Press report which received wide publicity at Christmas-time.

**YULE CARD PUZZLES  
POST OFFICE CLERKS**

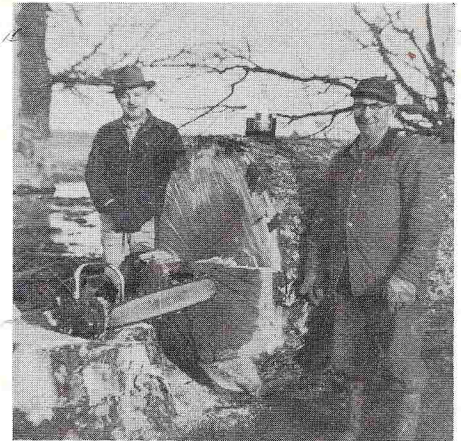
Post office clerks scratched their heads today over a Christmas card which bore the following address on the envelope: "Mr. Ezra Nathan Daniels and his wife Ellen.

"Who used to be Frank Taub's daughter from over by Deerfield and then moved up by Stamm's gravel pit on Uncle Hal's farm. The name is still on the barn and they have some puppies to give away. They belonged to the boys Phillip, age 10, Gary, 2, and little Dawn who isn't so very old. If Ezra isn't around there, just put the card in the mailbox. He is probably playing around with that cussed chain saw.

"Route 1, Adrian, Mich."

790  
2100  
50

**CAN YOU TOP THIS?**



Homelite dealer, Clifford Fulk (left) of Olney, Illinois, poses alongside 57" Oak tree downed by a 26LCS28 in a demonstration for farmer Herman Buss (right). Mr. Buss, incidentally, bought the saw two seconds after the Oak hit the ground . . . "He certainly took his time making up his mind," says dealer Fulk.

**FOUR NEW MATS AVAILABLE**

**33<sup>10</sup>/<sub>30</sub> More Power**  
IN THE **Lighter...  
Faster...Tougher**



Here's a four horsepower saw . . . here's one third again as much power in a light, dependable chain saw. Only 27 pounds . . . light . . . easy to carry . . . easy to maneuver!

See for yourself . . . try it yourself—Come in today for a full demonstration.

STRAIGHT BLADE OR BOW SAW

DEALER'S NAME

A-9 H

Pleanty of Power



**HOMELITE**

One Man Chain Saw  
A Homelite has 33 1/3% more power than any other chain saw its size . . . because it's the only saw its size with a 4 horsepower engine. And this extra power means faster, easier cutting . . . more production per hour with less downtime for sharpening or repairs. Ask for demonstration.

IMPRINT

B-14 H

Cuts Faster, Easier, Longer

**HOMELITE**

One Man Chain Saw

27 POUNDS  
4 HORSEPOWER

It has everything you want in a chain saw . . . faster cutting, easier handling and most important, longer life. That's right . . . a Homelite will cut longer with less sharpening or downtime for maintenance or repairs. We can prove it. Ask for a demonstration.

STRAIGHT BLADE AND BOW SAWS

IMPRINT

A-6 H

Try it yourself  
the *light...powerful*



27 POUNDS  
FOUR HORSEPOWER

Come in for a free demonstration. See what a difference the extra horsepower makes. See how easily she handles. Once you try this fast cutting beauty you'll never settle for less.

STRAIGHT BLADE OR BOW SAW

DEALER'S NAME

B-10 H

Because many dealers have asked for mats illustrating the 26LCS with the Homelite Oregon Chain instead of with the conventional chain, four revised newspaper mats have been prepared and are now available on request to all Home-

lite dealers for use in local advertising.

These new mats are the same as mats #A-6, #A-9, #B-10, and #B-14—only the chain has been changed. When ordering any of the *new* mats, be sure to add "H" after the code number.



# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 6

MARCH 1953

## AMERICAN PULPWOOD ASSOCIATION FORUM DISCUSSES IMPROVEMENTS FOR CHAIN SAWS

At its annual meeting in New York's Waldorf-Astoria on February 17, members of the American Pulpwood Association grappled with several perplexing problems involved in furnishing an adequate supply of pulpwood for the paper industry of the nation.

High up on this list of problems was the question: How can the service, maintenance, and performance of chain saws be improved? A panel discussion by representatives of major paper companies and chain saw manufacturers exchanged ideas and suggestions for improving both the USE of power saws on large cutting operations and the SERVICE that should, and can be rendered by chain saw manufacturers.

Representing the paper companies on the panel were, D. A. Swan of the Great Northern Paper Co., and W. H. Lynn of the West Virginia Pulp and Paper Co.; the chain saw manufacturers were represented by J. H. Brady, southern distributor for McCulloch, and Eugene Carey, Homelite's Assistant to the Sales Manager. W. H. Hildebrand of the Mead Paper Corp. was the moderator.

In evaluating chain saw trends in the pulpwood picture, D. A. Swan noted that his company was one of those which did not make any monetary demands from dealers, but *did* insist on getting good service; Joe Brady pointed out that chain saw dealers' discounts on units and parts were not so large that they could afford

to give away any part of their commissions to paper companies who finance large quantities of saws.

High point of the discussion occurred when Mr. Bennett of the Armstrong Forest Company stood up in the audience and asked Gene Carey whether he thought there was a trend toward the increased use of bow saws. Mr. Carey observed that there *had* been a trend *away* from the bow saw because of the availability of narrower straight blade saws. Since the narrow blade has less tendency to pinch than the wider ones, a saw so equipped, in many cases, took the place of the bow. However, with Homelite's new Plunge-Cut Bow, it was Mr. Carey's opinion that the bow would find renewed popularity for three reasons: (a) the new price is about 50% lower than the old (b) there are fewer moving parts—meaning less maintenance (c) the greater versatility of this new bow attachment may increase production to the point where its use will be absolutely necessary.

With the panel discussion so well-attended and the American Pulpwood Association's activities so widely publicized, Gene Carey's statement at the Open Meeting promises to go a long way towards influencing a wide segment of the market in favor of using Homelite's new Plunge-Cut Bow Saw.



AMERICAN PULPWOOD ASSOCIATION PANEL DISCUSSION AT OPEN MEETING IN WALDORF-ASTORIA ON FEBRUARY 17th. LEFT TO RIGHT: W. H. LYNN, J. H. BRADY, W. H. HILDEBRAND, E. CAREY, D. A. SWAN.

# HOMELITE



# DEALER

## MEET AL VALASKEY and VIC KLUG STAR DEALERS FROM WISCONSIN



AL VALASKEY (LEFT), AND VIC KLUG, ALONGSIDE THEIR PICK-UP TRUCK



SUB-DEALER, LEO NEIS (3RD-FROM LEFT) EXPLAINS CUTAWAY TO CUSTOMER CLARENCE SOLDNER AS VIC KLUG HELPS OUT. LOOKING ON, ARE OFFICE GIRL, MRS. KENNETH LEE, SERVICE MAN CLARENCE APPENFELDT, AND AL VALASKEY.

A Homelite dealer who is a good salesman and a keen merchandiser, and who services his customers properly, will always sell plenty of saws. But, when TWO active dealers get together—such as the Al Valaskey-Vic Klug partnership in Reeseville, Wisconsin—the area *really*

buzzes with Homelite saws!

The Valaskey-Klug team has been buying logs and sawing them into lumber for many years; and it was in this business that they first recognized the superiority and tremendous sales possibilities of Homelite Chain Saws.

### DISPLAY THEIR STOCK

As soon as they received their Homelite franchise for Dodge and Jefferson Counties, Al and Vic made arrangements with the local John Deere dealer for space in his store from which they could operate. Part of the agreement with the John Deere dealer included the use of two bays of parts bins right behind the sales counter, where customers and prospects could see their stock of Homelite service parts. "We like to keep our special service tools and parts stock in plain sight for everyone to see," Al says, "we believe that this reassures our customers—convincing them that we are reliable and that they can expect to get top-notch service from us always." To which Vic adds, "And from the looks of our booming business, it seems that this little piece of amateur psychology has closed more sales for us than we can estimate."

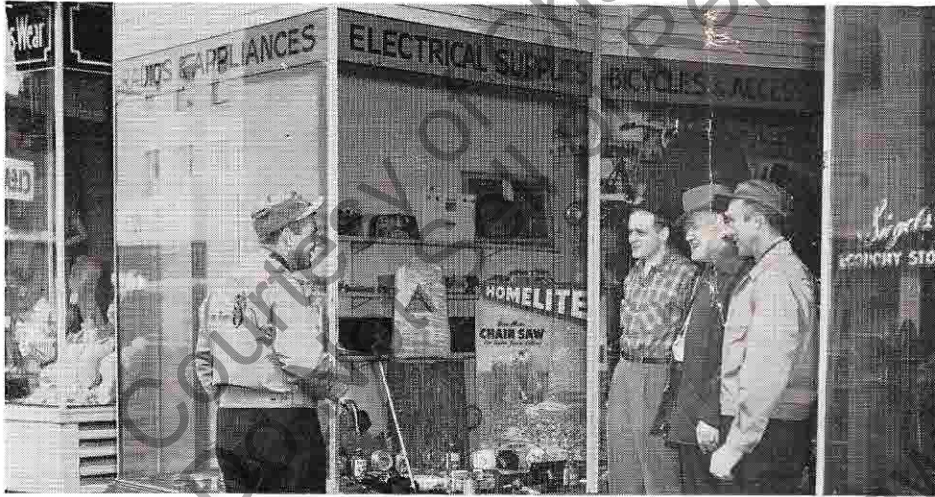
Al and Vic own two Chevrolets which they use for service work and for delivering saws—one is a coupe with a huge trunk, and the other is a service pick-up truck. They keep several saws in each vehicle for immediate delivery, and they try to have at least fifteen saws in stock to always insure adequate supplies.

Although their service work is not producing barrels of money, Al and Vic report that their service set-up IS operating on a profitable basis. One of the main props supporting their high sales volume is their thorough sales follow-up on each saw. Vic explains, "We urge the customer



AL AND VIC'S EFFECTIVE WINDOW DISPLAY

# R OF THE MONTH



AL AND VIC STOP BY IN WATERTOWN TO CHECK WITH SUB-DEALER WALTER SIEGEL (2ND FROM RIGHT) AND SON, VERNON

to bring his saw into our place whenever trouble pops up rather than to try to make the repair himself. This way, we know just what's wrong and can take care of it *right* . . . before any serious trouble sets in. Keeping up the service end is extremely important; and we've found that it pays off—both in profitable service work and in additional sales."

## SOURCES FOR LEADS

"We have had exceptionally good results in soliciting new business by using radio and newspaper advertising, exhibiting at auctions and fairs, and while buying saw logs from local farmers," Al says. "During the past four months, we spent \$870 on radio and newspaper advertising alone." "And that's only the beginning," adds Vic.

They admit that it is difficult to say how many sales have resulted from advertising, but Vic claims, "We know that repetition is the only way to identify ourselves as the local Homelite dealers; and the more *we* advertise, the more we capitalize on Homelite's national advertising program."

Most of their sales are to farmers, and the boys point out that the Homelite Saw is being used a great deal in their territory for cutting pea silage. According to

Al, "It does a particularly good job if you put a 10-degree negative (lagging) angle on both cutters and rakers." He grinningly adds, "Vic and I sometimes feel like a couple of Houdinis when we see the looks of amazement come over the faces of prospects—farmers and loggers alike—after they see for the first time how the Homelite Saw performs."

## RELY ON DEMONSTRATIONS

To keep the business running smoothly, the partners employ two part-time salesmen and two full-time salesmen. During the past three months, Al and Vic estimate that they and their men have put on at least 300 on-the-job demonstrations. "If you want to get results," both boys believe, "you've got to make calls—and the more calls you make, the more Homelites you'll sell!"

They admit that competition can get tough, especially from the price angle, but this objection is almost always overcome by letting the prospect get the feel of the saw in the cut, and explaining the Homelite's features with the aid of a cutaway (the boys own *two*).

Both men agree that Homelite does a terrific job in cutting huge trees—Al says it can cut trees much bigger than the ones shown in our large bulletin—"and

I'll take bets on the Homelite's performance against *any two-man competition!*"

## TIPS TO FELLOW DEALERS

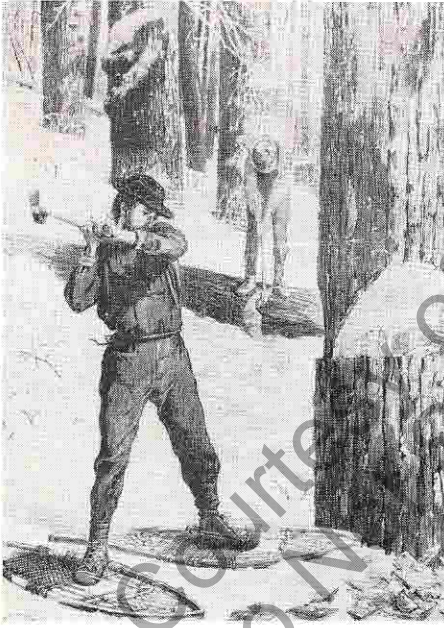
For sales hints and suggestions, they say that the best thing is a *good* on-the-job demonstration, following this up with a thorough explanation of the cutaway. "But also remember," Al advises, "to follow up each sale soon after the saw is in use, to see if you can be of further help. The customers really go for this, and they'll send you plenty of new business."

One interesting situation which Al and Vic experienced recently, still makes them smile whenever they tell about it: A saw prospect in their area, called them over to his farm and asked them to drop a 66" Burr Oak which had been split by lightning. Of course, this was a dangerous operation to say the least, and probably would have cost the farmer a tidy sum to have it removed by a tree expert. From the way he asked them to do the job, both Al and Vic thought the farmer had them sized up as a couple of windy salesmen. However, being a couple of expert loggers themselves, Al and Vic looked the situation over carefully, removed the Homelite from their Chevrolet, and felled the split tree exactly where they wanted it—much to the amazement of the farmer—who bought the saw on the spot!

TWO cheers this month for the Valaskey-Klug team—a winning combination SAWDUST enjoys rooting for.



## HOW TIMES HAVE CHANGED



Lumbering in Winter.

BETTMANN ARCHIVE  
1875

## SERVICE NOTES

Jesse Horn runs a regular series of service tips in the local newspapers and has given SAWDUST permission to reprint these articles for the benefit of *all* Homelite dealers. So here goes the first of the new series of SERVICE NOTES by Jesse Horn of Redding, California.

"Tell your customer never to underestimate the value of proper Spark Plug selection and maintenance. It has been our experience that if a Spark Plug is causing hard starting, and is missing, it does very little good to clean the plug. The extreme heat has damaged it, so tell him to throw it away. If he's in doubt, tell him not to experiment—have him bring the saw in to your place. It's a good point to remember that the Homelite Saw comes equipped with a special plug with platinum electrode. This gives easy starting and long Spark Plug life."

## FOR SAFETY'S SAKE



Before notching a tree, determine the natural lean so that the tree will not fall on you when you make the felling cut.

Pass this tip along to your customers.

## Leading Pulpwood User Proves Homelite Superior

The question is often raised, "Is the investment in a \$365, 4 horsepower, 30-pound Homelite Chain Saw warranted for cutting small pulpwood?" Here's the answer: One of the largest paper companies in the country made a careful "Dollar-and-Cents" study of initial cost, production per-man-day, and maintenance costs. As a result of this study, they bought *more Homelites than all other brands COMBINED!*

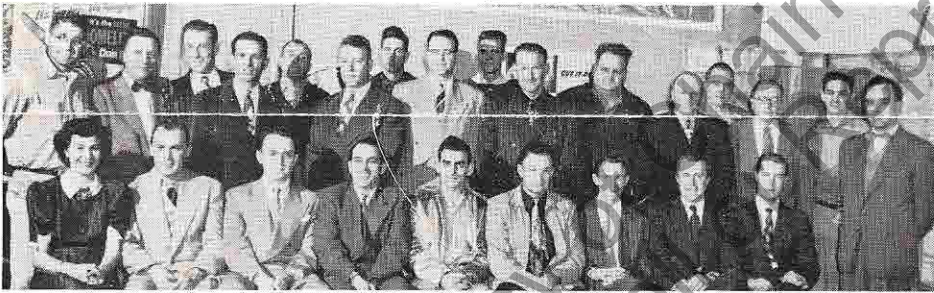
Here's the breakdown of the 502 saws this paper company bought last year:

HOMELITE .....	285
McCulloch .....	169
Mall .....	30
Titan .....	15
Fleetwood .....	2
Lombard .....	1
<b>TOTAL</b> .....	<b>502</b>

Here's *additional* evidence—based on an impartial user's actual cost and performance records—that Homelite is by far the *best buy* in the chain saw field. What better evidence could there be that in the long run, it **PAYS** to buy Homelite!

## PAW CHESTER says . . .

Homelite dealer, Mike Emery of Moyers, Oklahoma, tells us that the February issue of FORD TIMES has a beautiful 4-color photograph of our Homelite Chain Saw on Page 9. We've requested a few extra copies from Ford, so if you'd like a copy for yourself, just let me know.



## TIME OUT FOR THE CAMERA

ABOVE: DEALERS ATTEND MEETING IN MELROSE PARK, ILLINOIS.

LEFT: LOS ANGELES BRANCH IN INFORMAL POSE.

BELOW: DEALERS MEET IN ESCANABA, MICHIGAN.





# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 7

APRIL 1953

## HOMELITE SHARES SPOTLIGHT WITH STARS IN MAMMOTH MID-WEST SPORTS SHOWS

Thousands of sports enthusiasts thrilled to the exciting log-cutting contests staged between the famous "Nova Scotia Guides" and the Homelite chain saw at the big Sportsman's Shows in St. Louis and Indianapolis a few weeks ago.

Ralph Staley, Homelite's Chain Saw Specialist covering both shows, reports, "These guides are the champions of Nova Scotia . . . they're practically unbeatable when it comes to log rolling, chopping, sawing and tuna fishing; and when they come up against the Homelite, they really put up terrific competition.

"It was always nip and tuck—a matter of 6 or 7 seconds either way—and the folks in the galleries gripped the guard rails every time the guides challenged the Homelite. If they happened to beat us, Master of Ceremonies Monte Blue would wait until the applause died down and then inform the spectators that the Nova Scotia Guides could only endure such strenuous work for about 15 seconds—but the Homelite could keep it up *all day long*. This always brought quite a laugh from the crowd."

The paid attendance at St. Louis was 62,625; at Indianapolis it was 90,000. From the promotor's angle, financially, the shows hit the jackpot. From Homelite's viewpoint, the Kansas City, Indianapolis and St. Louis Branches have enough leads for saw sales to keep them busy for several weeks!



Cutting contest at Indianapolis, shows Guides using cross-cut saw and Ralph Staley using a Homelite. Between 2,000 and 20,000 spectators witnessed each of these exciting two-a-day performances.

Nelson Thompson, Homelite's Vice-President and Sales Manager, has assigned a Homelite saw to the Nova Scotia Guides which will be incorporated in their act and used throughout the United States and Canada. The Master of Ceremonies will announce the name of the saw to the audience and also talk about

some of its features at every performance.

Incidentally, the Homelite's performance was so impressive that three of the Nova Scotia Guides have purchased Homelite Saws since the Shows, and they *all* want to be Homelite dealers in Canada . . . a perfect example of the results of a good on-the-job demonstration.

Howard Justus, Kansas City chain saw specialist, presents Homelite saw to Nova Scotia Guides on stage of St. Louis Arena. Shown from left to right are: Guides Hank Peters, Larry Wambolt; Howard Justus; Monte Blue; Guides Joe King, Joe Peters, Hector MacQuarries; and Robert Wideman of St. Louis branch.



# HOMELITE



# DEALER

## MEET BOB PARRS STAR DEALER FROM INDIANA

A short, distinctive, easy-to-remember trade name can be a great asset to any business—especially when its title describes a benefit available to customers. "Parrs Service," the name Robert Parrs selected for his South Milford, Indiana, Homelite dealership, has been living up to its full promise of *service* since the very first day the business began operating in November, 1949.

"Good service," Bob believes, "is the most important single feature that a prospect looks for when he's in the market for a chain saw. I learned about this even before I hung up my shingle; and I still maintain that if you treat a customer fair . . . pay close attention to his individual needs . . . and sell only top-quality equipment—you need never worry about running a profitable shop!"

### ALWAYS CHECKS BACK

Bob Parrs doesn't just preach this philosophy of good service; he practices it—religiously. He keeps a permanent record of every saw sold and checks back with the customer every three months to see if the saw is running right. "I make it my business to find out if they're running O.K.," says Bob, "because I feel that it's *my responsibility* to keep my customers happy. If a customer isn't satisfied with his Homelite, I feel that I'm to blame, because there isn't a better saw made! Occasionally, I run across a saw that needs a complete overhaul, but most times just a simple tune-up does the trick. You'd be surprised how much this little 'personal attention' means to a customer. And, it's remarkable how fast the word gets around about Parrs Service."

NEVER WITHOUT HIS PIPE, BOB PARRS DEMONSTRATES SAW IN ACTION



BOB PARRS EXPLAINING CAPTIVE STARTER TO PROSPECT



LOADING UP FOR ANOTHER SAW DELIVERY

In addition to having a traveling repair shop on his Dodge truck, Bob has a complete work shop where he takes care of most of the service business. He carries enough parts in stock so that he is able to rebuild a complete saw if necessary, both 20MCS and 26LCS—plus extra bars, chains, etc. "I allow about forty cubic feet for my parts bin which I've placed on the side wall of my shop," he says, "and I check parts supplies every month, and reorder sooner if needed. This way I never run low, and I'm never overstocked either."

# R OF THE MONTH

## SELLING TECHNIQUES

"By showing prospective customers my service records on saws previously sold," observes Bob, "and by letting them see my service facilities, my parts stocks and my work shop, I make service pay—through sales!" One of Bob's favorite selling techniques is to have prospects watch him as he sharpens a saw . . . "makes a whale of an impression when they see a professional job performed right before their eyes!"

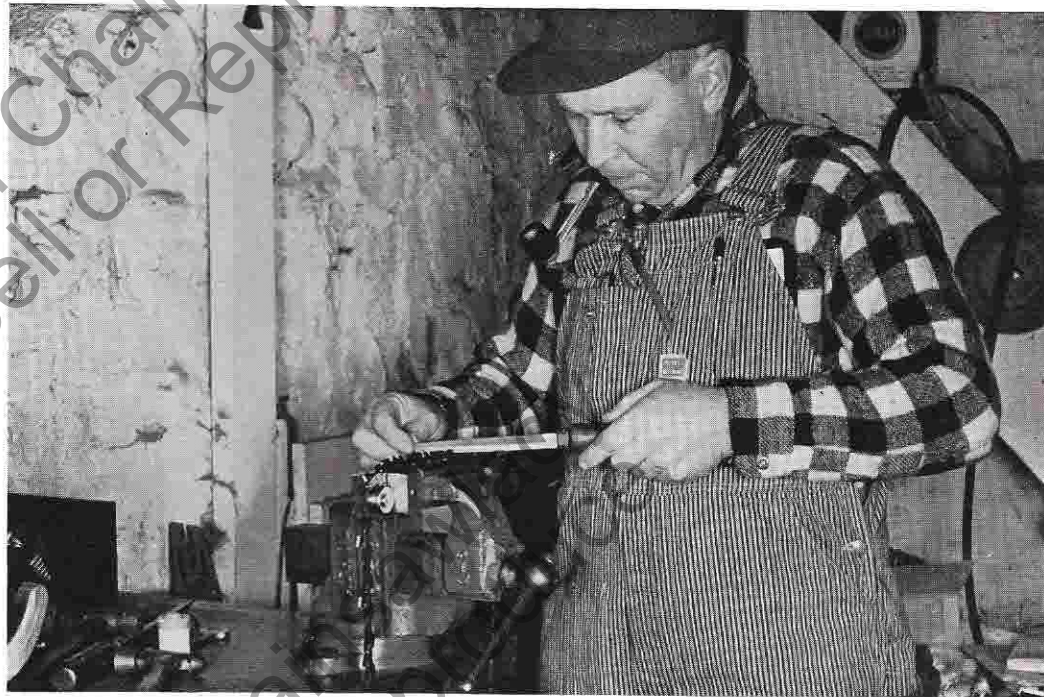
Since Bob handles all the sales and service work by himself, he finds that advertising helps him uncover many more prospects than he could possibly reach by 'cold turkey' calls alone. "That's why," he says, "I solicit a lot of new business through a consistent advertising program over the radio and in the local paper." Last year, using a variety of Homelite mats, Bob spent about \$250 for small space advertising, and sold over 55 saws as a result of this effort.

## ADVERTISING IS EVERYWHERE

"Of course, advertising doesn't exist only in the newspapers or on the radio," Bob comments. "To me, EVERYTHING that gets the Homelite name in front of the public is advertising. I have little decals with my name and address which I put on every saw that I sell—that's advertising! And without roadside signs, the public wouldn't know there was a Homelite dealer in the vicinity unless they knew you personally—so that's advertising! And those Homelite service tags, and counter cards, and envelope stuffers . . . they *all* do an important job in advertising my business.

"As a matter of fact," Bob continues, "thanks to those large decals with the picture of a Homelite on my truck, I've been stopped more than once along the highway by someone inquiring about our chain saws—and I've even sold parts through this means of advertising!"

Because 95% of Bob's sales are to farmers, he gets a good deal of new business at Farm Auctions and County Fairs.



"MAKES A WHALE OF AN IMPRESSION . . ."

"Many farmers in my territory never realized what they could do, and the time they could save, until they used a Homelite," Bob says. "Today, of course, the farmer who owns a woodlot feels that a chain saw is a standard tool; he's interested in power and durability, and he's eager to find out all he can about the important features in a chain saw.

## DEMONSTRATES AT FAIRS

"I attend every Farm Auction in my territory," Bob says, "because I get the chance to show off the Homelite and the cutaway to a large group at one time—people who've never seen a chain saw, and people who haven't tried the Homelite. At the Fairs, where I have logs for demonstration purposes, I sell quite a few Homelites to folks in *both* groups. When things get quiet around my exhibit, all I have to do is start up the saw and a crowd gathers in no time. Then I let potential buyers try a few cuts with the Homelite while I talk about its easy starting and handling, the spiked bumper plate's pivot action, and Homelite's horsepower per pound. At the end of the

demonstration, I hand out literature to all the spectators, and I always wind up with a few more prospects!"

Bob's reputation for giving top-notch service, has helped him sell Homelites to more than nine out of every ten saw mills in his territory. "That saw mill business is certainly profitable," Bob grins. "When a farmer brings his logs to the saw mill and sees the mills using Homelite, he usually asks where they bought it. That's how," he adds, "I generally wind up with three or four *extra* sales after one sale to a saw mill."

Although competition in his area is quite keen, Bob has sold more saws than most of his competitors combined. "And," Bob beams, "of all the Homelite saws I've sold in the past two and a half years, *not one* has been traded in on a competitive make!"

Staying ahead of competition has always been easy for Parrs Service. And at the rate Bob Parrs has been building his reputation for reliable Homelite service, SAWDUST is convinced that his lead over competition will widen still further as time goes on.

## TIGERS FLY HOMELITE SAWS TO COAST

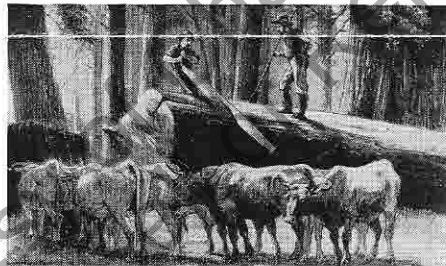


Rush orders last month from Seattle and Portland for 300 additional saws, resulted in a mass air shipment via the Flying Tigers Airlines. Photo taken at Newark Airport shows saws being unloaded from factory truck as plane prepares to take on its cargo.

### PAW CHESTER says . . .

A sample of the new chain saw dealer business card is enclosed with this issue. To order *your* supply, see instruction sheet in the attached glassine envelope. And watch for your local Homelite man, he'll have new pages for your Sales Promotion Book—you'll find a few pleasant surprises when you see the new material being prepared for use in your local advertising and promotional work.

### HOW TIMES HAVE CHANGED



BETTMAN ARCHIVE

Logging in California. The cross-cut sawyer. 1875

## HOMELITE SAWS ON DISPLAY . . . IN OHIO . . . IN CONNECTICUT



Homelite booth at American-Canadian Sports Show in Cleveland Public Hall. Over 150,000 visitors viewed the display between March 20 and 29th.



Factory Manager, R. C. McDonald, explains features of saw to group of high school students attending current "Design" exhibit at Greenwich Library.

### FOR SAFETY'S SAKE



You can do twice the work with a sharp chain.

Pass this tip along to your customers.

### New Hampshire Dealer Takes Pride in Record

Dealer Merlond E. McLoud of Plymouth, New Hampshire, is pretty proud of the record made by several of his Bristol customers in the cutting contests at the recent Bristol Carnival.

George Reed won first prize in the woodsawing contest, making two cuts on a 10x10 sawed timber in 28 seconds. Second prize went to Warren B. Harvey, third to Sam Worthern, and fourth to Ralph Dow. All four winners used Homelite saws purchased from dealer McLoud.

"The week following the Carnival," Mr. McLoud reports, "we sold four new Homelites and two used ones. And since then, we've averaged about a saw a day."



# SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 8

MAY 1953

## SPECIAL ISSUE!

### HOMELITE DEALERS IN NATION-WIDE MEETINGS

There is no substitute for a thorough get-together of field representatives and factory men to make new policies clear, and to discuss various phases of sales, service and engineering developments.

In line with this thinking, Homelite dealers, district managers, branch and factory personnel have been gathering together in growing numbers these past few weeks. They have been discussing

mutual problems, competitive products, plans for the future. They've been meeting in cities located all over the country—Boston, Mass. . . . Alexandria, La. . . . Cleveland, Ohio . . . Memphis, Tenn. . . . Appleton, Wis. . . . Columbus, Ga. . . . Grand Rapids, Minn. . . .—even as you read this, additional meetings are probably being conducted right now!

Gene Carey, Assistant to the Sales Man-

ager, was on hand at almost every gathering, outlining the history of Homelite Corporation and emphasizing the many years of engine-testing experience which has provided the know-how to build the finest power saws in the industry. Several dealers, at each of the meetings, were surprised to learn that Homelite Corporation, of all the leading saw manufacturers today, was the only firm building two-cycle gasoline engines prior to 1938. Mr. Carey further emphasized that this fact takes on added significance when we consider some of the newcomers to the field . . . "compared with Homelite's 700,000 recorded test hours of two-cycle engine development," he observed, "our competition is still only in the horse-and-buggy era!"

Also present at all the meetings, was Factory Field Engineer, Tom Stever, making direct comparisons among competitive units with particular emphasis on actual horsepower ratings (as opposed to advertised ratings), respective weights and prices—and how each of these competitive saws compares with Homelite 26LCS. The margin of superiority of a Homelite unit was drawn into sharper focus as a result of these discussions and as a result of seeing the heavier, cumbersome, competitive saws "in the flesh".

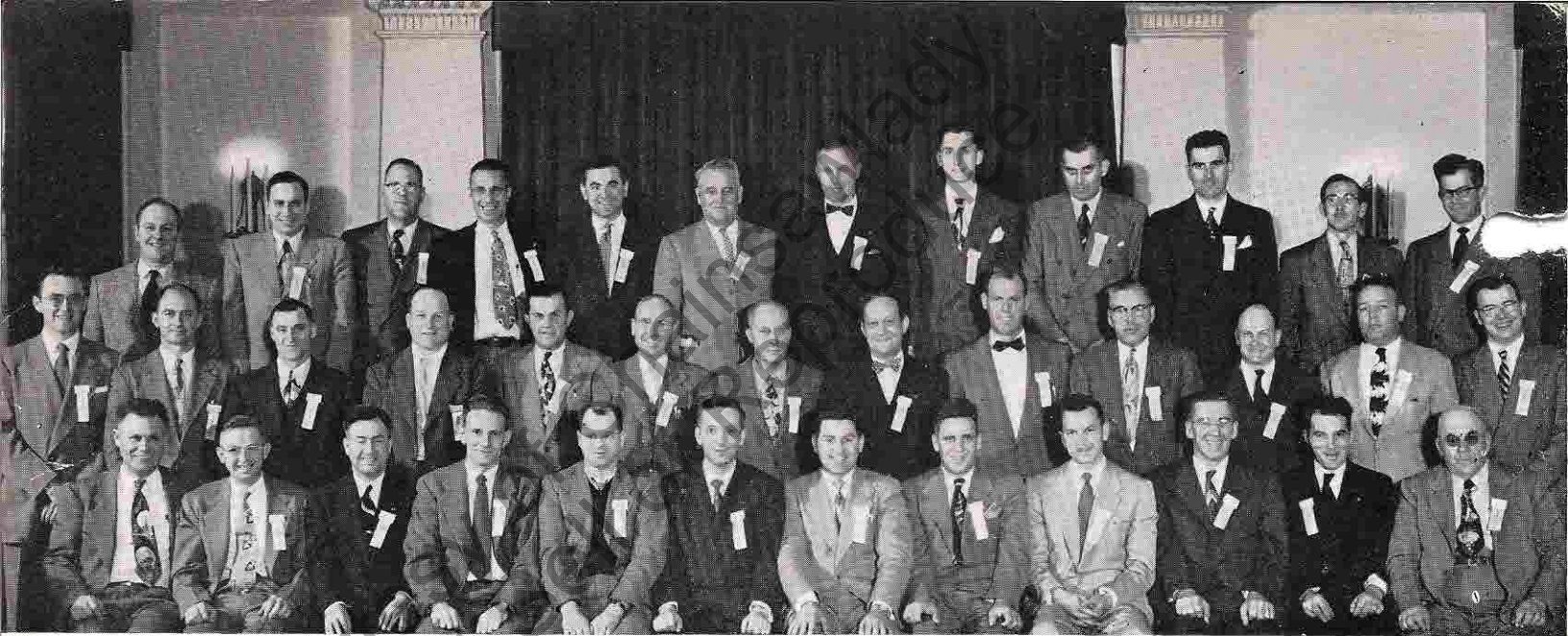
On the next two pages, SAWDUST brings you a few highlights from each of these individual meetings:

MEMPHIS DISTRICT DEALERS MEETING AT PEABODY HOTEL



JACKSONVILLE DISTRICT DEALERS IN COLUMBUS, GEORGIA'S HOTEL RALSTON





NEW ENGLAND DEALERS MEETING AT BOSTON'S SOMERSET HOTEL

BOSTON, MASS. — Gale Lemoine, New England District Manager, greeted Homelite dealers from all six New England states and introduced them to his new Sales Manager, Donald Lemoine; his Chain Saw Specialists, Marshall Gould, Al Orcutt and Porter Farr; and to factory representatives, Tom Stever, Gene Carey and J. Howard Maxwell, Sales Promotion Manager.

Several dealers told of their starting successes in using radio advertising and Mr. Maxwell after talking about the proper use of Homelite sales aids, pointed out in this connection the need to select the proper stations to carry the dealer's message to the farmers and loggers. It was quite evident from remarks of the group that New England dealers have done an exceptionally good job of tying-in with Homelite's national advertising program.

Regarding second hand saws: true market values . . . costs of reconditioning . . . for combating low price competition—factory representatives agreed that Homelite would make a careful study of regional used saw values and pass the information on to the field to assist dealers in getting the most profit from saw trade-ins.

Homelite's new prices came in for

discussion, too. Although the old price had been no serious deterrent to volume in New England, dealers were pleased with the new lower prices and expressed confidence that it would now be possible to obtain a greater share of the farmer saw business which had been influenced by low-priced competition.

APPLETON, WIS. — Attended by Homelite dealers from the upper peninsula of Michigan and the state of Wisconsin discussing subjects such as saw insurance, credit plans, and merchandising of chain saws. Some dealers expressed concern over competition in the \$230.00-\$265.00 price range and after this point was brought up, the meeting was opened to discussion of the problem with all dealers taking part.

Vic Klug and Al Valaskey pointed out this price competition could be largely overcome by a complete explanation of the saw cutaway, a good on-the-job demonstration, and an established reputation for giving top-notch service. Several dealers agreed on this point; others claimed that we need a smaller saw with less power for farm use. Everyone was in accord that a stronger merchandising job would have to be exerted by each dealer to increase his profits.

MEMPHIS, TENN.—Homelite dealers attending from Mississippi, Arkansas, Alabama and Tennessee were called on by Memphis District Manager, Bill Bedford, to stand up and take a bow so that everyone became acquainted very quickly. While introducing dealers in this manner, Mr. Bedford mentioned the type of business and the particular sales problems of each of those present. The information gained was a good base for the interchange of ideas which took place later in the day.

Chain Saw Specialist Bill McDonald described the original use of the pinchless, plunge-cut bows in Canada, where they increased production 30% per man day over conventional bow chain saws. He further explained how this was achieved through the bow's greater versatility which enables it to cut on its forward section—making it unnecessary to move logs into different positions to allow room for the saw engine in making a normal bucking cut.

After Mr. Stever's very simple, but thorough explanation of the electrical and carburetion system of the two-cycle engine, Mr. Carey gave a complete explanation of the saw engine cutaway and armed the dealers with a few powerful pointers on how they could use the cutaway as a dramatic, effective sales tool.

CLEVELAND DEALERS AT IRON KETTLE RESTAURANT



MINNESOTA DEALERS AT FARMER'S EQUIPMENT CENTER, GRAND RAPIDS



# SPECIAL ISSUE

## NATION-WIDE HOMELITE DEALER MEETINGS

COLUMBUS, GA.—One of the best planned meetings throughout the country—replete with steak luncheon and Smorgasbord dinner—it was arranged for Florida, Georgia and Alabama dealers by Jacksonville District Manager, Norman Supove. The 33 dealers present were introduced to branch Chain Saw Specialists Calvin Goodwin and Oscar Cook; and to factory representatives Bill McDonald and Tom Stever.

Mr. McDonald and Mr. Stever discussed service problems and answered questions about carburetion, magnetos,

tifying themselves as Homelite dealers by using roadside signs, decals, and all other sales aids offered by the Advertising Department.

CLEVELAND, OHIO—Most important question raised at this free-discussion session was whether price-cutting might be in order in view of the extreme competitive situation locally. In reply, Gene Carey emphasized that Homelite Corporation over its 31-year history has maintained a reputation of being a "one

of Homelite Corporation and its factory branches, but that it also protected the entire dealer organization in that no one dealer, on the basis of an unfair price-cut, could close a sale on which the spade work was done by another dealer.

ALEXANDRIA, LA.—New Orleans District Manager, Jim Anderton, presided at this successful gathering which included a good percentage of Louisiana dealers as well as dealers from as far west as Mobile, Alabama, and north from Arkansas.

Everyone was highly enthusiastic about the pinchless, plunge-cut bow . . . three dealers reported unusual production and low maintenance records . . . two dealers predicted that the low maintenance made possible with this new one-man, plunge-cut bow would pave the way for complete replacement of the wheel saw. George Banker, Homelite factory man out of New Orleans, gave a detailed explanation of the simple credit plan which was developed by Homelite dealer Harry Bishop. He pointed out how this type of credit plan could greatly boost dealers' sales volume in the South.

The meeting concluded with two motion pictures—one on Logging Operations, prepared by the Southern Pine Association, the other film showed Pulpwood Operations of the Brown Company in Berlin, New Hampshire. Dealers were especially interested in the latter film because of the excellent shots showing the Homelite saw in all cutting positions.



WISCONSIN DEALERS IN SHOWROOM OF WISCONSIN AUTO WRECKING CO., APPLETON

chains, sprockets, guides and similar information of interest to the group. After the technical session, an open discussion period followed in which branch personnel clarified Homelite policy. One of the questions brought to the floor was whether Homelite cash discounts could be increased. [Editor's note: Dealer letter #17, over the signature of Homelite's Treasurer, DeHaven Ross, granted dealers a 2% discount (formerly 1%) effective April 27, 1953].

GRAND RAPIDS, MINN—Mainly a service meeting in which Mr. Stever supplied a wealth of information on many service tips connected with Homelite chain saws. All important competitive saws were in the meeting room and Mr. Stever discussed these thoroughly—engineering-wise and sales-feature-wise. Gene Carey stressed the need for all dealers present to do a better job in iden-

price firm", and that any deviations from this policy would call for termination of the dealer franchise. He concluded by pointing out that a dealer could offer customers a *cash* discount without, in effect, cutting price. The majority of dealers present agreed that this policy not only protected the interests

NEW ORLEANS DISTRICT DEALERS MEETING IN HOTEL BENTON, ALEXANDRIA, LA



# HOMELITE WINS 1953 WORLD CHAMPIONSHIP

## CAPTURES 1st, 2nd, 4th, AND 6th PLACE AT EUGENE, OREGON

The man: Buford Polley of Roseburg Oregon; the saw: a Homelite—*new world's champions* as a result of winning the recent Power Saw Bucking Contest held at Eugene, Oregon.

Seventeen contestants lined up for this top event of the 15th Annual Willamette Valley Logging Conference. Only legitimate loggers were eligible to compete; each entrant equipped with a power saw of his own choosing. Four of the men

used Homelites—and captured 1st, 2nd, 4th and 6th places!

Logs used were 36" in diameter—each man had to bore through center, cut the bottom of the log and then cut the top off last. It was a *tough* contest, but Buford Polley's winning time was officially clocked at only 95 seconds . . . runner-up, B. J. Polley, (also using a Homelite) finished two seconds later. Third place went to a McCulloch 4-30 with a

time officially recorded at 119 seconds!

Homelite representative Bill Ralston, and local dealer J. W. Hubbard of Coast Cable Co., report exceptional local prospect interest as a result of the contest. And with the Willamette Valley Logging Conference so well-attended by crowds from near and far, both men predict that the tremendous amount of publicity created will certainly help to further boost sales on a *national* scale.

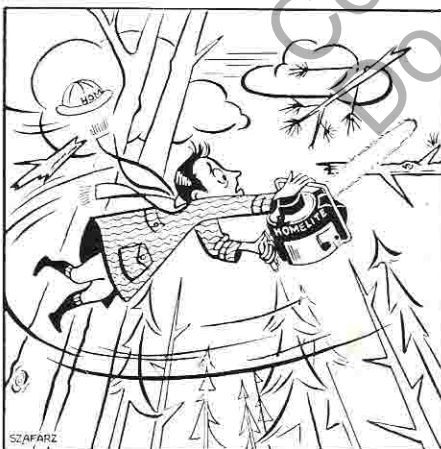


BUFORD POLLEY, DUDLEY LOGGING CO., ROSEBURG, ORE. FOREGROUND, WITH A HOMELITE SAW; AND JENO DE PIERO OF P & H LOGGING CO., LEBANON, WITH A McCULLOCH 4-30 SAW. MR. POLLEY WAS FIRST PLACE WINNER IN THE WORLD CHAMPIONSHIP POWER SAW BUCKING CONTEST, MAKING HIS CUT IN 1 MINUTE, 35 SECONDS. MR. DE PIERO PLACED THIRD WITH OFFICIAL TIME OF 1 MINUTE, 59 SECONDS.

ASSISTANT ADVERTISING MANAGER P. J. HALPERIN, HOLDS BLOW-UP OF "VICTORY" TELEGRAM AS PRESIDENT J. A. ABBOTT, COMPARES IT WITH THE ORIGINAL ANNOUNCEMENT THAT HOMELITE SAWS CAPTURED 1953 WORLD CHAMPIONSHIP. 3,000 COPIES OF THE GIANT TELEGRAM WERE SPEEDILY DISTRIBUTED AMONG ALL HOMELITE DEALERS FOR WINDOW AND SHOWROOM DISPLAY.

FOR SAFETY'S SAKE

NEW CHAIN SAW TOUCH-UP KIT ANNOUNCED



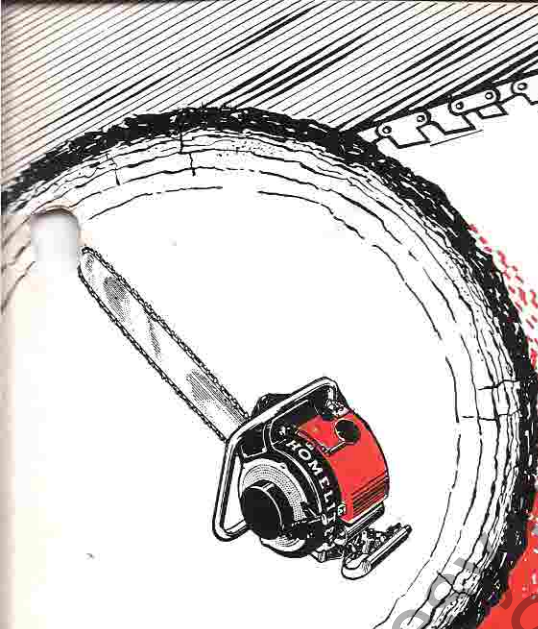
Don't work in the woods during a high wind!

Pass this tip along to your customers.

Now available! For Homelite dealers *exclusively!* Here's the quick, EASY way to dress up those Homelite saws you take in for repair. Thanks to this new Touch-Up Kit, repaired Homelites take on that "Factory Fresh" look . . . bare metal, worn spots, ugly blemishes disappear like magic! Best of all, this new paint kit is simple to use: no brushes, no mixing, no thinners necessary—just press the button . . . original factory finish sprays on *instantly!*

The Kit consisting of three 12-oz. cans (one each of red, black and overspray leveler) comes neatly packaged in a sturdy, corrugated box, as shown in photo. Cost: \$4.55 complete. Order your Touch-Up Kit (AA-22774) *direct* from your Homelite branch or representative.





# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 9

JUNE 1953

## DEALERS SET PLANS FOR 1953 FAIRS RELY HEAVILY ON DISPLAYS, DEMOS

Extensive plans are now being completed by Homelite dealers to make the coming Fair season one of the most dynamic—from the standpoint of sales promotion—in chain saw history. As summer starts, preparations are beginning to take form: Homelite dealers are swinging into action . . . signing up for State and County Fairs in all sections of the country . . . increasing the tempo of their local advertising to announce where and when they'll be exhibiting.

Reason for all this activity? Past performance! Fairs are one of the lowest-cost, most effective methods for showing off the saw to a large group of prospects at one time! Best proof of this statement is evidenced by the growing group of Homelite dealers who have exhibited at Fairs in previous years and who will participate again this year—at *additional* Fairs . . . with *increased* Fair publicity . . . using *larger* exhibits!

Since one of the most important selling tools at any Fair is a good exhibit, requests for Homelite display material continue to pour into Port Chester in increasing numbers every day. Dealers whose selling techniques are in tune with the times, point to the age-old truism: People are curious; they like to touch things, examine them carefully, "get the feel of them". That's why Homelite

point-of-sale aids rate high in this summer's Fair plans—powerful and colorful, they carry forceful selling messages to every passer-by; they make people stop and invite them to find out all they want to know about the Homelite.

Branch offices report that most popular promotion pieces ordered to date have been Special Events Stands, Cut-Away Units, Banners, and 3-Dimensional Displays. As approaching Fair dates come closer, the Advertising Department expects near-record requests for Counter Cards, Posters and Ad Mats, as well as Homelite 'give-away' material such as Chain Saw Bulletins (L-906), Small

Stuffers (L-907) and Personalized Match Packs.

Commenting on dealers' well organized preparations for *active selling* at Fairs, J. Howard Maxwell, Jr., Homelite's Sales Promotion Manager says, "Homelite displays will draw the crowds! We know that for sure because we've seen it work, over and over again. Proper use of these displays," he predicts, "together with good on-the-spot demonstrations—with prospects 'getting in on the act'—will open the door to greater profits for every dealer who exhibits and aggressively promotes Homelites at the '53 Fairs."

Advertising Department's Katherine Latella (left) and Rose Cerone, display wide assortment of promotional material being ordered by Homelite dealers for use at Fairs.



# HOMELITE

# DEALS



## MEET BILL CHAMBLISS STAR DEALER FROM GEORGIA

About 16 miles north of Columbus on U.S. 27, there's a wide bulge in the road. This bulge is called Cataula, and it lies in the heart of a rich Pine belt. Residents of the area do little farming, most of them work in the city of Columbus, and the land is left to grow pulp wood. Here exactly one year ago, W. M. Chambliss with a hardware store and a line of mill supplies, took on his Homelite Chain Saw dealership.

Cataula was formerly a log and saw mill community; but with the rapid increase in the cutting of larger timber, the town has now become an important pulp loading center. Bill Chambliss' store sits directly across the road from one of these pulp loading operations.

Bill Chambliss inside his chain saw shop



### STARTED CAUTIOUSLY

At first, Bill started slowly. The 26LCS was just another of his mill supplies. The first saw he sold, a 26LCS23C, went to a logger who lived near his store. Basis for the sale was that by using the One-Man Homelite, the necessity for a second man in cutting would be eliminated. And so, an agreement was worked out: If the logger could 1) save \$6 a day on labor by using the Homelite One-Man Saw instead of a competitive Two-Man Saw, then he would 2) pay for the saw with the \$6 that he saved on each day's operations. Within three months the Homelite was fully paid for, and the logger had spent only \$5 on repairs while cutting over a million feet of timber!

"During the first few weeks," Bill says, "I sold a few more saws, but that *first* saw was the one I was watching closely. I wasn't doubting O. E. Cook (Jacksonville branch salesman for Georgia) and his statements that the Homelite couldn't be beat . . . I just had to convince myself *thoroughly*—any One-Man Saw that performed better than a Two-Man Saw seemed too good to be true! So, in addition to keeping close tabs on that first saw which I sold to my neighbor, Dick Whisnant, I also watched every competitive Two-Man Saw being used."

What Bill discovered as a result of his personal investigation, sold him completely on Homelite: "While other two-man saws competed favorably in daily production," Bill reports, "they were in various shops about half a day every week, and they'd cost the operators \$20-\$30 a week for repair bills *plus* the extra \$6 a day for labor. As for competitors' one-man saws, they simply were not in the running in *any* sense of the word!"

### OPENS UP THE TERRITORY

Bill now started getting out on more demonstrations. When his hardware store business prevented him from making long trips, he brought prospects to the nearby operation where his No. 1 saw was at work. He let them watch Dick Whisnant's saw in action, and he told the story of his first sale . . . and he sold more saws.

With business growing steadily, Bill started another investigation; this time to determine where his prospective chain saw customers could be found. He located a dozen more loading stations within twenty miles of his store with ten to fifteen pulpers working at each operation. He began concentrating his efforts to-

# P OF THE MONTH

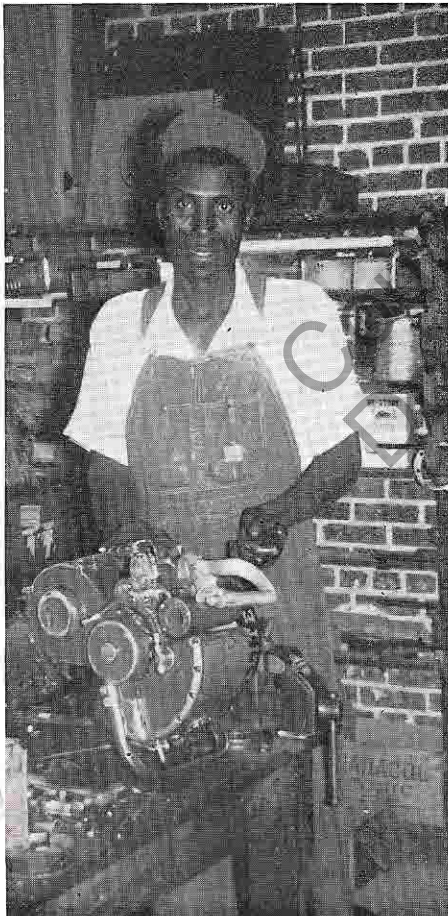


Red Pritchett demonstrating 18" Plunge-Cut Bow on pulp operation



Bill and Red alongside truck with operator for Ralph Taylor saw mill

Shop Man, Clyde Hightower



ward selling the pulp industry. His sales volume climbed rapidly, with the 26-LCS18C and the 26LCS23C becoming the big sellers. The chain saw business grew to such an extent that Bill could no longer handle it together with the rest of his business by himself. That's when he set up a separate chain saw department in his store.

"Now I've got a good size parts bin, a complete parts inventory, and a shop with all the necessary tools to overhaul a Homelite. But even though I've got this whole place well set up," Bill continues, "there hasn't been a single saw I've sold that has needed repairs beyond the drive case section." He credits a good part of his trouble-free operation to the skillful services of his chief shop man, Clyde Hightower, and to his own emphatic instructions on the proper care and maintenance of every saw he sells. "No saw has ever stayed in my shop more than an hour or two," he claims, "and every saw we've sold is in the woods producing pulp or log timber *right now!*"

## SERVICE PAYS OFF

Bill's chain saw salesman is Red Prit-

chett—a crackerjack operator who stays in the woods or at the pulp loading stations eight to ten hours a day. Red and Bill usually stay at the store until 9:00 every night, ready to service saws after the wood producer's day is over. This reliable service pays off—not only in profits from parts sales—but along with Homelite's top performance and durability, it has given W. M. Chambliss the greatest share of the chain saw business in the area.

"As it looks now," Bill predicts, "we'll soon have *all* the business around here! That plunge-cut bow is crumpling the last remaining resistance . . . first week of the month, we sold eleven saws—eight of them plunge-cut bows. And it isn't too hard to understand *why* the plunge-cut bow is gaining such wide popularity. Take Ernest Castleberry, a pulper in Talbotton: he used a 14" model to cut down and cut up five truckloads of pulp *in five hours!*"

From the looks of the torrid pace which Bill Chambliss has been setting around Cataula, SAWDUST forecasts a bigger-than-ever, richer-than-ever, Homelite-widened 'bulge in the road.'

## SERVICE NOTES

Customers are strange creatures—they like different things. Some like a long guide bar, others a short one. "Give me a conventional chain," says John . . . "Chipper Chain for me," calls Jack. "I want a narrow Kerf"—"give me the fewer teeth"—"fifty-thousandths works best"—"fifty-eight can't be beat" . . . and so it goes, from all sides, in Southern and Western drawls, New England twangs, even in foreign tongues.

To satisfy everybody is difficult, if not impossible. But, it's worth trying. We try! Now that all these varied components are available, we have to learn to tell them apart. We want to know 'what we are talking about'.

There is *Length, Groove Size, Pitch and Type*:

When we speak of a 23" Saw, we mean a saw with a blade long enough to cut through a 23" log in ONE CUT. A 23" chain (which is actually 58" long) fits the 23" bar or saw.

The *groove size* actually describes the "thickness of the drive link of the chain". This is expressed in thousandths of an inch, such as .050 (fifty-thousandths of an inch).

The *pitch* of a chain is the distance between rivets. Chains of different pitch require different *sprockets*. Homelite uses a 7-tooth sprocket for chains with 9/16" pitch . . . and an 8-tooth sprocket for chains with 1/2" pitch.

The *type* chain describes its construction or trade name, such as Homelite or Homelite Oregon as the case may be.

Read this article again, at your leisure. We're sure you'll find it helpful.

## HOW TIMES HAVE CHANGED



BETTMANN ARCHIVE

Hamilton's Machine for Felling Trees, Cross-Cutting and Buck-Sawing. 1860

## HOMELITE SAWS IN TRIPLE CUTTING ROLE



"The Homelite 26LCS23C pictured above, played three parts in this 16,000 board feet pile of 2 x 4's," says dealer K. Lyle Theobald of Frontier Lumber Co., Bozeman, Montana. "It was used first by Perry Pyle (right) in felling the Douglas Fir trees; second, to buck the trees into logs at the saw mill by George Hedrick (left foreground); and third, in trimming the ends by Archie Mallay (left rear) to exact lengths of 16' and 18'.

"The 2 x 4's," explains dealer Theobald, "were piled on the platform about 30 feet at a time, then trimmed with a Homelite narrow-kerf chain." Total time for **entire** operation: about 28 hours.

## ONE PLUS ONE DOES NOT EQUAL TWO!

Walter Herold, Homelite's Service Manager, has come up with the precedent-shattering fact that "1 + 1 does not = 2 . . . at least not when you're talking about chain". According to these well-worked out calculations, here's why:

When you buy 28" Homelite Chain in loops, each loop costs you \$18.75.

When you buy Homelite Chain by the Reel (at \$301.) you get enough chain to make eighteen 28" loop lengths—but each loop costs you only \$16.83.

Whether it's Homelite Chain or Ore-

gon Chain, you save more money . . . make bigger profits when you buy by the REEL! Equally important—you actually reduce your inventory because you don't have to stock various sizes of chain.

Add it up yourself and you'll agree with the wise dealer who figures his costs closely—he buys his chain by the REEL, makes chains as he needs them—his inventory is lower, his profits higher!

Ask your Homelite representative for full details about this 'REEL BARGAIN' . . . you'll be glad you did!

## NOVEL AD APPROACH

HOMELITE CHAIN SAWS  
NEW WORLD CHAMPIONS

Dear Pete:

I walked into a competitors shop the other day. The salesman not knowing I was a HOMELITE Dealer gave out the old malarkey that it was a proven fact that the make of saw he was selling was the fastest cutting saw on the market.

Let's cite a PROVEN FACT!

On April 29, HOMELITE chain saws swept the world's championship log bucking contest at Eugene, Ore. They took First, Second, Fourth, and Sixth places.

"Nuff Said,  
—Gyppo Jess

See these saws in action at the Logging Conference or ask for a Free Demonstration.

J. E. HORN & SONS  
1335 Broadway on Hi-way 101,  
Phone Eureka Hi 3-1264

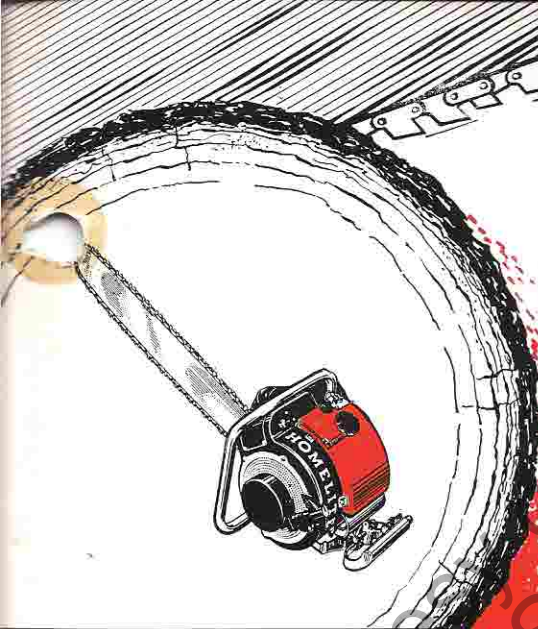
## FOR SAFETY'S SAKE



Strip if you like during the summer heat, but don't take off your sturdy boots and protective helmet!

Pass this tip along to your customers.





# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 10

JULY 1953

## Dealer and Factory Branches Complete '53 Fair Arrangements

Convinced that an "informed spectator" is a "potential customer", Homelite dealers and factory branches this summer will undertake the busiest schedule of displays and demonstrations ever attempted by a chain saw organization. Since the hundreds of local Fairs at which dealers will exhibit are too numerous to list here, the following summary shows only Fairs where branch offices will display Homelites during the next few months. Note: because additional contracts are still being negotiated, this listing is not complete.

### ALABAMA

BIRMINGHAM: Alabama State Fair  
Oct. 5-10

### ARKANSAS

LITTLE ROCK: Arkansas Livestock Assn.  
Sept. 29-Oct. 3

NEWPORT: Jackson County Fair  
Sept. 23-24

PARAGOULD: Greene County Fair  
Sept. 16-19

WYNNE: Cross County Fair  
Sept. 16-19

### CALIFORNIA

SACRAMENTO: California State Fair  
Aug. 31-Sept. 13

### CONNECTICUT

STAMFORD: Conn. Tree Protective Assn.

### GEORGIA

COLUMBUS: Chattahoochee Valley Expos.  
Oct. 12-17

### IDAHO

OROFINO: Lumberjack Days  
Sept. 19-20

ST. MARIES: Lumberjack Days  
Sept. 6-7

### ILLINOIS

CANTON: Fulton County Fair

CHAMPAIGN: Champaign County Fair

DUQUOIN: Duquoin Fair  
Aug. 30-Sept. 17

EFFINGHAM: Illinois County Fair  
Aug. 9-14

PEORIA: Peoria County Fair

PINCKNEYVILLE: Perry County Fair  
July 13-17

SPRINGFIELD: Illinois State Fair  
Aug. 14-23

### INDIANA

INDIANAPOLIS: Indiana State Fair  
Sept. 3-11

PRINCETON: Gibson County Fair  
Aug. 10-15

### IOWA

ACKLEY: Sauerkraut Festival  
July 23-24

BURLINGTON: Des Moines County

CEDAR RAPIDS: Linn County Fair

DES MOINES: Iowa State Fair

Aug. 29-Sept. 7

WATERLOO: Dairy Cattle Congress  
Oct. 3-11

### KANSAS

CHANUTE: Chanute Fall Festival  
Sept. 17-18

HUTCHINSON: Kansas State Fair  
Sept. 20-25

TOPEKA: Kansas Free Fair  
Sept. 12-18

### KENTUCKY

LOUISVILLE: Kentucky State Fair  
Sept. 11-19

### MARYLAND

TIMONIUM: Maryland State Fair  
Aug. 27-31

### MASSACHUSETTS

SPRINGFIELD: Eastern States Exposition  
Sept. 20-27

### MICHIGAN

DETROIT: Michigan State Fair  
Sept. 4-13

IONIA: Ionia Free Fair  
Aug. 3-8

SAGINAW: Saginaw County Fair  
Sept. 13-19

### MINNESOTA

ST. PAUL: Minnesota State Fair  
Aug. 29-Sept. 7

### MISSISSIPPI

ABERDEEN: Monroe County Fair  
Sept. 29-Oct. 3

GREENVILLE: Delta Fair and Livestock Show  
Sept. 1-5

JACKSON: Mississippi State Fair  
Oct. 12-17

NEW ALBANY: Union County Fair  
Sept. 21-26

PONTOTOC: County Fair  
Sept. 21-26

STARKVILLE: Oktibbeha Fair  
Oct. 5-10

TUPELO: Miss.-Ala. Fair and Dairy Show  
Oct. 6-10

WATER VALLEY: Tri-Lakes Fair  
Aug. 21-Sept. 5

YAZOO CITY: Yazoo County Fair  
Sept. 26-Oct. 3

### MISSOURI

KAHOKA: Clark County Fair

MARYVILLE: Nodaway County Fair  
Oct. 13-16

SPRINGFIELD: Ozark Empire Fair  
Oct. 15-21

### NEBRASKA

LINCOLN: Nebraska State Fair & Exposition  
Sept. 6-11

### NEW YORK

SYRACUSE: New York State Fair  
Aug. 30-Sept. 8

### NORTH CAROLINA

RALEIGH: North Carolina State Fair  
Oct. 20-24

### OHIO

BOWLING GREEN: Wood County Fair  
Aug. 10-15

COLUMBUS: Ohio State Fair  
Aug. 28-Sept. 4

MAUMEE: Lucas County Fair  
Aug. 4-9

### OREGON

CAVE JUNCTION: Cave Junction Fair

GRANTS PASS: Grants Pass Fair  
Aug. 12-18

ROSEBURG: Roseburg Fair  
Aug. 7

(Continued on page 4)



## MEET CARL AND GEORGE SMITH

# HOMELITE DEALERS OF THE MONTH

Here's a hustling father-and-son combination whose big-league teamwork has built up Smiths' Farm Store into one of the most popular farm implement houses around New York's grape country. Employing four servicemen and three clerical workers (with George and Carl doing the selling), Smiths' serves a wide area of hilly farm land where small woods—mostly of second and third growth timber—yield firewood, some timber, and a fair supply of logs for the local basket factory. But the saw's main use in the area is for clearing land and cutting grape (fence) posts of locust . . . that's the basis for most of the Smiths' sales, and with all their experience they certainly know their territory.

### ENJOY THEIR WORK

In addition to selling Homelite Chain Saws, George and Carl handle International Harvester farm equipment, refrigerators and freezers; power mowers, and general farm tools. They're happy in their work and firmly agree that to be

successful, you must have complete confidence in what you're selling. "Remember," George replied to a visitor who had asked how business was, "competition is pretty keen in the farm implement field, and price cutting is more the rule than the exception. But business has been good for us," he continued, "because in the long pull there's no substitute for a quality product, reliable service at a fair price, and *good honest salesmanship!*"

As a result of this philosophy, Smiths' is known far and wide for the best in service and a square deal. "We try to keep our customers satisfied," says George, "because good service pays off with increased sales of not only chain saws, but of other items that we handle, too. Besides selling the best chain saw on the market," he adds, "we've found that honest servicing, fair pricing, and prompt attention to every customer's needs brings us *dollar* profits instead of penny returns."

Much of the credit for Smiths' success-

ful operation goes to its well-equipped shop where anything sold in the store can be quickly and expertly serviced. Headed by Elmer Neilson, who received his training from Homelite's Buffalo Branch and is rated one of the top chain saw specialists in the East, the service shop has been a "paying proposition" from the beginning. "It's almost as if we had inherited the King Midas touch," George remarks happily, "take our chain sharpening service, for example: it's paid for our grinder the very first year! And for an organization that's never handled a chain saw before, we all feel mighty proud of ourselves!"

According to George, the high quality of the Homelite saw and the small quantity of parts required prior to getting Homelites into the field, were very important factors in taking on the line in the first place. Now, of course, they have considerably more parts than when they started; their volume is higher and their parts supply is turning over at a steady pace.

## USE SIMPLE SYSTEM

"We keep our Homelite parts in bins in the stockroom along with all other parts," George says. "Each part has an individual card in the big filing case, and a permanent inventory system is used to keep track of everything in stock. By following this regular routine," he explains, "parts are automatically re-ordered as soon as certain minimum 'on-hands' are reached. It's a simple, inexpensive record system, and under the eagle eye of 'Dusty' Bellis, it's practically fool-proof!"

"Speaking of records," Carl chimes in, "we keep a file of every Homelite in the area—even when it changes hands. We always take time to instruct the new owner *on his job*, and though very little chain saw repair is done in the field, we *do* make minor adjustments when we call back on customers to check on their progress. Satisfied customers . . . that's our best advertising!"

But George and Carl don't rely on just *one* form of advertising. In addition to favorable word-of-mouth publicity, they use Homelite mats in newspapers and local Thrifty Shopping Guides to talk about the saw. They have Homelite roadside signs on all approaches to the village; decals on windows; easels and displays in their showroom; and each Fall, they send out small Homelite stuffers with their monthly statements. Both father and son are in complete agreement about the value of a sound sales promotion program. "Show 'em you're a live wire," George smiles, "and your place will always be buzzin' with business."

## ANNUAL PROMOTION

Once a year, HOMELITE DAY is the major event at Smiths': Sparked by local newspaper advertising or a postcard mailing, all Homelite owners are invited to bring in their machines for a free check-up just before the Fall cutting season starts. While mechanical troubles are few, a Branch chain saw specialist always tries to be on hand to help out as a consultant. It's one of the biggest yearly events in Penn Yan. And just as at the Yates County Fair, where the saw is the loudest and most fascinating machine shown, George and Carl demonstrate the Homelite at the drop of a chip . . . spectators become prospects, prospects become customers.

"The number of sales we've brought in following the County Fair always amazes us," says Carl. "It's true, we put a lot of effort into it, but the *results* are terrific!"

"Demonstrations," Carl claims "have certainly produced sales for us around here. Most of our sales are to farmers who want to *see* what the saw can do—they don't want any fancy two-dollar words or tricky gadgets—they want to know what the Homelite will *do for them*. That's why when we get inquiries from national or local ads, we follow-up each lead with a personal call and a good on-the-job demonstration. After a demo—properly made—there is no competition!" Carl believes that most farmers are impressed with the Homelite's smoothness and ease of operation which reduces operator fatigue. Quality (shown by the cutaway model of the saw) service, and reputation are extremely im-



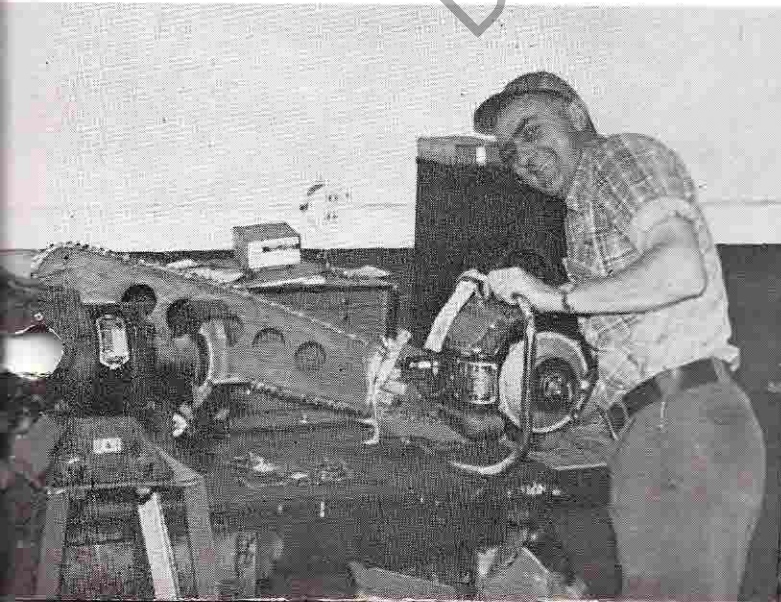
Guardian of the Parts Stock: 'Dusty' Bellis

portant, too, in Carl's opinion.

Though Smiths' operates two trucks, Carl doesn't like driving a pickup and uses his own car instead—off the road, on the road, *any* place to demonstrate the Homelite. "One day, off the road on the down side of a hill in a deep muddy lane," Branch Manager Bud Darrow relates, "I saw him go through slush that would have stopped an M111 tank. The old Dodge will never be the same, nor will Carl, or I—but he made the demonstration—and Carl, his face brightly beaming, sold another saw."

SAWDUST is mighty proud of George and Carl Smith—an alert team who, in an area where competition in all fields is tight, has put Homelite way out in front; so far ahead that today, no other chain saws are represented in Penn Yan!

Elmer Neilson gets ready to service a Homelite 20MCS



Carl loading up for another demonstration



## FOR SAFETY'S SAKE



LOOK where you are walking . . . branches and leaves can hide dangerous pitfalls.

Pass this tip along to your customers.

## SERVICE NOTES

CHAIN FILING VISES (Part No. AA-22248) are in stock at the factory—just waiting for your orders! Remember, you can do a better job *faster* if you take chains off the guide bars to sharpen them; the guide bars last longer, too, if they don't get full of steel chips!

And if you have to put a new cutter in a chain, or take out a link to shorten it, our CHAIN BREAKER (Part No. AA-22239-1) does the job in jig time.

You may be fully aware of the need for carrying spare parts for the engine—but don't forget that a sharp chain is just as important for good cutting. Your customers will appreciate this service, and more business will come your way because, after all, that's why they bought a Homelite in the first place . . . to cut better, faster, easier, and at lower cost!

## HOMELITE SCORES AGAIN

The following telegram was just received as we went to press:

WU29 PD SAN FRANCISCO CALIF 6 9 05 AME=  
J A ABBOTT PRESIDENT HOMELITE CORP.=

HOMELITE SWEEPS FRONTIER DAYS CHAIN SAW CONTEST IN HEART OF REDWOOD COUNTRY. HOMELITE WINS FIRST PLACE IN ALL CLASSES EXCEPT 7 HP CLASS, TIME 54.8 SECONDS IN 32 INCH LOG WHICH WAS ONLY 2.8 SECONDS SLOWER THAN 7 HP CLASS WINNER.=

VAN DE RYN HOMELITE CORP.=

## FAIR LISTINGS

(Continued from page 1)

SHADY COVE: Shady Cove Fall Festival  
SUTHERLIN: Sutherlin Timber Days  
Aug. 8-9

### PENNSYLVANIA

BLOOMSBURG: Bloomsburg Fair  
Sept. 21-26

CHERRY SPRINGS: Woodsman Carnival  
Aug. 14-15

### SOUTH CAROLINA

CLEMSON: Farm and Home Week  
Aug. 17-21

COLUMBIA: South Carolina State Fair  
Oct. 19-24

### TENNESSEE

CENTERVILLE: Hickman County Fair  
Sept. 9-12

CHATTANOOGA: Inter-State Fair  
Sept. 21-26

COLUMBIA: Maury County Fair  
Sept. 7-12

COVINGTON: Tipton County Fair  
Sept. 14-21

DYERSBURG: Dryer County Fair  
Sept. 7-12

HENDERSON: Chester County Fair  
Sept. 9-12

HUNTINGTON: Carroll County Fair  
Sept. 21-26

JACKSON: West Tennessee District Fair  
Sept. 14-19

LAWRENCEBURG: Middle Tenn. Dist. Fair  
Oct. 5-10

LEWISBURG: Marshall County Fair  
Sept. 10-12

MEMPHIS: Mid-South Fair  
Sept. 24-Oct. 3

NASHVILLE: Tennessee State Fair  
Sept. 21-25

PARIS: Henry County Livestock Show  
Sept. 30-Oct. 2

SAVANNAH: Harding County Agric'l Fair  
Sept. 14-19

TRENTON: Gibson County Fair  
Sept. 7-12

### TEXAS

TYLER: Smith County Fair  
Sept. 14-19

### VIRGINIA

RICHMOND: Atlantic Rural Exposition  
Sept. 19-27

### WASHINGTON

SPOKANE: Spokane Inter-State Fair  
Sept. 4-7

### WISCONSIN

MILWAUKEE: Wisconsin State Fair  
Aug. 22-30

RHINELANDER: Logging Congress

## CALIFORNIA DEALER'S NEW AD . . . UPS SALES

"Gyppo" Jesse Horn

Presents

### THE NEW WORLD CHAMPION CHAIN SAW!

Homelite Chain Saws swept the field at the Willamette Valley world champion saw bucking contest held at Eugene, Oregon, April 29, 1953, taking 1st, 2nd, 4th and 6th places. Homelite saws will be on display at booth 24



★ FAST!

★ LIGHT!

★ TOUGH!

★ DEPENDABLE!

See it in action at the Conference or at

## J. L. HORN & SONS

1½ blocks south of the Stump House at 1335 Broadway, Eureka  
On Highway 101 Phone HI 3-1264

Again, Jesse Horn scores high with his unique, personalized ads. The above, reproduced from the original ½ page newspaper ad, ties in perfectly with Homelite's winning of the Willamette Valley World Championship. We wonder what Jesse will do now, when he sees the news about Homelite's victory in the Frontier Days Chain Saw Contest.

# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 11

AUGUST 1953

## ADD NEW HOMELITE MODEL 5-30 PRODUCTION STARTS AUG. 24

From widely scattered areas throughout the country where a representative group of Homelite dealers and chain saw specialists secretly field-tested hand-made models of the power-packed Model 5-30, glowing accounts continue to pour into Port Chester acclaiming the remarkable power and speed of the new 30 pound, 5.5 brake horsepower chain saw 'king.'

Typical excerpts from these professional logger reports read: "I was amazed at its power—purred through a 20" tree in twenty seconds" . . . "cut in every position I tried it on—up, down, even upside down" . . . "brought down timber 5', 6' and more quickly and easily" . . . "sweetest-handling saw I ever used—light enough, and perfectly balanced" . . . "performed like a major on all types of cuts—felling, bucking, boring, notching, trimming, or undercutting . . ."

Scheduled for large-scale production

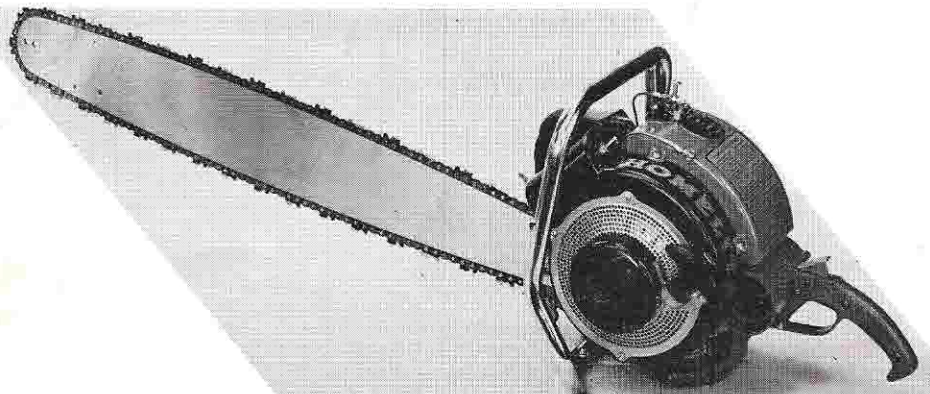
beginning August 24, the new Model 5-30 is definitely ear-marked to become an immediate money-maker for dealers and users alike! Because it gives far more power per pound than any other saw, Homelite's Model 5-30 will find a ready market among professional wood cutters who want its many PLUS features which include: *extra* dependable power, faster cutting, light weight, low maintenance and all-angle carburetion.

In addition to its all-angle diaphragm carburetor as standard equipment, the new 5-30 features positive chain lubrication, pistol grip, new wrap-around handle, wider drive belt and heavier drive pulleys. A wide range of blade sizes will be available, with straight blades in lengths of 18", 23", 28", 30", 33", 42", 44" and 60". Plunge-Cut Bow Saws, for one- or two-man operation will be available in 14" and 18" sizes.



Above: Professional logger field-testing the new Homelite 5-30 chain saw in the Northwest

Left: The new Homelite Model 5-30 equipped with 38" blade.



# SPECIAL REPORT:

## HOMELITE REGIONAL SALES MEETINGS OUTLINE FUTURE PLANS

Biggest news to come out of the recent regional sales meetings held in Birmingham, Alabama; Aurora, Illinois; Stamford, Connecticut; and San Francisco, California was the decision to re-double active Factory and Branch support to the nationwide dealer organization in order to keep pace with expanding markets for Homelite chain saws. Members of the Sales Department joined with District Managers, Branch Managers and Chain Saw Specialists to lay plans for establishing stronger, more effective liaison so that maximum results will be achieved wherever saw sales potential exists.

Reasons behind this move: With the new, more powerful Model 5-30 destined to capture the lion's share of the professional logger market together with

the ever-increasing demand for the Model 26, it seems very possible that sales can be increased to the point where Homelite will have industry-wide leadership in the sale of chain saws before many months have passed.

### INCREASE DEALER SUPPORT

"With additional markets now available through our power-packed 5-30, and the Model 26 more firmly entrenched than ever in present markets," observed Assistant Sales Manager Bob Straetz, as he led off each of the sessions, "we've got to gear our thinking in terms of increased aid to dealers where it counts most! We know," he continued, "that if we vigorously support our dealers at the national level and help out with dynamic

point-of-sale aids at the retail level, this 'One-Two Punch' technique will rack-up sales the likes of which have never been seen before."

Citing specific markets where the new 5-30 model would find acceptance, Gene Carey, Assistant to the Sales Manager, predicted that the 5-30 Model—with its much greater power and increased speed—will capture a huge number of buyers among the loggers of the West and Northwest where the average size of the trees is double that of trees east of the Rocky Mountains. "It is also quite probable," he remarked, "that the 5-30 will be tremendously popular in states east of the Rockies where there are still some very large trees to be harvested."

According to Mr. Carey, "the 5-30

San Francisco's Sir Francis Drake Hotel, scene of Far West conference



Northeast Regional Meeting at Stamford's Roger Smith Hotel



model will also do a great deal in helping dealers who are having difficulty convincing people that a two-man saw is no longer necessary for those big jobs—especially with the added power now built into the new 5-30.” He cited Park Departments who still think they need two-man saws as an excellent example of a fertile market ripe for 5-30 sales.

#### PLAN INTEGRATED PROGRAM

To make sure that we would have the right kind of sales organization to reach these new markets and advance our leadership in other markets, it was determined at these meetings how much additional personnel would be needed to expand our branch organization, how dealers were to be serviced more effectively, and how the rate of progress toward achieving the objective of closer, more efficient cooperation would be checked. Using maps of every county in the U. S., members of the Sales Department went over each section of the country with the district and branch personnel concerned so that specific plans could be made to achieve maximum sales volume in every area.

At all four meetings, considerable time was spent previewing the vast sales promotion program planned for the coming year. Actual samples were shown of forthcoming advertisements in the SATURDAY EVENING POST, COUNTRY GENTLEMAN, FARM JOURNAL and dozens of trade, regional and farm publications which will be read by millions of prospective buyers. “Homelite advertising,” said Sales Promotion Manager J. Howard Maxwell, Jr., “appears month after month, year after year, because that’s the kind of advertising that brings results. We don’t believe in running a few advertisements here and there and then dropping out of sight for awhile. Continuity in our advertising,” he remarked, “everlastingly pounding out the selling story on Homelite chain saws, is like the proverbial drops of water that, one after another, will wear away even the toughest stone!”



Mid-West District and Branch personnel meet in Aurora's Leland Hotel



Representatives from the South confer at the Dinkler-Tutweiler Hotel, Birmingham

#### HAIL NEW PROMOTIONS

In addition to previewing the national ads, Mr. Maxwell displayed a series of new point-of-sale aids, such as illuminated signs, roadside signs, banners, decals, “T” shirts, newspaper mats and ad blow-ups which will play a tremendously important role in helping dealers stimulate sales in their own communities. The District and Branch Managers and their personnel greeted these plans with a great deal of enthusiasm and brought up a number of good ideas of their own which they intend to use in conjunction with the factory program.

It was generally agreed among all that Homelite with its new Model 5-30 and its solid factory-branch-dealer relationship, has reached another milestone in its road toward greater growth—similar to the one reached in January, 1950 when we had just gotten into production on our first gasoline chain saw.

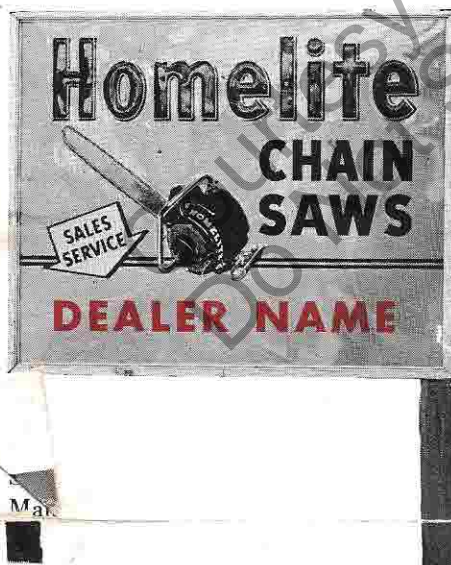
#### SEES BRIGHT FUTURE

As he adjourned each of the meetings, Vice President Nelson Thompson stated, “In spite of the fact that many more manufacturers are in the saw business today than in 1950, and despite the fact that price competition is extremely keen, we believe that Homelite’s field organization has grown, and is still growing, at a faster and healthier rate than our competition . . . and it has done so *without sacrificing quality*.”

“We have achieved an enviable reputation for our high quality products, and this reputation will certainly go a long way toward giving us the *added* push needed to arrive at our objective. With all the facts before us,” Mr. Thompson concluded, “the favorable and the negative . . . the concrete and the intangible . . . all signs point in one direction: Homelite, world-wide leadership in the manufacture of chain saws.”

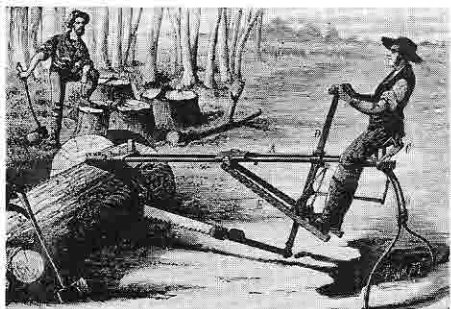
## NEW ROADSIDE SIGNS FOR HOMELITE DEALERS

Shown below is a black-and-white photograph of the brand new 4-color roadside sign now offered to Homelite dealers for use on roads and busy highways. Eight square feet larger than the old sign, this new 4' x 5' display is made of steel, with a baked enamel finish, completely supported by wood backing strips and framed with a wood moulding.



The saw illustration and the word "Homelite" are embossed to give three-dimensional appearance for added attractiveness and long-range visibility. Price is \$6.50 each with dealer name and address . . . and including prepaid freight charges. The new sign must be ordered in pairs, because this is the only practical way of shipping to avoid excessive packing and handling charges. Delivery: about 2 to 3 weeks from receipt of order.

## HOW TIMES HAVE CHANGED



BETTMAN ARCHIVE

Giles Drag Sawing Machine.

1860

## OREGON, PENNSYLVANIA BRANCHES IN NEW HOMES



Two Homelite branch offices recently opened new, modern offices—3,000 miles apart. Shown above in front of their new Portland location are, left to right: Guy Sabin, Miles Davis, Donna Murphy and Dick Norris. Photo of Philadelphia

branch below shows, from left to right, bottom row: Francis Dougherty, George Spaulding, Thomas Kelly, Robert Jamieson, Edward Spaulding, and John Burns; Top Row: Raymond Kelly, Norma Jones, Mary Delaney, and Richard Sidon.



## PAW CHESTER says . . .

Time was when a dollar used to be worth 100 cents. Nowadays, we all know "it just ain't so". That's why it's good to come across a real bargain every now and then . . . like the new Homelite illuminated sign. As long as the supply lasts (and they're going mighty fast) you can still get one of these big, colorful double-faced signs for only \$99.50. That's a clear savings of \$180 over the regular cost, and even with today's inflated prices you'll still be getting MORE than your dollar's worth! For full details about this exclusive Homelite dealer illuminated sign, ask your chain saw specialist or write direct to me—you'll be amazed at this genuine value!

## FOR SAFETY'S SAKE



This may look silly, but it pays dividends in better service and longer wear to give your saw some special care in the way of a little oiling and bolt tightening.

Pass this tip along to your customers.





# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 12

SEPTEMBER 1953

The 1953 New York State Fair is over. According to Syracuse officials it ended September 12. But, for Homelite dealers armed with scores of "hot" prospect leads, the real fun is just beginning. Closing sales will be an almost automatic process now, thanks to Homelite's successful log sawing contest in which over 800 entrants used the power-packed 5-30, cutting up over 6,000 board feet of hemlock into 2" discs and piling sawdust so high that it required constant removal to keep the contestants from getting bogged down.

As the 800 figure might indicate, the new Model 5-30 was the sensation of the Fair. For a couple of days contestants lined up two abreast, yet there wasn't enough time to allow all of the eager throng to enter the contest. Many husky teen-age boys who could not get their parents' consent right at the moment were regretfully turned down. But many of the teen-agers' fathers and several old-timers *did* enter the contest—including one man 82 years of age. And it was surprising to see the number of women who entered the contest, and who achieved some remarkable scores.

According to Factory Field Specialists who have observed the reception of new products at State Fairs from coast to coast, this was the most amazed and enthusiastic crowd they'd ever seen. This opinion was confirmed by the many hundreds of prospect cards which were written up on people who didn't even enter the contest.

The cutting contest was won again this year by log cutter Willard Backer of Ava,

## CUTTING CONTEST WITH 5-30 SAW SCORES SMASH HIT AT SYRACUSE

N. Y. Using the new 5.5 horsepower Model 5-30, he sliced through an 18" hemlock log in 15.1 seconds—squeezing out farmer Floyd T. Shilling of Holcomb, N. Y. by a fraction of a second. Mr. Backer wasn't sure whether he would sell the Model 26 won at last year's contest, or keep the 26 for his second saw. Whatever his decision, we do know now that by virtue of the fact that he beat out 600 contestants in 1952 and an additional 800 this year. Willard Backer is one of New York's top power saw operators.

Second prize winner Floyd Shilling received the news that he had won a \$100 Savings Bond while he was catching up on some plowing to make up for the time he had spent at the Fair. Since he had never used a one-man chain saw before (he now owns a heavy 2-man saw) he was amazed at how well he could handle our new 5-30—and plans to make his next

saw a Homelite. Russell Bowen of Burlington Flats, Charles Ferry of Constantia and Leslie Lefave of Fort Plain (\$75, \$50 and \$25 Savings Bond prize winners respectively) report they can use a chain saw, too; and since trying it out in the log cutting contest, are extremely enthusiastic about the new Homelite.

"Although it is a little too early to evaluate the long-range results," says Assistant to the Sales Manager Gene Carey, "the fast and furious contest pace indicates that hundreds of Homelite saws will be sold as a traceable result of our exhibit this year. Many dealers who attended the Fair," he states, "have already begun sending in their 5-30 orders and if those large enthusiastic crowds who flocked to our area are a good barometer of what the future holds for us, look for the 5-30 to increase Homelite sales by at least 30%!"

Contestant tries his luck as enthusiastic crowd looks on



# MEET THE POUNDS



## HOMELITE

# DEALERS OF THE MONTH

servicing precision-built equipment where modern tools and testing apparatus are imperative to satisfactory operation, the Pounds were quick to recognize the high quality in design and workmanship of the Homelite 2-cycle air-cooled engine. "Our specialized experience in the rebuilding of magnetos and small air-cooled engines lent itself perfectly to the problems of engine compression, carburetion and ignition," says J. R. "That's why," he reflects, "when the chance of becoming a Homelite dealer came along, we snapped it up fast. *There was a need* for this saw—even around here—and we meant to cash in on it!"

### BUYING HABITS CHANGED

Today, farmers make up almost half of the Bolivar Magneto chain saw market. Yet the Pounds find their selling efforts have been made easier in the last few months because, as J. R. puts it, "few farmers remain who haven't seen power saws in operation."

According to sons Jack and Dick, the reaction of farmers who had never used a chain saw was really a sight to see. "Usually they become very enthusiastic and would marvel at the speed of cutting . . . but it was extremely tough to get a farmer to actually *buy* one. We had a *double* selling job to do," says Jack. "If the prospect never owned a chain saw, we had to convince him he could make more money and save time and labor from the very first day he bought one. Once we convinced him of the need for a chain saw then we had to show him why HOMELITE was the best to buy!"

More times than not, the Pounds would close a sale to a farmer before making their calls on saw log cutters,



Jack Pounds loads up for demonstration

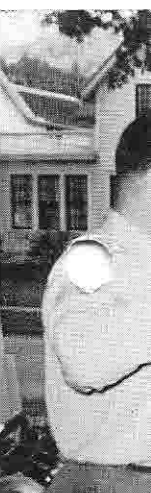
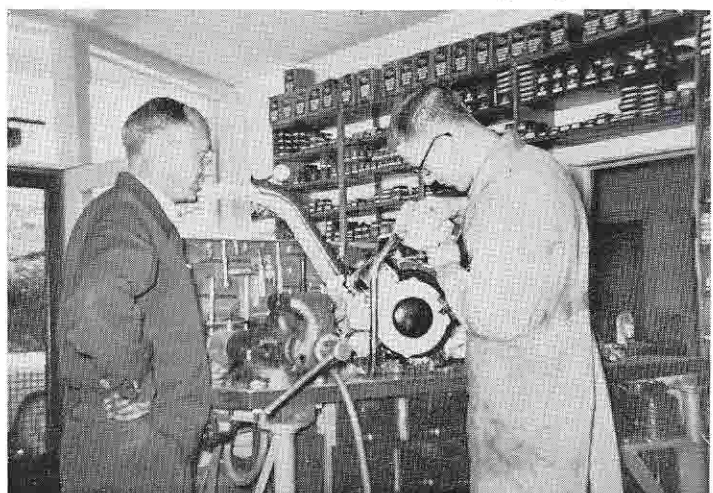
Timberland is rather small in acreage around the Southwest corner of New York's Allegheny County. What little timber there is, lies mostly in the oil fields where it has been badly damaged by cuttings for wells, rod lines, storage tanks and road locations. Here, covering a 30-mile radius of farm and oil land, where the chain saw was considered wasteful extravagance, J. R. Pounds and his sons, Jack and Dick, took on the Homelite to build up their flourishing "Bolivar Magneto Company".

Because of their long experience in

Dick Pounds shows parts to customer



Lawrence DeRock repairing customer's saw



pulp cutters or oil field producers. The farmer prospect, they felt, was the toughest type to sell. When they sold *him*, everybody else seemed like push-overs. Under the guidance of J. R. (with his 30 years "selling-on-the-road" experience), the boys quickly mastered their "Double Selling" technique and soon established Bolivar Magneto as one of Homelite's most aggressive dealerships.

### TRAINED MANPOWER PROVES EFFECTIVE

In addition to the three owners who are all active in the business, Bolivar Magneto employs three mechanics and an office girl. All six men handle service work, with service strongly emphasized on magnetos, air-cooled engines, industrial carburetors, water meters, hydraulic pressure gauges, industrial cranking motors and generators, and Homelite chain saws. As further credit to the Pounds (the father being a veteran of World War I and the sons having served in World War II), Dick discloses, "the mechanics were trained in our own shop under the G. I. training program. In fact," he notes, "we were the first company in the county to use the on-the-job training features of the Veterans Assistance Law."

"Even with our well-trained staff, and even though we can fix a saw right on the customer's job," says Jack, "less than 10% of our service work is done in the field." He goes on to give the following reasons: "First, it proves more expensive to the customer. Second, the repair job cannot be done so well or so quickly as it can in our shop. And third, by having the customer bring in his saw, he usually finds other accessory items of interest . . . thus improving our sales."

Dick Pounds explains Homelite features on cutaway



A perfect team—Jack Pounds, Lawrence DeRock, Dick Pounds, Clara McGraw, Earle Skinner and J. R. Pounds

### SERVICE TIPS

"We've been able to make our service business pay," continues Jack, "by doing a thorough job at a reasonable labor cost and reminding the customer from the day he purchases a saw, that we maintain prompt and efficient service for him at all times." Approximately 90% of all the service work is done while the customer waits—"he knows he won't be tied up," Jack concludes, "and he sees just what we do to bring his saw up to top running condition."

"Of course," Dick cautions, "to keep your service end up, you've got to take good care of your parts stock. Here, we store our parts at the front of the shop on seven 8-foot shelves. The larger parts, such as handle bars, guide bars, chains, wedges and fuel tanks, are displayed in windows along with the chain saws. But the thing that really makes our system work," Dick confides, "is that all parts are arranged numerically with smaller parts in glass jars. A quick glance at the shelves immediately discloses any shortages, making it easy to keep the stock well-balanced and up-to-date."

In their service recommendations to other dealers, the Pounds stress a clean, orderly, well-heated and well-lighted shop with good visible arrangement of the parts stock. They further suggest: a friendly reception to customers by all mechanics; prompt and courteous attention to the customer's needs; good cleaning equipment (solvent bath and compressed air); good small tools; and the use of touch-up paint and new decals. "And by all means," they say, "use the cut-away, and an effective on-the-job demonstration."

### EFFECTIVE ADVERTISING A 'MUST'

To back-up their personal selling efforts, the Pounds rely heavily on a strong promotion program. Jack, who handles most of the advertising, believes that signs are one of the lowest-cost and most effective mediums to use. "We've got our new Homelite roadside signs on the three main approaches to our village and we've put two of them up on the side of our shop. These signs, together with the saw and a large cardboard easel in each of our three enormous windows, single us out instantly as the local Homelite dealer. And they tie-in perfectly with our steady schedule of radio, newspaper, and County House Bureau magazine advertising, too."

In addition to their other advertising, Bolivar Magneto does considerable mailing of Homelite literature throughout the year; and at 'fair time' the Pounds put on a large "saws-in-action" display at their annual County Fair. Tangible results have been recorded as a result of these efforts and a heavier schedule is planned for next year. "Everything works together," J. R. reasons. "Get yourself as well-known as possible, in as many ways as possible, and you'll find more and more business dropping in your lap."

To J. R., and Jack, and Dick, and to all the other Bolivar Magneto employees who have worked so hard to build up their successful company, SAWDUST extends a sincere handshake. Creating sales in a market with a low potential takes a lot of time and energy and creative planning . . . creating *volume* sales in this market is indeed a record to be proud of.

**THERE'S MANY A SLIP  
TWIXT THE CUP AND THE LIP**

"You will probably get a bang out of this," says Chain Saw Specialist Dick Dodelin. "During the Humboldt County Fair held last month in Ferndale, California, the major event was a log sawing contest sponsored by the Northwestern California Lumbermen's Club. This was a three-day competition, each saw to be operated by two men (one cutting, one assisting)—the first day for chain saws of six horsepower and under, the second day for large saws only, and the third day, a sweepstakes, for the first three place winners in each of the preceding days' contests.

"You can picture the red faces on the McCulloch people when the winners awards were given out in front of a cheering crowd of about 5,000 spectators, newspaper cameras and radio microphones—the McCulloch representatives had put up a new McCulloch 4-30 as first prize, and it was presented to Tom Hartney and Allen Barkley, *the Homelite team!*

"Here are the results of the first day's event (42" cut) :

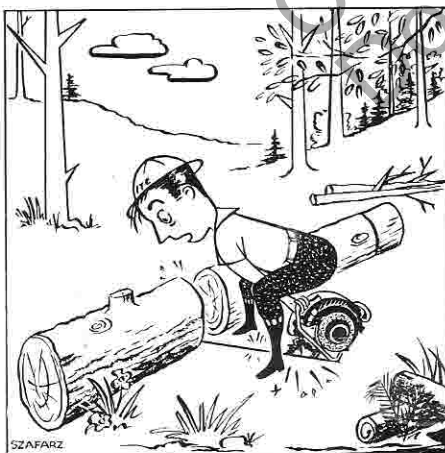
Homelite 5-30 .....	1:06
Mall 11 .....	1:14
Mall 2MG .....	1:14
McCulloch 4-30 .....	1:19
Mall 2MG .....	1:23

"And these are the final scores for the "6 H.P. and under" sweepstakes:

Homelite 5-30 .....	1:09
Mall 11 .....	1:19
McCulloch 4-30 .....	1:19

"In addition to winning a new McCulloch 4-30," says Dick, "the Homelite users walked away with \$175 in cash, a new Cox chain, two axes and a good-looking trophy."

**FOR SAFETY'S SAKE**



To keep your chain sharp, stop your bucking cut before the bar hits the dirt.

Pass this tip along to your customers.

**TESTIMONIAL AD DOUBLES DEALER SALES**



**Here's What  
Homelite Users Say  
About This Saw:**

I own a HOMELITE chain saw. I have had it over a year. It has given me excellent service. I have had one set of points and condenser put on it after I had run it about a year. This is all the work that has been done on the motor and it still has plenty of power and cuts good. I heartily recommend HOMELITE chain saws to anyone who wants a good power saw.

Signed: HARLEY TEER

I have had my HOMELITE chain saw about 15 months and have used it regularly on my job. It has never failed to start or given me any trouble. I have cut approximately one and one-quarter million feet with it. I wouldn't run any other saw. I have not had it overhauled nor any major repairs done on it yet. I heartily recommend this saw to you.

Signed: DAVID BUE

I have a HOMELITE saw that is over one year old that has never had *any work done on the motor yet*. I have owned 3-25 and 5-49 saws and I wouldn't give my HOMELITE for either of these saws. I use my saw regularly in the woods cutting logs and it never fails to start easily and cuts as fast as it did a year ago. The upkeep of this saw is *amazingly low*. I heartily recommend the HOMELITE saw to anyone buying a chain saw. I have cut logs in Oregon and know what a chain saw is and the HOMELITE is tops.

Signed: L. B. (Lot) BREWER

Statement of W. C. Cullins:

I am W. C. Cullins. I have a HOMELITE saw, have owned it about a year. I have not had *any work* done on this saw. It has never been in the shop since I bought it. It still has as much power as it ever had. I heartily recommend this saw to you.

Signed: W. C. CULLINS,  
Belfast, Arkansas

I work for Long-Bell Lumber Co. I have two HOMELITE saws that are the best that I have used of any make. I have had other saws but never had a saw that starts like these do. My saws are nearly one year old and have never had any work done on the motor yet.

They have never failed to start and are easily handled and cut faster than any saw I have run yet in the one-man saws. I will recommend them to any one needing a good chain saw.

Signed: RALPH L. BARBER

Herbert (Cub) McCool says:

The HOMELITE I have is over one year old and I have never had any work done on the motor. I use it regularly in the woods cutting logs and it has as much power, seemingly, as it ever had. I let a tree get on it and break some outside parts but the motor was not touched nor repaired. I recommend this chain saw to anyone wanting a saw that gets the job done economically.

Signed: HERBERT (Cub) McCOOL

**ASK THE MAN WHO OWNS ONE**

TERMS IF WANTED

**FITZGERALD SAW SHOP**

E. R. and PAUL FITZGERALD

Authorized Sales and Service

Located on Hwy. 167 North, Sheridan, Ark.

Phone 229

Box 356

The above ad (greatly reduced for reproduction purposes here) has increased chain saw sales for dealers E. R. and Paul Fitzgerald by 100%. "The boys' names that appear in the ad are very strong boosters for Homelite and their statements carry a lot of weight around here. What we like best," say the Fitzgeralds, "is the fact that we are having quite a few replacement sales now, and it definitely shows how well pleased the men really are with Homelite saws."

**PAW CHESTER says . . .**

This is SAWDUST'S first birthday . . . and I'd like to thank you all for your hearty support and the fine ma-

terial you've been sending in. Please continue to keep us informed of your activities; and remember, this is *your* publication—its success depends on *you!*



# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 13

OCTOBER 1953

## NEW STREAMLINED INQUIRY SYSTEM ASSURES FASTER, EASIER FOLLOW-UPS

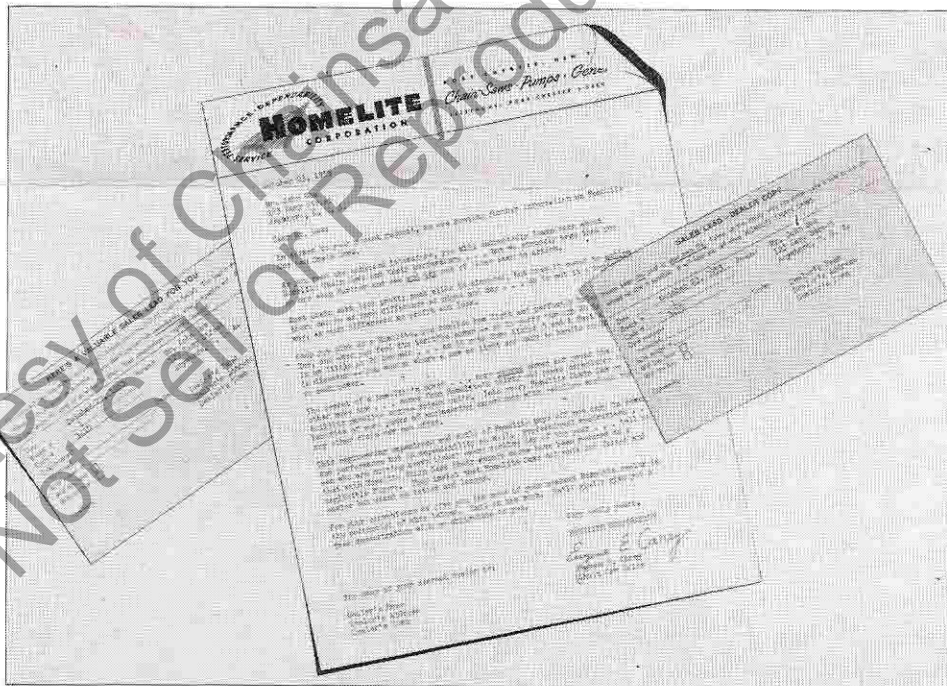
Hallowe'en this year will probably see the same old witches and the same old pumpkins and the same old goblins—but Homelite's Inquiry Follow-Up System will be different . . . completely revamped . . . to fit in with the faster pace of today's busy dealer organization.

Chucked out the window is the old-fashioned 8½"x 11" tissue sheet (with the carbon-copied name and address of the inquirer and his local dealer).

And under the new system, instead of only one prospect card on every inquiry (which the dealer was asked to fill in and send back to Port Chester), the advertising department will now send *two* prospect cards—a white card to be returned . . . a blue card to be kept by the dealer for his own records.

"The new system put into operation this month," says Sales Promotion Manager, J. Howard Maxwell, Jr., "assures speedier and easier follow-ups through a completely revised set of forms. It means less paper work for all of us and more time for personal contacts.

"But," warns Mr. Maxwell, "unless each dealer follows up and reports on EVERY factory lead, the system will fall apart at the seams. The only way we will ever know which magazines produce the most profitable inquiries (the kind that convert coupons into sales) is to carefully tabulate and evaluate the dealers' re-



Revised Inquiry System uses effective 'selling' letter to prospect, together with name and address of nearest Homelite dealer; handy 3½"x6" follow-up cards make for easier handling, speedier reports.

ports every day. If dealers don't return the cards promptly," he cautions, "our records won't be complete and our calculations will be out of line. We'll be wasting our money on the weak magazines and not investing enough advertising dollars in the strong 'pullers'.

"Within a few hours after a coupon is received in Port Chester, a letter and a chain saw bulletin will be on their way

to the inquirer, and the duplicate set of inquiry report cards will go out to the local Homelite dealer. The combination of *speed* in following-up and reporting on every prospect, and the increased number of *quality* leads which will come from concentrating our advertising in magazines which really produce results," Mr. Maxwell concludes, "will help boost ALL dealers' sales to new highs."

# MEET GARVIN FRAME

## HOMELITE DEALER OF THE MONTH



If you should happen to walk down a street around Cedar Lake, Indiana, and overhear one fellow say to another: "Certainly glad I've been framed" . . . just keep walking. Don't stop or stare, and don't fret about your hearing ability, and by all means *don't* report the incident to the local mental asylum! Your ears never heard more clearly, and the man who just made that unusual statement isn't so unusual after all—he's probably another farmer who's just bought a Homelite saw from Garvin Frame.

With all due respect to Webster, the expression *to be framed*, has recently come to mean, in the language of Cedar Lake's populace, "anything purchased from Garvin Frame". It is a complimentary phrase signifying the buying of top-quality equipment which dealer Frame sells. And it has only become a common expression in the past two years *since* Garvin changed over to Homelite after handling a competitive line!

"That switch to Homelite was the smartest move I ever made," says Garvin. "There I was making the rounds . . .

calling on lead after lead . . . talking . . . demonstrating . . . trying to convince—but folks around here wouldn't go for those other saws.

"Imagine my surprise," he continues, "the very day I changed to Homelite I made two sales on three calls! My luck seemed to turn overnight. Of course," he smiles, "I still had to go out and make my calls, but the going seemed so much smoother and the results were definitely more lucrative."

### CONFIDENCE A KEY FACTOR

Having bought a 'going' business (Lawson Marine Sales & Service) which handles outboard motors and boats, Garvin credits his experience with 2-cycle engines as the greatest single factor which influenced him in favor of the Homelite. "I found myself *really* convincing prospects," he reflects. "I suppose it's because *I* became 'sold' on the Homelite myself. What a difference this sense of confidence has made in helping me rack up bigger sales every month."

Part of the reason why Garvin Frame's sales volume is so high is because he is out on the road giving on-the-job demonstrations about 75% of the time. However, because of the versatile services of Mrs. Frame, he takes no chances on missing any sales back at the store. In fact, ace saleswoman and bookkeeper Mrs. Frame is responsible for *closing* most of the sales—an enviable record which Garvin good-naturedly attributes to his wife's winning smile!

"It actually doesn't matter which of us makes the sale," says Mrs. Frame, graciously. "Garvin has faith in the Homelite, and I respect his judgement . . . with reasons like that, how can we possibly miss out on sales?"

"While it's important to have confidence in what you're selling," Garvin believes, "you also must give your customers plenty of service, too. The *right* kind of service that will bring a man back to your store often. The kind of service like a free 30-day check-up and chain sharpening, and dropping around every so often after you've sold a saw to make any necessary carburetor adjustments. We give all our new customers this *unexpected* service," he claims, "and you'd be surprised how it helps build repeat business.

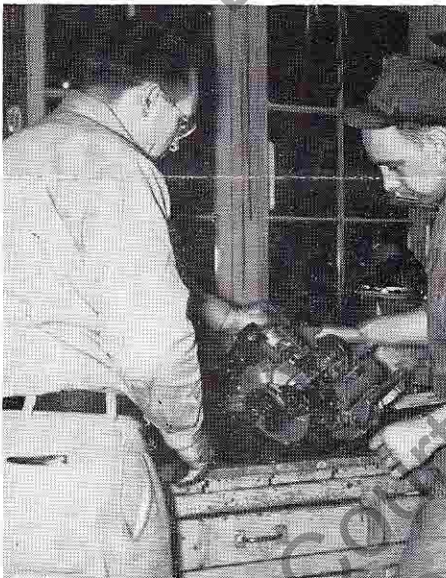
"Because they usually do more harm than good, we try to discourage customers from tinkering with their own saws.

Garvin Frame loads up for call-back on prospect



It's difficult to get everybody into the habit of letting us do the work, but we're continually harping on them to bring their saws into the shop as soon as they smell trouble. So far we haven't been too successful with the response. We handle about 30% of our service work in the field and try to make each of these calls pay; but we can turn out a *better* job, in *less* time, and make *more* money when the owner brings in the saw himself.

"In the shop," explains Garvin, "we're set for anything! Besides all the necessary tools, we have a drill press, a lathe, two chain grinding machines and a spray booth for cleaning and painting units. All this in addition to two 10' high by 15' long parts bins located at one end of the shop where any part can be found fast, and where customers coming into the shop get a good first impression".



Garvin and Bud White inspect saw

#### SERVICES ALL MAKES OF SAWS

To make sure his shop gives prompt and proper service, Garvin hired Bud White and Joe Egyed and trained them in chain saw work himself. "Both boys are constantly kept on their toes," says Garvin, "because of the heavy load of service business which is always coming in. And this business isn't only on Homelite saws—we handle repairs on *all* makes, and we also stock parts for them.

"I'll admit, that fixing up a competitive saw hurts your pride a bit. But," Gar-

vin grins, "it doesn't hurt your pocketbook, and in the long run it helps convert a good percentage of competitive-saw users into Homelite owners—especially when you back it up with a solid ad program. We know this policy has brought us plenty of new business because, as one customer put it: "Standing around waiting for Bud to fix up my old saw gave me lots of time to look over your store *and those Homelites*. In fact, that's the day I decided to get a Homelite."

"Now the man who said that," Garvin wisely adds, "honestly thinks he made up his mind *that* day. Maybe he did. But I doubt whether he would have decided in favor of a Homelite that day if he hadn't seen our newspaper ads and heard our radio broadcasts and taken notice of all the other promotions we've been using all the days before.

To Garvin, a staunch believer in driving around his territory to talk with people he's never met before, a 'cold turkey' call is not always as cold as might be imagined. "If they've been exposed to Homelite's national advertising—and most everybody around here has seen the magazine ads—I don't feel that I'm calling on an absolute stranger anymore." Even when he's up against a competitive dealer who *knows* the prospect, Garvin claims he can usually win the sale by going into a competitive demonstration and reminding the prospective buyer of Homelite's many superior maintenance advantages.

#### EASIER TO SELL THE HOMELITE

"Selling chain saws isn't an easy job," Garvin admits. "But when you've sold another make before, and when you've serviced every conceivable model on the market, you soon realize how big a lead you've got on the rest of the field with the Homelite.

"Here's a case in point," says Garvin: "Our booth at the Crown Point Fair last month wasn't spectacular. It was good, but it wasn't spectacular. There were lots of other chain saw dealers with better exhibits . . . but *I* had the best saw. How do I know? Well, in just two weeks since the Fair, I've sold eleven saws—with twenty three leads still to be called on. I'll be on my way bright and early tomorrow to where those people live. I'll present my sales story and give them each a thorough demonstration. And," he knowingly smiles, "if I feel I'm up against a really tough prospect I'm going to leave a saw with him to use for a day or two."

"Watch the shop suddenly become crowded," predicts Mrs. Frame. "After Garvin finishes up with his demonstrations there's usually a flurry of Homelite guarantee cards postmarked Cedar Lake."

And based on past performance, SAWDUST is giving heavy odds that it won't be long before Garvin and his wife have the majority of these twenty three leads happily 'framed', too.

Another Cedar Lake customer being FRAMED



## NEW, LARGER QUARTERS FOR CHARLOTTE, HOUSTON OFFICES



Inside views of the recently completed showrooms in Charlotte, North Carolina (left) and Houston, Texas. Because of the wonderful job done by the

boys in both offices to expand and modernize their facilities, local dealers are now assured of more convenient servicing of their individual needs.

### TRAVELS HALF THE GLOBE TO VISIT HOMELITE



Singapore dealer S. P. Soon (center), and Frank McInerney (left) of Homelite's Export Department, watch Arthur Drago assemble chain saw during Mr. Soon's recent tour of the Port Chester factory. The Far Eastern representative who has been selling Homelite equipment for the past 28 years, made his first trip to this country last month to make sure he could get enough chain saws to meet the needs of his area.

"Because of the extra-hard tropical woods in our climate," said Mr. Soon, "more and more rubber plantation owners and forestry men are coming to depend on the rugged cutting power of the Homelite—and they won't accept any substitute!"

P. S. Mr. Soon will soon receive his Homelites.

### HARD HATS, 'T' SHIRTS NEW DEALER AIDS

Whether you wear them yourself, resell them or *give* them away to your customers—these good-looking promotional aids (shown below) are designed and priced to fit in with every Homelite dealer's local operations.

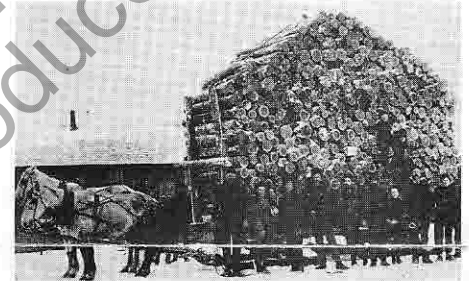
Molded of indestructable white Fibreglas which gives the wearer reliable protection and maximum comfort, the Homelite 'Hard Boiled' hat equipped with adjustable head band, weighs only 13½ ounces complete. Price to Homelite dealers, only \$5.00 each.

The fine-quality cotton 'T' Shirt has a handy pocket on the front and "Homelite Chain Saws" silk-screened in black and red on the back. Washable and colorfast, these shirts are available in sizes medium or large at \$7.00 a dozen.



For immediate shipment, orders for Hard Hats and 'T' Shirts should be sent directly to the Advertising Department; prices are F.O.B. Port Chester.

### HOW TIMES HAVE CHANGED



U. S. FOREST SERVICE  
A load of Cedar posts in Michigan. 1890

### ANOTHER AIR DELIVERY FOR BUSY NORTHWEST



Portland Branch Manager Guy Sabin (right) eagerly receives sample of 5-30 shipment from Captain Donald Hassig as the big Flying Tiger plane prepares to unload the rest of its tree-cutting cargo.

"Sales of the Homelite 5-30 have been so high here in the Pacific Northwest," Guy admits, "we'd be way behind in our deliveries to our customers if it wasn't for these cross-country flights."



# SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 14

NOVEMBER 1953

## DEALERS REPORT RECORD SALES AS RESULT OF FAIR SUCCESSES

Following close on the heels of the big 1953 Fair season, Homelite Chain Saw sales hit their highest mark in history last month! From territories where cutting contests and Homelite exhibits received strong local merchandising support, dealer reports credit Fair showings as the major reason behind this all-time-high sales record.

Stellar attraction at almost every Fair throughout the nation was the new Model 5-30. Whether they were loggers, pulp cutters or farmers, the great majority of spectators who tried the mighty 5-30 came away from the Fair grounds convinced of its powerful performance . . . transformed into 'live' prospects . . . keenly receptive to future dealer follow-up calls!

But despite the 5-30's tremendous sales total, it was still the Model 26 that racked-up the *majority* of sales. And if

the 1953 Fair season is any barometer of what the future holds in store for Homelite dealers, look to big sales of the new 5-30 . . . even **BIGGER** sales for the Homelite Model 26!

*See back page for additional Fair photos.*



"5-30 talk" at Ohio State Fair

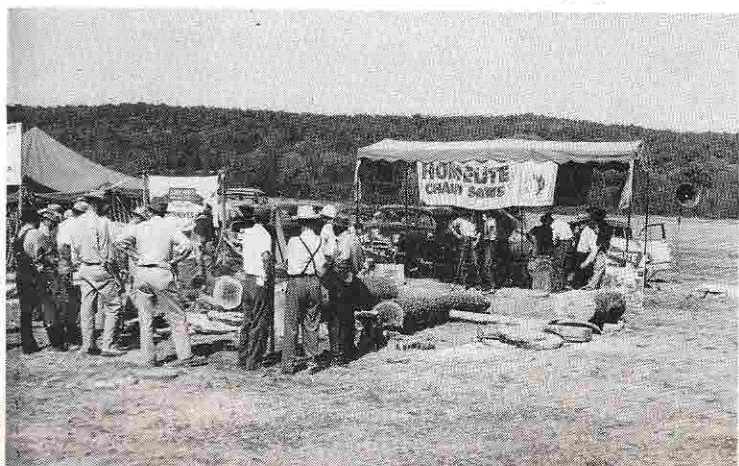


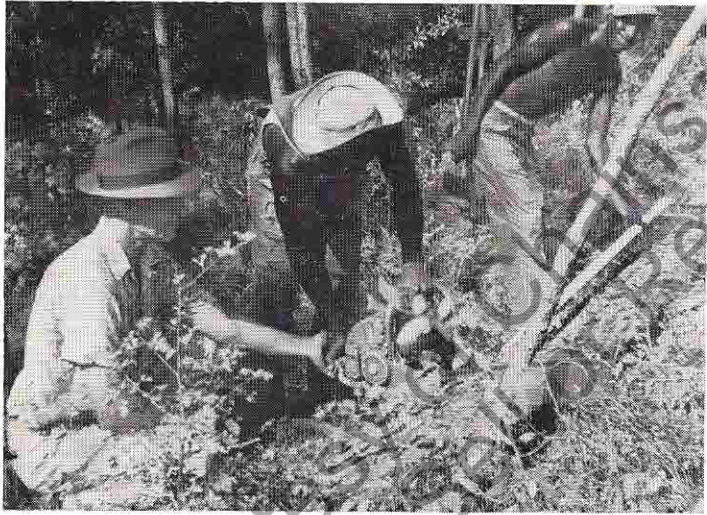
Alabama State Fair drew hundreds of participants to successful Homelite Log Cutting Contest

Canadian chain saw prospects showed high interest in this Quebec exhibit

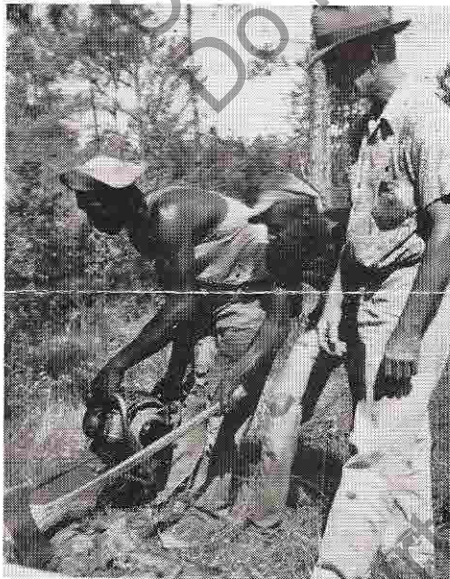


Well-attended Homelite Booth at Rolla Missouri Logging Show





Above, left, dealer Merrill Woodyear instructs A. J. Hunt on how to use throttle as his helper marks off. Above, right, he explains the spiked bumper principle



A. J. Hunt pulls saw straight back to avoid pinch

Next to load of logs just cut with new Homelite, dealer Woodyear gives logger, George Washington, final instructions on proper chain saw maintenance



## MEET M. N. WOODYEAR HOMELITE DEALER OF THE MONTH

W-M-I-S . . . W-S-K-B . . . magical letters that spell saw sales to Homelite dealer M. N. Woodyear of Roxie, Mississippi.

"I use two radio stations regularly," says Merrill Woodyear. "WMIS in Natchez and WSKB in McComb—both stations cost me about \$40 a month and they're certainly delivering their fair share of customers. What's more," he claims, "these stations have beamed the Homelite story to every nook and cranny in this section of the state and, if you don't count those without radios, there isn't a man who doesn't know about us around here!"

### A STRONG BELIEVER IN RADIO

"If I were limited to only one form of advertising," Merrill says, "I'd stick with radio. To my way of figuring, radio's got 'class' coverage at mass coverage rates! By that," he explains, "I don't mean that every listener is a prospective Homelite buyer; but there are enough prospects who listen to my announcements to classify radio as the least expensive and most effective advertising

medium in this part of the country.

"According to my records," he continues, "pulp and saw log cutters make up about 80% of my customers. And from what I've been able to find out from talking with most of them, they all listen to the radio. Is it any wonder that radio is my pet?"

But no matter how high his praises for radio, Merrill Woodyear still insists that nothing pays off like personal contact. "Show them what the saw will do and it will sell itself," he says. "You've got to get out there and talk with people—find out what they want in a saw—then show them how the Homelite fits in *perfectly* with their needs.

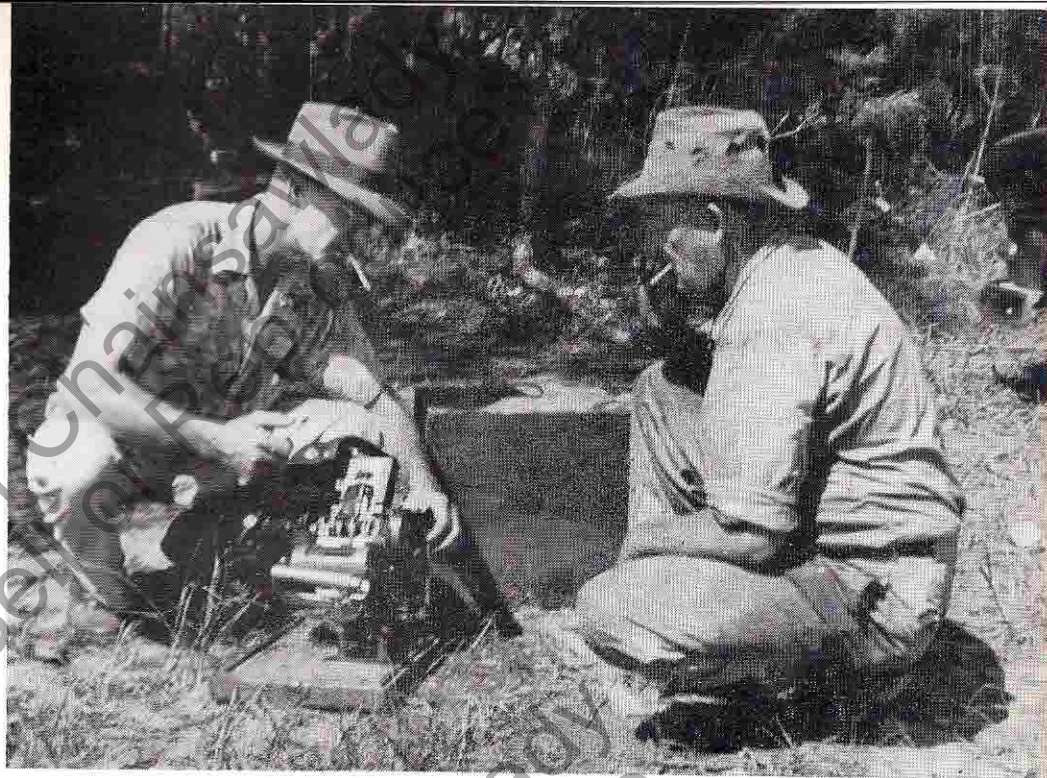
### DEMONSTRATIONS REALLY WORK

"A good on-the-job demonstration will clinch every sale where the man wants a saw. Of course, you're bound to run across a man who's not in the market for a saw but who has nothing better to do than waste his and everybody else's time. But those cases are few and far between—and I've even had the good luck to sell a Homelite to one fellow who never had

any intention of buying. He just couldn't resist owning the Homelite after he used it awhile! Followed me back to the store and admitted it to me as he handed over his money."

It's little incidents such as this uncertain sale, which dealer Woodyear likes to remember. "Just seems to confirm my original decision," he reflects. "There was a need for a dependable saw along with reliable service in my locality; and I've never regretted the day I took on the Homelite line."

A big reason behind dealer Woodyear's huge success is his method of dealing with people. His unquestioned honesty and his thorough knowledge of the saw have gained him an enviable reputation and the complete confidence of all his customers and prospects.



Merrill takes plenty of time to show prospect how simple it is to make his own minor repairs



Mrs. Woodyear in front of their store, greets Merrill on his return from the field

#### TEACHES PROPER MAINTENANCE

"While working on a sale," he confides, "I take plenty of time to show the man how simple it is to make his own minor repairs and adjustments. And after he's bought it, I go over the various parts of the saw with him again. He likes this kind of personal instruction," Merrill claims, "because it builds up his confidence in his ability to operate and main-

tain his own saw to best advantage." No matter how well the owner has learned these proper maintenance techniques, Merrill realizes he must still make periodic call-backs. On all calls he carries parts, tools, and new saws in his ton-and-a-half truck and makes it a point to remind each buyer that the Woodyear Chain Saw Shop is open every afternoon to take care of their repair problems.

"There's plenty of service business coming into the shop—but I *still* find myself doing half the work in the field. I guess it's just a matter of time," he shrugs, "until I get my customers into the habit of bringing their saws into town. I hope it isn't too long before I can stop chasing around and taking care of them on the spot."

#### WIFE FAVORS HOMELITE, TOO

Mrs. Woodyear who tends the store and handles the parts stock, feels her husband's chain saw activities have provided them with *more* than just a comfortable living. "Merrill's a well-liked, respected business man in these parts. Selling a quality product like the Homelite, and giving customers the best kind of service he knows how, has kept him extremely happy in his work.

"With our plans for increased sales moving along at a healthy pace—more radio commercials, setting up a finance plan with the bank, staying in the woods for longer periods of time—we're certainly giving our competition 'fits' this Fall!"

What lies ahead for M. N. Woodyear? Briefly—SAWDUST expects his standing in the community to be greater than ever . . . his sales record stronger than ever . . . his profits higher than ever!

# GOOD TO THE LAST DROP!

Chain Saw Specialist Nick Van De Ryn relates the following harrowing experience which recently happened to him:

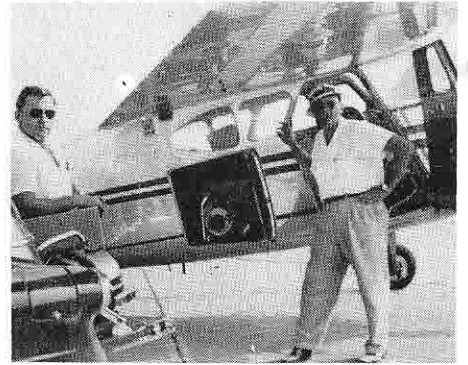
I was busy demonstrating our new 5-30 at the Rhinelander Logging Conference when the Conference Promotion Manager came up to me and asked if I wanted to make a competitive cut against a team of cross-cut loggers. Without hesitation I consented, and was amazed when everyone around began laughing. Even remarks like "sucker", and "you'll be sorry", were heard. That's when I found out that the crosscut loggers were a couple of champions who, in all previous contests, had beaten any power saw they came up against.

It was too late to back out, so I made a bee-line for my file and for the next 15 minutes my

chain got some real loving attention! To make matters worse, there was quite an audience in the stadium including all our competition waiting like buzzards for the kill. District Managers Al Spencer and Wes Gramm were very sympathetic—they said they'd buy my coffee if I won . . . but in case I lost, they promised to boot me right out of the Fair grounds.

After some preliminaries we were up, the gun went off, and chips and sawdust really filled the air. Those boys were really good—it took them only 11 seconds to go through the 15" pine log. Happy to say, they were not quite fast enough. The trusty 5-30 made the same cut in 6 seconds. Their parting words as I sipped my free cup of coffee: "We'll never cut against that blankety-blank red chain saw again!"

## PRIVATE PLANE PICK-UP



Homelite dealer Gus Sylvester, left, owner of the Goshen Tree Expert Company of Goshen, Indiana, transfers delivery of his initial order of 26's from the station wagon of Chain Saw Specialist Ralph Staley to his own plane at the Indianapolis Airport

## Memorable Vacation . . .

St. Paul's general line salesman, Ken Schultz, decided to spend a quiet, restful vacation at Greybull, Wyoming this year. But instead of the planned peaceful interlude, he found himself without sleep for 72 hours—fighting a forest fire which burned over 8,000 acres of timberland. Here's the story as District Manager Al Spencer tells it:

Ken always carries a Homelite chain saw in his car. When the fire broke out and the Forest Ranger found out that Ken had a chain saw with him, he asked Ken to put it to work. Ken operated his Model 26 for about 12 hours—the *only* Homelite on the fire . . . and it outperformed all the other makes! In an area where there weren't any Homelites at the time and with over 200 fire fighters battling the blaze. Ken believes he created so much interest in the Homelite that competitive models will have a tough time recouping their sales losses. Despite the fact that he lost so much sleep, Ken feels it was the most rewarding 'vacation' he's ever had!



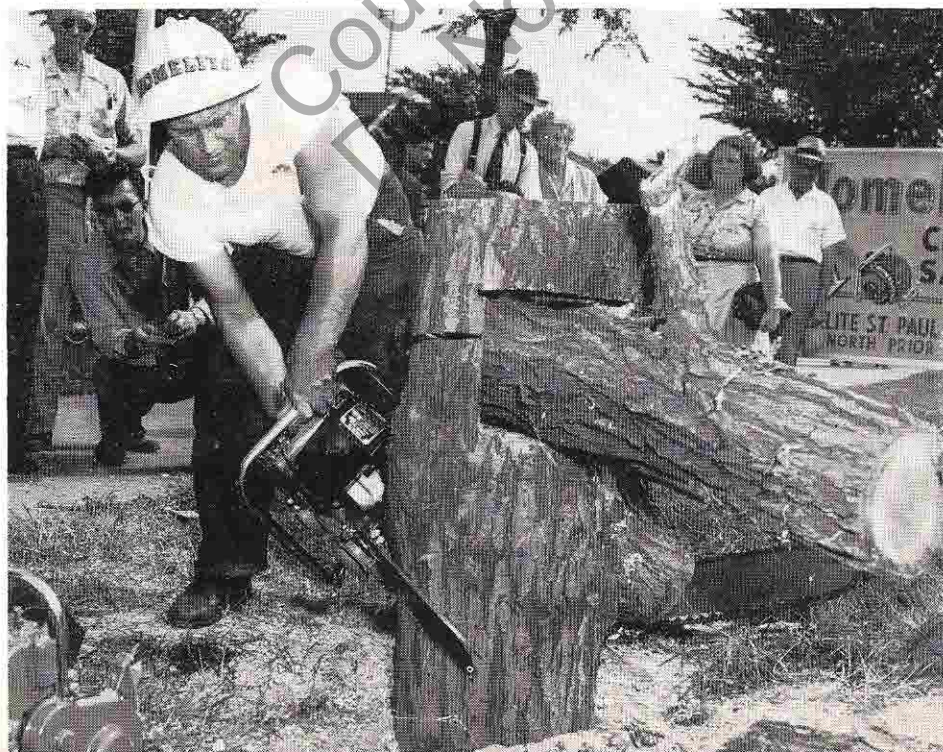
Chain Saw Specialist Dick Norris boring with the new Model 5-30 at the Oregon State Fair



Dealer Bill Chambliss demonstrating the Homelite in his display booth at the Columbus, Georgia Fair

## MORE FAIR PHOTOS

Chain sawing a difficult angle on a hefty log, Specialist Wally Ulrickson puts his Homelite Model 26 through a few tricks for a group of spectators at the Minnesota State Fair

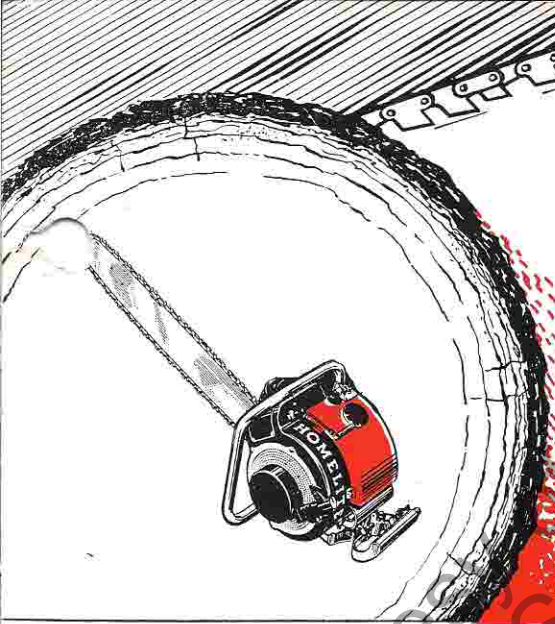


## FOR SAFETY'S SAKE



Check tree for hollow center by hitting with back of axe. Professional loggers very often can detect a hollow center in this manner.

Pass this tip along to your customers.



# SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 15

DECEMBER 1953

## '53 SALES SET NEW RECORD PRODUCTION INCREASED TO MEET DEMAND

It's official. Homelite dealers sold more saws than ever before! End-of-the-year sales figures from all sections of the country echo the same good news: it's been Homelite's biggest year.

Sales-wise, 1953's successes have been astounding. In territories where formerly we had only a foothold, we gained much ground. Where we were enjoying good acceptance, we attained sales leadership. Where we already led the field, our strength increased.

"When you boil it down to *how* such great strides were achieved," says Vice President, Nelson Thompson, "the credit must go to the dealer organization! Last summer in a series of regional meetings," he recounts, "we urged the entire field organization to expand its efforts so as to insure maximum Homelite chain saw sales. The factory's contribution to the expanded effort was the planned introduction of the Model 5-30, backed by an aggressive advertising and point-of-sale promotional program.

"Dealers response to our request for expanded effort was tremendously heartening! They re-doubled their field work. . . got solidly behind our ad campaign . . . tied in vigorously with our point-of-sale merchandising aids. As a result, Homelite dealers sold so many saws—so fast—sales volume exceeded our scheduled production for September, October and No-



vember. Even in December, the supply of saws will probably be slightly below the demand.

"Perhaps we underestimated the de-

mand for the new 5-30 as well as for the Model 26," Mr. Thompson states. "Even so, production was 23% above the pro-

*(continued on page 4)*



One man with a Homelite brought down the forest giant in record time. Logger notched tree in the direction it was to fall.

The time was the middle of the 17th century, perhaps some years before. The Pilgrim Colony at Plymouth had just been founded. All of what is now the United States was a tractless wilderness, traversed only by Indians and a few French fur-traders and Jesuit Missionaries. It was before Radisson and Groseilliers had built a rude "fort" on Chequameton Bay, before Pere Menard, Pere Alloeuz and Pere Marquette had

# They Cut Down the Old Pine Tree — With a Homelite!

*From time to time, SAWDUST comes across unusual photographs and odd bits of information which we feel our readers would enjoy knowing about.*

*Particularly suited to the spirit of this Yule Season is a story which we first noticed in the MILWAUKEE JOURNAL'S Rotogravure Section. It depicted a Homelite chain saw falling one of the largest remaining Eastern White Pines in Michigan's upper peninsula. Through the courtesy of the Penokee Veneer Company, owner of the tree, we are reprinting the full story of the giant pine as it was told in its house publication, PENWOOD TALES.*

planted the cross in Northern Wisconsin.

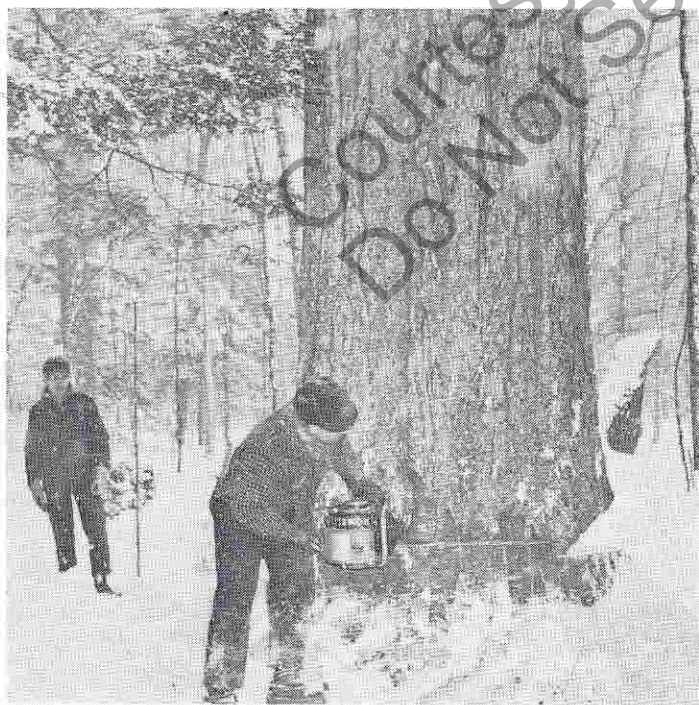
In the forest primeval of the Porcupine Mountains in the upper peninsula of Michigan, a cone fell to earth from a mature white pine. A shaft of sunlight beat down upon it, warming and caressing it until its scales opened, permitting the imprisoned seeds to escape. One seed found its way through the deep carpet of dead needles to the moist, warm soil beneath. Encouraged by the surrounding

moisture and warmth it struck roots into the soil and reared a small, graceful head of green needles above the soft woodland carpet.

Through the long winters it lay dormant beneath the snow, but in the summers it grew even faster. Its roots struck ever deeper and farther afield. Its head yearned toward the sunlight and air above the leafy ceiling. Its trunk grew tall and straight and strong. Finally,

Felling the 300 year old woodland monarch took less than one half hour of cutting with the Homelite Model 26.

"Timber!" Down goes the great tree that was possibly 150 years old when the American Republic was founded.



after many years, it lifted its head to the majestic level of maturity, over 100 feet above the earth. It had become a lofty, full-grown pine, one of the most glorious creations of nature.

When George Washington was born, our pine was already eight or ten decades old. When the American Revolution was fought and the Republic founded it was well into its second century.

Because this pine was not in a pine forest but was surrounded mostly by hardwood trees, it survived the pine slaughter of the 1830's and the 1890's. The land on which it grew is situated in the Porcupine Mountain country adjacent to Upper Michigan's famed "Copper Country" and near the new White Pine copper development. This land was acquired by an associate company of the Penokee Veneer Company in 1946. Logging operations were started in July, 1950 by August Ruutila and Clyde Pentagor, loggers of Ontonagan, Michigan. They discovered the huge pine and notified the late Scotty MacDonald, Log Procurement Director for Penokee Veneer Company. It was decided to harvest the huge pine, which was overmature in too isolated a location to be of public value.

So, this year the forest giant was felled and cut into logs. Measurements showed it to be one of the largest white pines in the Lake States. It was 67 inches in diameter at the butt. Official measurements of trees are taken in circumference at  $4\frac{1}{2}$  feet above the ground. The circumference of this pine was not measured at this point, but if the diameter is estimated at 62 inches, the circumference would be 16 feet, three inches. The world's champion white pine, in Michigan, is 17 feet, ten inches in circumference. Wisconsin has one measuring 17 feet, two inches. At the suggestion of Scotty MacDonald, it is planned to make an exhibit of the butt log on the lawn of the Penokee Veneer Company office in Mellen. It will be coated with preservative and covered with a canopy, with old-time logging tools completing the display. It will be a monument not only to the logging days of yore, but also to Scotty MacDonald, who spent his life in the forests of Michigan and Wisconsin.



ABOVE: The huge size of the tree is shown by the men standing beside and atop it. White spots on picture were huge snowflakes. It snows most of the time in the Porcupines, say the loggers.

RIGHT: Six men stood and one man sat on the huge stump. Second and third from left are Scotty MacDonald and Gus Seidel, vice-president of Splicedwood Corporation. At extreme right is August Ruutila, logging contractor.



BELOW: Contractors Ruutila and Pentagor, their crew and MacDonald and Seidel pose with two loads of logs. The load at left scaled 2600 board feet while the four-log load at right scaled 3200 board feet.



## 1953 SALES SET RECORD (continued from page 1)

duction volume for the same period a year ago.

"But with Homelite dealers selling more saws than ever before, and based on the fact that they can sell a larger volume than is available, we have raised our production sights. Production schedules for saws in the first quarter of

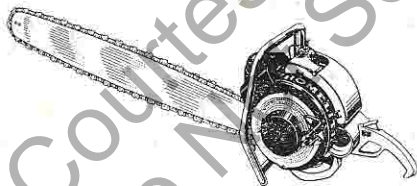
1954 are 60% above the volume produced in the first quarter of 1953! Therefore," concludes Mr. Thompson, "we are counting on our dealers, as we know we can, to continue the hard-hitting effort—to move the increased supply and rack up still greater sales and profits in the year ahead!"

### Homelite Chain Saw Wins 1st, 2nd Prizes



Don Huntsman, using a 5.5 h.p. Homelite saw, winning 2nd place in the light saw bucking contest at the El Dorado County Fair last Sunday. First place was also taken by this same model Homelite Saw, operated by E. D. Roberts.

IT'S NOT VERY BIG



But for cutting it's a GIANT

30 pounds—5.5 brake H.P. All angle carburation—unmatched dependability. Blades from 18 to 60-in.

## ROBERTS SAW SHOP

12 SACRAMENTO ST.

PLACERVILLE

Also see our 4 H.P. model at new low prices.

Here's how Homelite dealer E. D. Roberts capitalized on another Fair victory in California. The above ad from the PLACERVILLE MOUNTAIN DEMOCRAT attracted a great deal of attention; more important, it helped boost dealer Roberts' sales significantly. On top of this, Mr. Roberts reports that besides winning \$60 first place money in the one-man bucking and one-man limbing contest, he also received another prize—a new 4-30 McCulloch chain saw—which he promptly converted into additional cash by selling it back to the local McCulloch dealer who had donated it.

## NEW "GOOD-WILL BUILDER"



PORT CHESTER, NEW YORK  
Chain Saws - Pumps - Generators  
TELEPHONE: PORT CHESTER 4-1430

Serial No. 000000

Mr. John Doe  
000 Main Street  
Town, State

Dear Mr. Doe:

Thank you for joining our growing family of Homelite users. We have just received the guarantee card for the chain saw you recently purchased, and want to let you know that your unit is now "officially" registered.

Besides confirming the guarantee, we want to emphasize that our interest in you does not end when the sale is made. Homelite's nationwide service is at your command wherever you go. Homelite dealers are selected not merely to sell Homelites, but also to see that your Homelite gives you top performance continuously. In hundreds of towns and communities our authorized dealers maintain modern service shops staffed with capable mechanics, many of them factory-trained. And we want you to feel free to write us direct whenever occasion arises.

As soon as you have an opportunity to use your new Homelite, we shall appreciate receiving a note from you telling how you like it. Use the enclosed "postage-paid" envelope, or if you wish, simply let your comments on the back of this letter.

Again, thank you -- and here's wishing you many seasons of successful cutting.

Sincerely yours,

HOMELITE CORPORATION

*Nelson Thompson*

Nelson Thompson  
Vice President

From now on, as soon as his guarantee card is received in Port Chester, the owner of a new Homelite chain saw will receive a letter from the factory thanking him for choosing Homelite. In addition, the letter reminds the new user of his Homelite dealer's fine service facilities and invites his comments about the saw's performance. SAWDUST plans to reprint these comments in future issues and urges dealers to get their customers to mail the guarantee cards promptly so that maximum good-will benefits will result. Above is a reproduction of the letter, reduced from its original 8½" x 11" size.

### HOW TIMES HAVE CHANGED



Cross cutters, California.  
U. S. Forest Service

1905