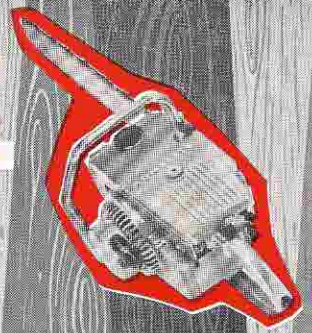
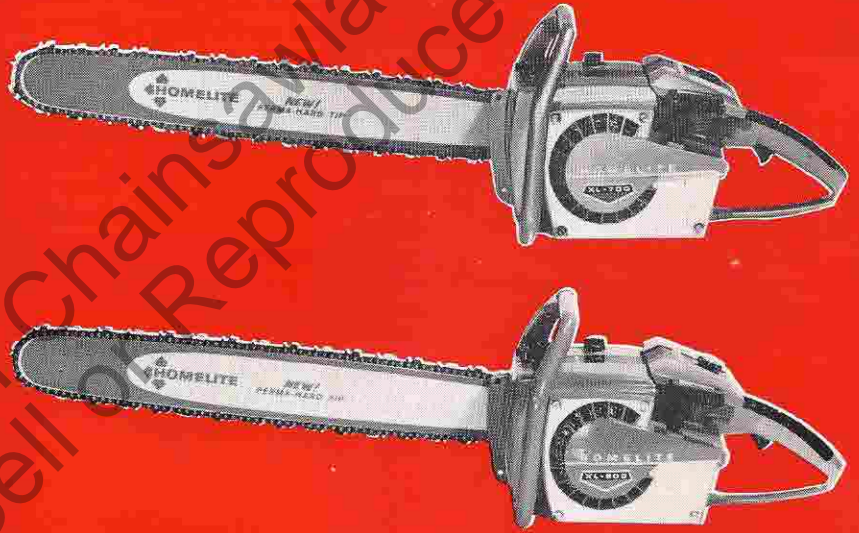


SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JAN., FEB., MARCH, 1966

TWO NEW SAWS — XL-700 & XL-800





THE COVER . . . Homelite has taken another giant step this spring with the introduction of two new XL saws, the XL-700 and the XL-800, both with twice the fuel capacity and greatly increased power. Each weighs only 14½ pounds less bar and chain and features improvements in design and construction which makes it outstanding in performance and quality.

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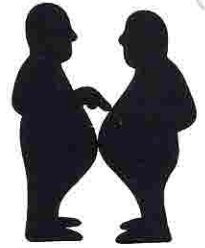


PERSON TO PERSON



Dick Neal, Charleston, W. Va., gives a "Person to Person" report.

HOMELITE



SALES CONVENTION

PORT CHESTER 1966

SALES MEETINGS

In a whirlwind dash across country, Homelite's top Marketing, Service, Engineering, Advertising and Promotion men conducted four sales meetings in less than a week recently . . . in Atlanta, Georgia; Greenwich, Connecticut; Chicago, Illinois and San Francisco, California.

The theme, as illustrated on these pages was "Person to Person" selling. Effective presentations by Robert S. Kennedy, General Sales Manager; Dennis Bertelsen, Market Manager, Forestry Equipment; Walter Herold, Service Manager; J. Howard Maxwell, Jr., Advertising Manager and Phillip J. Halperin, Marketing Services Manager introduced the two new saws, the XL-700 and the XL-800. Plans to advertise and promote them were detailed.

These meetings will be used as models on which dealer meetings in all parts of the country may be based. The news about Homelite's two great new saws will spread from dealer to his customers "person to person" until the whole chain saw field will know about them.

Spring Sales Message

ROBERT S. KENNEDY, General Sales Manager

Almost every facet of our daily lives involves us in some sort of communication. Communication carried on by our conversation, by radio, by television and by various means of writing, informs us, enriches our lives and assists us in making a living. Those of us whose living comes from selling, realize each sale is dependent upon communication. Only when the prospect is aware of the benefits of our products, will he spend his money to purchase them.

You can study the features of each new Homelite product. You can remember them and learn by heart the benefits which each feature brings to the customer. All this means nothing unless you take the next step and communicate, to a real life prospect, what those potential benefits can do for him—and you have to do the job convincingly enough to create a desire on his part to want to own and to pay money for your product.

We asked our existing customers, through a questionnaire, what they liked and disliked about Homelite chain saws they had purchased.

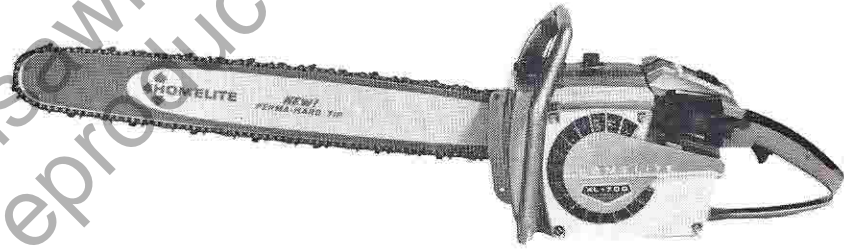
The answers came back indicating they liked the light weight of the saw, but some preferred a saw that would have more power and run for a longer period of time. We communicated with Homelite's engineers and asked them to build us such a saw.

The XL-700 and XL-800 are the saws your customers asked for. By means of mass communication we have informed as many people as we are able to of these new saws and their potential benefits. It now remains for you to communicate the XL-700 and XL-800 story PERSON to PERSON to each and every prospect who will read or listen.

REMEMBER—communication pays off!



NEW SAWS



The new XL-700

Less than 20 years ago, Homelite introduced the 20 MCS, the first lightweight one man chain saw in the field. Over the years, Homelite's engineers have continued to design lighter saws, well balanced and powerful, capable of cutting efficiently without back-breaking effort on the part of the operator. As we all know, the XL-12 revolutionized the whole chain saw industry.

Some of our customers, especially the production cutters, although full of praise for the XL saws, wanted larger fuel tanks so they could cut longer without refueling.

Homelite has come up with two brand new saws, the XL-700 and the XL-800, with *double* gas capacity and *double* oil capacity, plus many other exciting new features. The XL-700 has a 4.7 cubic inch displacement and a manual oiler. It cuts 15"

hardwood in 12 seconds and 16" hardwood in 11 seconds. The power and speed have to be seen to be believed.

Yet both saws weigh only 14½ pounds without bar and chain; both will fell trees up to 5 feet in diameter.

The XL-800, in addition to having the trouble-free, automatic Homelite oil pump, is even more powerful, with a displacement of 5.0 cubic inches. It cuts 15" hardwood in 10 seconds and 16" softwood in 8 seconds.

Both saws are beautifully styled, well balanced and equipped with all the latest refinements to make them run cleaner, last longer and be easier to service and repair. Homelite dealers will know, as soon as they try them out, that these two new Homelite chain saws are just what their customers will want to buy. No resting on past successes here!

PROMOTION PLANS

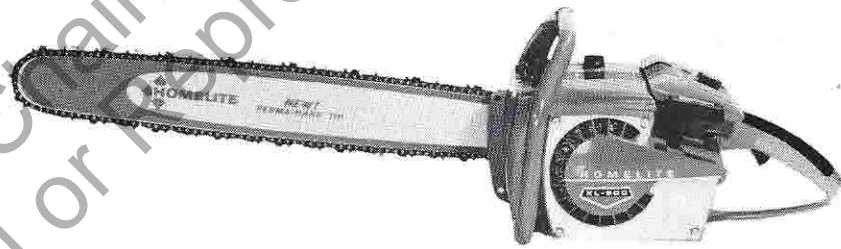
As always, Homelite is prepared to give these new saws a real send-off with an intensive advertising and promotion campaign. There will not only be ads in all the leading lumber, logging, and forestry publications but also in most of the farm papers, in the sports magazines and in some other national publications as well.

Radio and television will be used more frequently than ever, on national hook-ups as this has proved to be an increasingly effective medium of advertising. Promotion kits and a special Woodcutter's kit will be available to dealers as described below. Everything possible will be done to arouse an interest in these new saws and get the customers into the dealers' shops. It's then up to the dealer to provide the "person to person" selling which makes a customer of a prospect.



Sharon O'Brien, Secretary to General Sales Manager Robert S. Kennedy, holds up the new indoor-outdoor display banner which is in the promotion kit for the new saws. The kits also include a colorful counter card, envelope stuffers, descriptive streamers, radio scripts and publicity releases.

JANUARY-FEBRUARY-MARCH, 1966



The new XL-800

NEW WOODCUTTER'S KIT



A special offer of a Woodcutter's Kit, which the dealer can sell at a bargain price to anyone requesting a demonstration of a Homelite saw is a big feature of the spring promotion. A \$10.27 value . . . it sells for just \$4.95. Here, Sharon removes the useful items from the special kit.

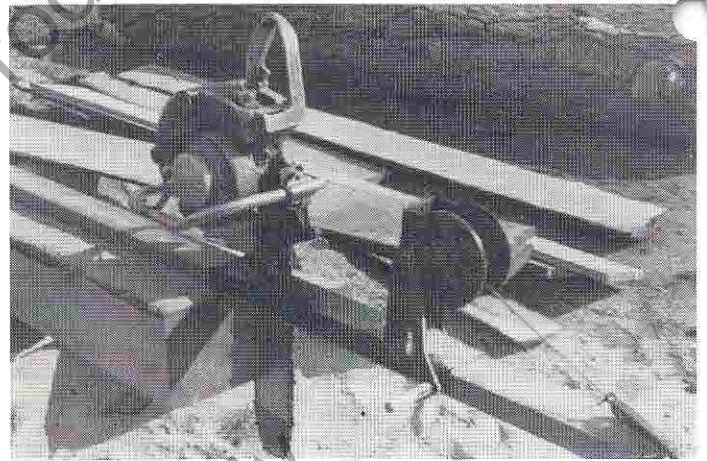
PORTABLE CHAIN SAWMILL



Mr. Howard W. Trowbridge, operating the one man Chain Sawmill which he invented.

A "chain sawmill" weighing only 15 lbs. in addition to the weight of the saw is being manufactured by an inventive contract logger, Howard W. Trowbridge, at Sisters Bay, Oregon. This might be of real interest to many Homelite dealers.

This unit turns out boards, ties and other dimensional items and gives them a regular shape and satisfactory smooth finish. It also does a good job of slabbing logs. It can be fitted on any Homelite saw and is easily transported.



A Homelite chain saw is fastened to one end of the two foot steel channel, with a winch on the other end.

The control apparatus is a two-foot steel channel that fits over a two by four and serves as an accurate guide for the saw. On one end of the steel piece a winch has been fastened and on the other a chain saw.

Mr. Trowbridge is filling orders at \$20.00 retail, f.o.b. Sisters Bay, Oregon. The wholesale price is \$16.00, f.o.b.

Homelite executives who have looked into this invention, recommend it highly and feel that many Homelite dealers would find it a useful item to have to offer their customers.

PSMA

As a member of the Power Saw Manufacturers Association, PSMA, Homelite works with other leading chain saw manufacturers to standardize procedures and terms in the chain saw industry.

One of the most important achievements of the association during the past year was the preparation of six additional technical standards by the Technical Planning Committee. The new standards cover Power Saw Cutting Rates, Conversion Factors, Spark Arresters, Fuel Mixture, Power Saw Position, Symbols used in Power Saw Technical Work, Chain Saw Ignition Timing and Wood Weights and Hardnesses. These new standards have been added to the previous material in the publication of the 1966 issue of the PSMA Technical Manual, copies of which are available at \$4.00 apiece from the Executive Office of the Association at 2217 Tribune Tower, Chicago, Illinois 60611.

The Technical Planning Committee is continuing its work in the development of further standard procedures to be added as rapidly as possible to this important publication.

The PSMA has elected as its officers for 1966 President Robert E. Anthony of Power Equipment Division of American Lincoln Corporation, Toledo, Ohio, and Lombard Power Equipment Lts., Montreal, Canada, and Vice President-Treasurer, J. D. Mennell of Pioneer Saws, Ltd., Peterborough, Ontario, Canada. Mr. Anthony is a former Homeliter, having been Product Manager and Assistant Sales Manager. Other members of the PSMA Board are Donald C. Blasius, McCullough Corporation; James N. Conley, Jr., Beaird-Poulon, Inc.; J. P. Maupin, Remington Arms Co., and Robert P. Straetz, Homelite, a division of Textron Inc.

The symbol of PSMA, at right, is used on all printed

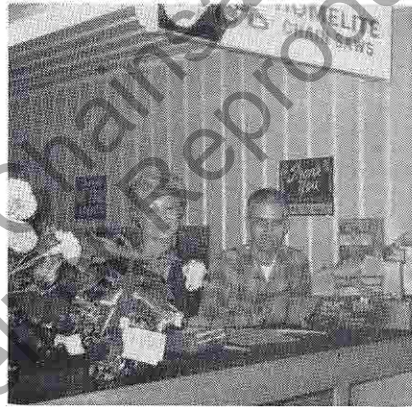
material put out by members of the association. This non-profit corporation was organized; to stimulate and promote the general welfare of the Power Saw Industry by any lawful means; to provide a forum where members may consider industry problems; to encourage research and development of standards and sound practices in the interest of purchasers and users; to promote the sale and use of chain saws; to collect, compile and distribute statistical and management information; to assist the industry in relations with government agencies and the public.



GRAND OPENING -NEW SHOP FOR "THE BASIN"



Exterior of new shop "The Basin"



Mr. and Mrs. Herbert Oliver, owners



Mr. Oliver and prospective customer

A continuing success story is being acted out by Mr. and Mrs. Herbert Oliver, owners of the Homelite dealership, "The Basin," in Sandpoint, Idaho.

Mr. Oliver started as a mechanic for the dealer in Sandpoint. In 1960, he and a partner, Mr. Merle Ames bought the business and operated it as Ames and Oliver. In January, 1964, Mr. and Mrs. Oliver assumed full ownership of this dealership and changed the name to "The Basin", Small Engine Special-

ists. (An open house to celebrate this was mentioned in the summer 1964 issue of "Sawdust"). Now, less than two years later, the Olivers held a grand opening of their fine new custom-built building. The day's activities included free refreshments, door prizes and demonstrations.

Theirs is now one of the larger volume dealerships in the Spokane area—getting bigger all the time. They must be doing everything right!



NEW MARKET MANAGER

Dennis Bertelsen

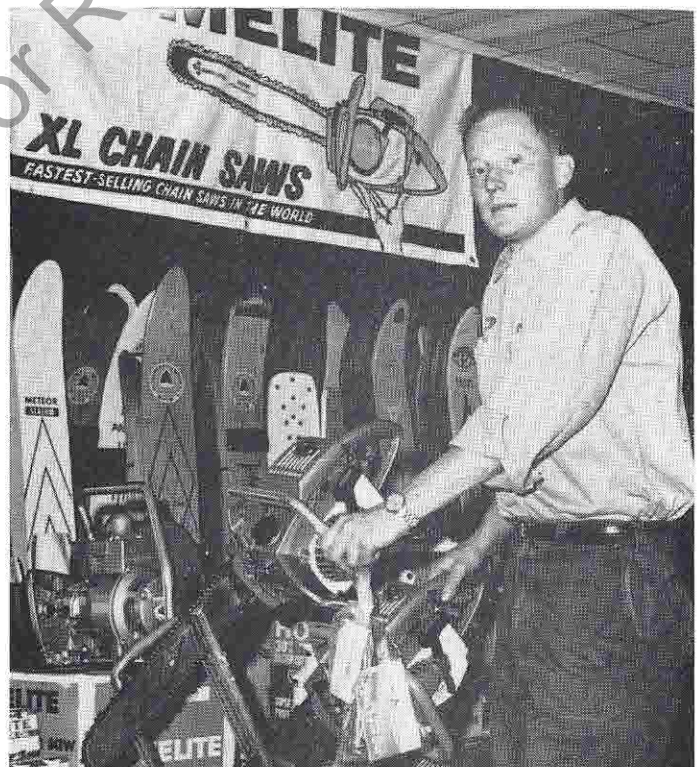
Dennis Bertelsen, formerly a salesman in the Los Angeles district has been appointed Market Manager, Forestry Equipment. He replaces E. J. Orcutt who is now Manager of Homelite's Alexandria District.

Mr. Bertelsen was born and brought up in Selma, California and attended Fresno State College. He served four years in the U.S. Navy as an electronics technician. He came to Homelite as a mechanic in the Fresno branch, intending to stay only a few months until he could go back to college. Instead, he became caught up with Homelite and found it so interesting he just stayed. That was eight years ago and after being a successful salesman in Fresno he was transferred to Los Angeles as a dealer salesman in 1959. During the past year he was sales manager of the district and acted as an assistant to the district manager. In this dual role he contributed greatly to building and maintaining that district's significant share of the chain saw market.

Mr. Bertelsen is looking forward to meeting dealers in other parts of the country so that he can come to understand their local problems and help them in every way possible.

JANUARY-FEBRUARY-MARCH, 1966

SELLS TO SPORTSMEN



Ken Hannay, partner in the sporting goods store, Hannay's, of Minneapolis, Minnesota, poses with a display of Homelite chain saws. They took on the Homelite line about a year ago and thanks to a big success with the "Swinger" offer last fall, they've found that sporting and chain saws go very well together.

F.F.A. RECEIVE SAWS AND ASSISTANCE FROM HOMELITE DEALERS

Having a fine, new Homelite chain saw to use makes vocational agriculture classes much more interesting for some lucky Future Farmers of America out in Oregon. Their organizations received the saws as gifts from some enterprising Homelite dealers who took advantage of a special offer which Homelite made two years ago. Homelite offered to provide saws for such a purpose at a special rate to the dealer. The front-page publicity which the presentations have received and the goodwill which has been established with the boys and their parents have been more than satisfactory.

Both the Oakland High School and the Roseburg Chapters of F. F. A. received saws last year from Carl Peetz, of Roseburg, Oregon, who has been a Homelite dealer for the past eight years. This year, when he replaced the saws with new ones he made the front page of the paper again. The saws will be used in the instruction of chain saw operation, saw filing and maintenance and the safe use of power saws.

Mike Nichols, of the Mike and Fritz Saw Shop in Myrtle Creek, Oregon, is another dealer who has received fine publicity and good results by providing a saw for the Myrtle Creek F. F. A. Chapter.

Mike feels that this aid has done a lot to familiarize future chain saw owners with Homelite. Several Homelite chain saws have been purchased by parents of F. F. A. members.

A third Oregon dealer, pictured at the right, is Carl Arney of Coos Bay Chain Saw Co., of North Bend. He instructs the F. F. A. groups with the saws he has donated, explaining how to handle and service a chain saw and stressing safety measures.

"All I ask," he tells the young men of Marshfield, Oregon and Coos Bay, "is that you use the saw safely. Bring it back next year and I'll replace it with a new model."



Carl Arney, right, presenting an XL-12 to Robin Johnson of the Coos Bay F.F.A. Carl is the owner and operator of Coos Bay Chain Saw Co. His shop is situated in one of the prime logging areas of the coast of Oregon. He's been selling and servicing Homelite products for the past 13 years and his operation has grown from a basement shop to a \$100,000 a year business.

THE LADIES LIKE HOMELITES, TOO



"Army" Temple is the wife of a Homelite dealer, owner of "Temple Rents" in Indianapolis. She and her husband attended a regional meeting of the American Rental Association last fall.

One of the highlights was a drawing for an XL-12 chain saw donated by Homelite and Mrs. Temple was the lucky winner.

"I would like to express my appreciation and thanks", she wrote to Warren Schroeder, a Chicago Salesman. "The XL-12 is a familiar item and I was happy to win it".



Mr. Stewart Perry of Winthrop, Massachusetts, the recent purchaser of an XL Automatic sent us a photograph of his god-daughter, Winifred Everbeck, using the saw.

"The saw is so easy to use", he writes. "My god-daughter enjoys using it to cut windfalls on the 2½ miles of scenic trails through the woods on our estate in Maine. We live here for two months in the summer and the saw is light enough to carry back and forth from the farm to the city."

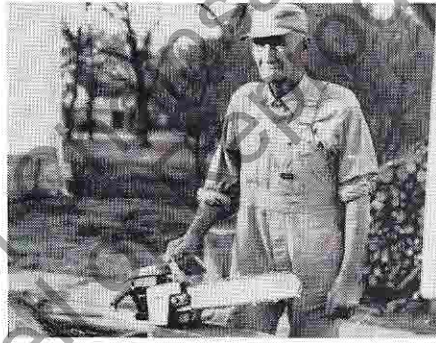
THREE CUSTOMERS AND THEIR HOMELITES



SMALL MAN, SMALL SAW, BIG JOB

William O. Lovett, a Homelite dealer of Weston, West Virginia, was so impressed with the job one of his customers did that he took a picture with his "Swinger" camera and sent it in to us.

B. J. "Shorty" Ochletree, of Vadis, West Virginia, cut down a 42" poplar tree with a super XL, with very little effort. The contrast between the size of the tree, as against the man and the saw is startling. Since this picture was taken, Mr. Ochletree has purchased a new XL-500 which he calls, "The Walnut Hound". The walnut trees must shake in their roots when they see him coming.



RETIRED FARMER

When Mr. James Steinacher, of Milligan, Nebraska, returned a questionnaire, he enclosed some pictures of himself and his XL-12.

"When I got the first XL-12", he wrote, "it looked to me like a kid's plaything. I tested it out on this big log and it went through it just like it did on the small stuff".

Mr. Steinacher is a retired farmer who says, "I am a social man. I live on the edge of town and garden. I don't want to sit down and count my fingers in the winter so I play with Homelite chain saws. I think they are the best."



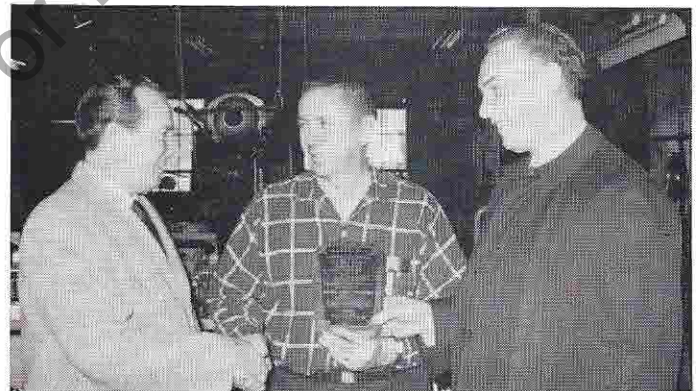
OREGON ENTHUSIAST

Another Homelite user who sent back his questionnaire with a special note and some fine color pictures was Mr. William N. Chambers of Haines, Oregon. (Sorry that this is not in color to show the blue mountains in the background: Editor)

"This is me with the plaid shirt", he writes. "I am 76 years old and find pleasure in sawing wood with a Homelite, my old reliable 5-20. These pictures were taken in my yard. The building is the pump house and part of the Twin Mountains of the Blue Mountain Range are in the background. These poplar trees are about 65 years old."

VETERAN DEALER RECEIVES PLAQUE

Walter Burrill, center, receives a plaque which shows that his company have been Homelite dealers since 1949. At left is Robert Wood, Field Chain Saw Representative and Arnold McClay, veteran Homelite Salesman of Saranac Lake, N.Y. is at right. Walter and his brother Al are owners of Burrill Saw and Tool Works of Iliion, New York, and were written up as Dealers of the Month in Sawdust, March, 1961. In their 17 years as dealers they have sold hundreds of Homelite chain saws, Yard Tracs and units of construction equipment, and have a fine reputation for friendly and efficient service.



THE ELK HUNTER AND THE SAW

A column describing modern elk hunting in a Eugene, Oregon paper, assigned the chain saw a valuable place in the modern elk-hunter's equipment.

"Nothing, including the rifle, is as helpful in many ways", columnist Pete Cornacchia reports. "It would be interesting to know how many elk which died suddenly would be alive today were it not for the power saw. For it is the key which quickly opens roads blocked by windfalls which otherwise would require hours of labor to remove with axe or hand saw. It can clear a path to get a vehicle into where an elk has fallen and it has even been used to quarter the animals so they can

be brought home more easily. Around camp, of course, the chain saw will remove the threatening snags and will cut a heap of fire wood in no time at all. It's one tool, no elk hunter should be without."

Chain saws have been used more than once to clear a path through lodge poles or larger timber which stand between vehicles and downed elk.

A group of Oregon hunters recently brought back five buck elk from a hunting trip because they were well-equipped, efficient and hunted in country which they knew well.

T & A EQUIPMENT CO., NEW ORLEANS



Exterior view of the T. & A. Equipment Co. in New Orleans, Louisiana

Art Adams and Alex Theriot, owners of the Homelite dealership, T & A Equipment Company in New Orleans, Louisiana, got a big sales assist last year from Hurricane Betsy, who blew lots of Homelite chain saw, pump and generator business their way.

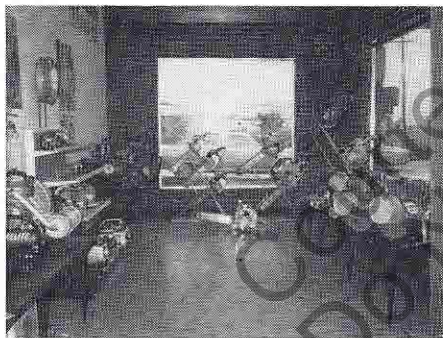
However, they both contend that they can equal last year's sales without the help of any old hurricane and hope devoutly that Betsy was the last of those destructive ladies to swing into town for many years to come.

They have been operating T & A Equipment since the Homelite branch in New Orleans closed down about three years

ago. Both men formerly worked for Homelite . . . Art Adams as a salesman and Alex Theriot as service manager. When it was decided that a dealership be established, they jumped at the opportunity. To say they have been successful is an understatement.

They operate only in the City of New Orleans, which has a metropolitan population of about a million people. They are assisted by Art's attractive and efficient wife Tommie, who runs the office; two salesmen; a parts man and three service men.

By using their Homelite training and experience, they have been able to build up a record business and a fine reputation at the same time.



Display room, T. & A. Equipment



The whole team at T. & A. Equipment



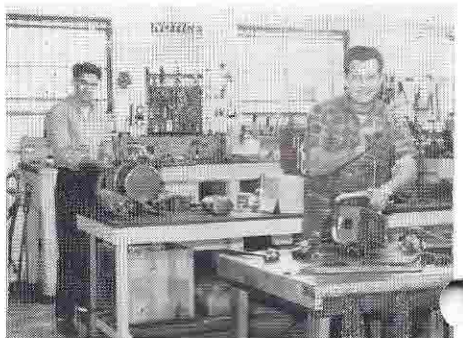
Art Adams with C. Creel and T. Bolster



Alex Theriot and Art Adams, partners



Mrs. Tommie Adams, office manager



Mechanics H. Lee and M. Schmidt in shop

CALIFORNIA DEALER BELIEVES IN ADVERTISING



Mr. Bradford cutting huge log which stretches, like a ribbon, across highway



Mr. Bradford, after felling a tree and bucking it in eight minutes



Mr. Bradford with the statue of Paul Bunyan all lighted up for Christmas



Mr. and Mrs. Bradford, outside their Homelite Shop.

Andy Bradford, owner of Bradford Power Tools in Placeville, California believes in advertising and promotion. He's found that the more people hear about you, the more they're apt to remember you and come in for all their chain saw needs.

When Mr. Bradford had a shipment of XL-12's arrive, he had a photographer take a picture of him just starting to cut down a large tree. Someone held a stop watch and eight minutes later, Mr. Bradford posed again (see above right) with a neatly stacked pile of logs. The two pictures were used as a basis for a very effective ad. Seeing is believing—and the prospects crowded in to see the little saw that could do such a big job.

His shop is well known in the area because of two large carved figures of Paul Bunyan and his blue ox, Babe, which stand outside. At Christmas time, Mr. Bradford put Christmas lights on Paul and at night he looked like a decorated tree.

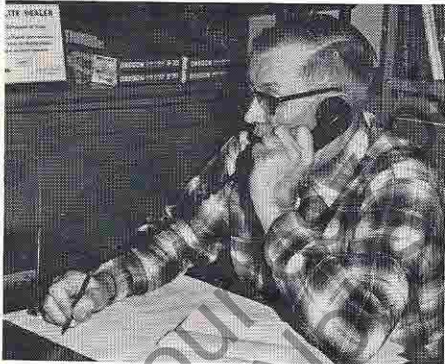
JANUARY-FEBRUARY-MARCH, 1966

There was favorable comment in the local paper about this . . . all good publicity.

Another occasion which brought favorable attention to Andy Bradford and Homelite was when a new highway was opened with much ceremony and speeches by local and state officials. A huge log had been placed across the end of the new section of road. Andy Bradford cut through the log with one of the first big XP-1100's shipped to the West Coast. He used a 50" bar and cut the log into huge sections which were loaded on a truck and taken to a sawmill, two miles away. It was a big day for Bradford Power Tools.

Andy Bradford and his wife Pearl cover the business themselves. They both feel that the more good advertising and publicity you can get in this kind of business, the better your sales will be. Their sales records prove they're on the right track.

HARTMANN & SONS PLAN BIG YARD TRAC SALES



Mr. Hartmann at his desk



Eighteen Homelite Yard Tracs are displayed by Hartmann and Sons in their spacious showroom.



Mrs. Hartmann and Nancy Metzgar in office



A Hartmann and Sons truck went right to the factory in Greer and picked up a load of Yard Tracs.

When Ray Hartmann & Son, Homelite dealers in East Stroudsburg, Penna, do things, they do them in a big way.

Recently, they decided to get a new stock of Homelite Yard Tracs. Instead of waiting to have them delivered, they drove their own 10 ton truck down to the Homelite plant in Greer, South Carolina loaded 18 of the latest Deluxe models on it and drove back to the shop with them. They expect to sell them with no trouble.

Their move from their original barn shop to a fine new building was recorded in "Sawdust" in 1964. Since then they have continued to grow and prosper. They now have nine people working for them in addition to the three hardworking partners themselves, Ray Hartmann, his son Roger and his son-in-law,

Clyde Hallett. They sell farm machinery in addition to chain saws, mowers and E-Z-Go Golf Carts.

Mr. Hartmann once sold 8 Homelite saws in two hours! Two or three people came in to buy saws at the same time. The other five who were in the shop listened to the sales talk and became so interested and excited that he made 8 sales. At least two of these people had no intention of buying saws when they came into the store.

They solicit new business constantly, with newspaper ads, radio, direct mail, roadside signs. They also have displays at fairs, where they haul logs in and demonstrate every two hours.

It's an inspiration to see how successfully this hardworking team continues to build sales and goodwill in the 30 mile area they cover.

ARNOLD'S REPAIR HITS JACKPOT

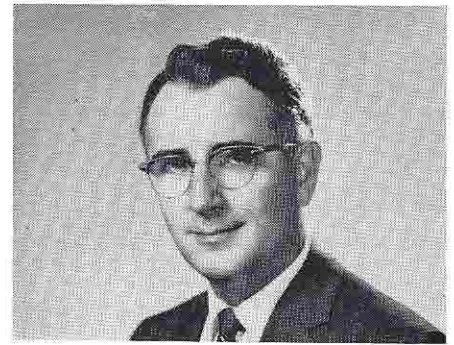
John Arnold of Arnold's Repair Shop, Marietta, Ohio, at right, is shown presenting one of 12 Homelite chain saws to the purchaser, K. L. Moore, of Belpre, Ohio. Tony Arnold is at left. Since then he has purchased eight more. The saws will be used to clear over 100 miles of the bank of the Ohio River. Literally thousands of people will see Homelites in action.



CONSTRUCTION EQUIPMENT CORNER

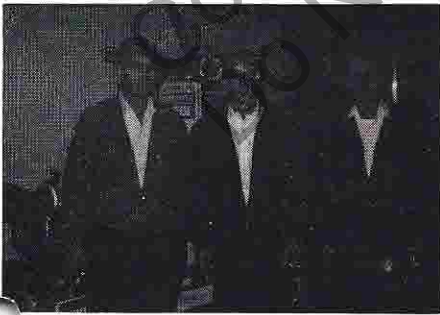
William Welsh, Jr. is Homelite's new Construction Equipment Market Manager and he has already plunged into his job with the enthusiasm and energy which are characteristic of him.

He's been in the construction equipment field during all of his business career. He attended DePaul University in Chicago, then started selling construction equipment in that city. He served in the U.S. Air Force during the War as a flight engineer in the Pacific Theatre of operation. He joined Homelite in 1953 and became an aggressive and highly successful salesman for the Chicago District Office. He became Chicago Branch Manager in 1957. He resigned in 1960 to become a partner in a construction equipment dealership, still handling the Homelite line. He came back with the Homelite office in St. Louis in 1965 and took over his present job at the first of the year. His long experience as a salesman and a dealer should prove very valuable to him and to all Homelite dealers who handle the construction equipment lines.



William Welsh, Jr.

CONSTRUCTION SERVICE & SUPPLY



From left to right, Gene Rickard, Walt Ferriter and Ken Canum, owners



Chuck Shanks, Denny Collins, shop and Larry Vath, office manager.



Homelite construction equipment display in fine Denver shop.

In business for only a year, Construction Service and Supply in Denver, Colorado, have been doing a fine job selling Homelite equipment.

Dan Cook, of the Homelite Denver office sent in these pictures of their operation and gave a few reasons for their success.

"These boys are all backed by years of construction equip-

ment sales in and around Colorado, Wyoming and South Dakota. They are the best to be found."

Gene Rickard, Walt Ferriter and Ken Canum are the dynamic partners who not only sell but also rent out Homelite construction equipment. They are assisted by Larry Vath, office manager, and Joe Wood, office; by Odel Pace, sales and by Denny Collins, shop.

DID YOU KNOW?

Many have asked, but few have spoken. Maybe this isn't completely true, but we are here in answer to many requests for some kind of assistance in the manufacture of special application equipment.

Your contribution to this end of "getting something done on a small scale" will be greatly appreciated. To tell you more, perhaps an example would make it clear. Would you like to move those XL-100's that you have in stock?

One Homelite district, Charlotte, thought of a way. Some already know of the application—grinding bulldozer and scraper blades in the field. It was done very successfully. The only hitch was that it took too long for everyone to be aware of this application. Some still don't know, but would like the information. Perhaps, with your help, a change can be made. We can act as a clearing house for new ideas received from the field. Many good ideas fall by the wayside for lack of complete information or high cost due to low volume. Can we

change this fault?

change this fault?

With the new emphasis being put on construction equipment and the billions to be spent in the next five years in the construction industry, perhaps we can get the jump on competition as we did with the XL-12.

Let's get behind the "new look". Get that new idea or application to us. The one someone else sends may be the one that helps you.

We would like to run this column in every issue of Sawdust filled with suggestions sent in by our construction equipment dealers and salesmen. If you have found a new application for any Homelite product, pictures or drawings will help make it useful to others. If a customer of yours would like to use his Homelite equipment in a certain way but you do not know the special application equipment to suggest, let us know about it. If we pool our ideas we can be useful to dealer and customer alike.

TROJAN BEAR AND GIRL



Trust the staid British to come up with the exciting displays! Above, is a beautiful display which Trojan Works, Homelite distributors in England, used recently to attract favorable attention to Homelite products. The model, at left, posing with the Canadian bear, insists that she has some Indian blood. The pine trees, ferns and Indian teepee give a very authentic touch to the background.

HOMELITE IN ENGLAND

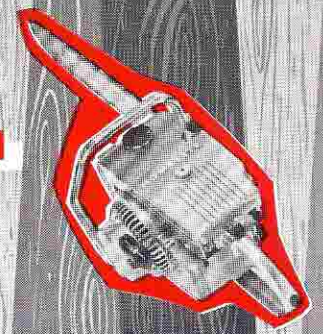


J. Scott, tree lopper and felling contractor of Great Bookham, Surrey, England is shown using his Homelite chain saw to cut out the sink of a giant elm. This 250-year old tree was 100 feet high, with a 46 foot quarter girth. Mr. Scott said, "I've never come across anything the equal of Homelite."

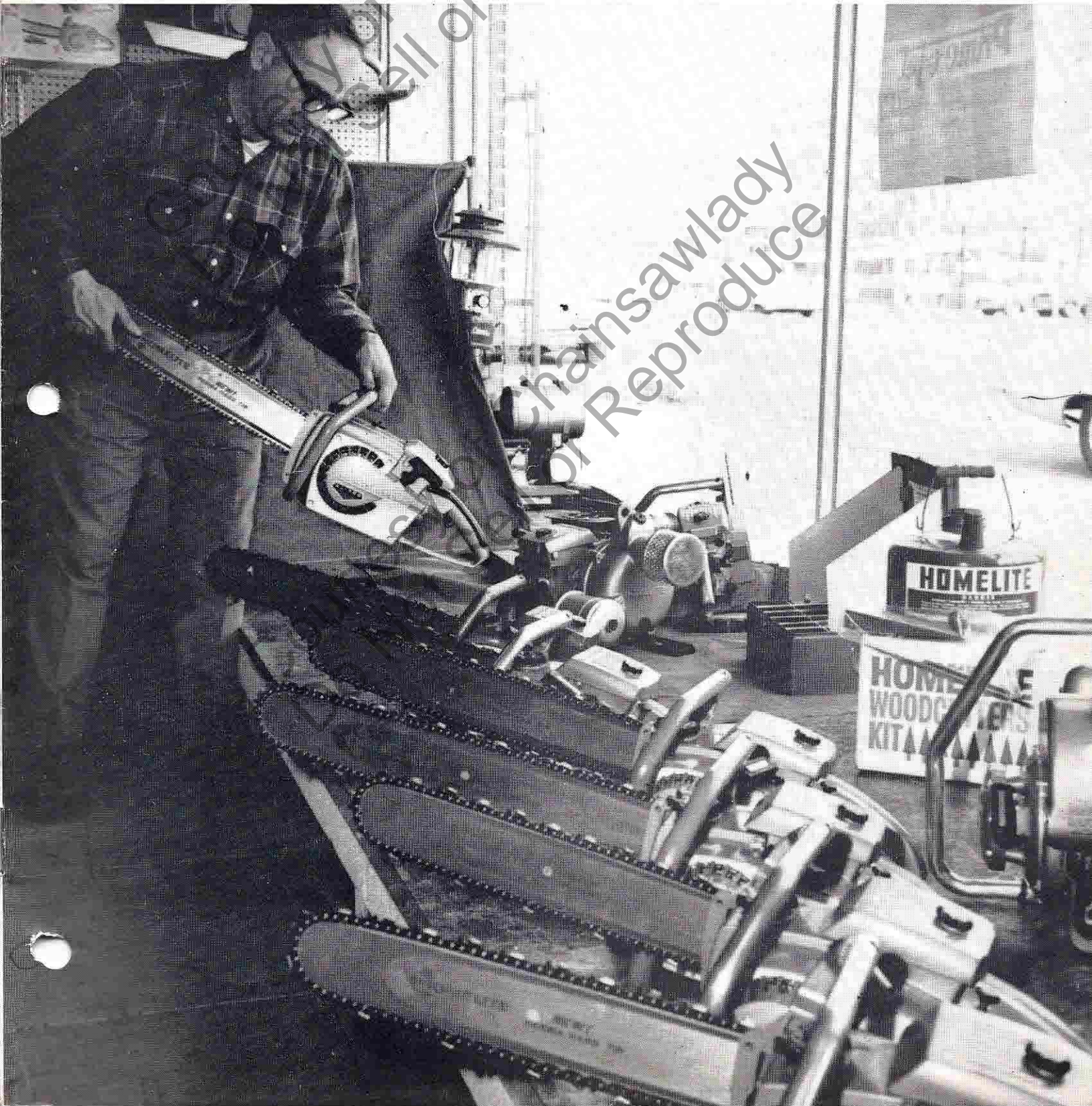


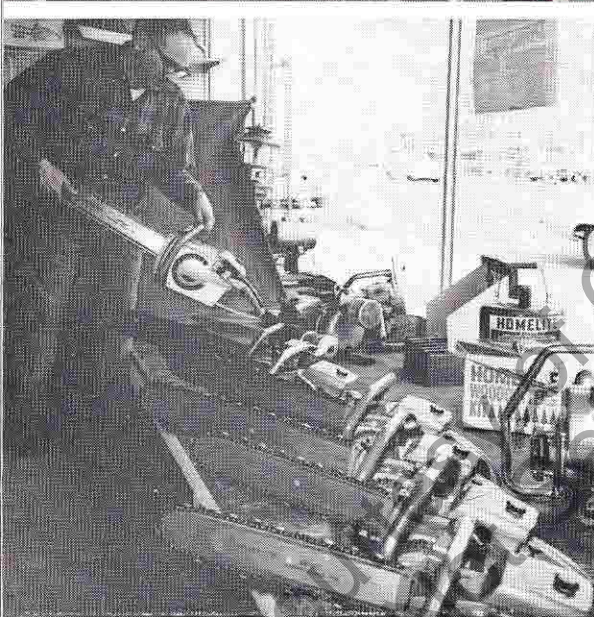
Trojan Works, Homelite's distributor in Great Britain, sent this picture out with a publicity release about the XL-100 circular saw. It shows a man using "the new petrol-driven Homelite XL-100 circular saw to cut a four inch steel girder on a demolition site."

SAWDUST



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WHO SAID: "NOBODY BUYS

by Dennis Bertelsen, Marketing Manager, Forestry Equipment

We said it—and you probably have said it yourself. But we have been checking around lately and discovered that more and more chain saws are being sold in the summer than ever before. This fact raised two questions: First, what dealers are selling these chain saws?

AND

Second, who is buying these saws?

To get the answers to these questions, we went to *those dealers* who are selling more chain saws during the summer and asked them, "HOW DO YOU DO IT?" Practically all the dealers interviewed, started by telling us that they hadn't always sold as many chain saws in the summer. In the past, they had noted that many customers were looking and shopping for chain saws in the summer and talking of buying in the fall. When fall came around, however, the summer shoppers had already purchased their saws. Our dealers decided to go after their share of this summer market.

THE COVER... Nick Preziosi, owner of Freeport Equipment Sales & Rental in Freeport, Long Island, puts a tent and some other camping equipment in his window as background for his complete line of Homelite chain saws.

"The camper is the big market at this time of year," says Nick. "Campers come in to price a used saw but when they see the XL-12s they just have to have one."

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Number 128

April, May, June, 1966

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They started by asking themselves, what have I been doing wrong? Studying their stores and their sales presentations, the answer became evident. They had been unconsciously telling their customers to buy in the fall. If a customer was shopping for a chain saw and asked about a Homelite chain saw in July, they would give him a brief run down, the price, and a quick "When you are ready, this fall, come back and I'll show you how it cuts." The dealers had taken down their Homelite chain saw promotion material and let their chain saw display dwindle down to practically nothing. Even their Homelite salesmen talked only about sales promotions for the fall season. They realized that the prospects for Homelite chain saws were there all the time, but they weren't making a positive selling approach. So—they did a complete about-face.

Now these dealers have a year-round chain saw program. It includes traffic-building advertising, adequate displays to give a positive sales image, plus a good running demo with a sharp chain and a green log to cut. Their stores and personnel were prepared to take advantage of the resulting traffic. Many dealers said that it was easier to get prospects to take time for a demonstration during the summer and they were amazed at how many prospects were turned in to Homelite owners by the demonstration.

An interesting sidelight was the fact that some of these successful summer dealers were new dealers. They hadn't been dealers long enough to be told that they couldn't sell saws in the summer. Because they were new and just didn't know they had sold a great number of saws during the summer months. Now it is quite

CHAIN SAWS IN THE SUMMER?"?

Difficult to convince them that they can't sell saws during the summer.

Our second question, "Who is buying all these chain saws in the summer?" produced some familiar answers and a few new ones.

The professionals were the largest group referred to by most of the dealers. These were the loggers and pulpwood cutters plus, of course, the contractors who have their peak season in the summer. Although the loggers in most cases do their own shopping for a chain saw, many contractors rely on information delivered to them or their purchasing agents. Many successful dealers located contractors and introduced themselves and their products. At the same time they left them an up-to-date catalog. *Do the contractors in your area have up-to-date Homelite product information?*

would save. Other homeowners that wanted to prune, remove trees, or clear brush on their property found buying a chain saw less expensive than hiring it done or renting a saw.

There were homeowners who were also sportsmen or campers. They took their chain saws with them when they went camping. Today's camper is well-equipped and has a considerable investment in materials to make his time outdoors as pleasurable and free of chores as possible. A chain saw reduces the time spent cutting firewood from hours to minutes. It is also a useful tool to assist in building the campsite. Homeowners with second homes or cabins told our dealer that they get double duty from their Homelite chain saws.

All in all, we found that during the summer there are a great many people thinking about buying new chain saws, but they just need a little help deciding. Our dealers who



Another summer customer for these dealers was the local government purchasing agent. The fiscal year ending June 30 and beginning July 1 offers two opportunities for chain saw sales. Any money remaining from the current year is used to buy products which the purchasing agent feels will update his equipment. At this time also, the dealer brought new catalogs and tried to get Homelite products specified in the new budget.

Another answer we often received to our question, "Who is buying chain saws in the summer?" was "the farmer." He is a year-round important market for Homelite products. Annually he represents just as large a portion of the chain saw market as the professional. He is a customer for Homelite pumps and generators, as well.

The comparatively new group of customers we heard about were in all types of businesses and jobs but all seemed to have two things in common—first, each owned his own home, and second, each considered a chain saw a useful household tool. They talked about a chain saw and its uses as they would a power lawn mower, a cut-off saw or electric drill. One particular type of homeowner was the man with a fireplace who had been buying his firewood. Our dealers discovered he was a natural for a Homelite chain saw because of the money he

specialized in summer sales helped these people make their decision with:

A traffic-building advertising program, keyed to get a shot at these prospects.

An attractive chain saw display to get them thinking chain saws.

A demonstration of a good running saw cutting a log.

Calls on purchasing agents of local governments and contractors to get some annual business.

Sales presentations showing why the prospects was wise to buy NOW . . . how he could save by buying now.

Asking him to buy or suggesting he take it along today.

You can join these successful dealers and increase your summer income by doing what they have done.

Prove to yourself that chain saws are sold the year round and prepare yourself, your personnel, and your store to take advantage of this opportunity.

NORTHERN CALIFORNIAN DEALERS

WIN TOP PRIZES



SAN FRANCISCO AREA

CLASS I PRIZE WINNERS

Redwood Chain Saw, Fort Bragg
Simon Stores, Oakland
Leonard Bugna & Sons, Menlo Park
Hitchcocks, Garden & Tool, Campbell
HONORABLE MENTION
Western Chain Saw Co., Eureka
Lewers & Cooke, Honolulu, Hawaii
Gardners Aid, Santa Rosa
Wilson Saw Center, Rio Dell
Twain Harte Chain Saw, Twain Harte
Stanton Equipment, Ukiah

CLASS II PRIZE WINNERS

Hoopa Saw Shop, Hoopa
Appliance Sales, Modesto
Davis Saw Service, San Raphael
Clarence F. French, Garberville
HONORABLE MENTION
Diablo Rental, Walnut Creek
Ritz Tractor, Napa
Oakdale Sharpening, Oakdale

CLASS III PRIZE WINNERS

Willits Hardware, Willits
Pacific Saw Works, Oakland

HONORABLE MENTION

Orick Saw Shop, Orick
C & H Tool Center, Brentwood
Swede's Saw Shop, Salinas
Power Tool & Saw, San Leandro
Duane B. Russell, Calistoga
Glenns Saw Shop, Mission San Jose

CLASS IV PRIZE WINNERS

Lackey's Nursery, Napa
Garretts Hardware, Healdsburg
HONORABLE MENTION

Mobil Saw Shop, Richmond
Bergers Equipment, Martinez
Squerie Bros., Morgan Hill

CLASS V PRIZE WINNER

Pete's Hardware, Castro Valley

Every year, Homelite dealers in the San Francisco and Sacramento areas wait eagerly to hear which ones came out winners in the annual sales contest conducted by the District. The quotas given to each dealer are something to shoot for and those dealers who shoot way past their quotas are hopeful of ending in the money.

This year was no exception and on these pages we list the names and some of the pictures of the winners of the 1965 contest.

"It was a battle royal to the end" said Robert C. Glidden, District Manager in announcing the results. "Thanks to all for the wonderful year of 1965."



First Prize in Class III went to Harry Parsegian of Willits Hardware & Building Materials Co., of Willits, California. Bill Wahl, San Francisco Salesman, makes the presentation. This was one of many winners who also received a prize in last year's contest.



Bert Simon, at left, president of Simon Stores, Oakland California, is presented with the 2nd Prize in Class I by Mick Hobbs, San Francisco Salesman. Dividing the dealers into classes according to the size of their chain saw operation made a more exciting contest this year.



SACRAMENTO AREA

CLASS I PRIZE WINNERS

Dupont Power Tool Co., Quincy
Georges Construction, Oroville
Nomellini Tool Rental, Stockton
Houston Car & Home, Yreka

HONORABLE MENTION

Chets Chain Saw, Red Bluff
Stroups Chain Saw, Redding
Bert See, Nevada City
Bradford Power Tool, Placerville
Butte Pump, Chico

CLASS II PRIZE WINNERS

Robert Wray, Tahoe City
Wright's Garage, Lodi
Spinetti Bros., Jackson
Eilt's Garage, McArthur

HONORABLE MENTION

Auto Electric, Reno, Nevada
Fichter & Sons, Corning
Eilt's Machine Shop, Susanville
CLASS III PRIZE WINNERS
Commercial Hardware, Reno, Nevada

F. J. Repair, Fort Jones

Fourth St. Machine Shop, Alturas

HONORABLE MENTION

Amos Metz, Woodland
Thomas Auto Parts, Orland
Hermans Saw Shop, Happy Camp
Cain's Saw Service, Tahoe Valley

CLASS IV PRIZE WINNERS

Sterling May Co., Woodland
Bob Rains Rentals, Fairfield

HONORABLE MENTION

Western Auto Store, Colusa
P & H Auto Parts, Fallon, Nevada
Paul's New & Used, Elko, Nevada
Twin Sales & Service, Willows
Gridley Growers, Gridley
Luttig & Severson, Sacramento
Bar Hein Tractor, Sacramento

CLASS V PRIZE WINNER

Tallman Lumber, Winnemucca, Nevada

HONORABLE MENTION

Folsom Saw & Mower, Folsom



Dick Dodelin, at right, presents the 1st Prize in Class II to Dennis McKeeman of the Robert Wray Co. of Tahoe City, just as he was leaving by snow cat to deliver an XL-12.



Bob Rains, of Bob Rains Rentals in Fairfield, California, out with his Homelite station wagon, selling chain saws, when he was presented with his 2nd Prize, Class IV.



WIN TOP PRIZES



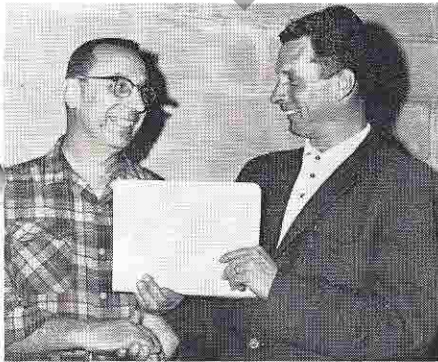
Dexter Kawalmacher, at left, owner of Redwood Chain Saw in Fort Bragg, California, has a right to look proud as he receives his 1st prize in the San Francisco area from San Francisco's happy-looking salesman, Bill Wahl.



Proud of their 2nd Prize Award are the three partners who operate the Pacific Saw Works in Oakland. From left to right, Mario Ponchione, Bill Alara and Bruno Ponchione.



Receiving a 2nd Prize in Class II are Doyle Banks, left, and Fred Wild, center, partners in Appliance Sales & Service of Modesta. Mick Hobbs, Salesman, does the honors.



Den Modena, of Garrett's Hardware in Healdsburg, California, accepts his 2nd Prize in Class IV from Bill Wahl, Salesman. He's already planning on winning a prize for 1966.



Stephen Selmezki, in front, his father Frank, at left, and Ernie Selmezki, center, accept their 1st Prize in Class V from Mick Hobbs. They operate Pete's Hardware in Castro Valley.



Al Hitchcock, at left, above, is proud to accept his 4th Prize in Class I from Mick Hobbs, San Francisco Salesman. Al is owner of Hitchcocks, the Homelite dealership in Campbell.



Spinoza, left, and Dick Dodelin, Sacramento Branch Manager, are dwarfed by the Homelite sign.



Bill Wright, of Wright's Garage in Lodi, California at left, is presented with the 2nd Prize in Class II by Dick Dodelin. Bill was a winner last year as well.



First Prize in Class III goes to Tom Horgan of Commercial Hardware, Reno, Nebraska. Tom is shown at left accepting the prize from Dick Dodelin, Sacramento.



Roland Doneux of Nomellini Tool Rental in Stockton tries hard to win a prize each year. Here he receives the 3rd prize in Class I from Dick Dodelin.



William Ramsey, at left, Homelite dealer of Calvin, Pennsylvania, shows a customer the many different models of Homelite chain saws which he stocks in his fine, new shop.

FORMER HOMELITE USER BECOMES HIGHLY SUCCESSFUL HOMELITE DEALER

When William Ramsey, of Calvin, Pennsylvania, was a teen-ager, not many years ago, he started cutting pulp. It continued to be his occupation, off and on, and he came to use Homelite chain saws, which were always fast, easy-to-handle and efficient.

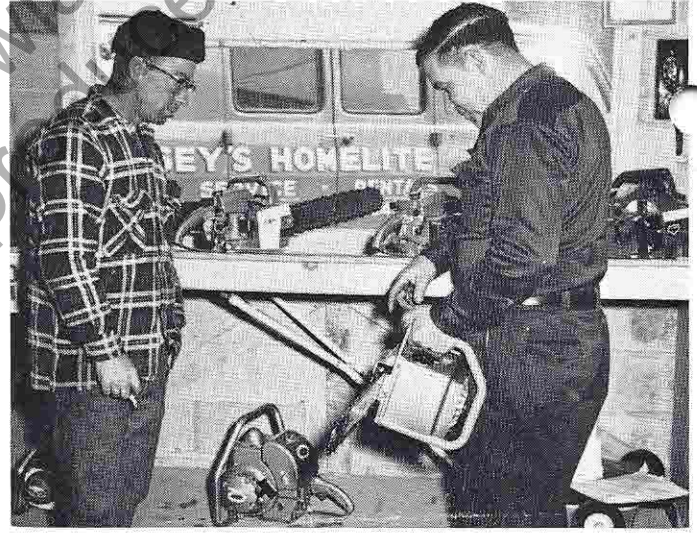
"I liked to work on Homelite's, too," says Mr. Ramsey who has a mechanical turn of mind. "When I got my back hurt and wasn't able to continue working in construction or pulp-wood cutting, I decided I would like to work on Homelite chain saws and sell them."

So, early last year, William Ramsey became a Homelite dealer. According to Don Sineway, Manager of Homelite's Altoona Branch, "In one year as a Homelite dealer he has worked the chain saw business in his area so well that he has virtually wiped out competition. He has just about doubled the business. Mr. Ramsey built a fine new shop in Calvin, where he can display a full line of Homelite chain saws and several Homelite Yard Tracs as well."

The secret of his success lies in this statement of his business philosophy. "I do enjoy my work and work from 7 o'clock in the morning until 9:30 or 10 o'clock at night. My desire is to build my business until Homelite will go far in the future. I do everything I can think of to try to build my business."



"Don't take my word for it," says Mr. Ramsey. "I'll demonstrate how fast it cuts and let you take a turn next so that you can see how easily it handles."



The customer seems to like the new XL-800 and Mr. Ramsey points out the features which guarantee more power, longer cutting and top performance at all times.

Typical of the opportunities he has seized is something that happened last summer. A local farmer asked Mr. Ramsey to sell peaches for him. Instead of taking a profit on the peaches, he asked the farmer to pay for some radio advertising on a local radio station. They advertised both Homelite and the peaches and got very good results . . . they sold all the peaches and several saws as well! Many people came into the shop to see this unusual combination.

In addition to being hardworking and ambitious, Mr. Ramsey is a good business man who knows the value of promotion and advertising. He uses radio, newspapers and TV, plus roadside signs and Homelite decals on his truck. He also knows the advantage of paying his invoices promptly and having a good credit rating.

Having established himself as "Mr. Homelite" in a 14 mile area around his shop in Calvin, he can handle most of his business in his shop. However, he occasionally goes out into the field in his Homelite truck to deliver a saw or to check on his customers' needs. It's a busy life but one which he enjoys more every day.

Mr. Ramsey is 35 years old, married and the father of three sons. Plenty of incentive to keep a young man hustling to secure a good future for his family.

"I hope we can all work together and build Homelite's name bigger and bigger," says William Ramsey.



The customer is sold on the new XL-800 and William Ramsey promises to check it over and deliver it to him in his new Homelite truck, the next day.

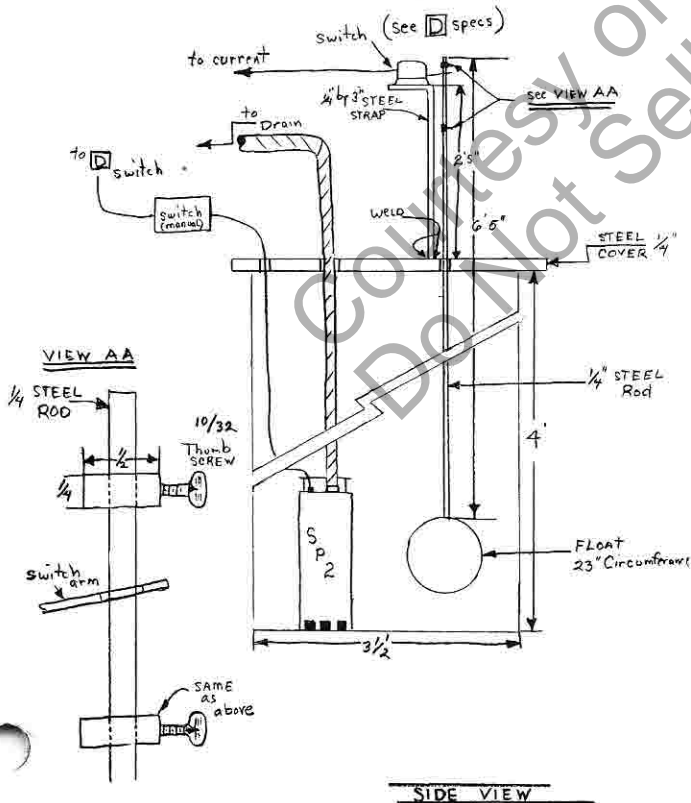
What's New in Construction Equipment

Boston Salesman Develops Automatic Switch for Electric Pump



Dan Dilger, above, of our Boston District, submitted the drawing and specifications, shown below, for an automatic float switch for the submersible pumps. He used a Square D Co. Class 9036, GG-2 switch. The SP-1 to which this switch was attached has been on 24 hour continuous duty since June 1965.

Variations of this set-up can easily be designed to fit your own installation on construction sites. Thanks to Don for making it easier and for passing the word.



APRIL, MAY, JUNE, 1966



The above photo shows an XL-120 equipped with a special shoe to allow the saw to slide along on a 2 x 4 crossmember when cutting 3" flush shoring. By turning saw on its side, weight is carried on shoe, guaranteeing straight cut with no binding. Sent in by Frank Marshall of Freeport, L. I.

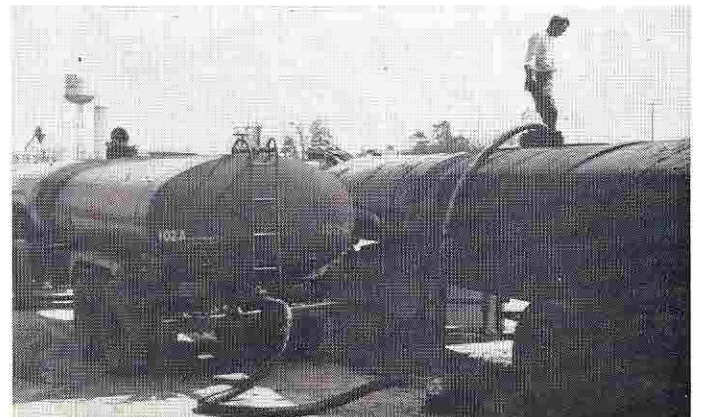


Denny McWilliams, St. Paul Salesman, is shown above at a recent Sales Meeting, using a Paving Breaker on two 5' by 10' concrete slabs. These slabs were totally demolished to hand handling size chunks in less than an hour using the PB85 and the PB55.



Above, Bill Welsh, Marketing Manager, Construction Equipment, demonstrates a diamond blade and water attachment for the XL-100 being used to score rock about 1 1/2" deep, at the rate of one foot per minute.

In North Carolina, Richard Burchett sold this 45 TP3 Trash Pump for liquid asphalt transfer operation. It handles 4400 gallons of asphalt of 150 to 600 viscosity in 14 minutes at 115 to 150 degrees farenheit.



NEW MEXICO DEALER REPORTS ON HIS CUSTOMERS



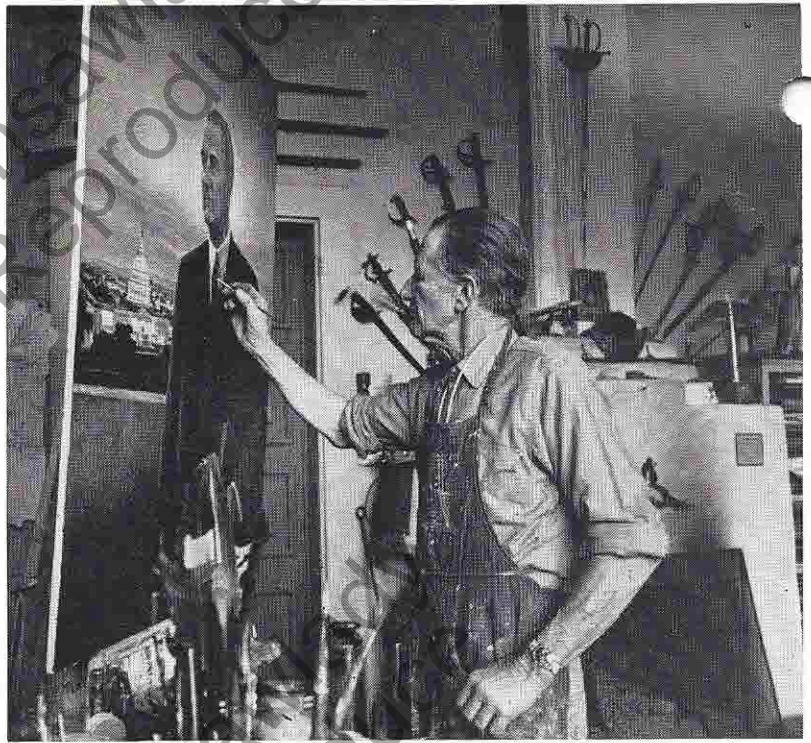
E. W. Mitchell, owner of Mitchell Seed & Grain of Roswell, New Mexico, rests in his favorite chair with his dachshund Eric Von Stahlhaus after a long day in the mountains.

What kind of customers buy Homelite XL-12s? Our dealer in Roswell, New Mexico, E. W. Mitchell, called to our attention three of the men to whom he has recently sold these great little saws. They sounded so interesting that we couldn't pass up the chance to introduce them in Sawdust.

One is Peter Hurd, a top-flight American artist who is currently finishing a portrait of President Johnson which was commissioned by the Johnsons. This is his third portrait of the President. One appeared on a Time Magazine cover and the second was painted as the official White House portrait.

Mr. Hurd is also a polo player, guitarist, linguist and all-around citizen who lives on a half-mile square ranch at San Patricio, New Mexico. He plans to use the XL-12 on his apple orchard and his woodpile.

Another XL-12 owner is Bill Langnegger, three-time



Peter Hurd, one of Mr. Mitchell's famous chain saw customers, puts the finishing touches on the portrait of President Johnson in the picturesque living room of his adobe hacienda in San Patricio, New Mexico.

president of the New Mexico Farm Bureau. He operates four large, irrigated farms, one ranch, one cement block company, one oil mill and he feeds 8000 cattle the year round. A picture story of his operation would show a factory, not a farm . . . with beef the end product.

Proud owner of two XL-12s, one with a 12" bar and one with a 16" bar, is Bert Pflugsten. He owns a ranch in the Bonita Valley with better than 20,000 fruit trees, most of them apple. He says, "the Homelite saws are the very best, use the least gasoline and are so light they can go right up in the trees with the pruner."

Mr. Mitchell, who is the owner of Mitchell Seed & Grain, a business established in 1917, evidently knows his customers and their needs well. He is proud to sell them Homelites.

DEALERS DECORATE BOOTHS FOR HOME SHOWS

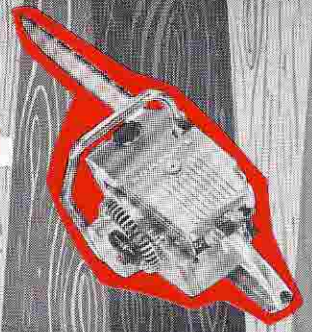


McMillan Brothers Company, Homelite dealers in Salisbury, Maryland, put up this simple but effective display at the Better Living Exposition and Home Show, held in Salisbury April 1-3, 1966.



Using saws, banners, posters and other promotional material, Jim Thom. Power Equipment of Poughkeepsie, New York, put up this lively display at the Dutchess County Home Show recently.

SAWDUST



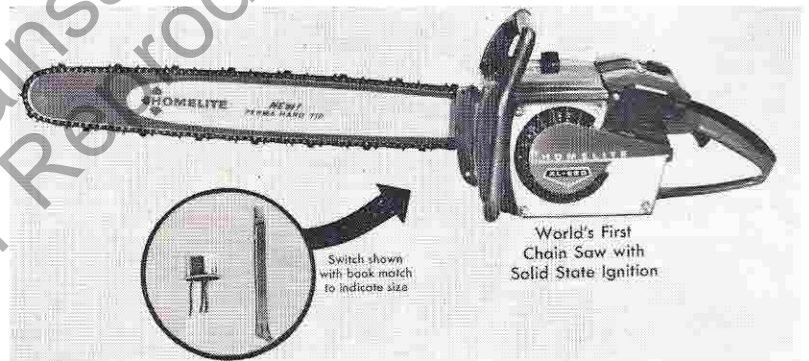
Published by **HOMELITE** A **Textron** DIVISION

PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JULY, AUGUST, 1966





NEW SAW



Latest member of the XL family is the XL-850, which features a real ignition triumph. This is the world's first chain saw without breaker points . . . with solid state ignition.

This new ignition works very much as an ordinary magneto does except that it electronically breaks the circuit to provide a spark with an electric switch which has no moving parts. All ignition failures due to wear, corrosion, pitting, misalignment or improper adjustment of moving parts are eliminated.

This tiny switch does its job efficiently and tirelessly. Solid state ignition will increase spark plug life, engine efficiency and reliability and will make the XL-850 very easy to start.

In addition to this revolutionary new ignition, the XL-850 has all the outstanding features which characterize the latest models of the XL family, the fastest selling chain saws in the world. It is lightweight, fast cutting, with double the gas and oil capacity. It has both an automatic chain oiler and a manual override. In fact, it's a great chain saw which will make a big hit with the custom in all parts of the country.

THE COVER . . . Normally it takes only one logger to fall a tree, but three fallers went to work with their Homelite XP-1020's on this giant Douglas fir in a stand of timber on the White River near Wenatchie, Washington. Measuring nearly eight feet across the stump and 24 feet in circumference, the tree was estimated to be 600 years old. The saws were all purchased from Motteler's, Homelite dealer in Leavenworth, Washington, who kindly sent in this picture. Ralph Newell's three-man falling and bucking crew shown here are, from left to right, Lloyd Franklin, Freeman Stoner and Porter Franklin.

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Number 129

July-August, 1966

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ANNOUNCING TWO SPECIAL CONTESTS

FOR HOMELITE DEALERS . . . A chance to win a \$25.00 U.S. Savings Bond or possibly even one for \$100.00.

You don't have to meet a quota or buy a thing. You just have to let SAWDUST in on some of your activities by writing a letter describing unusual or new applications for Homelite products and unusual sales you may have made to interesting customers. Make the letter fairly short, (not more than 200 words, please,) and send it to the Editor, SAWDUST, Homelite, Port Chester, New York 10574.

Each letter that is published in SAWDUST will win a \$25.00 bond. At the end of six months, a jury will select the best of the published letters and the author will be sent a \$100.00 bond. Start sending in your letters right away so that the first winning letter or letters will appear in the next issue of SAWDUST. Include a picture of yourself if you have one. Share your experiences with other Homelite dealers and maybe you'll win a prize.

FOR DEALERS' WIVES . . . a chance to win a wonderful, all-expenses-paid trip for two to the plant in Gastonia, North Carolina, and to the Homelite office in Port Chester, New York.

Knowing how important a wife's contribution is to the success of her husband, we'd like you to write us a letter (see address above) telling how you have helped in promoting Homelite and what you think a wife can do to increase her husband's business success.

Send in your letters before the end of February, 1967. The winning letter will be published in the March issue of SAWDUST and the prize of a trip to North Carolina and New York will be arranged at a time of the winner's own choice.



HOMELITE KICKS-OFF

Soon the days will be getting shorter; the trees will begin to turn color; there will be screens to take down, leaves to rake, and to cut up, gardens to care for, painting projects to finish. With all these vital things to do, where will most of the men be found? In front of their TV sets watching football!

That's why Homelite has concentrated much of its advertising in a program designed to reach this captive audience of able-bodied men. Here are the highlights.

During the fall months, Homelite will sponsor the National Broadcasting Company's AFL SCOREBOARD for 10 weeks and the NFL GAME OF THE WEEK on 50 stations for 17 weeks. These NFL half hour programs will feature highlights of the previous week's games in various parts of the country.

The viewers will see a filmed commercial, in color, showing XL chain saws in action. They'll hear the buzz of the saw, see the speed with which the operator can drop a tree, marvel at the efficiency of these lightweight, Homelite saws.

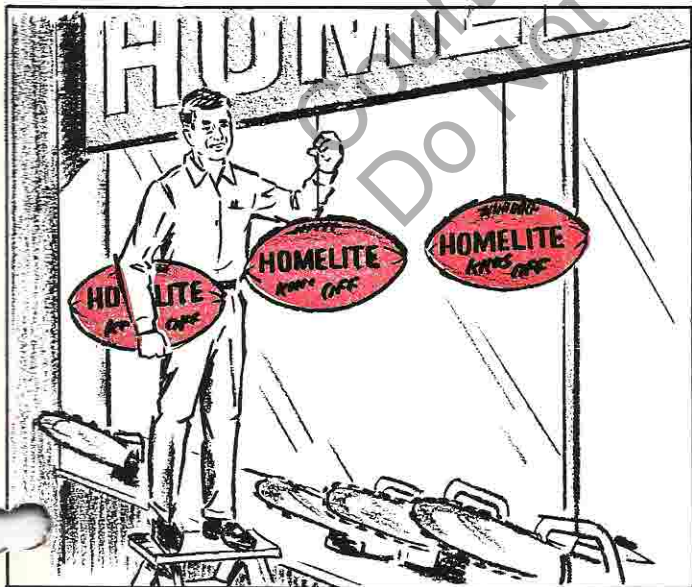
There's more! Wherever possible, Homelite will have spot advertisements on the TV coverage of live football games in various cities. In these areas, a hard-hitting promotion, put on by the TV stations and by Homelite will feature large pictures of local football heroes with the Homelite sponsorship spelled out at the bottom of the posters. Dealers in these areas will also receive these large pictures so that they can display them.

Even in Homelite's magazine advertising, a special attempt will be made to reach this audience of men. Ads in SPORTS ILLUSTRATED will announce that Homelite is sponsoring the football telecasts and will offer readers a special buy on a Football Almanac . . . a \$3.95 value for \$1.95. Other mens' magazines such as FIELD AND STREAM and OUTDOOR LIFE will carry important Homelite ads during the fall months.

Homelite dealers can tie into this football theme with material which they will receive in their Fall Promotion Kit. Displays in the shape of orange footballs can be hung in windows and sales areas. A large poster showing the cut-away view of the chain saw engine can be used as background display. Counter cards, featuring football scenes, with a picture of a Homelite chain saw, will add to the overall football atmosphere.

The farm market, so important in the Homelite picture, will be reached through big, four-color spreads in the October, November and December issues of the FARM JOURNAL. Complete dealer lists will appear in connection with the October ad. There will also be ads in PROGRESSIVE FARMER and in other regional farm papers.

Homelite has won the toss. With the new XL-350, and all the other great chain saws in the line as footballs, Homelite dealers can kick off for the biggest sales victory ever!



GOING STRONG ON LONG ISLAND



Nick Preziosi, owner of the Freeport Equipment Sales & Rental, Inc., of Freeport, Long Island, New York, shown with his son James, aged six, has two more boys and a girl at home. He's very enthusiastic about the cooperation he gets from his District office and from the Homelite office.

The traffic streamed by on the busy highway outside the wide expanse of windows of the Freeport Equipment Sales & Rental, Inc., in Freeport, Long Island. Inside, young James Preziosi, aged six, was helping his father Nick, who owns the business, set up a camping display in the window as a background for a lively line of Homelite XL saws. In another part of the shop, an elderly couple was being shown the advantages of a ride-on mower by Gil Gelling, salesman, mechanic, all-around helper. Fred Beyer, the office manager, was on the phone taking down a large order for parts. In the well-equipped shop in the rear, Ronnie Zito and Joseph Smeriglio were expertly repairing equipment which was needed immediately, if not sooner, by harried contractors.

This was the scene which greeted us when we went there recently to get a picture which we used on the cover of the last issue of SAWDUST. It was a different type of Homelite dealership than we had ever visited . . . a city operation, rather than a rural or smalltown one. It was highly recommended by the North Arlington District Office for the excellent job they were doing, and talking to the owner, Nick Preziosi, we learned something of how he operated.

"My father and I started a rental business in Freeport in 1950 in a place about one fifth the size of this one. We rented out chainsaws and all types of equipment and we sold chain saws occasionally but had no service facilities. It wasn't much of a place. When it rained outside, it rained inside on the saws."

"In spite of this, we made a go of it," Nick continued. "By 1958, we had grown so big that we split into two businesses.

My father took the rental business and I concentrated on sales. Tree surgeons who came in to buy saws asked for other supplies such as ropes, axes, hand saws, etc. We stocked them and pretty soon we were stocking contractors' equipment as well. Then tree surgeons in other parts of the country wrote in ordering equipment so we prepared a catalogue and now we have a steady mail-order business from three or four hundred customers from here to Mississippi."

"We took on the Homelite line of chain saws in 1962," Nick said proudly. One of the reasons he is enthusiastic about his Homelite franchise is the fact that Homelite does so much national advertising. He feels that Homelite has a very good name in the market and therefore the customers are pre-sold in many instances. He advertises in a Nassau County paper which has a large circulation.

In addition to the tree surgeons and contractors who make up his steady customers, Nick finds that many campers, vacation in up-state New York, are deciding that a chain saw is a handy piece of equipment to have along on their trips. There is an element of prestige in owning a Homelite, too!

"You have to have plenty of saws displayed," advised Nick. "People who come in wanting to buy a used saw for \$80 see the XL line and somehow they decide they can afford to pay for the lightweight power of one of those great chain saws."

Nick Preziosi was born and raised in Freeport. He has four children, three boys and a girl, and if all the boys are as helpful as six-year-old Jimmie, he'll have three junior partners before very long in Freeport Equipment Sales and Rental.



Ronnie Zito, at left, and Joseph Smeriglio man the shop. Ronnie worked on Homelite equipment first during his ten-year stint in the Air Force. Joe says, "A Homelite is a saw a mechanic likes to work on. He knows it will work after he fixes it."



Gil Gelling, left, who learned about chain saws and other equipment working here part time while he went to school, is the all-around helper. Fred Beyer, at counter, is the office manager who does most of the ordering.



Nick Preziosi, at right, points out the advantages of an XL-700 to Norman Shaw, a customer. Joe was shown on the cover of the last issue of SAWDUST, setting up this window display to attract campers who are important customers.

TREE FARMER OF THE YEAR

As part of the widespread observance of the 25th Anniversary of the American Tree Farm System, an Oregon tree farmer, Rex Brown, was named as Tree Farmer of the year by the Portland Chamber of Commerce. A special presentation was made at which Mr. Brown also received some fine prizes including a Homelite XL-12 chain saw. He was selected from all of Oregon's tree farmers for the outstanding manner in which he has operated his 130 acre tree farm since 1947.

There are over 30,000 tree farms in this country, in every state, covering nearly 67 million acres. When the first tree farm was established in 1941, the nation was losing more wood to harvest, forest fire damage, insects and disease than it was growing. Now, government figures reveal, the nation is growing 61 per cent more wood than is being harvested or lost in other ways.

The American Tree Farm System is sponsored nationally by the American Forest Products Industries, Inc., information and education voice of the nation's private forest and forest products industries. SAWDUST is proud to join the many publications which have saluted the American Tree Farm System on this their 25th Birthday year.

Congratulations also to Oregon's Rex Brown for the recent honors which came his way. We know he'll find plenty of use for his XL-12.



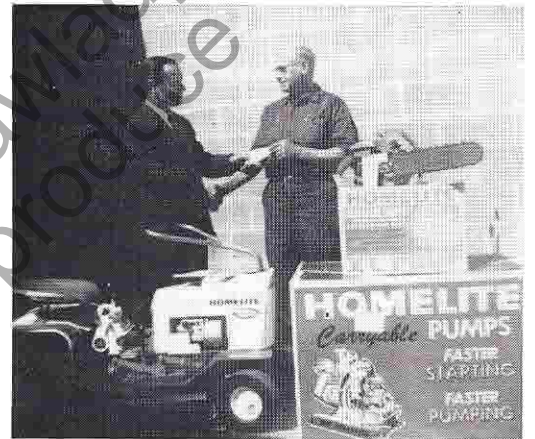
Tree Farmer of the Year, Rex Brown of Carlton, Oregon, and Mrs. Brown display the Homelite chain saw and other useful articles he received as a result of the honor given to him by the Portland Chamber of Commerce.

TOP DEALER IN THE OMAHA DISTRICT

From March 1st, 1966, until May 27th, 1966, the Omaha District held a sales contest for their chain saw dealers. All dealers who reached their quotas at the end of the time, received a \$25.00 Savings Bond. Each month there was also a drawing from those who had ordered saws during the month, the winner receiving a \$50.00 Bond as a prize. Eighty three dealers qualified at the end of the contest, many going way over their assigned quotas.

Cash prizes were awarded to the top three dealers (those who exceeded their quotas by the largest margin.) There wasn't much doubt about the 1st prize winner, Everett's Magneto, of Oskaloosa, Iowa, because he turned in a really outstanding record . . . 414 per cent of quota! He received a \$300 check from James Harmon, Omaha District Manager.

The second and third place winners were right up there with Everett's Magneto. In 2nd place was Elliott's Sawmill, of Greenfield, Iowa, who reached 400 per cent of quota and in 3rd place was Russell Iron Works, of Boone, Iowa, with a 360 per cent of quota.



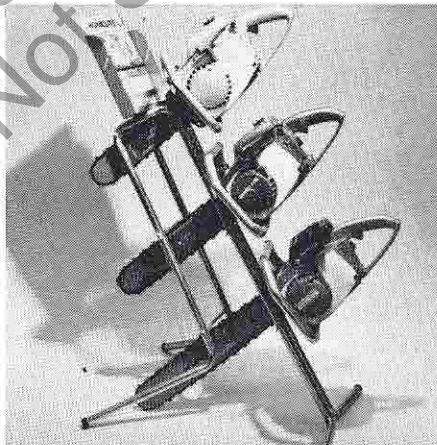
Everett Hunter, right, receives his prize check from James Harmon, Omaha District Manager.

KING SIZE SALE



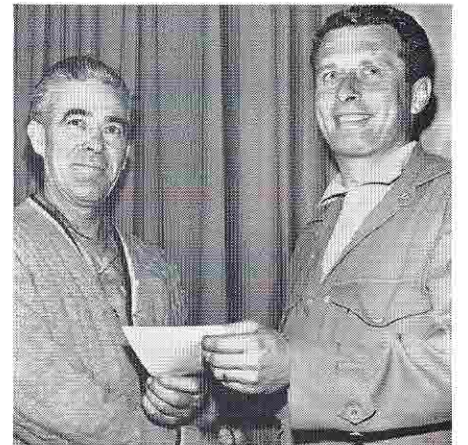
Jim Dekker, Jr., shown above with a nice order of twelve saws sold to one customer, is in charge of the Homelite end of Dekker Service in Rhineland, Wisconsin. There are several paper and wood mills in the area which is also noted for tourist attractions. Dekker Service has been a Homelite dealer for ten years.

NEW DISPLAY STAND



A new display stand has been designed by Homelite's Art Director John Esposito, which will hold three saws and which also has a rack at the top for product literature. It takes up a minimum of floor space and is a real bargain for \$9.95, available through the Branch Office. The order number is A-63609.

ANOTHER WINNER



Ralph Sheppard, left, of Western Chain Saw, Eureka, California, is shown receiving his prize in the San Francisco Dealer Sales Contest from Bill Wahl, Salesman. This was omitted by mistake from the article in the last Sawdust. Western Chain Saw has a habit of coming in a winner in these annual sales contests.

NEW HOMELITE SHOPS



Sam Smith, at right, is proud to show off his fine shop in Pittsburg, Kansas, to Ted Vest, Homelite Salesman of the Kansas City District. Mr. Smith's interest has always been divided between bicycles and Homelite chain saws, both of which he promotes actively.

Smith's Top Shop, Inc., of Pittsburg, Kansas, has been a Homelite dealer since 1954. Also known as Smith's Scooter Sales, the business has handled scooters and bicycles in addition to Homelite chain saws. Sam Smith, the owner, is proud of his modern shop on East 4th Street in Pittsburg, with its large display of saws. He recently became a Yard Trac dealer as well.



The Thomas family, Kent, Mrs. Ruby Thomas and Robert Thomas, Homelite dealer in Council Bluffs, Iowa, pose in front of their shop.

In rural Council Bluffs, Iowa, another long-time dealer Robert W. Thomas, completed a new building this spring. He featured Homelite products in a most successful three day Grand Opening. Thomas Saw Service has been selling Homelite saws since April 1, 1954. He has a colorful display of these saws in his handsome, wood-panelled shop and a pile of logs for demonstration purposes, in a prominent spot, out front.

VETERAN DEALER RETIRES

Another veteran dealer, Mr. Adolph Koch, owner of The Saw Shop in Jackson, Michigan, has decided to retire after being a Homelite dealer since 1952. During those years he never missed a Dealer Service School or a District #6 Dealer Meeting and the District office had many pleasant contacts with him. With this record, the District has extended a lifetime invitation to Mr. and Mrs. Koch to attend their annual Dealer Meetings.

Mr. Koch sold his business to Mr. Ernest Gann who will carry on as the Homelite dealer in Jackson.

Mr. Adolph Koch, retiring Homelite dealer, turns over the keys of the Saw Shop to the new owner, Mr. Ernest Gann.



EUROPEAN CUTTING CONTESTS

Competing with 19 men at a woodcutters contest in Rodez, France, Mme Serre of Rouget wields her Homelite chain saw with authority. Facing these strong opponents, the lady defended herself honorably. As a reward she was soundly kissed on both cheeks by M. Monservier, head of the district.

The smiling gentleman in the center is D. Pedro Sanchez Garcia of Spain, who came in third at the Spanish National Finals of Chain Saw Operators Contest recently. In the RENFE extra official classification he took first place with an XP-1000. Jose Martinez, at left, of Casli, Homelite distributor in Spain, presents him with a Homelite chain saw as Jerry Van der Werf, Manager of the Homelite European Office, congratulates him.

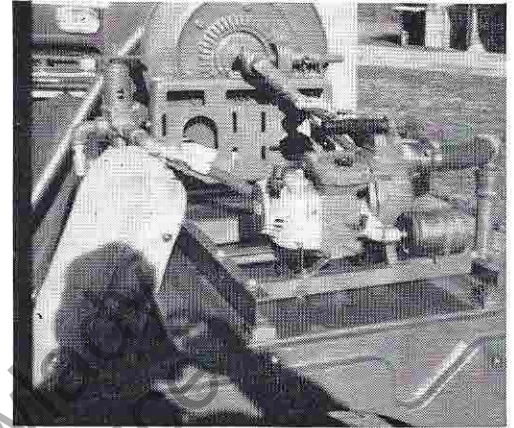


CONSTRUCTION EQUIPMENT NEWS

XL'S COMING INTO THEIR OWN



This jeep auxiliary pumper is used for fighting grass and brush fires and is equipped with a small tank and an XLS1½ Homelite pump.



The XLS½ pump, mounted on the pumper, can be used to pump pond or river water.

HOMELITE XL1½ PUMP FOR GRASS FIRES

The XL's which made such an instant hit with chain saws are now coming into their own with fire departments, tractors and many other customers.

For brush fires, fire departments are finding that you can't beat the XLS1½ pump. It has plenty of pressure for brush fire operation and better still, it doesn't discharge all the water at once as do larger pumps and ones without good throttle control. The tanker truck can stay at the fire longer and make better use of the available water. While some fire pumps require clear water, pond or stream water can't hurt the XL pump. Just throw in the suction hose and let'er go!

As for the XL-100 circular saw, which has many uses, it

is now being used extensively with a diamond blade and water attachment, to make shallow cuts in concrete either for scoring or for controlled breakage.

A special water attachment plate was designed by the North Arlington Branch to give heavy duty service. It has replaceable water spray arms attached directly to the base plate which has an apron around the outside of the blade. This allows for left or right hand cutting of walls horizontally and eliminates flooding the engine with water. With the diamond blade, a cut 1" deep and 16' long can be made in 15 minutes.

By choosing potential customers carefully, a demonstration of this use of the XL-100 should result in a sale every time.

DIAMOND BLADE



An XL-100 circular saw with Diamond Blade and water attachment is being used here to score a section of pavement which is to be removed.

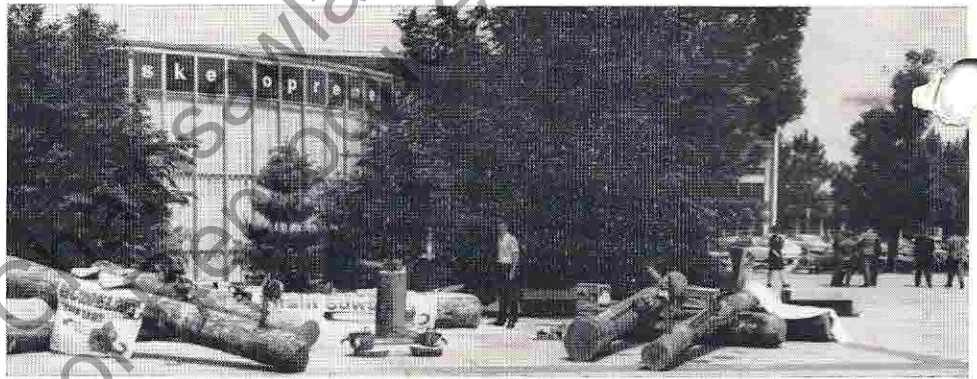
SAN FRANCISCO DEVELOPES NEW PRODUCT

Over the years, many Homelite salesmen have tried to come up with a good saw attachment to be used for opening or closing large gate valves or flood gates. Some of the attempts have met with sad results! However, the San Francisco District believes it has found the answer to this problem with an attachment they call the WIZ-PIN.

Using the WIZ chain saw with this special attachment, one man can handle the job with ease. A flood gate which normally would take two hours to raise and lower now requires only ten minutes. The special clutch takes up the torque load and the WIZ-PIN will operate in a clockwise or counterclockwise direction. No generator and expensive electric wrench is needed.

Proof of the efficiency of the WIZ-PIN is that they have been selling such an operation in San Francisco for some time now, with good results.

HOMELITE GOES TO THE FAIR IN YUGOSLAVIA



"Just my size," says this little girl as she rests in a chair made with a chain saw from a log at the Homelite exhibit at the Wood Fair.



Photo at top shows the Homelite display at the Fair and Tom Petherick. The round building in the background had displays of modern and antique furniture. At the Slovenia Wood Workers Contest, shown directly above, no Homelite saws were used, as we are just introducing them in Yugoslavia. "Wait till next year."

Exhibited for the first time in Yugoslavia, Homelite chain saws aroused great interest at the Ljubljana Wood Fair for the District of Slovenia, last May. Ljubljana is in the northwestern part of the country, near the Austrian border.

Tom Petherick, Homelite's International Field Service Representative, was assisted in setting up and manning the exhibit by Ivan Predic, an employee of Adria, our agent in Belgrade, Yugoslavia.

The Fair covered everything to do with wood . . . logging, milling, products made of wood. Thousands of people jammed the grounds, many of them from Eastern Europe, Russians, Poles, etc. They crowded the Homelite display, especially late in the afternoon each day when Tom put on an exhibition of fancy cutting. He made chairs, tables and other objects, demon-

strating how versatile and easy to handle the saws are.

In addition to manning the Homelite exhibit which was open from 8 a.m. until 7 p.m., Tom managed to attend the Wood Workers Contest for the District of Slovenia which was held in conjunction with the Wood Fair. Each contestant competed in 10 different logging operations. The one with the best total points won. No Homelite saws were used by contestants because they were being shown for the first time, but here also there was terrific interest in Homelite saws. The woodcutters own their own saws and contract to cut and many of them would have bought Homelites right on the spot if Tom had had them to sell. Judging by the many phone calls which came in to Adria in Belgrade, even before the Fair was over, Homelite has been well launched in a new territory.

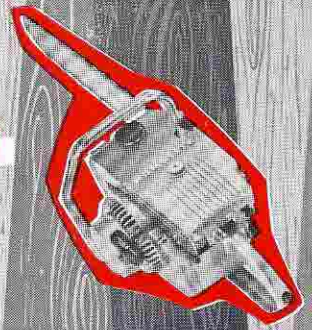


The gentleman in the picture above was a guard who was so interested in the Homelite exhibit that he volunteered to help out at meal times.



An interested crowd of spectators gathers round to see the cutting exhibition put on by Tom Petherick near closing time every day.

SAWDUST



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THE COVER... Pulling the starter cord like a real "pro", Eric Nelson, Junior Woodcutter, tunes up his toy Homelite chain saw which is "just like Dad's." Of course, it couldn't cut that load of firewood that Dad has loaded on his garden tractor. In fact, it can't cut anything because the bead chain is smooth and harmless. But it looks just like the real XL saw (it's about two-thirds the actual size) and when you pull the starter cord the chain goes round the bar and makes a sound like a real chain saw . . . only softer! What youngster wouldn't be thrilled, to find a toy XL chain saw under the Christmas tree, this year.

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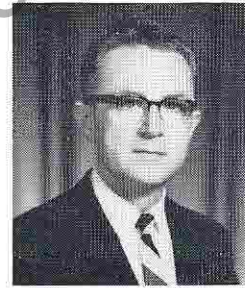
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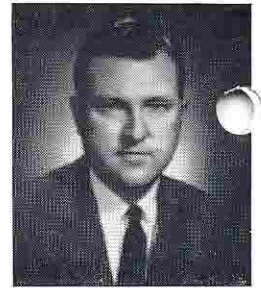
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FORMER EXECUTIVES RETURN



Eugene E. Carey



Robert E. Anthony

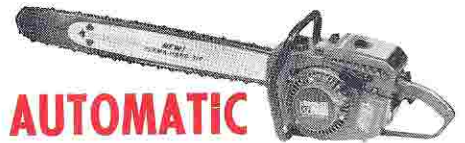
Two former executives, with highly varied chain saw experience and backgrounds, have returned to Homelite to fill important positions in the Marketing Department.

Robert E. Anthony, who will serve as Manager of OEM Sales and Marketing Manager, Lawn & Garden Equipment, has been with American Lincoln, manufacturers of Lombard chain saws where he was Director of Marketing, Power Equipment Division. His early career included several years as a Homelite chain saw dealer, then eight years at Homelite in the Sales Department where he was responsible for chain saws, lawn mowers and kart engines. He also served as assistant to Robert P. Straetz, Vice President, Sales.

Eugene E. Carey, who is returning to Homelite as Manager of Special Sales, has a twenty-year background in marketing small engines. He was field salesman for Lombard for several years before coming to Homelite as Manager of Dealer Sales. He set up some of the first Homelite chain saw dealers in the Northeast. In his thirteen years with Homelite he saw the number of dealers grow to over 3500. He left in 1962 to become Vice President, Sales, for Beard-Poulon, Inc., Manufacturers of Poulon chain saws.

Introducing . . .

THE XP-1020 AUTOMATIC



A new member of the XP family of Homelite chain saws is being introduced, the XP-1020 Automatic.

This new, fast-cutting, rugged, professional chain saw has an automatic oiler . . . an integral oiler similar in design to the XL Automatic Oiler. There is also a manual override for long guide bars and tough cutting situations.

This saw sports a new pawl type starter which, because it is less affected by moisture and dirt, will be more dependable and long-lasting. This new pawl type starter will also be used on all future XP-1020's.

The XP-1020 Automatic weighs only 21 pounds less bar and chain and has a 6.1 cubic inch displacement. It will be standard with a 404, 59C microbit chain and will have an 8-tooth sprocket for greater chain speed. A chrome-lined cylinder provides long engine life because it offers maximum heat dissipation.

The XP-1020 Automatic takes the same wide range of bars and chains as the XP-1020 . . . straight bars from 17" to 42" plus plunge-cut, bow and utility bars.

This great new direct drive saw gives extra power for production cutting. Its automatic oiler, easier starting and light weight will provide hours of cutting in big timber with reliable performance and without operator fatigue. Demonstrate this new saw and all the other fine Homelite chain saws to your customers. They'll profit from it and so will you.



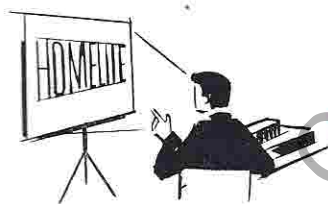
TOY SAW WINS RAVES

Homelite announces another first! This time, it's a toy XL chain saw, so natural looking that you'd almost think it was the real thing. It's two-thirds the size of the XL-12, has a starter cord that pulls and a chain that goes around the bar with a buzzing sound. It doesn't really cut though, luckily for the safety of the child who will play with it and for the trees and furniture he will pretend to chop down. The chain is a bead chain, driven by a coil spring, which is wound up when the starter cord is pulled.

These will be sold exclusively through Homelite dealers who will be able to offer them to their customers for just \$3.95.

little enough for a quality toy like this one is.

A promotion kit featuring the toy saw will be provided to the dealer when he orders these saws from his District or Branch office. The kit will contain window posters, streamers, newspaper mats, counter cards and publicity material. Any little boy whose father owns a chain saw (and even those whose fathers don't own one yet) will say "Buy me one!" when he sees these toy saws in the dealer's window. Maybe he'll bring his father in to look at the real Homelite XL saws, still the largest selling chain saws in the world. They make good Christmas presents, too.



"YOU AND YOUR CHAIN SAW"

To meet the need for more detailed chain saw operator instructions, a visual presentation called "You and Your Chain Saw" has been put together for use by dealers, Job Training Corps Centers, construction companies, utilities, schools and colleges.

Consisting of 76 excellent color slides, a 17 page script, number-keyed to the slides, and an expandable pointer, it is packaged to sell for \$24.95 net and can be obtained from your Homelite Branch office. The domestic version is #24032. A special version for use in countries where the metric system is used is numbered #24032-1 and the price is the same.



New Wedges

A new, complete line of Homelite plastic wedges has just been introduced. Red in color, carrying the Homelite name, these wedges are available in 5½", 7½" and 10½" sizes. They are made of durable, shatter-resistant plastic, so rugged that they will take the roughest type of treatment.

Since the introduction of the 7½" Homelite wedge in the current Woodcutter's Kit, many dealers have asked for a complete line and here they are. Every chain saw user should carry a wedge to free his saw if it is pinched while bucking or to help insure that the tree falls in the right direction.

These lightweight plastic wedges are easy to carry and fit nicely into a pocket. They won't damage the chain if they are cut into accidentally, either. Order them from your Branch office.



New Chain Oil

A new Homelite bar and chain oil, the result of two years of development, is now available in both quart and gallon plastic containers.

This is a tacky oil that clings to the bar and chain and resists throw-off at high speeds. It has a 40° pour point, contains rust preventative and has an excellent load-carrying ability to resist the cutting operation pressures. Homelite bar and chain oil, by prolonging the life of bars, chains and sprockets, will cut operating costs.

The Homelite bar and chain oil has been tested extensively and is specifically formulated for chain saw use. Prices will be competitive with other leading bar and chain oils. The white plastic containers with their red and blue designs will make another colorful item to dress up the shelves and bring in additional profit as well.

"SUMMER SUPER SALES"

Bring Prizes To North Arlington Dealers

The drawing for prizes in the North Arlington District "Summer Super Sales" Contest took place on October 3, at Rent-A-Tool on Highway 22 in Union, New Jersey.

Several of the dealers who had made their quotas and who lived nearby were invited to be present at the drawing which was conducted by District Manager, Dick Sidon, Sales Manager Joe Mac, Branch Manager Les Newman, Dealer Representative Bernie Berstein, Homelite Marketing Manager of Forestry Equipment, Dennis Bertelsen and Margaret E. Huggard, Editor of Sawdust.

There were three categories in the contest. Large, medium and small dealerships were competing with like dealerships and three identical sets of prizes were awarded the lucky ones whose names were pulled from a Homelite hard hat.

The visiting dealers drew the names in the three groups. Sterner's Co. of Quakertown, Pennsylvania, R. L. McVey of Wilmington, Delaware and McHale's Chain Saw, Port Leyden, New York, received color TV sets. Needham's Grinding of Roseland New Jersey; Becker's Garage of Hanover, Pennsylvania and Carl R. Kenyon of Warrensburg, New York, won electric typewriters. Green of Scranton, Scranton, Pennsylvania; Suffolk Contractors Equipment, Selden, New York, and



North Arlington District Manager Dick Sidon, left, congratulates John Meninger of Needham's Grinding Service for being one of the nine lucky winners in the contest.

Vic Collins & Son of Northfield, New Jersey received electric Acutron watches.

The contest, which ran for the months of June, July and August, spurred chain saw sales to the highest the District had ever experienced during the summer. More than 150 dealers made their quotas and even those who did not, sold more saws than usual. The District backed the job up by continuing to advertise heavily during these months so that, working together, they made a big success of the contest.



Keeping tabs on the drawings were Peter Urbelis of C. H. Roberson, Inc., Bernie Bernstein and John Meninger of Needham's Grinding Service in front row; Dennis Bertelsen and Philip G. Berger in back.



Paul Worth, at right, owner of Rent-A-Tool in Union, New Jersey, and his son Bob were hosts to the group who conducted the drawings for the top prizes in the Summer Sales Contest.



Peter Urbelis, at right, draws a name from a Homelite hard hat held by Dennis Bertelsen, Marketing Manager, Forestry Equipment, as Joe McMenaman, and Bernie Bernstein watch.



From left to right, the Arnolds of Kansas City, the Jerry Gays, Mr. and Mrs. Bois, Mr. and Mrs. Ball of Emporia, Mr. and Mrs. Hawkins of Ozark, Mr. and Mrs. Boland of Warrensburg, Wilbur Gay, District Manager, Mr. and Mrs. Seirer of Mankato, Mr. Costner and Mr. Jones of Kingman and Mrs. Wilbur Gay. Kneeling, Salesman Ted Vest.

KANSAS CITY SPORTS

The Kansas City, Missouri, District had a series of successful dealer meetings in September and at each one, a name was drawn for a special prize . . . a free weekend for two to Kansas City to see the Kansas City Chiefs in action. The prizes tied in so naturally with the football theme which marked Homelite's Fall promotion. The whole promotion made a big hit in that sports-minded part of the country.

On a weekend in October, six couples and two extra men, joined District Manager Wilbur Gay, his wife Connie, the three Salesmen and their wives for a truly memorable time. Some dealers drove over 300 miles to attend the party. They all went out to dinner on Saturday night, stayed at one of the best motels in the city, and on Sunday went by bus to the game. They got along famously. There was only one discordant note, according to Mr. Gay . . . the Chiefs lost the game.

MANY SAWS MAKE RIGHT WORK

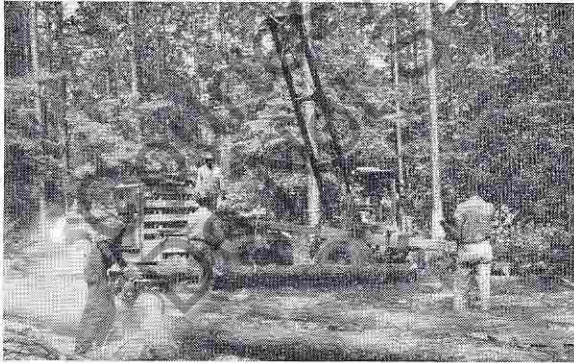
If every cutting job was the same, Homelite would only have to make one kind of chain saw. But trees grow in different sizes and some are hard and some soft and no two cutting operations are exactly alike.

Pulpwood cutting in the South, for instance, has its own special demands. Felling requires one kind of saw and bucking another. Many pulpwood operators use three or more models of Homelite saws on a single job. They use straight bars and bows for both felling and bucking.

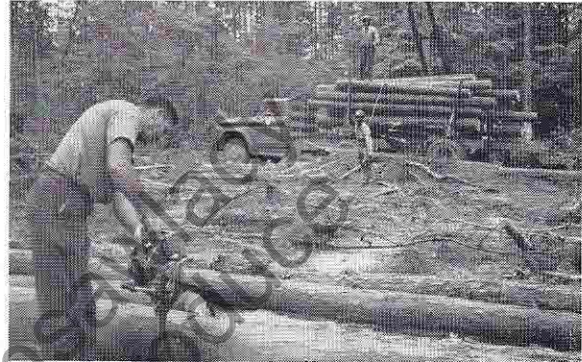
On this page are photographs of a pulpwood operation in Brewton, Alabama, showing the use of three Homelite saws, each with a special talent for a specific job.



A Super Wiz 66 with bow attachment is used to fell this small tree which the operator can actually then push over with his hand.



A pulpwood crew moves into the forest with an empty truck, a loading rig and several different Homelite saws. Each saw has a particular use.



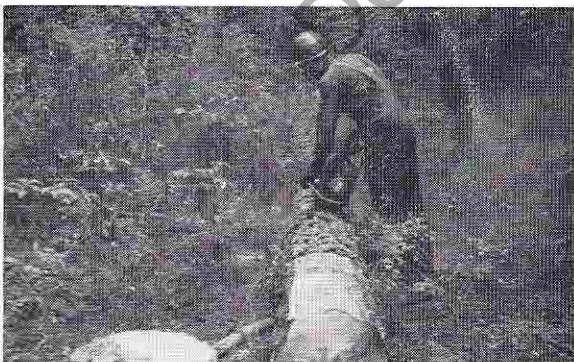
The bow attachment is also used for bucking because of its anti-pinching characteristics. It allows the operator to stand upright, too.



To fell this tree, fairly large for this area of Alabama, the cutter uses an XP-1020 with a 17 inch bar. This powerful saw makes quick work of it.



Here, a cutter uses an XL-800 with flush-cut handle to slice through a small tree close to the ground. The light weight insures less operator fatigue.



The same XP-1020 is used to buck the log into lengths for loading. The operator wears a safety hat, gloves and tight fitting clothes.



Another log is piled onto the truck which will take the completed load to a pulpwood mill for processing. Paper and many other materials are made from pulpwood.



Jack Bower, left, holding brother Robert, Mrs. Raymond Bower and Roger Bower of Dowagiac, Michigan.

TEENAGER TAKES OVER FATHER'S BUSINESS

At a time in his life when most 18-year-olds are thinking about getting a part time job, Jack Bower, of Dowagiac, Michigan, is not only carrying on his father's Homelite chain saw business and operating a farm, but he has also found time to finish in the top twenty of his senior class of 200 students.

Jack's father Raymond was killed in an auto accident last February. Besides the widow, Mrs. Flora Jean Bower and Jack, other members of the family are Roger, aged 13, and Robert an active one year old.

Ray Bower was only forty-two when he died. He had been

a Homelite dealer since 1956 and had a fine reputation for service and reliability. Now, his son is carrying on this reputation. Customers rely on his ability as much as they did on his father's, according to Mrs. Bower who now owns the business and handles the office work.

All days are 12 to 14 hour workdays for Jack between his responsibilities at the shop and on the farm. Jack is, in fact, so busy as head of the Bower household that he is reluctant to talk about it. When asked how he manages to hold down two jobs, his reply is simple.

"I just do it," he says.

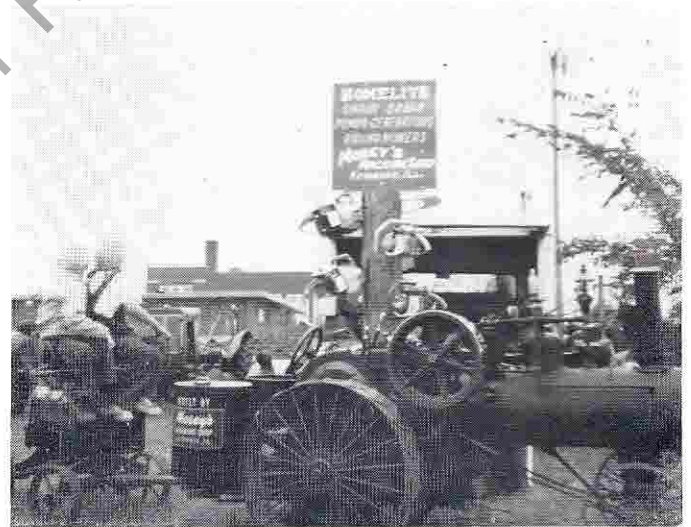


A MAGISTRATE AND HIS SAW

Magistrate Elmer Grant Richardson of Irvine, Kentucky, got his picture in the paper with a log he had removed because it was blocking a country road. Homelite dealer Ernest Farmer, of the Western Auto Associate Store in Irvine, seeing that the photograph also showed very clearly the Homelite Super XL which Mr. Richardson had used to cut down the tree, asked permission to use the news item and picture for an ad. It proved to be very effective.

Confronted with a 56 inch white oak log, the Magistrate wasn't sure if his 12 pound chain saw would be able to cut through it.

"It wasn't much trouble at all," he is quoted as saying. "The Homelite really ate the log up." A testimonial like this is worth sharing with the whole town.



STEAM ENGINE SHOW

The Homelite chain saw dealer in Kewaunee, Illinois, is Orville Morey of Morey's Machine Shop. He's a steam engine fan as well as a Homelite fan and he built the half size steam engine shown here with his own hands, piece by piece. He did a beautiful job, too. He recently combined his interests and had a fine display of Homelite saws and construction equipment at the Steam Engine Show at Buda, Illinois. His steam engine caused a lot of comment and so did his Homelite display.



DEAR EDITOR

First winners in the contest announced last month in Sawdust appear on this page. Each of these dealers will receive a \$25 U. S. Savings Bond and will be in the running for the final prize of a \$100 Bond. There are four more months in which to send in your letters. Entries for the Dealers Wives contest will appear in the next issue. The prize for the best letter . . . an all-expenses paid trip for two to Port Chester and Gastonia. Keep writing!

MISSION IN SOUTH AMERICA

Dear Editor: Three Homelite chain saws (an XP 1100, an XP 1000 and an XL 500) are about to begin their unusual adventure of trail blazing in the jungles of South America. Several men known as THE AMUS COMPANY, equipped with a Diesel engine Unimog manufactured by Mercedes with a back hole mounted on it along with a winch, are pulling a trailer with 400 gallons of oil and gas for their equipment. They are using these saws to cut trees to lay across bogs to winch their way to land for which they have obtained mineral rights and are going to prospect for valuable minerals, including gold and other precious stones. They stated that the trees are harder than the American Oak and they are really trusting the Homelites to do their job.

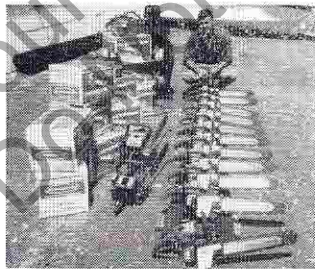
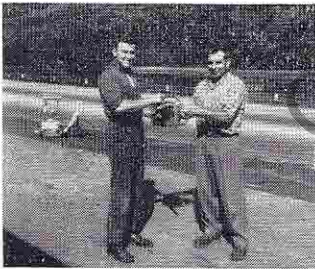


Additional equipment and supplies included an outboard motor, rubber raft and diving equipment, an extra set of chain for each saw, gear oil, chain breaker and chain file kit. The Diesel oil will also serve for use in the Homelites.

To these men the Homelites will mean success or failure in getting there. WE wished them success.

Adrian Kellenberger, Owner, Elgin Auto Radiator Shop

PICTURES TELL THE STORY



Dear Editor: Following is our humble contribution to your request for an article suitable for use in Sawdust.

Picture #1 shows Raoul Gagnon of Milan, New Hampshire, taking possession of the first XL-850 to be sold in this area. He made a classic remark which might amuse some of the readers. He came in with a competitive saw to be traded. In answer to our question as to what was wrong with it and what he wanted fixed, he said, "The only way to make the d--- thing go is to carry it!"

Picture #2 shows a load of Homelites being unpacked in front of our place of business in Berlin, New Hampshire. As we are on a busy thoroughfare leading into the city, this actually stopped a lot of traffic. Bob Catello of Louie Catello & Son, Berlin, N. H.

SEPTEMBER-OCTOBER-NOVEMBER, 1966



Ben Butler, veteran dealer from Republic, Washington, shows off his 15 year plaque.

BEN BUTLER

Dear Editor: I don't see how you could tell this story in 200 words or less!

It was one of the first Christmases when I received a personal present from Mr. Abbott. He must be a wonderful man to think of so many things like sending Mr. Sherwood out to the N. W. to set up an organization the way one should be set up. Then, one time after a few of the first years were gone, to receive a personal letter from the General Credit Manager, telling me he didn't often write to any one who paid his bills on time, usually it was just the opposite. I was sure proud of my credit standing; then to receive a letter like that made me proud of our organization.

Then as the years passed, there were so many fine dealer meetings and schools as each new saw came out.

There was a time at a meeting in Spokane, when they introduced the XP-1000, a saw we had wanted for so long . . . lots of power and lightweight . . . that would have been plenty, but at the banquet, Mr. Sherwood gave a speech about the oldest dealer, and was I surprized when he said it was me and more so when he presented me with a portable TV set.

Of course, you know you are getting older, but your knowledge increases with each year, and your Homelite products improve and how can they? They were good from the beginning. Now, I have received my special plaque marking the completion of 15 years as a Homelite dealer, the only one in the District, and what a wonderful 15 years it has been!

Ben Butler, Republic, Washington

BRITISH PYRAMID

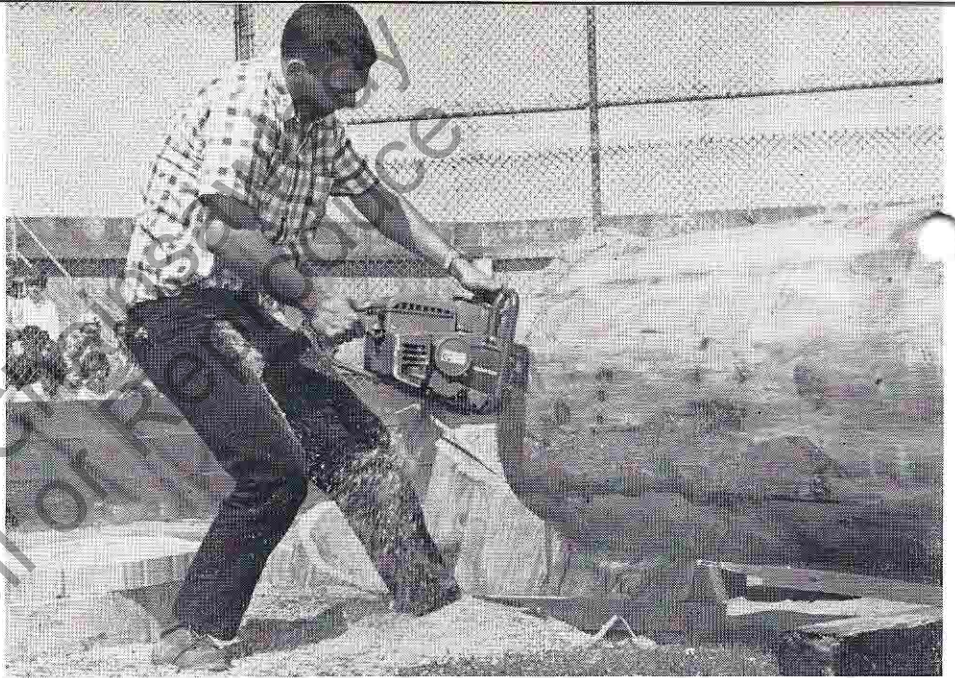


Australian Axe-men and a pyramid of men standing on the steps made by Homelite chain saws in a tree trunk were just part of the excitement sponsored by Trojan, Ltd., Homelite distributors in the United Kingdom at a recent Bucks County show in Aylesbury, England.

Trojan presented a silver Homelite Challenge Cup and substantial money prizes to the Australian team for their fine display of underhand cutting, "the down-under way." The competitors stand on short lengths of logs and cut between their feet with razor-sharp axes to see which one can cut through the log first. The winner took only 24 seconds to cut through a log, 18 inches in diameter!

When a large crowd gathered around the Trojan chain saw display, the Trojan men used Homelite saws to bore into a tree and then they climbed to the top of the tree, using the chain saws as steps. Standing on the blades is not a good practice, but it was an impressive display which attracted a lot of attention to Homelite.

SEPTEMBER-OCTOBER-NOVEMBER, 1966



PAUL BUNYAN DAY WINNER

At the recent West Coast Logging Show "Paul Bunyan Days", held in Fort Bragg, California, Arvin Reed, wielding Homelite saws, came in 1st in both the gear-drive and direct-drive cutting events. He is a customer of Redwood Chain Saw Co., of Fort Bragg, and they're pretty proud of him.

This is one of the West Coast's big logging shows, with emphasis on chain saw cutting competition. Congratulations to Mr. Reed for his 1966 victories!

DEALERS ON THE MOVE



An unusual sight in Ireland, the Emerald Isle, is this display of Homelite chain saws, which are transported from place to place in the van, shown here, by Salesmen of Walkers, Ltd., our distributors in Ireland.



Richard Polliard, center, Chain Saw Dealer-Salesman from the Pittsburgh office and his wife Janet are shown a chain saw part by Jack Taylor, Chief Manufacturing Engineer in the Greer plant.



Young Ricky Davis, whose father owns Davis Sales & Service, the Homelite dealership in Cheyenne, Kansas, poses with a Homelite chain saw on a pint size float which made a big hit in the annual Fireman's Parade.

SAWDUST