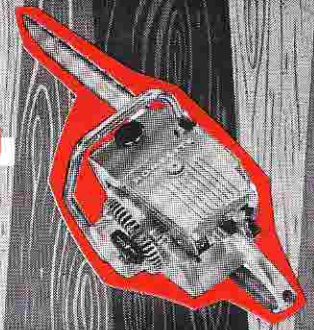


SAWDUST



Published by **HOMELITE**® A **Textron** DIVISION PORT CHESTER, N.Y.—GASTONIA, N.C.—GREER, S.C.—FEBRUARY, MARCH, APRIL, 1970

... NASSAU ... NASSAU ... NASSAU ... NASSAU ... NASSAU



HOMELITE'S EASY LIVING HOLIDAY



THE COVER... 7 chartered planes of the Frontier Airline took Homelite dealers away from winter in the USA to the beautiful Bahamas. The dealers and their wives spent four days on the Homelite "Easy Living" Holiday. They had a ball! They stayed at the Balmoral Manor House on Cable Beach, not far from downtown Nassau. The dealers saw the sights; enjoyed the fine food; and plan to do it all again next year.

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Number 145 February, March, April, 1970

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BALMORAL CLUB CABLE BEACH "EASY LIVING"

"It was a great trip. We had a ball!" That's what the dealers said after Homelite's "Easy Living" Bahama Holiday. "I'd like to take the whole trip over—nothing changed," wrote Leo Herrick of Stewartville, Minnesota. "This being our first trip such as this," said the Rosengrens of Alexandria, Minnesota, "no comparison can be made, but it was TOPS in every respect." Carl Wessil, Pana, Illinois says, "Enjoyed the trip very much, a real fun holiday."

Part of the fun of the Bahamas is in the atmosphere. Balmy breezes, palm trees, and happy calypso music give you the feeling you're away from it all. There is a slightly British flavor in Nassau. The Union Jack flies when the Governor is in residence and you drive on the left side of the road to remind you you're not in the continental United States.



At the left, fabulous food was part of the fun, and the Balmoral Club spread a lavish buffet for its guests.

Below, calypso music adds its own special island sound and makes everyone happy, especially the musicians.



At the far left, inside the chartered Frontier plane, Homelite travellers relax and await the incredibly blue waters of the Bahamas.

The airport scene is busy. Dealers, bags packed, are ready for the fun of a winter vacation.

Left, a familiar sight in downtown Nassau is Rawson Square where two houses of Parliament meet. It's presided over by this statue of Queen Victoria. Parliament and Queen Victoria give the Square a British atmosphere.

HOMELITE STYLE

Another part of the fun was staying at the Balmoral, a seaside hotel on Cable Beach. It's not far from downtown Nassau and the only resort with its own private island. When the dealers got tired of the pool, golf, dinner dances and tropical night life on shore, they enjoyed the Balmoral's island, thatched umbrellas, bar and brigade of beach boys just a one mile boat ride out from the Manor House. "The food was fabulous and the service friendly and efficient," said one of the dealer's wives. "We liked the relaxed atmosphere of the Balmoral Beach Club."

Sight-seeing in Nassau included a trip to Fort Charlotte, a colonial fort which faces the sea and guards the harbour. These were pirate waters and pirate history really comes alive here. The sight-seer relives tales like that of Robert Clark, an early

Governor of the Bahamas. When the Spanish pillaged Charles Town (now Nassau) in 1684, Governor Clark reportedly came to a grisly end when his captors roasted him on a spit. To see the sights on the island, dealers could rent a bike or motor scooter, or lean back in a horse-drawn surrey..

Like dealers everywhere, this group of Homelite Chain Saw Dealers consider a winter trip part of their life style. It's a chance to get away from business, a chance to see the sun, sight-see, relax and change perspective. Homelite believes that travel is a most exciting premium. Many dealers are thinking about next year. "All the dealers that went on the trip would like to go again," reports one district manager. "Dealers that didn't go are asking about another trip." Where *are* we going next year?

"Easy Living" with the Longhofers

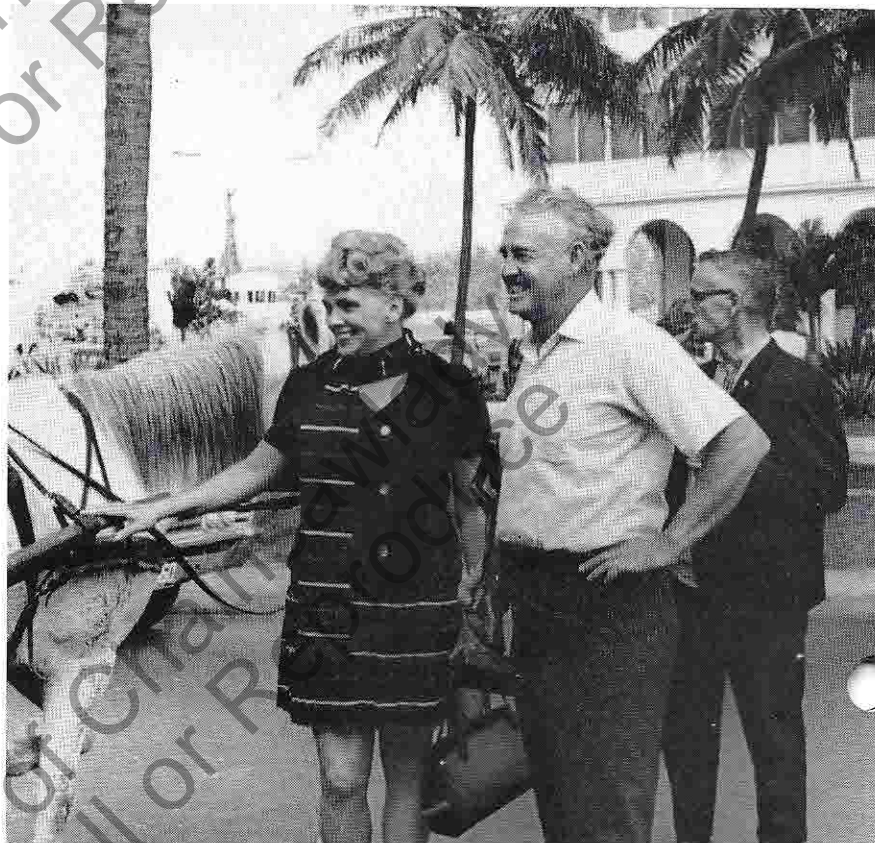
Of all the things you can do in the world, you can do more of them in the Bahamas. That's what the tourist guide reports, and it was at least partially true for E. D. Longhofer and his wife Mary when they took the Homelite "Easy Living" Holiday trip to the Bahamas.

The Longhofers soaked in the sun, enjoyed the good food, and saw all the sights in Nassau. They especially enjoyed the water front stores and the shopping.

David Longhofer has been a Homelite dealer since 1953. He is in business at 400 South Fourth Street, Marion, Kansas with his brother Ray as a partner. The Longhofer's father was an implement dealer and his sons followed the family tradition.

E. D. and Mary Longhofer were married in 1946 and have three sons; Darrell, a Senior at Emporia State College, Emporia, Kansas, David, Jr. also at Emporia State, and Jeff, a freshman in High School.

Wherever the Homelite trip is next year, you'll probably see the Longhofers.



Above, a very pleasant way to see the sights in downtown Nassau is to hire a horse-drawn surrency.



Far left, the brown ones are sapodillas, and the green ones sugar apples. There are yellow jupubes, mangoes and sea grapes. These fruits are quite different from the ones you get in Kansas.



Left, Fort Charlotte faces the sea. Here, pirate tales come to life.

Bottom right, picturesque Rawson Square in downtown Nassau and at the far right, the beautiful Balmoral Club where most of the dealers stayed.



MARY AND E.D. LONGHOFER



SAWDUST DAY

South East Ohio Timber Products Company, Zanesville, Ohio held a most successful Sawdust Day on Saturday, February 21st. They sold 12 saws and sharpened about 100 chains.

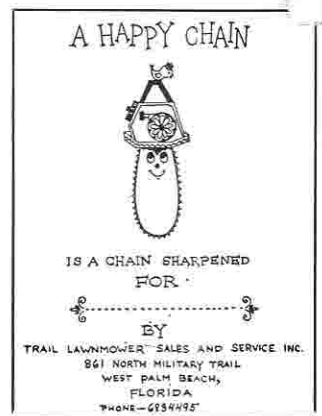
"You cannot imagine how busy we were," reports Louis Raesch of South East Timber. "Use your imagination of the length of time required to sharpen just one chain, then multiply that by 100 and you quickly see how busy we were. We started grinding at 8:30. I had one cup of coffee at 2:30. It tapered off but we still had people 'till 4:30. It was an outstanding promotion."

Newspaper advertising announced the Sawdust Day and asked the reader to bring a copy of the ad which would be worth either one Free chain grinding or \$10 off on any new Homelite chain saw.

HAPPY CHAIN BAG

This "Happy Chain" Bag has been profitable for Trail Lawnmower Sales and Service Inc., West Palm Beach, Florida.

Whenever they sharpen a chain or sell a saw, they give the customer a paper "Happy Chain" bag with the dealer's name, address, and phone number clearly printed on the front. This information is always there with the saw when the customer needs his chain sharpened, service, or a new saw.

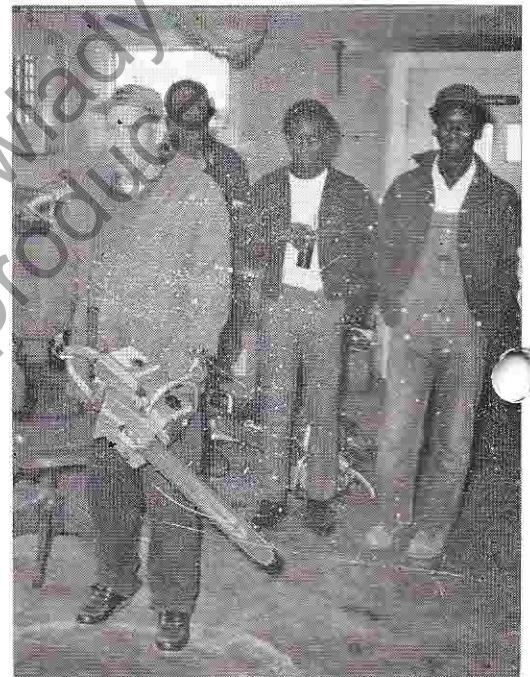


WINNERS

Dave Stilleke, left owner-manager of Dave's Motor Clinic, Soquel, California displays the 125,000 Blue Chip Stamps he won in a Homelite Sales Contest. Dave found volunteers immediately, in his own household, to help him lick and spend the thousands of stamps he won.

Everyone seems happy for James Jones, of Friendship, Tennessee who was the lucky winner of a Homelite C 52 chain saw at a drawing held at Hill's Repair Shop, Route Three, Bells, Tennessee. Hill's served coffee and doughnuts to about 500 customers at their annual open house.

The winner, Mr. Jones, has no hands, but he has successfully cut wood for the past seven years for his wife and eleven children.

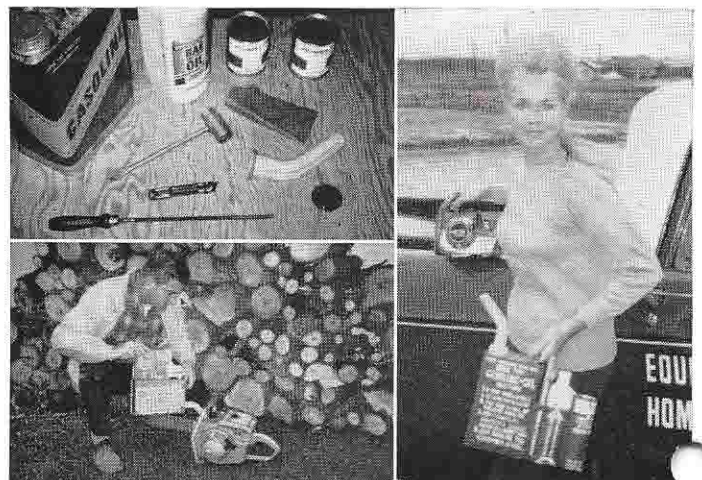


FUEL AND TOOLS



Mr. Lou Saylor of Rental Ranch, Del Rio, Texas has a compelling urge to improve on the existing. His hobby is inventing. "For some reason," says Mr. Saylor, "problems intrigue me!"

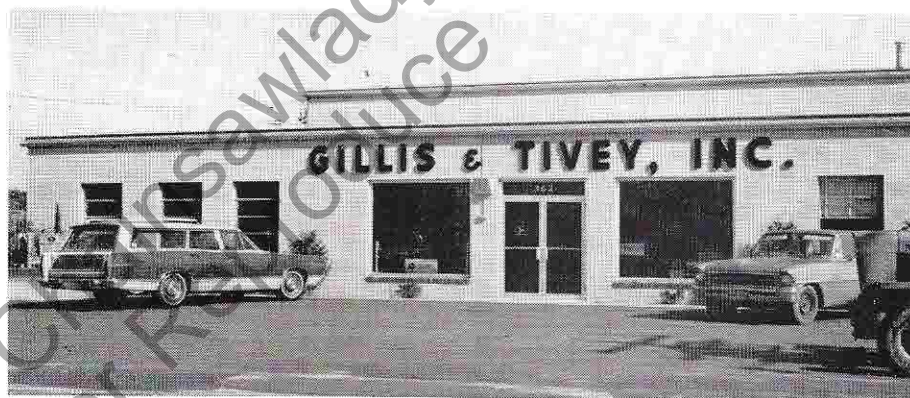
Lou Saylor designed and made this Fuel 'N Tool Kit. It contains 10 handy items to use with a chain saw in one package. The kit is simple to construct; easy to carry, and easy to use. This kit with its simple step-by-step instructions, and fuel and oil cans is especially useful in the rental business.



Here is a close up of the ten items that make up the fuel 'n tool kit. The easy to fill and easy to carry features make the kit useful, especially in the rental business.



Bob Tivey



A Good Promotion

HOMELITE EASY ACTION JACKETS

**Bob Tivey: "You know your own business so well,
you think everyone else does"**

"We think it is a good promotion idea," wrote Bob Tivey in a letter ordering 14 more Homelite Easy Action Jackets, "and did not realize so many would want this type of jacket with Homelite advertising. We were wrong and would like to satisfy our customers." Since then Gillis and Tivey of Hyannis, Massachusetts have ordered several more action jackets.

Bob Tivey described his experience with the jacket promotion this way. The Boston district office sent a jacket to their dealership because they bought five saws at one time. When Tom Gillis began wearing it around town, it attracted attention. "You know your own business so well," explained Bob, "You think other people know it too. Not everyone was aware we sold Homelite chain saws. When Tom wore the jacket many people said, 'Oh! You sell chain saws, I'll be down to see you.'" It's been a good promotion all round.

Robert Tivey and James Gillis do business as Gillis & Tivey Inc. on Cape Cod at 362 Yarmouth Road, Hyannis, Massachusetts. "In September of 1968," recalls Bob Tivey, "we moved into our present building and sales have soared." The new building is painted light yellow and in the clear, brisk, salty air of the Cape, it sparkles a little. The customer's reception room is paneled. It has a wall of windows across the front. To the left



Don Hopper
Parts Man, poses with a Homelite saw tree display.

there is a diesel injection fuel room, carefully enclosed behind its glass window. Out back is a tall, high-ceilinged room comfortably heated with infra-red heating units which keep the building warm no matter how fierce the wind blows or how cold the Cape Cod winters. Homelite saws are displayed and sold in the front and carefully serviced out back. "We are very service minded," says Bob Tivey, "so we realize that sales depend on good, fast, reliable service at a reasonable price. It has been a major factor in our fast growth with Homelite products."

The bulk of Gillis & Tivey's customers are contractors. They appreciate the good service provided by Gillis and Tivey. Another large group of customers are the weekenders. Hyannis is a resort, known as the metropolis of Cape Cod. It's a bustling business center with a population of about 5,000 which more than triples in the summer time. "The exposure we now get has made us stock more saws and improve our service facilities to keep up with the increased saw sales," explains Bob Tivey.

To sum up he adds, "Homelite does make a well engineered quality product that is accepted by all users of chain saws, both professional contractors and the occasional weekender. We look forward to continued growth in the saw field and also with Homelite pumps and generators."

Homelite's XL-12 SPECTACULAR

- A Combination of the Two Best Promotions Homelite Ever Had
- Carry Case and Woodcutter's Kit

During April, May and June dealers can offer a combination of the two best promotions Homelite ever had; the Carry Case and the Woodcutter's Kit. This combination Spectacular, the "Case and Kit" Special promotes sales of XL-12's and Super XL-Automatic chain saws.

A customer of the "Case 'n Kit" Special receives a fully assembled saw with a 16" bar and chain in a sturdy, distinctive, black, custom molded carry case, plus a complete maintenance and sharpening kit; files, depth gauge, chain and engine oil, a universal file handle and a wedge. All these items are conveniently packed in the new compartmented carry case. This \$20 kit is absolutely Free with his XL purchase at the regular price.

To support the "Case 'n Kit" Special, point of sale posters, streamers, newspaper ad mats and envelope stuffers will be distributed to the districts for delivery to the participating dealers.

National advertising includes announcement in the May issues of FARM JOURNAL and POPULAR MECHANICS and the June issue of OUTDOOR LIFE.

*Homelite dealers participating in the XL-12 Spectacular.



The FREE extras are shown here in a close up.

This newspaper ad mat is available from the district office.

FEBRUARY, MARCH, APRIL, 1970

CASE 'n KIT SPECIAL

FREE

CARRY CASE

WITH

ACCESSORY

OUTFIT

WHEN YOU BUY A NEW

HOMELITE®

XL-12 or SUPER XL AUTOMATIC

CHAIN SAW

AT REGULAR PRICE



Here's what you get	
1 FLAT 7" FILE	\$.82
1 ROUND 7/32 x 8" FILE90
1 OREGON DEPTH GAUGE .	1.25
1 PINT HOMELITE	
BAR & CHAIN OIL35
1 HALF PINT HOMELITE	
2 CYCLE MOTOR OIL ..	.35
1 UNIVERSAL FILE HANDLE	.49
1 5/8" PLASTIC WEDGE ...	1.90
1 CARRY CASE	12.95
1 ACCESSORY COMPARTMENT	
FOR CARRY CASE	1.00
VALUE.....	\$20.01
YOURS FREE	
with purchase of new HOMELITE XL-12 or SUPER XL AUTOMATIC CHAIN SAW	



HURRY.. SUPPLY LIMITED!

DEALER NAME _____

M-118

SAWDUST

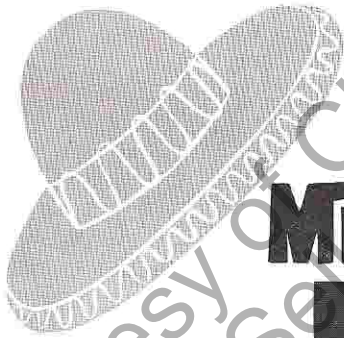
HOMELITE

SawClust

Published by Homelite A **Textron** Division

Port Chester, N.Y. • Gastonia, N.C. • Greer, S.C. • May, June, July 1970





MEXICAN FIESTA

sawdust

On The Cover . . . HIGH-FLYING HOMELITE . . . Wielding a Homelite XL-102, Clare (Michigan) lineman eliminates a diseased elm the easy way . . . from the top down. Like most other utility companies, Consumer's Power finds that these amazing "snorkels" — and Homelite chainsaws—make line-clearing less a chore.

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Council of Industrial Editors.

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Spanish Colonial architecture enhances the appearance of the Posada Vallarta. This archway leads to the patio interior.

Hall way down the west coast of Mexico at about half the regular travel cost if you're a Homelite dealer or his family, an unsurpassed winter vacation waits for you. **ACT NOW!** Get started right away to qualify for a "Mexican Fiesta," 5 days and 4 nights in the Posada Vallarta,* a spectacular, new luxury hotel, right on the beach, centrally air-conditioned,

each room with its own private bath and terrace.

The hotel is located just outside Puerto Vallarta** where John Houston filmed "The Night of the Iguana." The coast here is incredibly beautiful. The Sierra Madre Mountains ring the biggest bay on the Pacific coast. Puerto Vallarta has the exact latitude of Hawaii which gives the place its South Sea



Downtown in Puerto Vallarta, the architecture of colonial times, the bright sun and palm trees make a picture framed by the Sierra Madre Mountains.

atmosphere, soft white beaches, lush tropical color and warm blue sea. The hotel has an international cuisine and for variety, dining in the Mexican manner. Music and dancing are featured nightly.

This unspoiled Mexican resort will please anyone and everyone. Choose between long lazy days in the sun at the beach or around the pool or any number of outdoor sports and activities—deep sea fishing, skin diving, water skiing, and horse back riding. Shop in town for bargains in Mexican sandals, art, and handmade clothing.

There will be regularly scheduled sales meetings for dealers while there in order for them to get new ideas from Homelite and their fellow dealers and build contacts with dealers in their own area.

If a winter vacation is for you this year get busy now. Don't miss this chance to get away from business and see the sun next winter. You're sure to have a first class vacation right from the "get acquainted" cocktail party till you get back on your own chartered Frontier jet. See your Homelite representative without delay for further details.

* Po sa' da Bal yar' ta.
 ** Pwer ta' Bal yar' ta.



Each room at the Posada Vallarta has a terrace. The handsome Mexican colonial room decorations are evident in the furnishings.



Posada Vallarta has everything including this gorgeous pool on the hotel lawn.



Polo Burro is one of the features of this part of Mexico. It's great fun either to watch or to participate.



The Posada Vallarta is right on the beautiful blue Pacific. Its soft white sand beach is one of the best beaches on the Pacific. It's a part of the 20 mile bay of Puerto Vallarta.

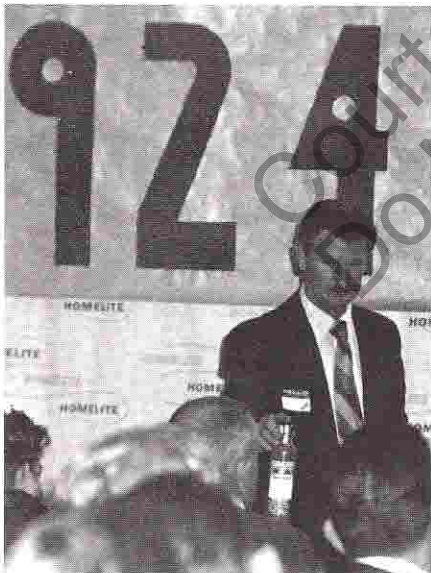


In Puerto Vallarta, the cobble stone streets ascend right up to the surrounding mountains. These beautiful white tiled buildings with red roofs are everywhere in the village.



The terrific saws for the 70's are demonstrated at the sales meeting held in Tahoe, Nevada.

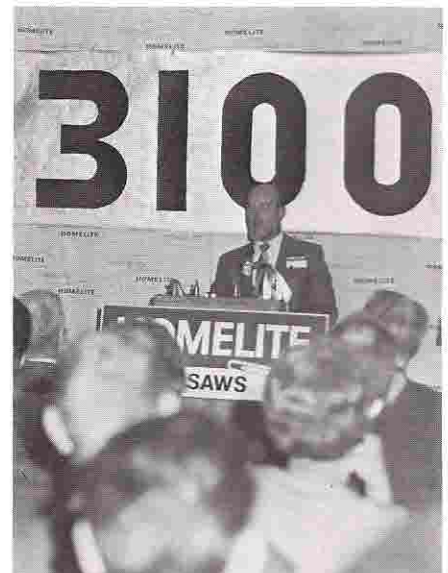
San Francisco District Sales Meeting



Robert Glidden, San Francisco District Manager

The "best sales meeting yet" was held at the Cal Neva Lodge, North Shore, Tahoe, Nevada on the 6th of March, 1970. San Francisco District Manager Bob Glidden reports, "We had an excellent turn out, and much business was written on the terrific saws for the 70's—XL-113, XL-114, XL-924, S-2100, and 3100G, Yard Tracs, 4" pumps, alternators and brush cutters."

"We also had a lot of fun with the program presented by Blake Stretton," added Bob. "Blake handled the introduction of all the new models—with a bit of his wit and animated stories slipped in."



Blake Stretton, Marketing Manager, Forestry Equipment

International Chain Saw Dealers Visit Homelite

The cosmopolitan sounds of many different languages filled the offices of Homelite this spring. Homelite's international distributors from many parts of the globe rewarded groups of their most successful chain saw dealers with trips to the United States to see the company offices and test laboratories in Port Chester. The dealers also visited the plants in Gastonia, North Carolina and Greer, South Carolina.

The Japanese were the first group of international visitors to arrive at the home office. Mr. Mikawa, President of Wako Trade Co., Inc. in Tokyo and 13 of his dealers from all over Japan arrived April 13th.

The next group of international chain saw dealers came with Mr. E. K. Soon, President of Spotradio in Singapore. Spotradio is Homelite's oldest international distributor and has done business with Homelite for over 40 years. Mr. Soon rewarded five of his chain saw dealers with the trip here and a stop-over at the World's Fair in Osaka.

Mr. Angelo Aglietti, Managing Director of I.B.E.A., Homelite's Italian Distributor, came to visit the office and plants with five of his best chain saw dealers. Victor D'Alessio, Area Manager for Homelite in Southern Europe and Africa, accompanied them.

On June 12th, Mr. Claude Lamer, Director of Compagnie Commerciale de Représentations Industrielles (C.C.R.I.) in Paris, France, and a group of his dealers will be visiting the Port Chester office and laboratories. The complete group will consist of about 30 people. Also expected in early June is Mr. Robert Canning and Mrs. Victor Canning accompanied by Tom Petherick, Homelite's Area Manager in the Far East, all from Australia. Internationally, Homelite has had a busy spring.



Mr. Mikawa, President of Wako Trade (seated), interprets the fine points of Homelite service just described by Frank Lehman, standing, Service Manager.



President Robert Straetz (standing, center) greets the Japanese Dealers who visited Homelite. At his right is an interpreter, and seated left is Mr. Eugene Carey, Director of International Sales.



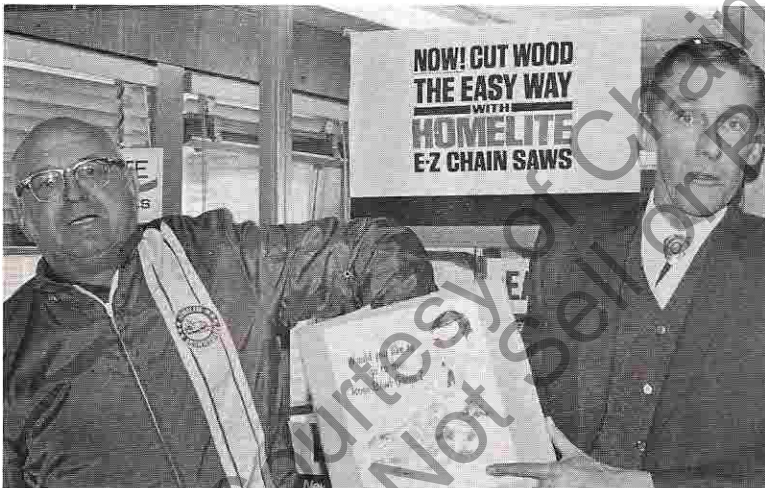
Mr. Angelo Aglietti, Manager of IBEA, Homelite's Distributor in Italy (right), escorts a group of his top notch chain saw dealers through the test lab in Port Chester.



The Japanese dealers upon arrival in Port Chester are greeted by Mr. Eugene Carey (left), Director of International Sales.



Western Chain Saw Company, Eureka, California advertises "Homelite, the Most Advanced Chain Saw in Our Universe." Steven R. Sheppard, President, provides Western Chain Saw with efficient promotions, advertising and handsome displays like the one above, to keep their business outperforming the competition.



A trip to the Rose Bowl Game was the dealer's prize in a sales contest held in the St. Paul District. (left) Tom Taylor, District Manager in St. Paul, holds the box for Leo Herrick, a dealer in Rochester, Minnesota, who pulls the winning warranty card in the drawing for the Rose Bowl Game Trip. Earl Peterson, Homelite Dealer in Buffalo, Minnesota, won.

Mr. and Mrs. Earl Peterson and their son receive congratulations and bon voyage from Tom Taylor. They saw the parade, attended the Rose Bowl Game, and toured Disneyland and Hollywood. "Words fail," said Mr. Peterson, "when we try to express our gratitude to you people for making this four day all expense trip to California possible."



The Sweet Smell of Success

HOMELITE Style

by Paul E. Ratliff

"My sister and her husband run a flower shop next door," says Robert "Bob" Justice of the South Mayo Trail, Pikeville, Kentucky. "Occasionally the wind blows the pleasant odor of the flowers into my establishment.

"But, you know, the name of any flower doesn't sound sweeter in my ears than the name Homelite! Four years ago I was just another hired hand in a hardware store—a kind of clerk, or an amateur salesman.

"But I noticed that the Homelite chain saw was the chief 'stock in trade.' So I decided to concentrate my energies on selling and servicing chain saws. And

I've never regretted it!"

And indeed Bob Justice has compiled an enviable record. When he became a Homelite store salesman he took a training course in Cincinnati, Ohio. He later visited the factory at Gastonia, North Carolina, and observed every step from raw material to sturdy chain saw.

From the very beginning Bob Justice set a blistering sales pace, selling at least a hundred chain saws annually. Furthermore, this phenomenal sales attainment was in the midst of the "poverty belt" of the Appalachian Mountains.

His consistent dedication to quality service as well as selling has paid off handsomely for Bob Justice. In four

years he has sold approximately four hundred Homelites and has climbed the ladder of success from salesman-clerk-repairman to owner!

"And, believe me, I am hooked up with a mighty good organization. I've seen Homelite chain saws made; I have sold them; I've serviced them; and they are definitely an excellent product. And the Homelite people give cooperation all up and down the line."

"Of course," Bob adds, "it takes a fair amount of work, of advertising, of attention to detail, but I absolutely couldn't have branched out on my own so quickly if it hadn't been for the marked superiority of the Homelite saw."



Mr. Remsburg of Farm Equipment Center, Thurmont, Maryland believes in advertising. He keeps this billboard (above) in use 12 months of the year. Spring and Fall with Homelite and other products the other months, Billboard advertising is available to any Homelite dealer from your district office.

Mity Mite Motors, of Fort Smith, Arkansas held an open house recently (left). "The traffic was great," reports Al England from Homelite's Dallas District. "We should be able to sell several Yard Tracs."

HOMELITE CHAIN SAWS • LOCAL AND NATIONAL PUBLICITY



NEWSPAPERS

HOUSE BEAUTIFUL, APRIL, 1970

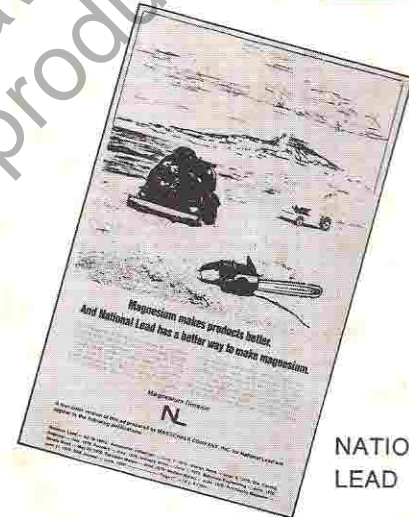


TRUE MAGAZINE, JUNE, 1970

TIE-IN ADVERTISING WITH HOMELITE CHAIN SAWS



SHARON STEEL



NATIONAL LEAD

APPEARING IN 15 NATIONAL TRADE PUBLICATIONS

"Do It Yourself" Publicity

The grouping above describes some of the publicity Homelite received this Spring. Dealers too can get publicity. Here's how. Do it yourself.

Create publicity with solid information whenever you do anything that is newsworthy. By definition, news is change—whenever you change anything, redecorate, add on to your store, move, get new machines, hire new people, initiate a new service or promotion, have an open house, conduct a sales meeting, take a trip, donate a saw,

have a drawing, give a salesman prizes, introduce a new product, THINK of getting publicity in your local press. Other publications might be interested. Industrial publications or "pennysavers" are interested in news. SAWDUST is always interested. CHAIN SAW AGE and CHAIN SAW INDUSTRY print industry news.

Any paper is interested in news if you follow a few simple rules 1) GET GOOD PICTURES. Hire a professional photographer to get informative

photos in sharp black and white 8 x 10 glossies. 2) Describe and number all photos. Be specific about details; identify people and their position in the picture, give the date and other pertinent information. Follow the 5 W Formula, Who, What, When, Where, and Why.

Getting publicity is a "do it yourself" operation. But like most "do it yourself," you save substantial amounts of money because the advertising space is free.

HOMELITE

sawclust

Published by Homelite A **textron** Division Port Chester, N.Y. • Gastonia, N.C. • Greer, S.C. • August, September, October 1970





Homelite's Vice President of Sales, Robert Kennedy, opens the Regional Sales Meeting in Darien, Connecticut, August 13 and 14, 1970.

Regional Sales Meetings

"CLEAN-UP"

with HOMELITE

sawdust

On the cover

Jack Trueblood goes camping with a Homelite. In a four page article, "My Kingdom for a Three Horse Chain Saw" in TRUE HUNTING YEARBOOK he raves about his Homelite, the light weight saw (works like a Trojan). "Without the little saw," says Jack, "we would have had to turn back." The picture was taken for the TRUE HUNTING YEARBOOK.

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An Equal Opportunity Employer	



"Clean-Up with a Homelite" is the theme for Homelite's Fall sales promotion campaign, announced at regional sales meetings across the country. The promotion includes the "Clean-Up" Sweepstakes, a cash-off discount coupon, a Dealer Display Contest and free plastic bags for the customer. Entry cards will appear in two national magazines, TRUE, and SPORTS AFIELD. The entry card provides the potential customer with two incentives; a chance at the sweepstakes prizes and a cash-off sweepstake coupon towards the purchase of an XL or an EZ chain saw. The prizes include a Westinghouse "Clean-Up" Kitchen, 5 Homelite Yard Tracs, and 100 Black and Decker vacuum cleaners.

The "Clean-Up with a Homelite" Campaign will be announced nationally on network television on the NBC Nightly News.) Tie-in ads will appear in SPORTS ILLUSTRATED, POPULAR MECHANICS and FARM JOURNAL.

Dealer Display Contest

The Dealer Display Contest is another

part of the "Clean-Up" Campaign. Participating dealers will be provided with point-of-sales pieces to build a "Clean-Up" Display. Homelite chain saws will be featured in the displays with accessories and various outdoor/indoor clean-up items for the garden and yard. For store windows, there are colorful "Clean-Up" Banners. Participating dealers set up displays between September 15 and November 15; take a picture of the display and mail it to the district office with their name and address on the back. Each district Office will award Olivetti-Underwood electric adding machines for the best display, one to the winning dealer and one to his district salesman.

Plastic Leaf Bags

Along with the sweepstakes entry cards, large, give-away plastic leaf bags will create store traffic for the dealer. They tie-up the campaign, contribute to a better looking environment, and give the dealer a handy bag with many uses for his customers.





New Saws Introduced

at the Regional Sales Meetings: EZ-250, XL-400, XL-400 FP, XL-Mini AOF

The EZ-250 Automatic with Tension-Rite™ automatic chain tensioning was introduced at regional sales meetings across the country. The hottest selling new Homelite, the EZ Automatic, engineered with additional "pro" and convenience features is a real breakthrough in chain saw operation.

The new E-Z 250 Automatic, with Homelite's exclusive Tension-Rite system automatically sets, adjusts and holds the correct chain tension for you. With Tension-Rite, the bar advances automatically to take up slack as the chain stretches. The chain is never too tight or too loose. Besides saving time, and the trouble of adjusting, chain life, bar life, and sprocket life are greatly extended, a real dollar and cents plus for the Homelite owner.

In addition to Tension-Rite, the EZ 250 Automatic has several other new



Homelite Salesman, George Reynolds, from Pittsburgh tries out the new E-Z 250 Automatic with Tension-Rite.

features. Incorrect idle speed is now a thing of the past. Homelite has added a thumb screw and built in tachometer. The tack shows the correct idle speed and the thumb screw lets you adjust without tools. The handle bar is completely new also. For operator comfort and safety, a thick rubber coating has been molded to the handle bar providing smoother operation and a better non-slip surface to hold. Fuel and chain oil caps now have retainers. Power is increased with the new 2.5 cu. in. "Hemi" engine which is larger than previous engines. This new engine is quiet too, with Homelite's Softone™ gated noise suppressor which effectively muffles annoying frequencies or "bark".

Best news of all is that Homelite brings you the E-Z 250 Automatic, "Tomorrow's Chain Saw," today.

Another new lightweight chain saw introduced at the Regional Sales Meetings is the XL-400 Automatic. It's the most powerful lightweight "XL" yet, specifically designed for the pro who needs the power of the new 4.00 cubic inch engine but still wants a lightweight chain saw. With bars up to 30" long, the XL-400 will tackle heavier cutting jobs and speed up production cutting for a wide market of users from farmers to construction engineers.

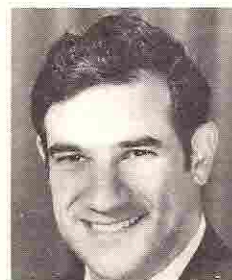
In addition to more power, the new XL-400 engine has a precision ground cylinder and greatly increased cooling air flow for more power and longer service life. The starter mechanism has also been improved and simplified and can now be adjusted and serviced by simply removing two screws. Convenience features include a compression release which automatically closes when the saw starts, automatic bar and chain oiling, vinyl

coated handle bars and Homelite's newest acoustically tuned Softone muffler. Homelite's exclusive Power Tip® sprocket nose guide bars are standard equipment.

Two other saws were introduced at the meetings. For the professional who uses a saw all day long, every day, the new XL 400 FP is designed for comfort. FP means floating power™, the power head "floats" in special buna-flex cushion mounts, completely isolated from the pistol grip and handle bars. No vibration is transmitted to the operator. The other comfort features of the XL 400 are included. The XL mini AO-FP also has floating power, Softone muffler and these convenience features: automatic oiling, large fuel and chain oil tank, Simplex™ Starting and a Power-Boost "Hemi" Engine.

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New Marketing Manager



On August 3rd, Daniel J. Pisano became Homelite's Market Manager, Industrial and Construction Equipment. Dan replaces Bob Blizzard who has been promoted to manager of the newly created Westchester District.

Dan moved up from Branch Manager for Homelite in Westchester where he did an excellent sales and management job. He has a strong sales and service background in both construction equipment and industrial markets. Dan's long and varied experience in Construction equipment will be an asset to Homelite's growing business in this field.



Wood chips fly as Gallagher pushes the chain saw in for a deep cut, shaping a pine log into a cigar store Indian.



A comical fat cowboy gets a touch of paint on his beard, while a cigar store Indian appears to watch impassively. Each figure is carved from a single log.



The "Little Old Lady" slices bread with an E-lite's International Service Manager.

Cigar Store Indians and Other Artifacts

A great variety of things can be labeled "carved with a Homelite chain saw." Ralph Gallagher, for example, carves cigar store Indians, cowboys and totem poles, using his Homelite for a major part of the job.

Ralph deftly roughs out the main features of each carved figure. He uses the forward tip of the chain saw for most shaping cuts. Like a motorized woodpecker, the saw blade chips away the

wood to reveal an Indian or a cowboy, as if the figure had been hidden in the log for years, waiting for Ralph to come along and make it appear in a swirl of wood chips and sawdust.

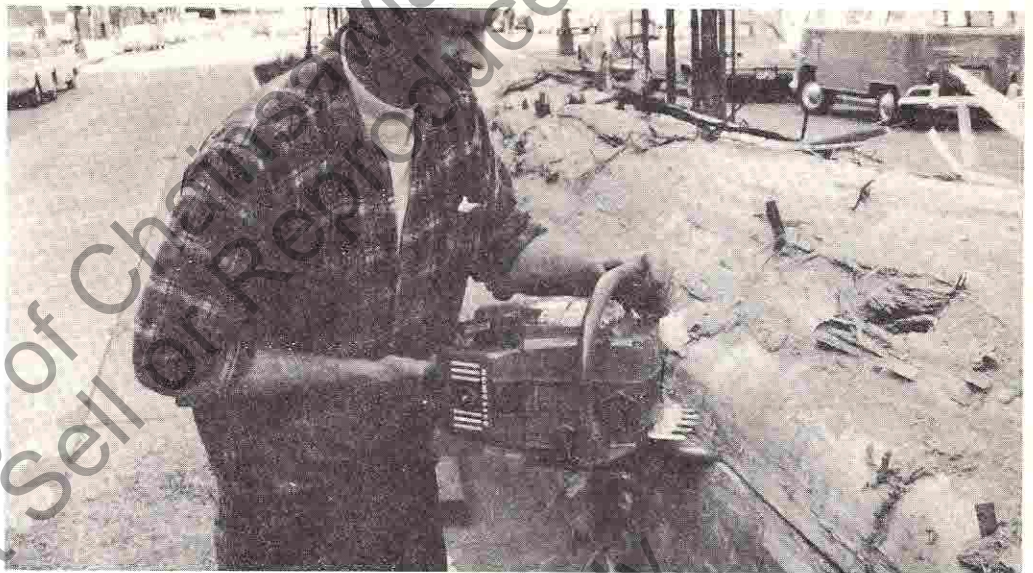
Cigar store Indians, which comprise the bulk of Ralph's carvings, are unique to American culture and had their heyday back around 1900. Ralph's interest in these colorful figures comes directly from his own heritage, since he's de-

scended from the Mandan Indians of North Dakota, and his father and grandfather were both itinerant wood carvers who passed their skills along to him.

Another chain saw sculptor, Duane Pasco also carves totem poles with a Homelite. He's been commissioned by the Seattle-Bergen Sister City Committee to make a totem pole which will be presented from the people of Seattle to the people of Bergen, Norway on the



Z to the amazement of Frank Lehman, Home-



Duane Pasco carves the huge log which will be used for the Totem Pole being presented to Bergen, Norway on its 900th anniversary from the people of Seattle.



Bob Oxtan uses his Homelite to cut up cakes of ice for campers and picknickers.

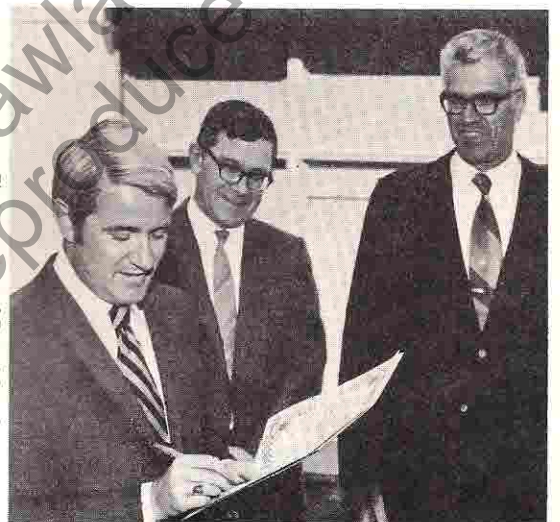


Photo courtesy of Port of Seattle

Al Blindheim, right, looks on while Seattle's Mayor Wes Uhlman signs a birthday greeting to the city of Bergen.

ts Carved with a Homelite Chain Saw

occasion of that city's 900th birthday. Al Blindheim of Homelite in Seattle is the chairman of the committee.

Mr. Pasco has been working 12 to 14 hours a day to complete the pole in between his assignments from the Canadian government to assist the Indians in their desire to maintain the art of totem carving.

Ice blocks, as well as totem poles are carved with a Homelite chain saw. Filling

stations often have ice machines, but the demand was so heavy on hot humid days this summer, that Bob Oxtan, of Rockland, Maine went down to O'Hara's ice plant in Rockland and bought a truckload of ice blocks weighing 250 pounds or more. Not being skilled in the old-fashioned methods of ice-cutting, Bob turned to his Homelite to slice the cakes and cut the slabs to get 10 pound blocks for the camper and picnic trade. The

best part of this modern ice cutting is that the sawdust soon disappeared.

Another Homelite carver is "the Little Old Lady" from the West Coast. She's Elaine Ayres, a television actress who does Homelite television commercials out there. She built up quite a reputation for the saw that slices bread.

Whatever the carving need, a light-weight Homelite makes the job easier.

PAUL LAMONTAGNE

TUPPER LAKE, N.Y.

HOURS: MON.-SAT. 9-9
HOURS: SUN. 9-12

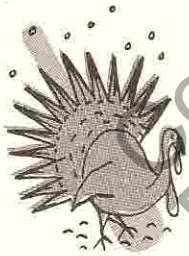


Paul LaMontagne operates a Saw Shop in the midst of the pulpwood and logging territory of the Adirondacks in Tupper Lake. "90% of my business," says Paul, "is with professional loggers, and 10% with casual users." To service these professionals Paul makes a point of two things: first he keeps a good parts supply, and second, he gives immediate service.

Paul's advertising is done on a local basis. He uses newspaper advertising and roadside signs. "As my business increases," he commented, "I intend to enlarge my service department and showroom."

Paul is married. His hobbies are water-skiing, bowling, and hunting. He's the owner and sole operator of the saw shop on Moody Road. "I think," he concluded, "that the success of my business is due to the fact my shop is open every week, Monday thru Saturday 9 to 9 and on Sunday, 9-12." With that much energy and ambition, he can't miss being a bigger success!

For achieving a certain quota, the San Francisco District awards dealers with a membership in the exclusive Bird and Bottle Club. Dealers acquire, with their membership, the bird, a tremendous turkey, and the bottle, the finest California Champagne. The distinguished roster of Bird and Bottle members follows:



100 + Plaques

Paul Rabuck, Homelite's Salesman in North Arlington has been busy awarding 100+ plaques to his dealers: Among them, Joseph Heichelbeck, Honesdale, Pennsylvania, Hazelton Chain Saw, Hazelton, Pa. Shillingsford and Tyler-Hummelswarf, Pa. Quaker State Equipment, Harrisburg, Pennsylvania.

Members of Bird & Bottle Club

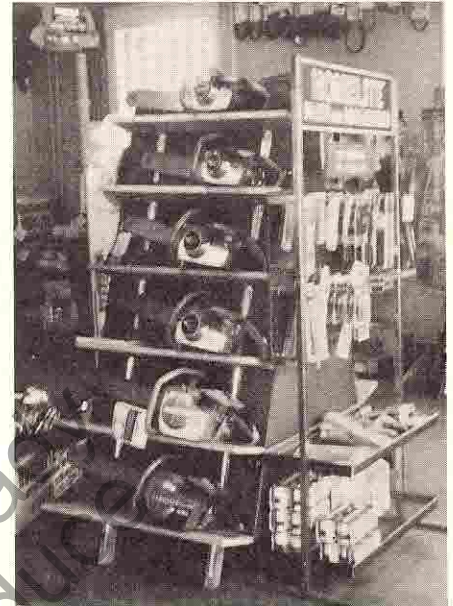
Nov. '69 thru May '70

Hope Plumbing, Manteca
Pastime Hdwe, El Cerrito
Pete's Hdwe, Castro Valley
Waterford Farm, Waterford
Newbert's Hdwe, Sacramento
Jorgensen Hdwe, Ripon
Auto Electric, Santa Rosa
B & M Co. Modesto
Mobile Saw Svc, Richmond
Shasta Hdwe, San Francisco
Larry's Saw, Citrus Heights
Morris Appliance, Pt. Reyes
Hesson Pro, Reno, Nevada
Glenn's Saw Shop, Murphys
George's Industrial, Sacramento
Wright's Garage, Lodi
G. H. Meyers, Carson City, Nevada
Lewers & Cooke, Hawaii
Fred Ash, Salinas
Peninsula Power Tool, Monterey
Garden Equipment, Concord
Garrett Hdwe, Healdsburg
Alum Rock Hdwe, San Jose
C & B Equipment, Tracy
Fred's Saw, Oakdale
Jim's Sport Shop, Gilroy
A-D-H, King City
Milpitas Rents, Milpitas

Steve's Hdwe, St. Helena
Valley Equipment, Ukiah
Bud's Saw, Brentwood
Atlas Saw Works, El Cerrito
Soledad Appliance, Soledad
Modern Mower, Lafayette
Amador Equipment, Sutter Creek
Fichter & Son, Corning
Western Auto, Colusa
Harvey Young, Ely, Nevada
Power Tool & Saw, San Leandro
Van Bebber, Petaluma
101 Saw Shop, Crescent City
Ferez Sport, Guerneville
Guffie & Potts, Orick
Sam's Saw Shop, Philo
Cope & McPheters, Santa Clara
Redwood Chain, Ft. Bragg
Cloverdale, Saw, Cloverdale
Pacific Saw Svc, Oakland
Napa Saw Svc, Napa
Chet's Chainsaw, Red Bluff
Colfax Motors, Colfax
Ray's Sales & Svc, Mt. Shasta
Spinetti Bros, Jackson
Roseville Sq. Hdwe, Roseville
Tallaman Lumber, Winnemucca, Nevada



Slaton Bros. Inc., the Homelite dealer in Jackson, Alabama sponsored a minor league baseball team there. The uniforms and caps proudly show the Homelite emblem. The boys had a very good record and Pat and Searcy Slaton are proud of them and are looking forward to future champions.



Carthage Auto Supply in Carthage, New York, arranged this orderly display of Homelite saws. The back side has the case and kits and six more units. This method of display increases sales by stimulating impulse buying. Self-service customers buy more.



Bill Anderson has many friends at Homelite. At a party recently he posed with these two girls from the Dallas office. The girls are on the left, Florine Carson and on the right, Laverne Scarborough. Bill Anderson, currently sponsored in over 40 markets will make a guest appearance on the TODAY SHOW on September 22. He has made TV appearances this fall on THE MIKE DOUGLAS SHOW and DAVID FROST SHOW. He will be a guest shot on the HEE HAW SHOW not yet announced and on JOHNNY CASH on January 13, 1971.



22 E-Z Automatic saws were delivered to Green River Community College, Auburn, Washington by Bob Klontz Sporting Goods, the dealer in Auburn, Washington. Making it easy for colleges to obtain Homelite saws is always good business and a good way to get publicity. Henry Moody of Klontz Sporting Goods presented the saws to Mr. Best.

MEXICAN FIESTA



Make your quota for Homelite's Mexican Fiesta with help from the fall "Clean-Up" Promotion and the first-class new saws, the E-Z 250 Automatic and the XL 400. Qualify for 5 days and four nights in a luxury hotel in scenic, enchanted, Puerto Vallarta.

"Puerto Vallarta is one of the scenic wonders of the world," said President Richard Nixon after his August visit there.

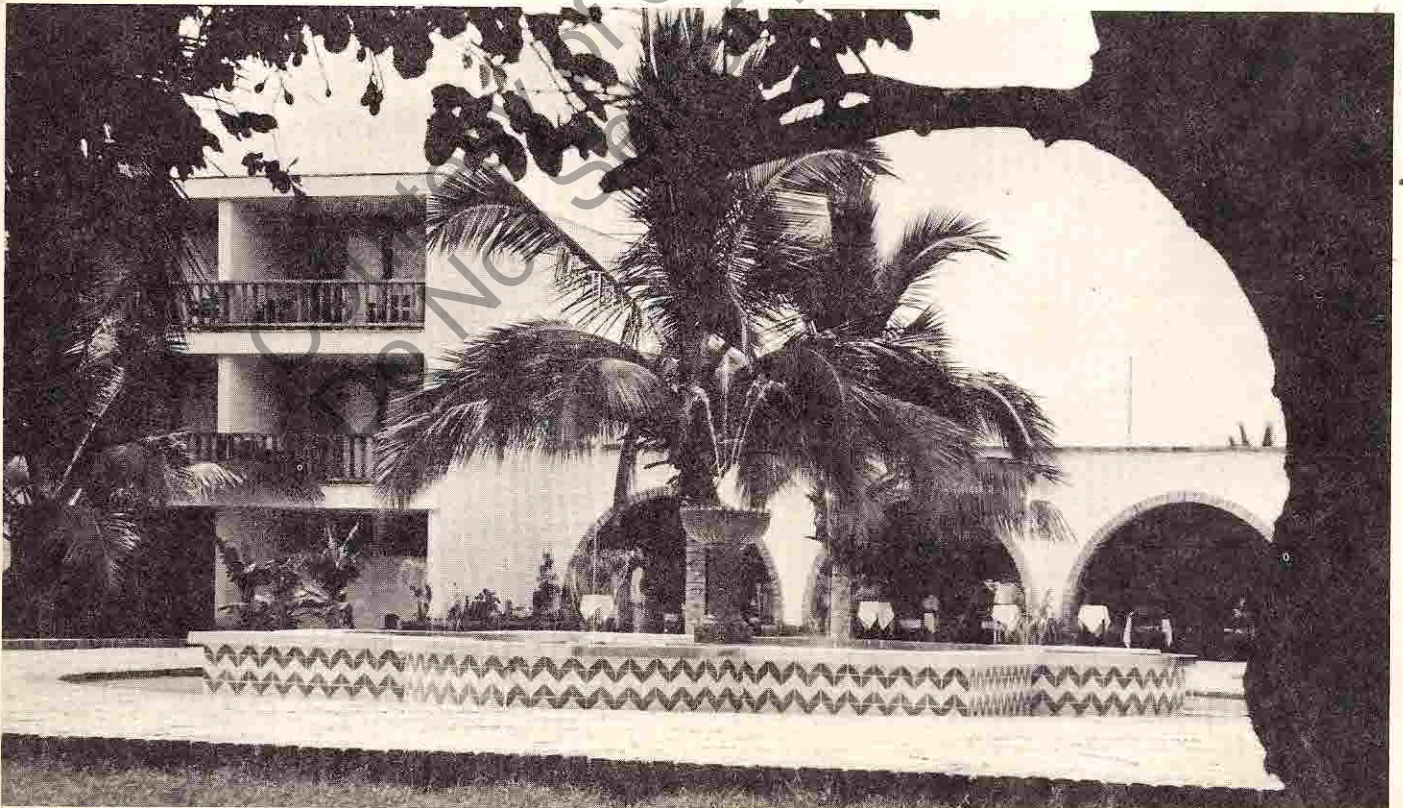
Puerto Vallarta is probably at the perfect point in its development. It has been discovered. Nixon, the Jet Set, and filmmaker John Houston have all been there. Right now, it has first-rate hotels right on the sea, good little restaurants, informal discotheques and piano bars that you can wander in

and out of along winding old streets that climb up from the harbour. The clatter of donkey hooves on the cobblestones mixes with the noise of dune buggies and jeeps rented by the tourists. Shopping in Mexico is never a chore. The Mexicans pioneered the boutique idea more than 20 years ago. Puerto Vallarta has its share of chic boutiques. Happily, informality and relaxation are the rule in Puerto Vallarta. Here, Mexico preserves its feeling of spaciousness and ease of open blue skies and a leisurely pace of living.

Not yet overbuilt or overrun with revellers as is Acapulco, Puerto Vallarta, further north, has a kinder climate than its more famous sister city. It's in the middle of Mexico's west coast sunshine strip.

As one travel agency predicts, "In a few more years, Puerto Vallarta will be the greatest attraction for tourists from within Mexico, the United States, Canada, and Europe." Now's your chance, as a Homelite dealer, to see one of the scenic wonders of the world, before the crowd gets there.

(left) Mr. Phillip J. Halperin outlines the facts and figures about the Homelite "Mexican Fiesta" for the salesmen and managers assembled at the Regional Sales Meetings.



The beautiful Posada Vallarta, a first class hotel in Puerto Vallarta is the location for Homelite's "Mexican Fiesta."

HOMELITE

sawdust

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Port Chester, N.Y. • Gastonia, N.C. • Greer, S.C. • November, December 1970



We Couldn't Have Done it Without You



by **Robert S. Kennedy**
Vice President, Sales

It's been a great year for Homelite and for Homelite dealers. Sales figures this year are up again as the Homelite

family continues to grow. We couldn't have done it without you.

We know that there are times when it seems like you're out there all by yourself. It's not easy facing your customers who load their problems on you. We at Homelite are amazed at your stamina and your ability to keep your customers happy—most of the time.

Many of the people with Homelite have spent years in the field and they understand how your problems have multiplied and your business is becoming increasingly complex. To support you, Homelite is going full blast—adding manpower, equipment and facilities but, let's face it, Homelite dealers are the most important link in the chain of our business. We do recognize this fact and appreciate the enormous part that you

dealers play.

We've been able to get out into the field and talk to some of you dealers. The stores and shops visited were enjoying a brisk business, in spite of all the talk about a slow down. This is typical of Homelite dealers. Your repair shops are busy and the "do-it-yourself" customers are ready prospects for parts and saws. Homelite's products and programs for '71 will help you prosper in the coming year.

From what I've seen in the field, I am convinced that you are all part of the finest dealer organization in the small engine industry and I personally thank you for helping to keep Homelite on top. For the Homelite world wide family, thanks again and Merry Christmas.

Homelite Engineer Develops Tension-Rite™

Breakthroughs in man's use of machinery become possible when a creative mind looks at things in a new way. Like the wheel, the idea that makes Tension-Rite™ possible is a design concept that leaves the rest of the world saying, "Why didn't we think of that?"

Albert K. Newman, Homelite's engi-



neering consultant took on the engineering project of designing a device to provide fully automatic chain tensioning for a chain saw. Done manually in the past, chain tension adjustment has always been a headache in saw operation. Incorrect tension also causes excessive damage to chain bar, sprocket and clutch. To wrestle with the idea and devise a method of accomplishing it took many months of thought, research, and hard work.

"In the first stages of the project," ex-

plained Mr. Newman, "we investigated many ways to support the cutter bar. We finally arrived at a steel block to support it."

Early working models in the project had a smooth cam. There was a problem with the guide bar reversing itself. "There is a great spread," said Mr. Newman, "between a concept thought up and designed on paper and the practical hardware that will perform."

A real breakthrough for automatic chain tensioning came with the idea of using a scalloped cam. The scallops held the chain setting and prevented the guide bar reversing, but at the same time allowed for normal expansion and contraction of the chain. "It took a great amount of perseverance to arrive at a satisfactory working model," added Mr. Newman. "The ninth model was too much one way; the tenth, too much the other. Number eleven was the successful one."

"No other saw that I know of," said Mr. Newman, "has a fully automatic tensioning device." Tension-Rite™ is a genuine breakthrough in chain saw design. Tension on the chain sets, adjusts itself, and holds the correct tension automatically, *while the saw is operating*, a convenience never before possible.

Born in Helena, Arkansas, Albert K.

Newman attended Washington and Lee University and holds both a B.A. and an M.A. in electrical engineering from Massachusetts Institute of Technology. He came to Homelite as a project engineer in 1942 and became chief engineer in 1948. He was made engineering Vice President in 1954. Mr. Newman resigned from the Vice Presidency in 1962 to devote his time to development engineering rather than administrative tasks.

In describing him, one Homelite executive said, "Bud Newman has the most original and creative mind I've ever worked with. Besides, he has the practical engineering ability to put his ideas into workable form." Tension-Rite is a good example of this creativity at work. It is the outstanding feature of the new E-Z 250 Automatic.

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Winter PROMOTION Program 1971



To provide continuity in Advertising, Homelite's Frank Lehman models the "Action Jacket" popular with dealers and customers.

Repeat of a sellout. Because it was so great last year, Homelite is repeating the "Action Jacket" Program in January, February and March 1971. Over 15,000 jackets accompanied saw sales last year. Sales should be even bigger in '71.

Any customer who buys a new Homelite chain saw from a participating dealer between January 1 and March 31 can receive a free quilt-lined nylon Action Jacket. Since the jacket is offered in only one color this year—blue—faster deliveries will be made directly to the customer in his home.

The jacket promotion will have strong National Advertising support in the February issues of FIELD AND STREAM, FARM JOURNAL, POPULAR SCIENCE and the March issue of TRUE. The first ad will appear in the January 18th issue of SPORTS ILLUSTRATED which will go on sale January 14th. Newspaper mats, envelope stuffers, a 10 second TV commercial and plenty of good display material will be ready for dealers to use locally.

The 1971 "Action Jacket" program can be the start of your biggest saw sales year! Advertise it. Promote it to every prospect. Start by ordering saws and promotional material from your Homelite representative right now!

National Hardware Show



At the New York Coliseum, George Nelson, (left) Advertising Manager, smiles approval of the new saw's features pointed out by George Reynolds, (right) dealer salesman in Pittsburgh.

Homelite's bright green booth at the National Hardware Show in New York City this year was designed around the "Clean-Up with a Homelite" theme used this fall to promote sales. Thousands of people saw the new saws, the E-Z 250 Automatic, the XL-400, the XL-400 FP, and the XL-Mini AO FP. Homelite's Construction Equipment, riding Lawn Mowers and Heaters were also on display.

An outstanding feature of the booth was the tape-slide presentation which told the Homelite story; who we are, what we make, and where we make it. The annual show was held at the Coliseum in New York City, October 12-15th.

Majestic Hardware in West Warwick, Rhode Island is well-named. Everything about Majestic is king-sized. Arthur Elman, with his brother-in-law Burton Sharren are partners in the biggest Homelite saw operation in New England. It's housed in a 4-story Flatiron Building, plus an annex behind for motor sales and their shop. The business is colossal, colorful, and most of all successful.

Here's why!

For one thing, Arthur Elman advertises. On the Homelite Christmas Special, for example, Majestic Hardware started running a heavy radio schedule early in November that will continue right through December. Majestic takes advantage of specials.

Fast service for the pros is another business practice that produces repeat business, builds a reputation for reliability, and insures success. "If a man depends on the saw for his work," said

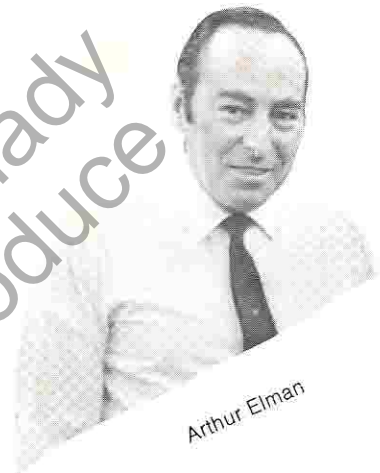
Arthur Elman, "we service it while he waits. Occasional users sometimes have to wait a few days." Much of Majestic's business is with municipalities, the state and contractors. They require fast service as well as a good central location. Majestic has both.

Saw sharpening is another convenience handled routinely by Majestic. Both the pros and the occasional user appreciate this and the good supply of parts in stock.

In the main part of the building, which used to hold the longest bar in New England, the atmosphere is that of an old-fashioned hardware store. The Homelite display is right in the center, next to the cash register, a space normally reserved for impulse items. Francis Sousa says that the customers take time to examine the Homelite's on display, while waiting for their change. After a few visits they are ready to listen to his sales pitch. Next to the cash register is a just-right spot for these money makers.

BIGGEST CHAIN OPERA NEW EN

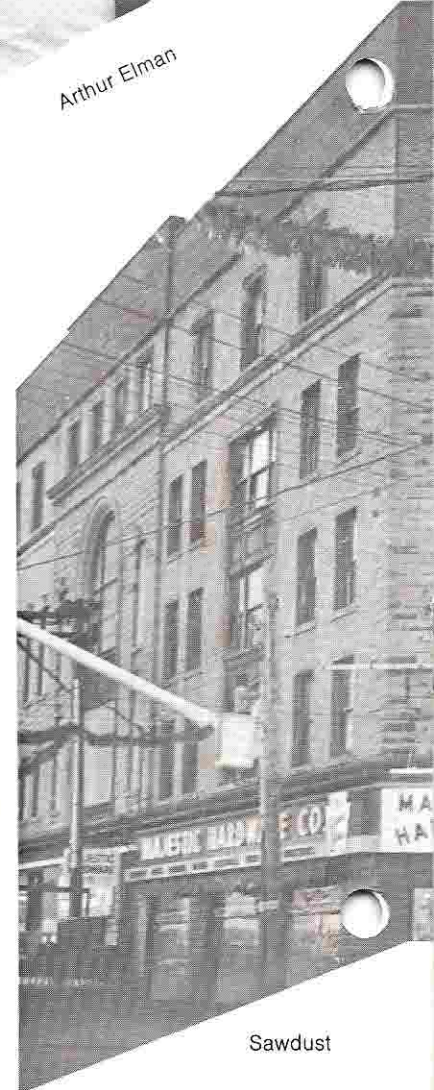
MAJ
HARI



Arthur Elman



Francis Sousa shows the Homelites lined up beside the cash register—a just-right spot for these money makers.



Sawdust

HOMELITE CHAIN SAW RENTAL IN BOSTON

MAJESTIC
HARDWARE



Burton Sharren



Upstairs, are the remnants of Warwick's old Majestic theater; a stage, a balcony with seats and the old organ. The theater's grand stairway was removed to make more room on the main floor, and a modern elevator now services this spacious storage.

In the basement, also accessible from the elevator, an old bowling alley provides more useful storage.

Outback, through an orange door is Majestic Motors. A large part of the saw business is done back here because Majestic has a second Homelite display out here, and there's plenty of traffic to the busy shop behind. Over 300 saws are sold every year. Majestic provides a 6 pack of Homelite oil with each saw sold. This practice gets the customer started on the right oil and makes a good impression.

Arthur Elman also does a large rental business. He instructs each customer on saw use and supplies ready-mixed fuel with each unit. Recently, he donated all his rental units for a day's use by a local

ecology group who were cleaning up the brush on the shores of a nearby river. He also loans saws to Boy Scouts and provides instruction for local vocational schools in the area on proper saw use.

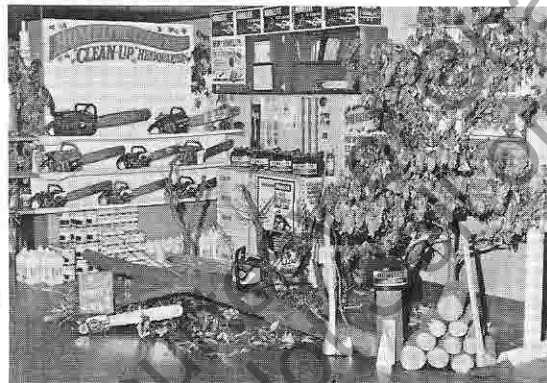
From his picture-window mezzanine office, Arthur Elman looks out on the main floor of Majestic Hardware. Three girls handle the office work in the outside office. Adjacent to Mr. Elman's office is a paneled conference room where he displays a sizeable gun collection.

Although he collects guns, Arthur Elman tells this tale about the day, the deer dropped in. Because the store is situated in a downtown business area, deer are unexpected visitors. In the shop one afternoon, when somebody opened the door, a deer ran in. He galloped around in a wild frenzy. After rejecting the idea of shooting him, someone called the SPCA and, tranquilizing the animal, they succeeded in getting him out—a tall tale, like selling 300 Homelite saws but true,—that's Majestic, and we've got the sales figures to prove it.



Outback, in Majestic Motors, Burt Sharren holds the six-pack of oil presented to each chain saw customer while Lloyd Patterson, manager of Power Equipment looks at Majestic's second Homelite display. Mort Lamphier, service manager was on vacation.

Dealer Display Contest



E. W. Meyers Sales and Service, Gunman, Indiana



Sequoia Saw and Engine Center, Visalia, California

Entries in the "Clean-Up With Homelite" Dealer Display Contest are in. District offices are choosing the winners, who will receive an Olivetti-Underwood electric adding machine. Some districts have already chosen the winners: In the Albany, N. Y. District, Brenn's Lawnmower & Engine Shop, Mechanicville, New York; in the North Arlington District, Scotty's, Avis, Pa.; in the Shreveport District three winners were chosen because of their excellent displays, Coastal Machine, in Gulfport, Mississippi, Service Distributing Company, in Lafayette, La., and Cotton Small Engine Center, Hot Springs, Arkansas; in the Indianapolis, Indiana District, E. W. Meyers Sales and Service, Gunman, Indiana.



Brenn's Lawnmower & Engine Shop, Mechanicville, N.Y.



Partners Split \$1000

Glen Lewis and Jack Barnes, partners in Mena Auto Supply, Mena, Arkansas won a district dealer contest for a trip to Las Vegas. Rather than take the trip, they split the money. Above (center) Charles Raney, Homelite salesman, Shreveport District presents the checks.

Firemen Use Homelite Generator for Smoke Ejector

At a fire school held in Sedalia, Missouri, a Homelite portable generator powers the smoke ejector. The school demonstrated proper ventilation techniques for firemen from all over the state of Missouri. Although this is only a demonstration, the Homelite portable generator plays an important part in the saving of many lives and considerable property every year by supplying electric power where none is available. It is popular with fire departments for its mobility and easy start features.



Sawdust



Logging in Holton, Kansas

Made available by clearing valuable bottom land, about 310,000 oak pieces, ricked for drying, have been produced so far in 1970.



Barrel ends are made from large oak logs free of knots. Logs are sometimes hauled 200 miles.



Bob Boys, (foot up) Homelite salesman, checks the excellent performance of a Homelite 2000, cutting logs in 2 foot lengths. This saw has really worked hard for a long time, some days it burns 6 gallons of gas.

Bennett B. Olsen, owner of Olsen Service in Holton, Kansas supplies Homelite saws for the logging industry around Holton. One of the big users of

high quality oak logs is the Independent Stave Company in Lebanon, Missouri, who manufacture barrels for the distilling industry. Barrel ends are made from

large oak logs free from knots. It's sometimes necessary to haul the logs over 200 miles. Over 310,000 oak pieces have been produced so far in 1970.

Chain Saw Donated to FFA Group

For the fifth straight year, Mike and Fritz's Homelite Saw Shop in Myrtle Point, Oregon has donated an EZ to the Myrtle Point chapter of the Future Farmers of America.

The saw, donated by the local dealer and Homelite will be used by the FFA members as they learn the techniques

of tree pruning during the school year. Verlin Hermann, vocational agriculture instructor and FFA advisor at Myrtle Point High School, said students also will be taught to sharpen the chain and how to properly care for the saw. Hermann said FFA members prune many fruit trees for local residents as they learn the techniques of tree pruning.

The Christmas Special

The EZ and EZ Automatic Chain Saws completely assembled with 16" bar and chain, in a Carry Case, and packed in a gift carton is Homelite's Christmas Special. This special, shown on the cover, was such an outstanding success last year that dealers sold over double the original estimates.

This year's Christmas Special has three improvements: 1. The Carry Case is a distinctive black saddle grain color that compliments the appearance of any color saw. 2. The gift carton is a new color, good for year round giving, and protected against scuffing by a varnish coating. 3. Instead of a separate label to cover the shipping information panel, the end flap staples can be removed and the decorated inside flap can be placed on the outside to conceal the shipping panel.

HOMELITE®



Participating
Dealers
Cash in
on Homelite's
Christmas
Special

'Bits'
from



BLAKE

*Beginning this month, Homelite's Manager of Forestry Equipment, Blake Stretton will highlight one specific feature on a Homelite chain saw to aid the dealer in sales presentations and point out examples of the outstanding quality of Homelite's saws.

What's in it for me? Believe it or not, this is the true test of any sales presentation *from the customer's point of view.*

With this in mind, let's examine some of the features of Homelite units and what they mean to your customers.

Let's start at the top of the saw—the handle bar—and go down to the very bottom in a number of succeeding articles.

Homelite originated many of the concepts in handle bar design that are now "standard" equipment on most Homelite

models. For example, the entire vinyl coating of the handle bar that provides a smooth, non-slip, non-freeze, non-stick coating that is now being adopted by other manufacturers. But what does this mean to the customer? It means safer, surer handling for anyone using the saw... plus the individual benefit for each customer's type of use. The pro likes the improved handling plus the fact that it is fuel and abrasion resistant. The homeowner will appreciate that his hands aren't black from the bare aluminum tubing.

One other design feature found on Homelite handle bars is the mounting method—particularly the upper bracket assembly. This bracket is certainly more expensive compared to bending the handle bar tubing down to meet the unit. The bracket design allows the hand to be comfortably placed right over the centerline or lateral balance point of the saw. This means that the operator is not fighting an off balance condition continually, which is very tiring. At the same time, notice that the handle bar is also positioned over the natural balance point for both 16" and 20" guide bars

to insure the saw is level or slightly nose down when held in the supporting hand. Some competitive saws do not balance well in this regard and actually swing nose up when the pistol grip is released—a dangerous condition to say the least.

The mounting method is important also. Notice that later model Homelites have the handle bar supported by wide spaced mounting bolts on the lower portion of the handle bar, that extends across the entire base area of the saw.

Other simple details such as proper support for the heavy gauge tubing with correctly shaped "saddles" and inserts—add up to superior service life.

This may seem like a great deal of emphasis on a simple component—but when you consider that this part of the saw receives the majority of tugging, banging and twisting during the handling—then you can see how important it can be to the total package.

Here is one good example of how excellence of design, careful material selection, proper fabrication, can add up to better, safer performance, positive control and superior value for Homelite customers.