

Homelite Awards Cage Saw

In a dealer promotion that started in January, Homelite is awarding a Super 2 chain saw to the star player of each New York Nets basketball game that is televised on New York station WOR-TV, Channel 9.

"Homelite's network television advertising schedule is heavily directed toward the avid sports fan who is a prime prospect for consumer chain saws," explained Richard M. Apfel, Director of Advertising for the Textron company based in Charlotte, North Carolina.

"This tie-in with the New York Nets of the American Basketball Association is expected to provide additional impact to our advertising and merchandising efforts," he added.

At the conclusion of each game, Homelite and its \$159.95 chain saw will receive on-screen credit with the following descriptive narration: "Homelite's Super 2 chain saw features two triggers for greater control and a 14-inch guidebar. Light and powerful, Homelite's chain saw is ideal for cutting firewood."

The name of a local dealer

Chicago Exhibit

Chicago's first National Home Center/Home Improvement Congress & Exposition is slated for March 7-10 at McCormick Place, according to Bill Fishman, seminar director.

Under the show's umbrella will be found the largest display of building materials ever at a retailer-oriented show to focus retailers' ideas to meet a growing demand in the do-it-yourself market and suggest ways to prosper in a burgeoning one-stop home-improvement boom.

Top-shooters will get down into the nitty-gritty to discuss ways to increase profits, manage more effectively, improve store layouts and design, and utilize creative merchandising techniques to attract customers and build sales. They will stress important do's and don'ts of the home center business.

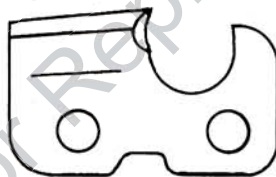
carrying the chain saw is tagged in each announcement, and dealers presently receiving frequent mention include Rickel Home Centers, South Plainfield, New Jersey; Freeport Equipment, Freeport, New York; Tool Town, Paramus, New Jersey, and ESSCO, Massapequa, New York.

"The promotion is being coordinated through Don Brancaccio, district manager of our North Arlington, New Jersey,

sales office, and our public relations agency, Mekler/Ansell Associates, New York," added Apfel.

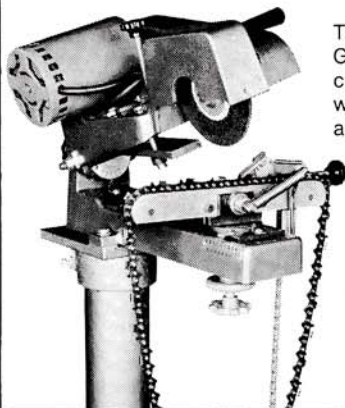
"In addition to gaining high visibility and favorable exposure for our consumer chain saws, we expect to generate a great deal of add-on merchandising value from the promotion. We also hope to expand the promotion in the future to other parts of the country," he concluded.

How To Sharpen A Super Chisel



Foley of Course

A super chisel is supposed to sever the wood fiber in a single pass. To do its job efficiently it has to be sharp. To get it factory sharp... use new Foley Model 307 Grinder. It's simple to operate. It adjusts quickly... easily... for any type of chain. And the Model 307 can increase the life of a chain by uniformly sharpening it, providing an accurate, smooth cutting edge.



This new Foley Saw Chain Grinder features easy foot control, 5" diameter grinding wheel, tilting grinding head and precision diamond dresser.



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