

Homelite introduces the chain saw you can sell to people who don't like chain saws. And for only \$94.⁵⁰.



Some people have their reasons for not buying a chain saw.

Our new Homelite 110 Electric chain saw just took those reasons away. That's why it can bring you a bunch of customers you never thought you'd see.

Because it's electric, the Homelite 110 starts instantly—and there's no engine maintenance.

It's quiet enough to use indoors. It's light—only 9½ pounds, including a 12-inch guide bar and chain.

It's powerful, with a 12 amp burnout-protected motor and an automatic clutch to prevent stalling.

And at \$94.50 it's the least expensive Homelite saw made.

With the new Homelite 110 Electric you're going to start seeing a lot of people who could use a chain saw but never would buy one before.

The change will be electrifying.

HOMELITE®
110 ELECTRIC

A **textron** DIVISION

RIVERDALE AVE., PORT CHESTER, N.Y. 10573

*With 12-inch hard-faced bar and chain.