

CHAIN SAW AGE



WORLD WIDE
SINCE 1952

JULY, 1974

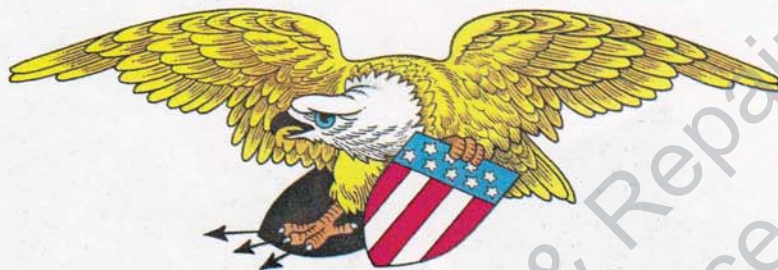
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HOMELITE HIT THE PROFESSIONAL MARKET last month with a new chain saw in their 'Great American Chain Saw line,' the Homelite 650 pictured above. The story about the 650 starts on Page 4.



NEWEST ADDITION to Homelite's 'Great American Chain Saw' series is the powerful professional saw pictured above. Designed especially for heavy timber cutting, the new Model 650 follows introduction last winter of the Homelite 350 high-speed pulpwood saw. The 650 will fell trees 30 to 96 inches in diameter and will utilize a range of guide bars of from 30 to 50 inches. Equipped with a 36-inch sprocket nose bar and chain, the 650 has a suggested list price of \$469.95.

Homelite Introduces 650

Homelite has expanded its Great American Chain Saw series with the debut of its 650 professional model, a powerful chain saw designed for heavy timber cutting.

Arrival of the 650 follows last winter's successful introduction of the Homelite 350, a high-speed pulpwood model and the first in the company's Great American Chain Saw line engineered for the professional user.

The Homelite 650 can unleash tremendous cutting power, factory spokesmen note, appealing directly to logging companies and professional users in the Pacific Northwest, considered the prime domestic marketing area for the new model. The saw will be available in other areas where there is need to cut large trees such as the Midwest and Southwest.

The 650 will fell trees 30 to 96 inches in diameter and typically will use a range of guide bars from 30 to 50 inches. Equipped with a 36-inch sprocket nose bar and chain, the 650 Automatic has a suggested list price of \$469.95.

Although power is its major feature the 650 has other key

characteristics which make high production possible for the professional cutters. They are operator convenience, reliability, and service support.

"We believe the Homelite 650 will do the best all-around job in all of these aspects," commented Arthur W. Engelberth, marketing manager, forestry equipment, shortly before the saw was introduced and demonstrated at the company's western sales district in San Francisco the end of May.

"This saw has excellent power to cut fast," Engelberth added. "It's going to keep running and pro cutters who have used it have really been enthusiastic about how comfortable and convenient it is to operate. All these things fit right in with the professional's requirement."

The 650, which took four years to develop, is said to offer a combination of high cutting efficiency with minimum operator fatigue. It has a new power head design — a hemi-head 6.1 cubic inch engine for logging power and thin tool-steel piston rings to reduce drag and wear on the cylinder. The compression release

and capacitor discharge ignition make starting fast and easy.

Possessing one of the most effective anti-vibration isolation systems on any chain saw, the 650 features four fail-safe constrained-motion mounts that cushion the handles from the power head.

Another operator comfort feature is the 650's low noise level based on the special design of the dual chamber Softone muffler. The unit also offers unique chain tensioning for easy adjustment because of an exclusive right angle chain tensioning screw alongside the guide bar nuts; an automatic oiler flow adjuster; a wrap-around handle bar for all-position cutting and bucking; twin bumper spikes; and large sawdust discharge chute.

Weighing 21.5 pounds, the new Homelite entry in the pro field has a 42-ounce fuel capacity and new, no-leak fuel and oil caps with retainers. Chain speed is 3,500 feet-per-minute at 7,000 r.p.m.

The 650 is manufactured in Homelite's Gastonia, North Carolina chain saw plant.

HOMELITE 650 FACTS

WHAT IT IS

A 2-cycle, single cylinder, air-cooled, loop-scavenged professional chain saw made of light alloys and designed for high production and big timber cutting.

SIGNIFICANCE

While producing tremendous power from its hemi-head 6.1 cubic inch engine, the 650 combines high cutting efficiency with low vibration and noise while producing a minimum of operator fatigue.

BENEFITS

Fells trees 30 to 96 inches in diameter with consistent performance in high speed productivity, comfort, safety and service support through Homelite's district and branch offices.

NICKNAME

Joins the 350 Automatic as another 'Great American Chain Saw' created to compete with imported models for the large timber-cutting market located mainly in the Pacific Northwest.

PROSPECTS

Logging companies that maintain quantities of saws and the independent

**WEIGHT
LIST PRICE**

cutter who purchases his own saw.
21.5 pounds
Suggested list price is \$469.95, equipped with a 36-inch sprocket nose bar and chain.

SPEED

3,500 feet per minute at 7,000 r.p.m.

STARTING

Automatic rewind starter equipped with decompression valve and automatic spark retard for easy starting.

IN GENERAL

Softone large chamber muffler with spark arrester screen; uses Homelite #40 series chain; 19-ounce chain oil and 42-ounce fuel capacity with new no-leak caps; unique chain tensioning for easy adjustment; automatic oiler flow adjuster; super CD ignition for extra high voltage; wrap-around handle bar for all-position cutting and bucking; dual-chamber Softone muffler.

PRODUCED

"COMPANION"

Manufactured at Homelite plant in Gastonia, North Carolina.
Homelite 350 Automatic for high speed pulpwood production.



SPOKANE HOSTS COLLEGE LOGGING COMPETITION ON EXPO '74 grounds. "Tech Day '74" found Spokane Community College Natural Resources Club playing host to college loggers and loggerettes from Washington, Oregon, Idaho, Montana and British Columbia schools and winning most of the fetes, yet Homelite helped with loan of chain saws and support people for power bucking and obstacle pole events. That's Wenatchee Valley (Washington) college student with WVC on white T-shirt, others unidentified.

College Cutters Use Homelites At Expo '74

Take a Homelite chain saw, a college student and Expo '74 and what do you get?

"Tech Day-1974!"

Natural Resources Association of Spokane Community College hosted teams from the United States and Canada in

their annual logging competition on the site of World's Fair-Expo '74, viewed by hundreds, and using Homelite provided power saws and support people.

Homelite support was used for the power bucking and obstacle pole bucking events.

Other events were: double buck; single buck; choker race; axe throw; horizontal block chop; pole climb and log burling.

"Loggers" and "loggerettes" participating in the competition were from: Spokane Community
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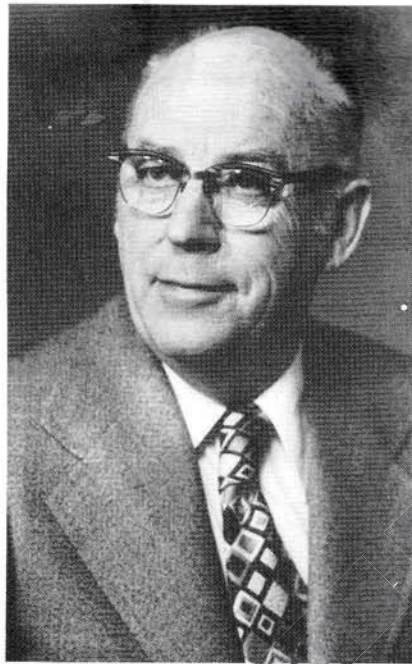
Textron Boosts Chain Saw Executives

Another important promotion has come the way of Homelite's President Robert P. Straetz to add lustre to an already gleaming career.

After five years at the chain saw company's helm, he steps June 30 into a new Textron Inc. appointment — that of Group Vice President of the multi-national parent organization based in Providence, Rhode Island — to pull the coordinating strings of a number of Textron divisions.

Stepping into Straetz' shoes at Homelite will be Richard C. McDonald, president of Homelite's Canadian affiliate, Terry Industries. He, in turn, is being succeeded by J. Alan Gilfallen, Terry sales vice president. McDonald played a significant role in the successful development of Homelite's chain saw manufacturing plant in Gastonia, North Carolina.

Straetz rose from the ranks at Homelite. Prior to that, his father, a mechanical engineer, started with Homelite March 4, 1933, the day that Franklin D. Roosevelt was inaugurated President of the United States. At 12, young Bob traveled the company's Chicago District with dad Arthur Straetz, then



RICHARD C. McDONALD



ROBERT P. STRAETZ

manager of a vast territory ranging from Canada to Kentucky.

In 1969 Straetz succeeded Allan Abbott as the 53-year-old Homelite's third president. Following in his father's footsteps, he had joined the company in 1946 as salesman. He held a series of administrative posts including sales vice president and executive vice president. Before coming to Homelite Straetz was a research chemist

with the Manhattan Project. He received a B.S. degree in chemistry from the University of Chicago.

President McDonald started with Homelite, also as a salesman, in 1937. He has held the positions of district manager, engineer and factory manager as well as manufacturing vice president. He was named Terry president 12 years ago. McDonald holds a bachelor's degree in engineering from Michigan State University.

Gilfallen joined Terry Industries in 1947. He was appointed Director of Sales in 1959 and advanced to sales vice president in 1962. He attended McGill University.

Homelite's corporate headquarters are located at Port Chester, New York, and it has plants in Gastonia and Greer, South Carolina. The company makes chain saws for the consumer and professional user markets and construction equipment, while marketing a line of lawn and garden equipment.

Terry also produces chain saws, generators and pumps. Its headquarters and manufacturing facility are at Pointe Claire, Quebec.

College Cutters At Expo

(continued from page 5)

College, Treasure Valley Community College, Wenatchee Valley College, Centralia College, University of Idaho, University of Montana and British Columbia Institute of Technology.

Results were: Men's Team - first place, Spokane; second, Montana; third, BCIT.

Women's team results were: first place, Montana; second, Spokane and third, Treasure Valley.

Crowned "all-around logger" of the event was Spokane's Fred Ferguson and reigning with him was Spokane's Diane Zeihen as "all-around loggerette."

Frank Hoehne of BCIT finished second in the over-all men's division with three firsts, the only other multiple winner.

Winners of the obstacle pole buck were: 1-Hoehne; 2. Jerry Borggaard, Montana; 3. Ken Jones, Centralia Community College. Placing in the power buck were: Men - 1. Ferguson; 2. Steve Weaver, Montana; 3. Jones. Women - 1. Lynden Beckman, Treasure Valley; 2. Patty Ireland, Treasure Valley; 3. McMillan.

Logging competitions are held nearly every weekend. There are 12 weeks of professional competition scheduled but only the one week of college competition is planned.