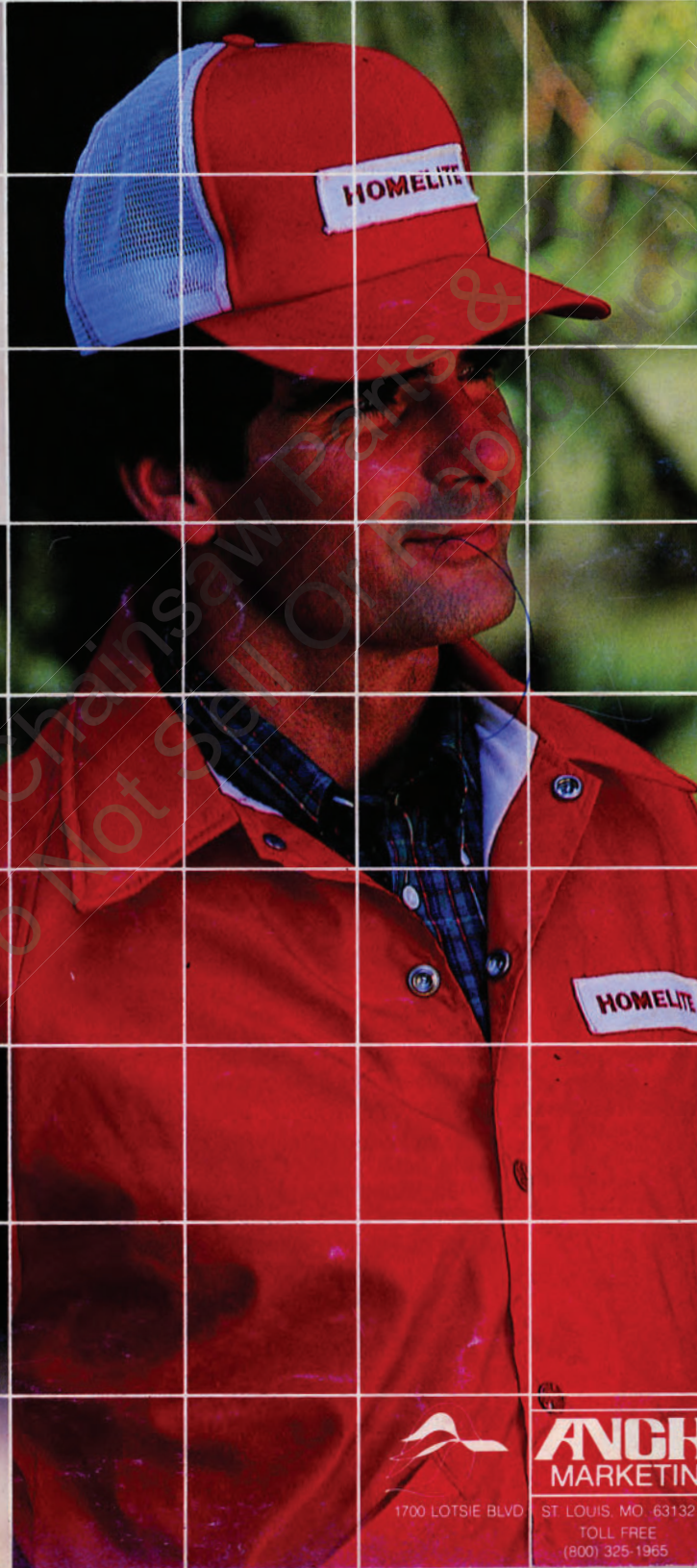


# HOMELITE®

## MERCHANDISING AND SALES AIDS



**ANCHOR**  
MARKETING INC.

1700 LOTSIE BLVD ST. LOUIS, MO 63132 (314) 429-7300  
TOLL FREE  
(800) 325-1965

# WEARABLES



**2A SWEATJACKET**  
**SP 0447**

This warm, hooded jacket is made of durable and soft Wear-Dated® Acrilan® acrylic fleece. Contemporary unisex styling features drawstring hood, racing stripes, stretch knit bottom and cuffs, and hand warmer pockets. Sizes S, M, L and XL.

**2B WORK VEST**  
**SP 0476**

Red quilted work vest with Homelite patch. Durable metal snap closures and comfortable collar.

**2C FLANNEL LINED NYLON JACKET**  
**SP 0455**

Red, flannel lined nylon jacket with snaps, elastic cuffs, and pull string at waist.

**2D MEN'S T-SHIRT**  
**SP 0472**

White with red trim.

**2E CHILD'S T-SHIRT**  
**SP 0496**

Cotton T-Shirt white with colorful imprint.



**CALL  
TOLL  
FREE**

**1 (800) 325-1965**



**3A MESH CAP**  
SP 0457

White nylon mesh with two red unlined polyester panels. Adjustable from size 6 through 7-3/4.

**3B TOTE BAG**  
SP 0521

Constructed of high-quality, easy-care rayon canvas, this 12" x 12" bag goes shopping, traveling, picnicking— anywhere!

**3C 6 PANEL CAP**  
SP 0473

Red 6-panel baseball cap. Adjustable from size 6 through 7-3/4.

**3D ORLON KNIT SCARF AND CAP**  
SP0365 SP0535

High quality toboggan cap with Homelite logo interwoven front and back. One size fits all. (SP0365). Knit scarf matches toboggan cap. (SP0535).

**3E TENNIS HAT**  
SP 0566

White cotton, 6-panel. 12 per box, assorted sizes (2 sm., 4 med., 4 lg., 4 X-lg.).

**3F RED SUSPENDERS**  
SP 0445

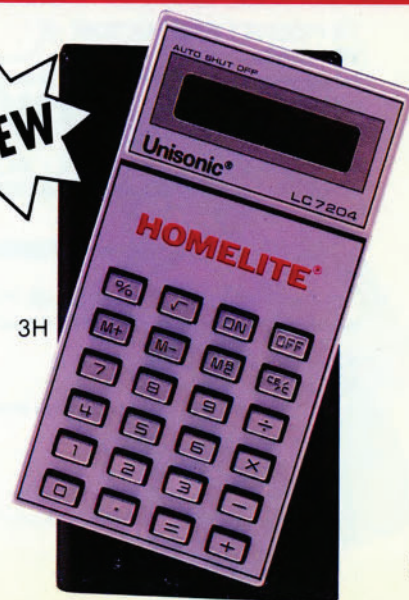
Tough, top quality elastic, with brass slides and snaps. One size fits all.

**3G LEATHER GLOVES**  
SP 0520

Top Grain cowhide leather specially tanned for soft comfort. Driver-style.

**3H UNISONIC CALCULATOR**  
SP 0579

This ultra thin pocket size LCD electronic calculator has four functions, full memory, square root and percent key, reset, automatic shutoff. Complete with wallet case.



# SPECIALTY ITEMS



## 4A POCKET PROTECTOR

SP 0367

White vinyl with red Homelite Chain Saw logo on 3" flag.

## 4B POCKET PROTECTOR

SP 0368

White vinyl with red Construction Equipment logo on 3" flag.

## 4C SCHAEFFER PEN AND PENCIL SET

SP 0565

Polished chrome cap, white barrel. Homelite logo in red. Each set gift boxed separately.

## 4D MATCH BOOKS

SP 0531

Optional 4-line dealer imprint on book.

## 4E ZIPPO SLIM LIGHTER

SP 0181

Quality lighter with Zippo's lifetime guarantee. 2-color imprint of Super 2 on mirror-bright chrome plate.

## 4F BIC BUTANE LIGHTER

SP 0191

Red Homelite logo. 4-line dealer imprint optional.

## 4G WATCH FOB

SP 0524

Custom antique bronze with black solid leather strap. Sculptured hard hat and Homelite logo on face, reverse smooth. 1-1/4" square.

## 4H WOODEN PENCIL

SP 0185

White wooden pencil with red logo. Easy sharpening with #2 lead. 4-line dealer copy available.

## 4I CARPENTER'S PENCIL

SP 0523

Gold Bond red flat pencil with round firm lead. Homelite logo on one side, up to 4-line dealer imprint on opposite side.

## 4J KNIFE

SP 0474

Imperial Frontier series pocket knife.

## 4K TRAFFIC BUILDER PEN

SP 0001

Striking red ball point pen. Perfect give away item. Dealer imprint optional.

## 4L SCREWDRIVER

SP 0454

4-7/8" screwdriver with clip. Red Homelite logo. 4-line dealer imprint optional.

## 4M KEY FOB

SP 0525

"Sof-Touch" red vinyl fob with heavy duty split ring. Homelite logo and 4-line dealer imprint on one side.



**5A RED VINYL STADIUM CUSHION**

**SP 0568**  
12" x 15" with handle, 1" thick foam.  
Imprinted one side only.

**5B CLIPBOARD FOLDER**

**SP 0479**  
Sturdy clipboard folder with inside note  
pouch. Comes with pad of paper.

**5C INSULATED COOLER**

**SP 0569**  
Double six-pack carrier size. Red vinyl  
screened white.

**5D INSULATED PLASTIC CUPS**

**SP 0016**  
Styrofoam with 2-color imprint.

**5E LIBERTY PLAYING CARDS**

**SP 0556**  
Jumbo index face. Each deck cellophane  
wrapped.

**5F THERMO MUGS**

**SP 0446**  
2-color logo. Keeps hot drinks hot and  
cold drinks cold.

**5G AD-CUBE NOTE PAD**

**SP 0522**  
600 sheets of white note paper with Homelite  
logo in red and white on all 4 sides.

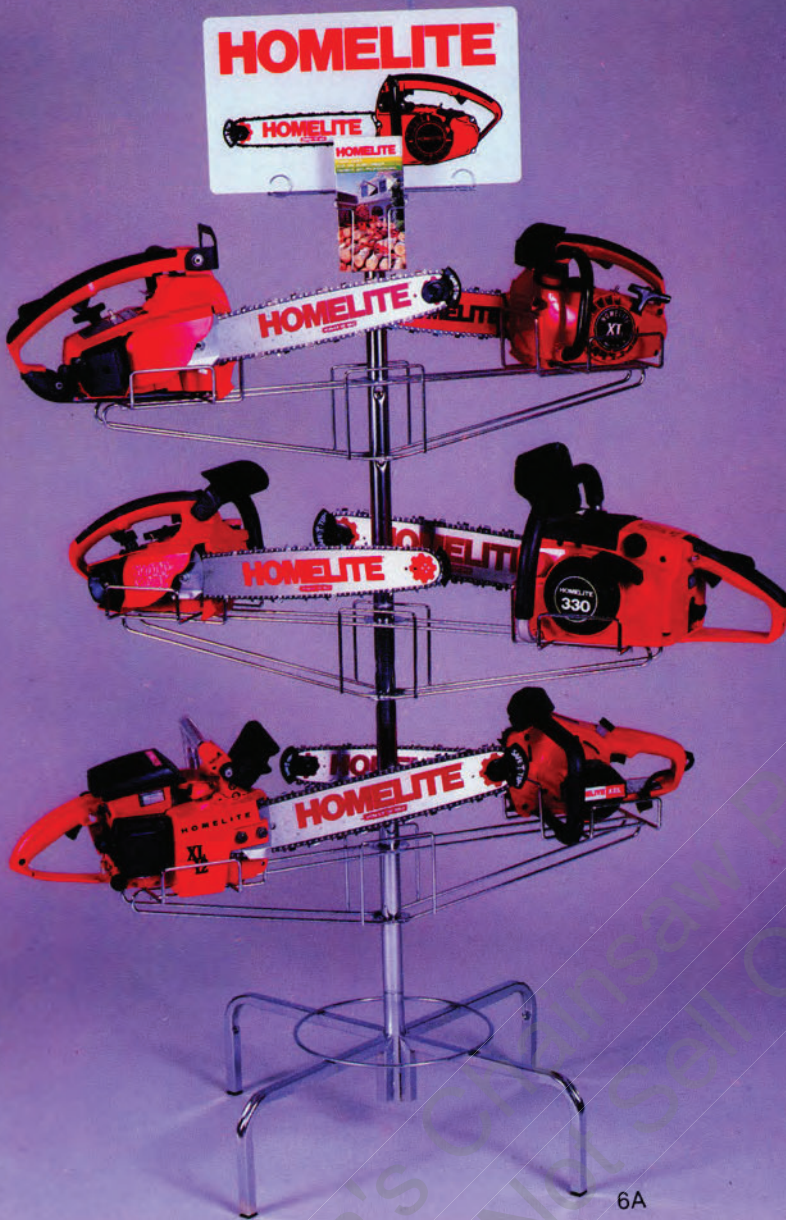
**5H PUZZLE CUBE SP0580**

Meet the challenge of the more than  
43 quintillion (that's 18 zeros!)  
combinations that can be tried to  
reach the ultimate solution. Give up?  
Each 2 1/4" Puzzle Cube comes with  
stand and instructions to help solve  
the puzzle.



5H

# DISPLAYS



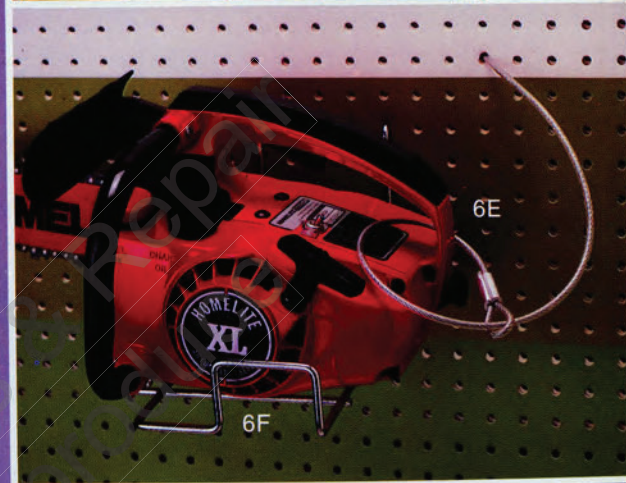
6A



6B

6C

6D



6E



6G

6H

**6A SIX SAW ISLAND DISPLAY**  
SP 0105

Revolving chrome-plated metal display. Stands 6 feet high, occupies less than 3 square feet of floor space. Well balanced, functional styling permits customers to easily pick up and replace any of six saws displayed. Unit includes attractive 2-color header and double wire literature holder.

**6B DOUBLE WIRE LITERATURE HOLDER**  
Standard with display packages.

**6C ST-100 PEGBOARD BRACKET**  
SP 0539

**6D ACCESSORY HOOK**  
SP 0538

**6E SECURITY KIT PACKAGE**  
SP 0508

Brackets and chain fasten product to the gondola while permitting easy shopping of products.

- 1 bracket with 2 self expanding screws
- 40" vinyl covered 1/8" wire-looped for attaching to bracket and product

**6F ONE-SAW PEGBOARD HANGERS**  
SP 0553 for 360, 450, 550 and Super XL® -925

SP 0554 for 750, C-72, S1050, Super Wiz 66 and S1130G

SP 0471 for all other models

**6G LITERATURE HOLDER**  
SP 0557

White plastic, red Homelite logo, 8½" x 11" brochures.

**6H LITERATURE HOLDER**  
SP 0063

Durable plastic. Holds handout literature.



**CALL  
TOLL  
FREE**

**1 (800) 325-1965**

# SIGNAGE AND BANNERS

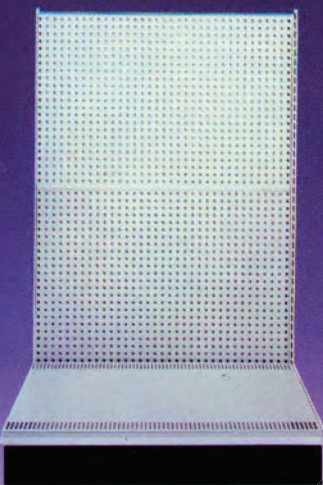


7A

7B



7C



7D



7F



7G



**7A STRING TRIMMER DISPLAY**  
SP 0558

Corrugated, six unit display. Trimmers rest on foam padding. Literature holder and accessory hooks standard. Shipped one unit per box.

**7B CONSTRUCTION EQUIPMENT**  
**ROADSIDE SIGN**  
SP 0044

3-color 5' x 4' sign. Made of steel with baked enamel finish and wood backing support for added strength. Space for dealer imprint.

**7C PEGBOARD GONDOLAS**  
SP 0478 Standard 4 Ft.  
4' Shelf for gondolas SP 0517

**HEADERS FOR SP0478 PEGBOARD**  
**GONDOLA**

All headers include three header clips:  
**7D. TWO-COLOR CHAIN SAW HEADER**  
SP0574

**7E. TWO-COLOR CHAIN SAW**  
**ACCESSORY HEADER** SP0575

**7F. TWO-COLOR GENERATOR/PUMP**  
**HEADER** SP0576

- 7G 4 FT. STRING TRIMMER DISPLAY**  
**PACKAGE**  
SP 0543
- 4-color string trimmer header
  - adjustable header holder
  - pre-punched styrene supergraphic and 24 clips
  - 1 decal
  - 3 brackets
  - 1 literature holder

**7H CONSTRUCTION EQUIPMENT**  
**SALES & SERVICE TACKER SIGN**  
SP0534A  
24"x12" tacker sign. Two-color bright finish on aluminum.



*Handwritten signature and initials over the sign image.*

7H

HOMELITE

8A

HOMELITE

HOMELITE

HOMELITE

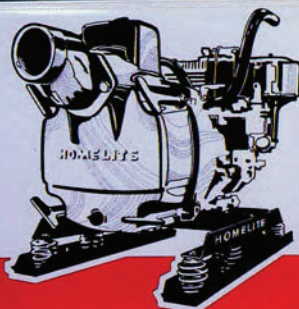
HOMELITE

# HOMELITE

## The Growing Power on the Farm



8B



I SELL  
**HOMELITE**  
**CONSTRUCTION  
EQUIPMENT**

PUMPS · GENERATORS · COMPACTORS · MULTI-PURPOSE SAWS · BLOWERS ·  
CONCRETE VIBRATORS



I SELL  
**HOMELITE**  
**CHAIN  
SAWS**

### 8A HOMELITE PENNANTS

SP 0008

Brilliant red plastic-cloth pennants. 12" x 18", flameproof and weatherized for extra wear. Non-fading color. 30 feet long with 12 pennants.

### 8B FARM BANNER

SP 0493

2-color 8' x 30' vinyl banner. Ropes sewn in for easy hanging.

### 8C CONSTRUCTION EQUIPMENT INDOOR-OUTDOOR BANNER

SP 0179

10' x 2' two-color vinyl banner. Canvas border with 8 brass grommets for easy hanging.

### 8D CHAIN SAW INDOOR-OUTDOOR

BANNER

SP 0461

8' x 2' two-color vinyl banner with 8 grommets for easy hanging.

### 8E ROAD ATLAS

SP 0581

This handsome Rand McNally Road Atlas & Travel Guide has sixty full color maps of the United States, Canada and Mexico. Pages are 8½"x11"; includes a special points of interest section and U.S. mileage chart. Enclosed in a handsome vinyl case, folded to fit map compartment.



8E





# DEALER IDENTIFICATION



9A

9B

**HOMELITE**  
CONSTRUCTION EQUIPMENT



9C



9D



9E



9F



9G

**9A JUMBO QUARTZ CLOCK SP0577**  
Companion to the SP0578 round thermometer! This top quality timepiece can perform indoors or out to an accuracy of half a minute per year. Measures 12 inches in diameter; quartz movement enclosed in plastic.

**9B HOMELITE CONSTRUCTION EQUIPMENT DECAL SP 0047**

Large 5" x 18" eye-catching decal with adhesive back for easy installation.

**9C FINISHING TOUCH DECAL SP 0563 SP 0564**

3-color, white vinyl, 6-3/4" x 13" (SP 0563); 3-3/16" x 6" (SP 0564).

**9D SALES AND SERVICE DECAL SP 0087**  
8" x 4" decal has adhesive back for easy installation.

**9E CHAIN SAW PATCH SP 0013**  
Embroidered colorful patch is 5-3/4" x 3-1/2".

**9F HOMELITE PATCH SP 0458**  
4" x 1" embroidered red-on-white patch.

**9G CONSTRUCTION EQUIPMENT PATCH SP 0526**  
3-color embroidered patch is 2-3/4" x 3-1/2".

**9H ROUND THERMOMETER SP0578**  
The numbers are big and bold for easy readability; weatherproof aluminum and plastic 12" diameter thermometer can be used indoors or outdoors.



9H

# HOMELITE QUALITY

# Waterbug™



## MULTI-PURPOSE PUMP

10A



# HOMELITE STRING TRIMMERS



10B

## OUTDOOR POSTERS

10A WATER BUG OUTDOOR POSTER  
SP0582  
Four color, eight-sheet, 60"x131"  
poster.

10B STRING TRIMMER POSTER  
SP0583  
Four color, eight-sheet, 60"x131"  
poster.

CALL FOR QUOTES  
ON ITEMS OR QUANTITIES  
NOT SHOWN.



CALL  
TOLL  
FREE  
1 (800) 325-1965

## HOMELITE **TEXTRON**

Homelite Division of Textron Inc.

L-03213