

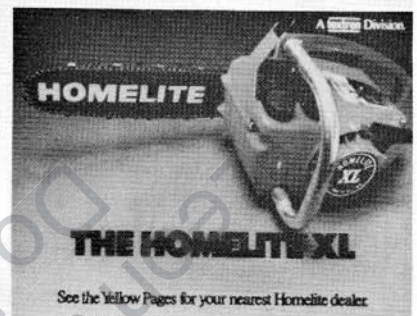
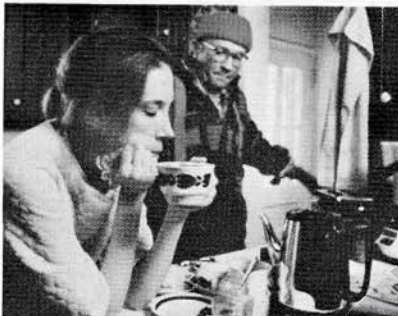
# Homelite Film Aimed At TV Sports Fans

Homelite's new XL lightweight chain saw will make its debut this winter in a "Walter Mitty" type of commercial during an advertising schedule aimed exclusively at the television sports viewer.

A two-pronged campaign beginning January 26, it also features a 30-second commercial on Homelite's popular-selling twin-triggered XL-2 chain saw.

Donald A. Bandman, director, advertising & marketing services, explains: "The new TV schedule consists entirely of sports programs and will include NBA basketball on the CBS network and NHL hockey on NBC. We also plan to advertise our chain saws on such ABC sports shows as 'Super Stars', 'Wide World of Sports', and 'American Sportsman'."

The campaign consists of 15 different viewing dates beginning with ABC's 'Super Stars' and closing with the NHL



HOMELITE, NO. 1 MANUFACTURER OF CHAIN SAWS IN AMERICA, does not guarantee that its new consumer XL chain saw will make you feel like a lumberjack. But you never know. . . That's the message of a new 30-second commercial being used to launch the Textron company's \$109.95 chain saw. The commercial shows how even a "hen-pecked" husband can feel like a "10-foot-tall" lumberjack while trimming and felling trees with the new saw. The commercial makes its debut this winter on sports programs including CBS's NBA basketball, NBC's NHL hockey and ABC's "American Sportsman," "Wide World of Sports," "Super Stars" and bowling.

Stanley Cup playoffs, April 13, on NBC.

In the new 30-second commercial, a "hen-pecked" husband is pictured feeling like a "10-foot-tall" lumberjack, after trimming and felling trees with the new XL chain saw, which has a retail price of \$109.95. The opening line is "For \$109.95 you can be a lumberjack".

Bandman said: "Our strong use of network television indicates Homelite's strong commitment to the consumer chain saw market. We believe the consumer, at this time, is very much interested in chain saws that can reduce his fuel costs and help cut down living expenses. We are offering him a choice of two chain saws that retail for \$109.95 and \$129.95, and we definitely have a strong quality story to tell."

In addition to TV, the Textron company will also advertise the XL series of saws in consumer interest magazines. Full-page, four-color advertisements — featuring Homelite as "America's largest maker of professional chain saws" are scheduled for the February issue of Field & Stream and the

March issues of Mechanix Illustrated and Sports Afield.

## chain saws



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