

CHAIN SAW AGE



WORLD WIDE
SINCE 1952

JANUARY, 1976

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Stihl Introduces New Saw

Corporation Acquires DESA

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Homelite Dedicates New Headquarters

Homelite President Franklin S. Atwater praised "the warm hospitality of people in the Carolinas" and called for continued "togetherness" in remarks delivered on "Chain Saw Day" at ceremonies dedicating the Textron company's new world headquarters building and engineering laboratory recently in Charlotte, North Carolina.

"We like to feel that Homelite is a company that knows what it is doing and where it is going," said Atwater, who was joined in the dedication by guest speakers: Charlotte Mayor John M. Belk; Mecklenburg County Commission Chairperson Elisabeth G. Hair; George W. Little, Deputy Secretary for the State's Department of Natural and Economic Resources; and G. William Miller, Chairman of the Board for Textron Inc. Homelite Chairman Richard C. McDonald served as host.

"We are most pleased to have our manufacturing facilities and headquarters complex together in the Carolinas and look forward to a great future in this part of the country," said Atwater in explaining why the firm moved from Port Chester, New York last September. Homelite has manufacturing plants about 20 miles from Charlotte in Gastonia, North Carolina, and in Greer, South Carolina.

Little, who spoke on behalf of North Carolina Governor James E. Holshouser, Jr., read a proclamation signed by the Governor that declared December 6 to be "Chain Saw Day" in the State. "Location of Homelite head-



WITH HOMELITE PRESIDENT, Franklin S. Atwater, left, and Mayor, John M. Belk, doing the honors, Homelite concludes dedication ceremonies at newly built world headquarters building in Charlotte. Befitting the Textron company's position as a leading chain saw manufacturer, chain saw and log replaced cutting shears and ribbon in the traditional "ribbon cutting" ceremony.

quarters here is another indication of the continuing trend in this country for industries to take a closer look at the emerging economic opportunities in North Carolina and the Southeast," claimed Little. "No area of the country has grown any faster in

recent years," he added.

To show Homelite's "grateful recognition to the citizens of the Charlotte area for their warm hospitality to Homelite and its people during the move to North Carolina," Atwater also presented certificates of appreciation to Mayor Belk, Ms. Hair and Little.

A unique ribbon cutting ceremony . . . with Homelite chain saw and wood log replacing the traditional cutting shears and ribbon . . . took place at the conclusion of the dedication.

Homelite also opened its facilities to the general public from 2:30 to 5 p.m. Visitors to the open house were able to tour the company's new two-story office building and connecting Engineering Laboratory. They also were able to see a variety of product demonstrations.

Governor Holshouser issued the proclamation to encourage the growth of industry in North Carolina and to call attention to the in-



HOMELITE BOARD CHAIRMAN Richard C. McDonald opens festivities at recent dedication of new Charlotte, North Carolina plant on a warm and sunny day before employees and families, state, county, city officials and other dignitaries.

creased popularity of chain saws. In the proclamation, he declared chain saws, "used properly, can do much to reduce the escalating use of heating fuel and, thus, have a positive effect on our fuel conservation program."

With Homelite's chain saw manufacturing facility located in Gastonia, — only about 20 miles from Charlotte — the Governor claimed "the state of North Carolina can now rightfully be called the Chain Saw Capital of the World."

The Governor's proclamation:

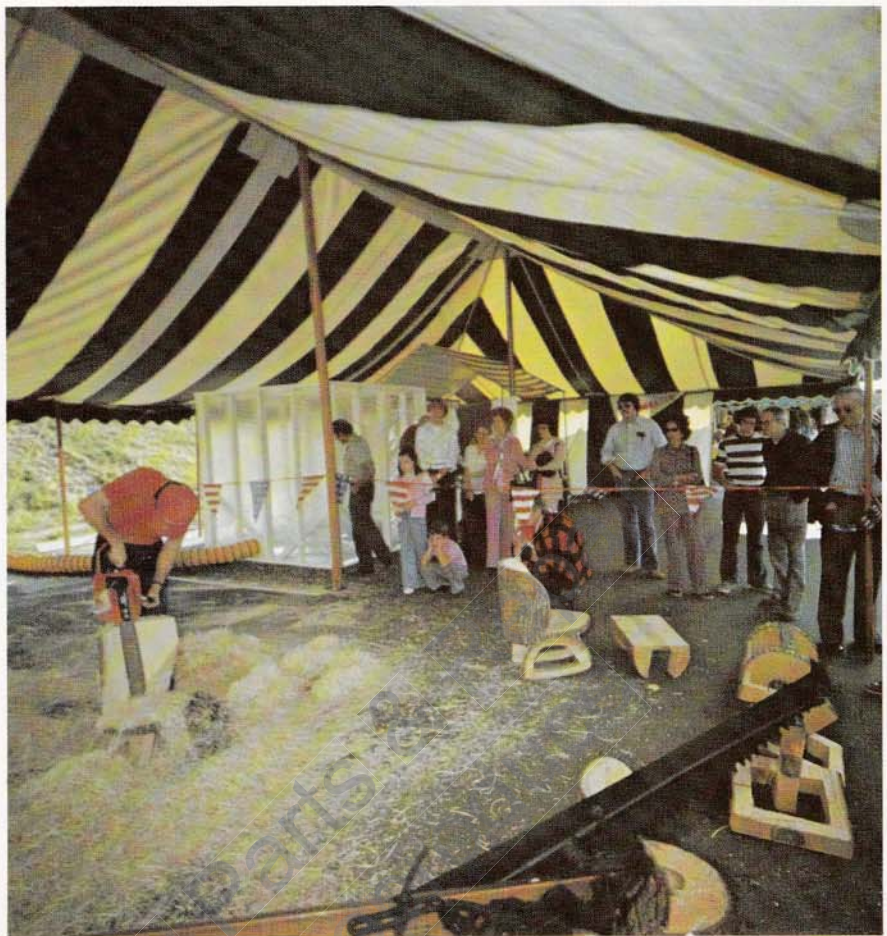
"WHEREAS, the State of North Carolina has traditionally encouraged industrial development by cooperating with new industries desirous of coming into the State; and

"WHEREAS, we are proud that a leading manufacturer and supplier of chain saws and construction equipment, the Homelite Division of Textron, Inc., has seen fit to transfer its international headquarters to this State; and

"WHEREAS, the chain saw as a product has grown in popularity throughout the country and that, used properly, can do much to reduce the escalating use of heating fuel and, thus, have a positive effect on our fuel conservation program; and

"WHEREAS, more chain saws are produced and designed in the State of North Carolina which can now rightfully be called the Chain Saw Capital of the World; and

"WHEREAS, our newest cor-



CHAIN SAW CUTTING demonstrations were part of outdoor festivities during recent Homelite open house at which Homelite employees, their families, Charlotte area residents and invited political and business leaders took part.

poration citizen, Homelite, is dedicating its new headquarters building and test and design center on this day, December 6, 1975;

"THEREFORE, I proclaim Saturday, December 6, 1975 **CHAIN SAW DAY IN NORTH**

CAROLINA and commend this observance to our citizens."

In addition to producing a full line of chain saws for home, farm and professional use, Homelite is a major manufacturer and distributor of mid-range construction equipment.



TV NEWSCASTER Loretha Hodges, of NBC network affiliate WSOC interviews Homelite President Franklin S. Atwater during recent dedication and open house for new Charlotte, North Carolina world headquarters building. Two of the city's television stations, as well as various local newspapers and radio stations covered the event.



"CHAIN SAW DAY" PROCLAMATION from North Carolina Governor James E. Holshouser is presented by George W. Little, Deputy Secretary, Department of Natural and Economic Resources, to, left to right, Richard C. McDonald, Homelite Chairman; G. William Miller, chairman of the board, Textron, Inc., and Franklin S. Atwater, president, Homelite.

Homelite Looks To 'Great' Future

By Jim Sleeper

Homelite sitting in new corporate headquarters with a new president and new saw lines — is headed in a new direction, *Chain Saw Age* learned recently during an exclusive interview with President Franklin S. Atwater.

"We moved where the action is," the 59-year-old executive mentioned. "Homelite outgrew Port Chester and our move to Charlotte, North Carolina was a logical move. It is a great step forward because operating at a great distance from our manufacturing facilities in the past was difficult. We now have togetherness for the first time in many years."

A soft spoken intellectual with a twinkle in his eye, Atwater's physical appearance belies a very decisive mind and no nonsense speech pattern.

"Our basic objective is to standardize on high use, high potential model saws," Atwater explains. "We are committed to really serve the professional market."

The former Massachusetts Institute of Technology professor pledged Homelite would continue to increase market penetration. "Our philosophy is to pick a fairly stable market and come out with superior products. In the professional market, we see certain needs that new



INTERVIEWING Homelite President Franklin S. Atwater, right, recently at Charlotte, North Carolina are Michael Isser, left, Mekler/Ansell Associates, New York, and Jim Sleeper, *Chain Saw Age*, Portland, Oregon.

technology can meet. Our saws in the future will have noise, vibration and kickback reduction features."

An engineering graduate, Atwater spent 36 years with Textron's Fafnir division, New Britain, Connecticut, serving as president of the company for six years until being appointed board chairman early last year.

"We have had strength for some time in the casual-user market," Atwater noted. "With our new marketing program — including the right saws — we are gaining more penetration. The market place

seems to back us and our new programs. We have had five solid years in continuing growth at Homelite and see more growth in consumer sales. The casual-user has the fastest growth potential and one of our aims is faster penetration of that market."

The co-author of three books on industrial management and production control, Atwater looks to the pulp and construction markets for further growth. "We will be there with a higher portion of the market. Portable tools for construction,

(Continued on Page 8)

Homelite Issues Chain Saw 'Safe Operation' Film

A 20-minute film showing the basic safe operation of a chain saw

has been produced by Homelite as an educational message for both experienced and inexperienced chain saw users.

"With so many more people buying and using chain saws today, we felt there was a strong need for an entertaining, yet educational film on the proper use of a chain saw," commented Homelite Director of Product Safety Vince Morabit, who pointed out that nearly 2,000,000 chain saws were purchased last year compared to only 300,000 about 10 years ago.

"The film covers many informative facts on why chain saw operators should respect both the saw and the tree, and also shows how to identify and anticipate hazards,"

added Morabit.

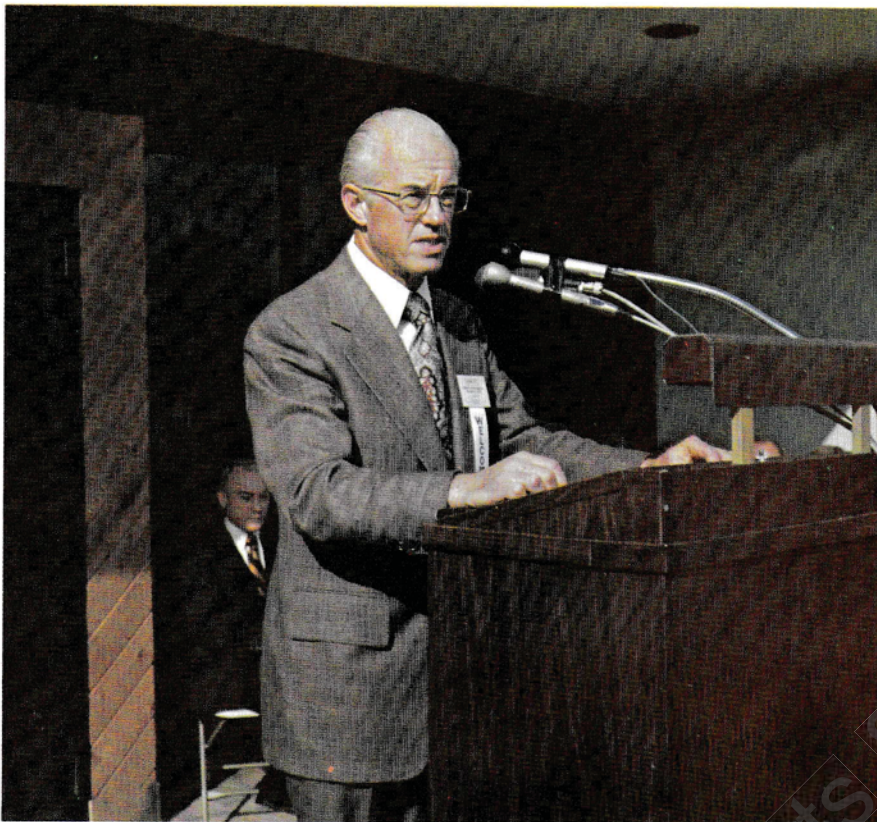
The 16mm film, entitled, "Do It Right," is an "ideal" training tool for new employees of utilities, tree surgeons, forestry services, insurance companies, chain saw and rental dealers, as well as local, state and federal government agencies. The film is an effective teaching aid for use in trade shows, schools and at fraternal and civic group meetings.

Prints of the film are available from Homelite and the Farm Film Foundation. For more information on "Do It Right," contact your local Homelite representative, or write to Homelite; Marketing Services; 14401 Carowinds Boulevard; Charlotte, North Carolina 28217.

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FRANKLIN S. ATWATER, Homelite president, gives one of the dedication speeches during the recent open house ceremonies for the new Charlotte, North Carolina corporate headquarters.

(Continued from Page 6)

farm and industrial markets round out our line."

The executive is known as a man who gets out in the field to gain feedback. At the time of this interview, Atwater was talking to over 500 professional Homelite chain saw dealers.

"We have been thrilled about the favorable evaluation on our new saws," Atwater said. "It is a reaffirmation of our direction. With the dealer feedback, we hear about their needs and we now have items the engineers can work on to produce a superior chain saw."

In discussing the branch and regionalized distribution set up for Homelite, the slim president noted "individual profit centers — sales and service centers — fulfill our marketing needs. Marketing and service supports can reach to the local level as long as each center can meet profit goals."

The new Homelite chief is familiar with chain saws. He bought his first one ten years ago "and I have sharpened lots of chain." In fact, he has worn chain out.

Professional Quality **F**

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CHAIN SAWS



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