



ATTENTION IS DIRECTED to Homelite discussion leaders offering information on products and sales at Western regional meeting recently at Portland, Oregon. These district-level Homelite men are (from left): Rick Lotti, salesman, San Francisco, California; Frank Lang, San Francisco; Bill McConaughy, district manager, Spokane, Washington; Mick Hobbs, San Francisco; and Charles Ridenhour, district manager, Portland.



HOMELITE NORTHWEST DISTRICTS' staffs are made aware of product developments and sales helps at discussion which was part of meeting recently in Portland, Oregon. Seen here soaking up the speaker's information are (from left): Dick Cooper, of the Portland district office; John Signett, and Keith Gowing also of Portland; Gordon Forsythe, from Seattle, Washington, district headquarters; and Paul O'Herron, district manager in Seattle.

## New Chain Saw Series

# Homelite Meeting Introduces New Models

Homelite dealers and district-level salesmen and managers met recently in the West for the purpose of kicking off sales of the new vibration-reduction line of chain saws now being marketed by the Port Chester, New York-based manufacturer.

Two of Homelite's product and marketing experts from the Eastern headquarters — Art Engelberth, forest products marketing manager, and Ken Woodburn, chain and bars marketing manager — went to the regional meeting held in Portland, Oregon, to introduce the three "Vibration Isolation" saws.

The meeting was hosted by Charles Ridenhour, Homelite district manager in Portland, and included other district managers: Bill McConaughy, Spokane, Washington; Paul O'Herron, Seattle, Washington; and George Lodge, San Francisco, California.

Dealers and district managers got a chance to test the new "V.I." series chain saws at the meeting on various sized logs supplied for that purpose. The line includes three different models: V.I. 123, V.I. 944, and V.I. 955, with 3.5, 5, and 5 cubic inch engines, respectively. The last two are high-performance logging saws, and are the same size, but vary slightly in features.



VIBRATION ISOLATION was the password at Homelite Western regional meeting in Portland, Oregon, recently as district salesmen, managers, and dealers, got in-depth look at Homelite's new V.I. 123, V.I. 944, and V.I. 955 chain saws. Above, District 26 Manager Charles Ridenhour, Portland, displays one of the models to the assembly and explains the vibration-reduction features.



KEN WOODBURN, above, marketing manager from Homelite headquarters in Port Chester, New York, came all the way to the West Coast to introduce the new "Vibration Isolation" chain saws to Western regional district salesmen, managers, and dealers meeting recently in Portland, Oregon.



PART OF HOMELITE'S Western regional meeting group is seen here at the recent Portland, Oregon, get-together where dealers, salesmen, and district officials were introduced to Homelite's new V.I. series of three vibration reduction chain saws.

Regional meetings like the recent Western meeting are one of the ways Homelite's distributors and dealers are made aware of a new product and its capabilities, even before sales begin, remarked a Homelite spokesman.

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PAUL O'HERRON (above), Homelite District 12 manager in Seattle, Washington, was one of the leaders of the recent Portland, Oregon, Western regional meeting of Homelite, where the new models V.I. 123, V.I. 944, and V.I. 955 chain saws were introduced to several district salesmen, managers, and dealers.



ULTIMATE TEST of new chain saw product is its use by the men who will sell it. Representatives of Homelite's Western regional districts met in Portland, Oregon, recently to try out Homelite's new "Vibration Isolation" series first hand. Trying the larger two of the three new models are (left to right); Keith Gowing and Dick Cooper, both from the Portland district office, while these men look on (from left): Steve Sutch, dealer from Glendale, Oregon; Ron Lewis, dealer from Cave Junction, Oregon; and Arthur Engelberth, forest products marketing manager from Homelite Headquarters, Port Chester, New York.