



BACKYARD CUTTING UP, such as above, or rough carpentry in the basement — Homelite's new lightweight 110E electric chain saw is especially suited to and aimed at the mass consumer market.



A BARGAIN AT HALF THE USES — the new Homelite 110E chain saw would be. It is currently being marketed as a consumer-oriented tool for jobs as varied as a backyard tree surgery operation (above), or for the do-it-yourself's rough carpentry in the basement.

New Chain Saw . . .

Homelite 110 Electric Chain Saw Added To Consumer Line

Homelite has introduced a new addition to its line of easy-to-use lightweight chain saws aimed at the mass market consumer field — its first electric chain saw, the 110E.

In effect, the amateur do-it-yourself buff is a prime target for the unit. Features of the Homelite 110 Electric chain saw appealing to this market include its instant start and no-engine maintenance characteristics. Weighing nine and one-half pounds, the 110 Electric is equipped with a 12-inch guide bar and chain, and a 12 amp. (2 horsepower) burn-out protected motor. Its automatic clutch prevents motor stalling.

Suggested retail selling price is \$94.50 at Homelite dealers and service centers throughout the country.

The 110 Electric may be used for

general yard clean-up, thinning brush, pruning trees, cutting fireplace wood, and related work. In general is described by the manufacturer as "an all-round, handy power tool that, according to Homelite engineers, is dependable and quiet."

Another feature of the 110 Electric, Homelite points out, is that with no ventilation problem, the saw may be used indoors for rough carpentry since noise is not a problem and there are no fumes or smoke.

"Simple and safe, the 110E is one of the few electric chain saws offering an automatic clutch release," a Homelite engineer said. This feature prevents motor stall under excessive load which eliminates motor burn-out. It has 12 amp. rating at 120 volts."

Since there is no metallic contact

possible with the double-insulated motor, there is no way to get a shock, he said. The cost of the extension cord is reduced since only a two-wire cable is needed.

As an additional feature the saw offers a positive push button oiler, vinyl-coated handle bar, cord clip and perma-hard tip guide bar. Accessory equipment includes coil cord, belt clip, 50 and 100-foot extension cords in highly visible colors.

Extended storage of the unit is another benefit for the casual user who has no engine maintenance instructions to follow and may expect to start up the 110 Electric with ease the first time, regardless of how long it has not been in use, the manufacturers pointed out.

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