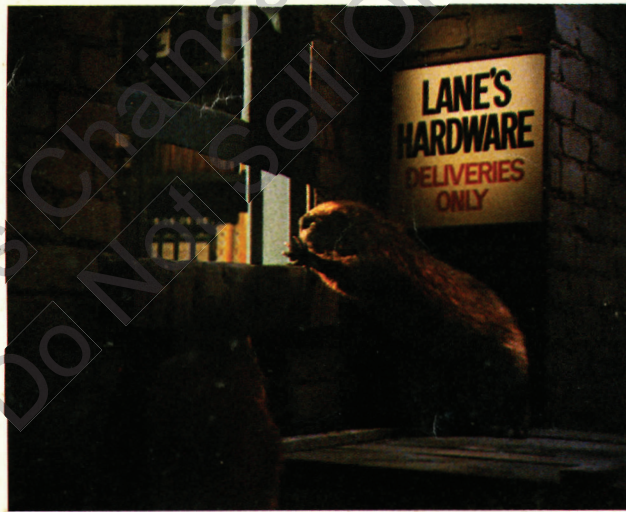
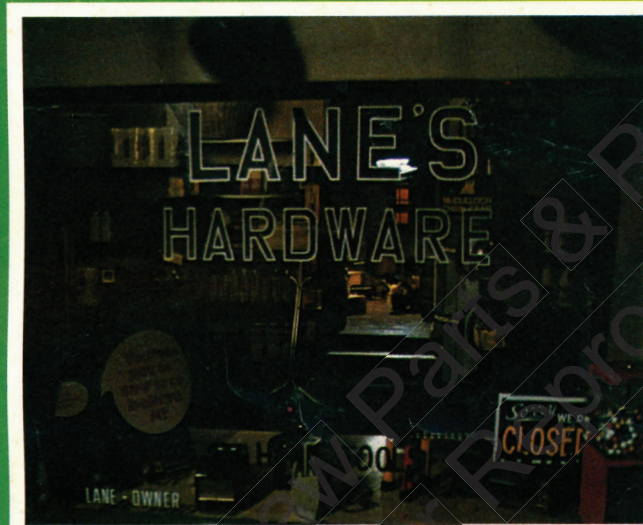


Take a closer look at McCulloch. January-June 1979



Look at our New Items for January-June 1979.

We designed these three promotional kits to build traffic for your store, and build sales in the first six months of '79.

1. Power Mac 320 Promotional Pack. A spectacular value, with sure-fire appeal. For the same price they'd pay for the saw alone, customers can buy this complete package: a Power Mac 320 saw, file guide assembly, grease gun, automatic chain sharpening assembly, and one quart each of 40:1 oil and Chain, Bar and Sprocket oil.

Regular value: \$197.84.

Suggested promotional price: \$179.95.

Customer savings: \$17.89

2. New 300 Series Maintenance Kit. Every customer with a 300 Series saw will want this special care kit. Contains a file guide assembly, a disposable grease gun, a 5½" felling wedge, a quart each of 40:1 oil and CBS oil—all in a neat, specially designed reusable carton.

Suggested list price: \$14.88.

3. New 600 Series Maintenance Kit. Tell your customers who own 600 Series saws about this new kit. They'll want it—and they'll come get it. Contains a file guide assembly, a flat file, depth gauge, one quart 40:1 oil, one quart CBS oil, 8½" felling wedge and disposable grease gun.

Suggested list price: \$19.72.



Look at McCulloch Advertising.

Everybody else does. Our beavers are two of TV's most popular spokesmen. We get letters from people all over the country telling us how much they like them. That's rare!

The first six months of 1979, we'll be running in prime time and sports programming, reaching millions of prime prospects.

We're the biggest advertiser in the industry. Which helps explain why McCulloch is the best-known and most wanted brand. (When a 1978 independent survey asked which brand they'd buy, 25% of the respondents said McCulloch. Only 15% named our nearest competitor!)*



1. BARNEY: Wow! The new McCulloch chain saws!



4. BARNEY: Izzat a tail?
BILLY: No, it's a handle mounted to soak up vibration.



2. BILLY: Here's the new Power Mac 320.
BARNEY: Look at those teeth!



5. BARNEY: What's this?
BILLY: McCulloch's Chain Brake/Hand Guard for safety.



3. BILLY: They can sharpen themselves with a press of a button!
BARNEY: Wow!



6. BILLY: No other saw at any price has all these features.
BARNEY: Yeah, but it doesn't have much personality.
BILLY: And you do?

Look at our Yellow Pages Program.

How can prospective customers find you? Most of them will turn to the Yellow Pages.

And once they start shopping, 60% will buy from the first store they visit. So it's vital to be there when they open the Yellow Pages.

McCulloch has a generous Yellow Pages co-op program for you. If you're in a listing of fewer than five of our dealers,

we pay one-third of the cost. If you're in a listing of five or more dealers, we pay the entire cost of a one-inch logo heading.



Ask your distributor to give you the specific details on the Yellow Pages plan in your area.

It could be the best investment you'll make in advertising.

Look at McCulloch Service.

When you sell McCulloch, you know the saw won't come back to haunt you. Our service starts with the designer. We engineer every saw to avoid problems. And to make access to the engine easy.

But if something does go wrong, you have 7600 servicing dealers, including 1700 McCulloch Authorized Service Centers to

turn to. There's one close to you.

This is one of the largest service networks in the industry. A McCulloch Authorized Service Center will service any McCulloch saw, no matter where it was bought, or when it was bought.

This keeps your customers happy. And makes your life easier.

Look at McCulloch Accessories.



They add extra profit dollars to every McCulloch saw you sell. They make it easy for owners to keep their saws in the sharpest condition.

McCulloch accessories include practically everything for simple maintenance. Replacement bars and chains. Files. Oil. Air filters. Spark plugs, bucking spikes, srenches, and grease guns.

We've skin-packed them to fit on any standard pegboard display fixture. They don't take up valuable floor space but they do turn into high-profit, high turnover, impulse items.

Do your customers a good turn. And enjoy many happy returns!

Take a closer look at McCulloch.

Compare performance. Compare safety. Compare value. And above all, compare prices. They're the best in the industry. We believe the closer you look, the happier you'll be with the McCulloch line in your store.

Look at these features. They're all standard on every McCulloch saw, from the Mac 110 to the Pro Mac 850.



- Chain Brake/Hand Guard. It stops a moving chain in milliseconds, reducing the hazard from kickback. We were the first manufacturer to put it on every saw as standard equipment.

- Muffler Shield. It protects hands and combustible material from contacting a hot muffler.

- Throttle Latch. Advances throttle opening for safer, easier starts.
- Both Automatic and Manual Oiling.

- Guard Link Safety Chain. Use of this specially-designed chain reduces the probability of kickback.

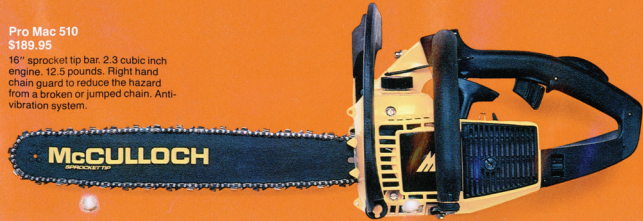
Mac 110
\$89.95

10" bar, 2.0 cubic inch engine, 9.8 pounds. The lowest priced chain saw with Chain Brake/Hand Guard.



Pro Mac 510
\$189.95

16" sprocket tip bar, 2.3 cubic inch engine, 12.5 pounds. Right hand chain guard to reduce the hazard from a broken or jumped chain. Anti-vibration system.



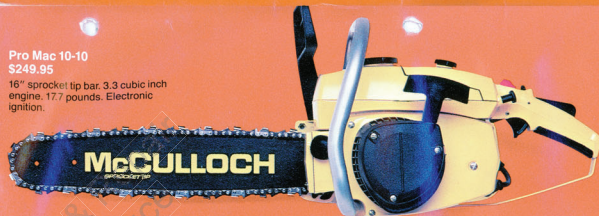
Mac 120
\$109.95

12" sprocket tip bar, 2.0 cubic inch engine, 9.9 pounds, 12" bar cuts logs up to 24" in diameter.



Pro Mac 10-10
\$249.95

16" sprocket tip bar, 3.3 cubic inch engine, 17.7 pounds. Electronic ignition.



Power Mac 310
\$189.95

14" sprocket tip bar, 2.1 cubic inch engine, 11.4 pounds. Anti-vibration system for increased comfort while cutting. Solid state ignition.



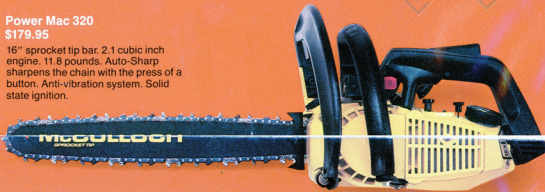
Pro Mac 610
\$229.95 (16" bar)
\$234.95 (20" bar)

Your choice of 16" or 20" sprocket tip bar, 3.7 cubic inch engine, 18.1 pounds with 16" bar. Increased fuel tank capacities and visual fuel sight. Electronic ignition. Anti-vibration system. Large volume muffler for quieter operation.



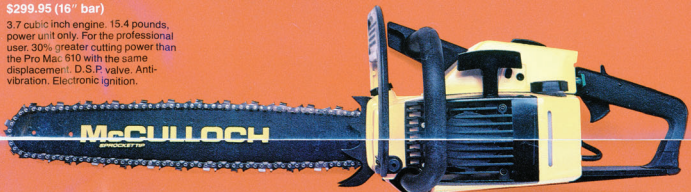
Power Mac 320
\$179.95

16" sprocket tip bar, 2.1 cubic inch engine, 11.8 pounds. Auto-Sharp sharpens the chain with the press of a button. Anti-vibration system. Solid state ignition.



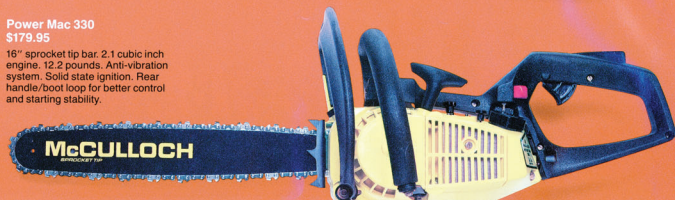
Pro Mac 650
\$293.95 (16" bar)

3.7 cubic inch engine, 15.4 pounds, power unit only. For the professional user, 30% greater cutting power than the Pro Mac 610 with the same displacement. D.S.P. valve. Anti-vibration. Electronic ignition.



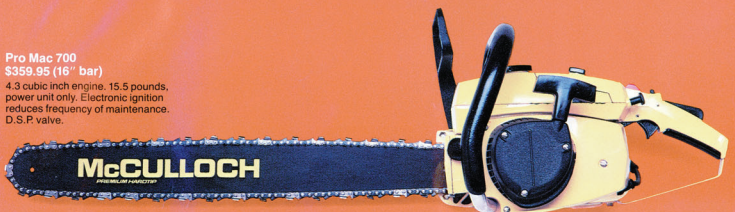
Power Mac 330
\$179.95

16" sprocket tip bar, 2.1 cubic inch engine, 12.2 pounds. Anti-vibration system. Solid state ignition. Rear handle/boot loop for better control and starting stability.



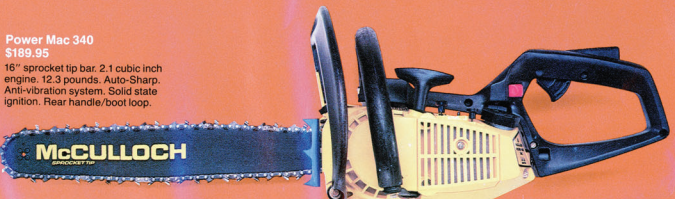
Pro Mac 700
\$329.95 (16" bar)

4.3 cubic inch engine, 15.5 pounds, power unit only. Electronic ignition reduces frequency of maintenance. D.S.P. valve.



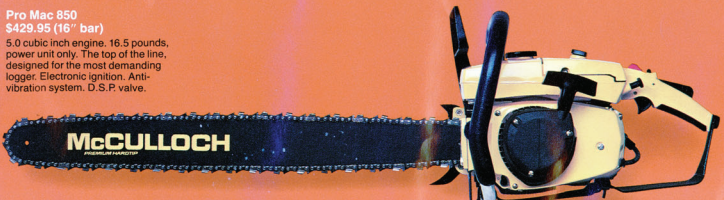
Power Mac 340
\$189.95

16" sprocket tip bar, 2.1 cubic inch engine, 12.3 pounds. Auto-Sharp. Anti-vibration system. Solid state ignition. Rear handle/boot loop.



Pro Mac 850
\$429.95 (16" bar)

5.0 cubic inch engine, 16.5 pounds, power unit only. The top of the line, designed for the most demanding logger. Electronic ignition. Anti-vibration system. D.S.P. valve.



Prices shown are manufacturer's suggested list prices.

Look at McCulloch Safety Features.

We lead the industry in standard equipment safety features.

We were the first manufacturer to make Chain Brake standard equipment on every saw. It stops a moving chain in milliseconds, reducing the hazard of kickback.

Other safety features: full wraparound hand guards, safety triggers, starting throttle advances, chain catchers and muffler shields.

Check our features against competition. You'll see McCulloch gives you the edge.



Look at McCulloch Returns on Investment.

When you sell the saws your customers want most, you can expect a healthy return on your investment. Especially with McCulloch sales aids to help your inventory move.

Our 4-saw display takes up only 3 square

feet of space. Yet it shows McCulloch saws to their best advantage.

Under normal circumstances you can look forward to a rate of 4 turns per year. Which adds up to a very welcome return on your investment!

Now that you've taken a closer look at McCulloch,
put our full line poster (reverse side) up in your store.
So your customers can take a closer look, too.



McCULLOCH CORPORATION

Los Angeles, California 90009

