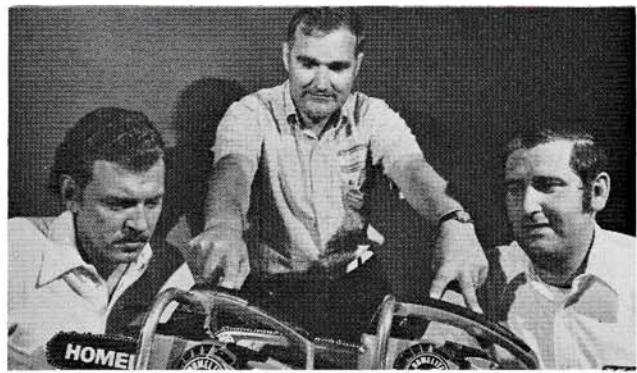




HOMELITE PRESIDENT, Richard C. McDonald, displays his company's two low-priced chain saw models—the new XL, which retails for \$99.95, and the twin-triggered XL-2, with a suggested retail price of \$119.95.



MARKETING TEAM, headed by Arthur W. Engelberth, director-marketing, center, is force behind Homelite's two low-priced, lightweight chain saws. Pictured with both models are J.R. Beltrame, left, marketing manager, professional forestry equipment, and Alan Levanson, marketing manager, consumer forestry equipment.

## Homelite Introduces Companion Lightweight Saw

Growing consumer demand for inexpensive quality-type chain saws will be answered by Homelite this fall with introduction of a companion model to its popular twin-triggered XL-2 chain saw.

It is called the XL—with a suggested retail price of \$99.95 including 10-inch bar and chain. The XL was designed as an all-purpose gasoline-powered saw for use by homeowners to fell, prune and trim trees, cut

firewood and as a rough carpentry tool.

The chain saw, whose power head weighs 7.2 pounds, can cut a 20-inch diameter log. The Port Chester, New York manufacturer states that it can cut two cords of fire-wood with only one gallon of gasoline.

"With the addition of our XL model, Homelite now can satisfy the expressed need for a lightweight chain saw that retails for less than \$100," said Richard C. McDonald, president of Homelite, a Textron Company.

### TV Ads Utilized

Homelite is pre-selling both XL saws this fall with the biggest television advertising schedule in its history. A 30-second television commercial for the new XL was shown on the NBC-TV network during the world series and will appear later during several NCAA and NFL college and professional football games.

The chain saw's introduction will be supported with full-page color advertisements in major consumer magazines and advertisements will run in Sunday supplements, local-market newspapers, radio spots and television stations.

With the XL—and XL-2, which retails for \$119.95—Homelite now offers the homeowner a selection of four lightweight chain saw models, ranging in suggested price from \$99.95 to \$209.95. These include the 150

Automatic and the Super E-Z Automatic.

The XL chain saw has a tough hemi-head engine with powerful 1.6 cubic-inch displacement. It features automatic chain oiling and a quick-starting, all-weather ignition system.

The saw has a single trigger and simplified handle, according to Homelite, for exceptionally good balance, ease and comfort. The XL is described as having excellent leverage and high performance criteria. It features an all-position carburetor and specially designed muffler to reduce irritating high frequency "bark" noises.

Die cast magnesium alloy components and needle and roller bearing construction are additional features.

The saw will be marketed through retail outlets that presently carry the 53-year-old firm's lightweight chain saws.

### Logging Executives Gather in Nevada

Logging executives from throughout the West Coast are slated for Reno, Nevada, November 10-13 for the 65th Pacific Logging Congress.

"Timber—the renewable energy resource," is the theme of the convention drawing well over 1,000 executives to four days of meetings and panel discussions. Highlight of the event held annually is the "what's new in logging" panel.

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