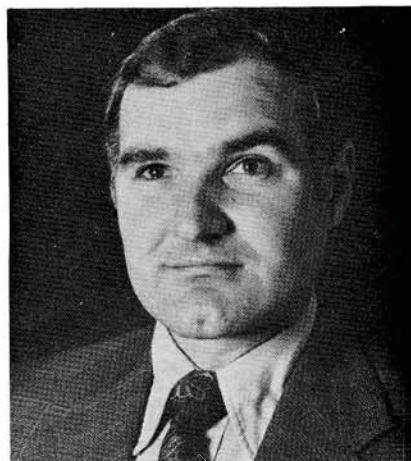


JOSEPH R. BELTRAME



ALAN Y. LEVANSON



ARTHUR W. ENGELBERTH

## Marketing Changes Told At Homelite

Homelite, Port Chester, New York, has appointed Arthur W. Engelberth to the newly-created position of director—marketing.

According to Franklin W. (Webb) Maddux, vice president—marketing, Engelberth will be responsible for the direction and implementation of all product line development, product profitability, planning and subsequent programs for Homelite's forestry, lawn & garden and construction equipment products. All marketing managers will report to Engelberth, who will report to Maddux.

To fill Engelberth's position as marketing manager—forestry equipment, Homelite has appointed Joseph R. Beltrame, 30, as marketing manager—professional forestry equipment, and Alan Y. Levanson, 33, as marketing manager—consumer forestry equipment.

Engelberth joined Homelite in 1971. As marketing manager—forestry equipment he has been responsible for all Homelite

products that serve the forestry industry, the farm market and the occasional wood-cutting or casual-user market.

Engelberth, who is a director of the Power Saw Manufacturers Association, was previously with the Northwestern Refining Company in St. Paul, Minnesota, and with the Minnesota Mining and Manufacturing Company, also in St. Paul. He is a former lieutenant in the Air Force, where he

served three years.

Beltrame, whose father, Joseph, is a general shop foreman in Homelite's Chicago office, joined the company in 1970 as a salesman in the Chicago district. For the past two years he has held various posts in forestry equipment marketing.

Levanson joined Homelite in 1973 as assistant to the marketing manager—forestry equipment.

## Starr Stars For Stihl

(Continued from page 7)

ty, written in a folksy and neighborly style, and Bart's passing arm got a substantial work-out between "takes" signing autographs for on lookers.

Some of the "takes," like the simple process of advancing towards Bart through the leaves were repeated over and over, because the film director wanted a different camera angle, or the light changed and at one point the big generator truck that supplied the heavy concentration of current to the lights and sound equipment had a malfunction, or because of some unanticipated event occurring, and by the end of day, everyone was happy with the results but really bone-weary. Through it all, Bart managed to remain fresh and trim looking and made obvious the importance of "keeping in trim."

Naturally, most everyone at Stihl-American, Inc. managed to find some good reason to appear

at the shooting site and view the shooting and even a few distributor representatives managed to be in the area. Unfortunately, Gene Ahlborn, a long time friend and admirer of the Green Bay Packers was unable to be present.

It was he, who had provided the Stihl 015 Automatic saw that Bart liked so much and used so well during the numerous cutting takes. When one of the on-lookers asked of Bart, "Hey, what do you really think of that saw?" Bart replied with a big grin and "Boy, this little saw is *REALLY SUPER!*" and the way that he said it, left little doubt about the sincerity of his feelings and why he considers it his favorite

Bart will be demonstrating his Stihl 015 Automatic on Sunday college football, NFL Pre-Game and Pro Football shows on the CBS and ABC Television Networks...from September 15 through the end of December.

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