

Husqvarna Chain Saws Go Airborne

Airlifts are becoming quite typical for Husqvarna chain saw distributors. The latest to employ this method of augmenting supply was the Husqui Canada Division of Buccaneer Industries Ltd.

"Normally we bring our shipments into the Port of Montreal by boat," commented Tom Cresswell, sales manager for Buccaneer. "However, we couldn't keep up with the demand this year, even with an early build-up of inventory in the quiet months of January, February and March, when deep snow closes most of the camps. This resulted in our "air lift."

That first air lift occurred in mid-June and took up all the cargo space of a Finnair DC-10. Included in the shipment received at Montreal's Mirabel International Airport were 1,000 Model 162SE and 100 Model 480CD chain saws plus replacement parts.

The heavy emphasis on the 162SE was in direct response to the popularity of this model saw in the professional pulp producing areas of Ontario, Quebec, and the four Atlantic provinces of New Brunswick, Nova Scotia, Prince



BUCCANEER'S Maurice Lebreux, sales manager, left, and Henriot Filion, service manager, right, look pleased with the first air delivery of Husqvarna chain saws and parts received by the firm. Since then, other air orders have been placed with equal success.

Edward Island and Newfoundland, Cresswell noted.

A second air lift delivered another 1000 162SE's to Buccaneer plus spare parts via SAS 747, and a similar shipment followed in early August.

Cresswell credited Husqvarna AB

with outstanding cooperation in providing product in sufficient quantity to keep dealers stocked. Demand also has been heavy in their territory for the Models 340SE and 480CD in addition to the 162SE, Cresswell said, and predicted even heavier demand in the future.

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Homelite '79 Tourney Goes Global

Homelite has announced plans to expand its U.S. chain saw championship promotion, known as the "Tournament of Kings," to include qualified loggers representing key timber regions around the world, starting in 1979.

The first "Tournament of Kings" competition, already referred to in professional logging circles as the "chain saw Olympics" or "chain saw world series," took place in Charlotte, N.C., on Saturday, September 23.

Contestants will include winners or runner-ups from 10 qualifying regional logging shows from New Hampshire to Oregon. Homelite is expected to also increase United States participation in 1979.

"We have been greatly encouraged by the enthusiastic reaction from loggers and professional chain saw dealers at the

qualifying shows," noted Homelite president, B.F. Dolan. "Wherever loggers or those in the industry congregate, our tournament, designed to establish the first national chain saw cutting champion, becomes a natural subject of conversation. In addition," continued the Homelite chief executive, "word has traveled overseas and our International Division is reporting a keen desire for participation from important cutting areas around the world."

The Homelite 1979 world chain saw cutting championship will take place late in the year and is expected to include representation from Canada, South America, Europe, Africa and the Far East.

Plans on eligibility and qualifying promotions are scheduled to be announced during the next several months.