



**“Do I think Homelite  
is committed to  
the pro market?  
Look at the  
Tournament of Kings.”**

*Doug Ewen, pro saw dealer in Aberdeen, Wash., talks about Homelite.*

“Nothing shows Homelite’s interest in the professional cutter better than the Tournament of Kings. I think it’s a super idea — the best idea Homelite’s had in a long time. No one else has done it, or even thought of it. The Tournament has greatly enhanced their image already.

“Two of my customers go all over the Northwest competing in local contests, just so they can get a shot at the Tournament. It’s generated that kind of excitement. In fact, some people around here are trying to start another show that they hope will eventually become a qualifying show for the Tournament.

“The thing I like best is that the whole town gets involved. Most of the guys who compete are friends. And when one of them wins, it’s as if they all win. The excitement catches on in town, and everybody gets behind the winner. They all feel a part of it. I think that’s great.”

**Now that the Tournament has expanded to an international championship, will it create even more interest?**

“No doubt about it. That kind of enthusiasm is contagious. The prize money has more than doubled for this year’s Tournament. And just the possibility of becoming a world-class champion — that’s got to get people fired up. The interest around here, at least, is very high.”

**What else shows Homelite’s commitment to the pros?**

“The 750. It’s the only saw on the market in that size. Nothing compares with it. It has more power than its competitors. Greater chain speed. Better balance. It weighs about six ounces more, but

that’s negligible considering the balance.

“If we can get a guy to try the 750, he usually comes back in and says it’s the best saw he’s ever cut with.

“Once in a while I’ll take one out into the brush and give the guys working out there a chance to cut with it. These are guys I almost never see in the shop, so I have to go to them. And invariably, a cutter will run it for a while, fall or buck up a couple of trees, turn it off, scratch his head, and say, ‘Hey, I never knew Homelite made a saw like this!’”

**How does Homelite fare out here against strong competitors?**

“People are becoming aware that Homelite has some good saws. Like the 550. It has a lot of competition, but guys here say it has more chain speed and is more dependable than anything comparable. It’s got better balance. And the side-mounted muffler may become a factor if they start eliminating front-end mufflers around here.

“Even some of my competitors have recently said some good things about Homelite. They’re afraid of the 750, for example. Too many people are telling them too many good things about it. It’s a better performing saw than their big models. And it costs less.

“With the 750, 550 and the Tournament of Kings, Homelite is bound to re-establish its hold on the pro market.”

# HOMELITE