

SAWDUST

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HOMELITES WIN CUTTING CHAMPIONSHIPS IN CONTESTS AT STATE FOREST FESTIVALS

Place 1st, 2nd and 3rd Against All Competition

Again proving its fast-cutting ability and its all-around superiority, the Homelite Chain Saw walked off with top honors at this year's State Forest Festivals.

The sweeping victories occurred first in Lufkin, Texas, at the Texas State Forest Festival; and the Homelites scored again a week later at the Louisiana State Forest Festival held at Winnfield, La. With hundreds of spectators from nearby

farms and logging camps watching the cutting contests, the Homelites placed *first, second and third* in both states—against ALL competition.

Crowning feature of these events was the fact that a competitive distributor from Marshall, Texas, had put up \$50 first place money which was won easily by the operator with a Homelite Bow Saw who cut through a 16" pine log in 20.8 seconds. The best time by a com-

petitor was 33.2 seconds. After the contest, the distributor felt he could make much better time with his own saw than was made in the contest. He made a cut in the 16" pine log in 30.8 seconds. A few seconds later, Carlos Alford, Homelite dealer of Munroe, La., made his cut in the same log in 18.6 seconds.

"Taking everything into consideration," commented Jim Anderton, Homelite's District Manager, "we certainly showed everyone at the Festivals who has the best one-man chain saws. As a specific result, Carlos Alford's sales have really shot up since the Festivals and he has opened a sub-branch in Winnfield. We're very proud of our showing and we know it really helped to spread the Homelite name in this area."

In order to keep Homelite dealers informed about the latest happenings in the Chain Saw field, SAWDUST relies on its readers to supply us with worthwhile information of general interest. The material is edited and condensed so that as many items as possible appear every month. Sometimes, when there isn't enough space to handle all the material, the article is published at a later date—as in the case of this news story about the State Forest Festivals.

Jim Anderton (left) congratulates Charles S. Martin of Goldonna, La., winner of drawing for a Homelite Saw after the power saw contests at the Louisiana State Forest Festival. Queen of the Festival waits her turn to present the prize.



HOMELITE



DEALS

MEET EVERETT PERREAULT STAR DEALER FROM MAINE

There comes a time to every man when he makes a decision which completely changes the course of his entire life. Such is the story of Everett Perreault.

In the early summer of 1950, Everett Perreault contacted the Homelite Corporation after reading an advertisement in a farm paper. His inquiry was promptly acknowledged and an appointment arranged. But before the trip could be made to Fort Kent, which is way up in Maine's Northern Aroostock County on the Canadian border, Everett sent a telegram to the Boston branch cancelling the meeting because he had decided to sell a competitive saw. The next day, in spite of that telegram, Chain Saw Specialist, Marshall Gould, made the trip to Fort Kent.

Marshall Gould brought along a cut-away unit, in addition to a few saws, and Everett carefully examined the construction and operating features built into the Homelite. He asked dozens of questions, disassembled numerous parts, and field-tested the saw in all kinds of

positions. The result was that the order for the competitive saw was cancelled, and he ordered Homelites instead. "They've got quality, they've got power, they've got speed," Everett commented, "They're bound to sell around here!"

AN EARNEST BEGINNER

Aside from a small grocery store and Gulf filling station which Everett and his wife had just opened in the front of their home, the Homelite dealership was his first big venture. At that time he was employed as a parts man in a local garage.

From the start, repeat orders began coming into the Homelite office from Fort Kent at such a fast rate that some question was raised about the soundness of Everett's financial standing. "What was he doing—GIVING the saws away?" Another trip was made to the north woods to check on his progress. Everett was not home. Mrs. Perreault, who ran the store, said, "Everett is doing real well and he is working very hard. He is



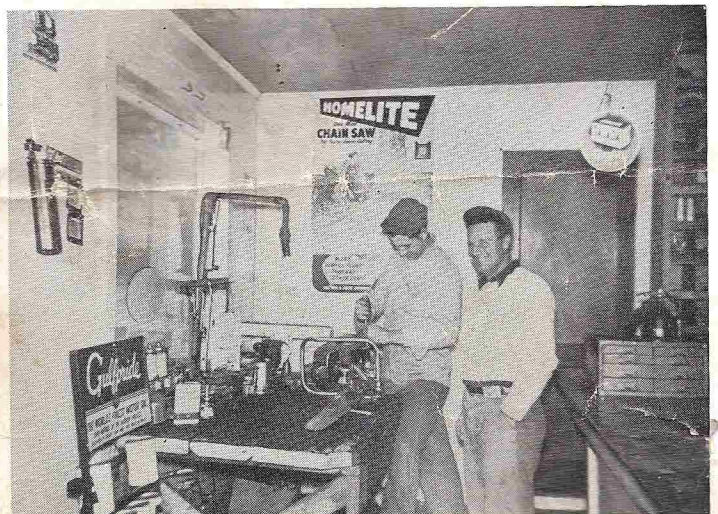
EVERETT TALKING "QUALITY" TO A PROSPECT

very proud." It was quite apparent that Mrs. Perreault was also proud to have her husband be a Homelite dealer. This fact alone was enough to convince the most skeptical that the dealership was going to be a good one.

At first, the local bank would not help Everett very much because they did not have faith in the future of chain saws; and in addition, he had never handled such a line before. At the end of his second season, however, they offered him any amount of money which he might need to carry on. Of course, by this time, he no longer needed their help.



MRS. PERREAULT TENDING THE BUSY STORE



MECHANIC LEAS TELTIER REPAIRS CUSTOMER'S SAW

R O F T H E M O N T H

STRESSES SERVICE

By offering his customers dependable service seven days a week, from 6:00 in the morning to 12:00 midnight—with special service at *any* hour—Everett soon built up a strong following. In addition to handling the best chain saw on the market, he attributes the major part of his success to three factors: (1) good service, (2) adequate parts stocks, and (3) aggressive sales promotion. He explains it this way:

"My 150 square mile timber territory has a very limited population, and most of the cutting is done by company-owned operations. Therefore, I know that although my potential customers are limited in number, they are concentrated in a few central areas. Some of these operations are back in the woods as much as 45 miles over roads which are passable but no pleasure to ride on. I make weekly trips into these camps, planning to be there at supper time when the men are through work and can talk saws.

"I've learned that service work right in the field is very important to the men, so I take plenty of parts with me to make on-the-job repairs. Most of the time they let me use the camp's shop to work in. The men know which day of the week I'll be around so they make plans accordingly. But since there's always the possibility that I may be somewhere else when a saw breaks down, I also keep a few fast-moving parts in these camps on consignment. This parts-on-consignment business is sometimes enough to pay the entire cost of my travel expenses."

To maintain his profitable service work, Everett carries a very large supply of parts which he keeps in a special bin inside his shop. This bin is almost always full since he set up a perpetual inventory system which signals whenever any part begins running low. On two occasions he had more orders than saws, so he made a new one completely from parts. "I didn't make much money," he remarked, "but I certainly satisfied a customer."



EVERETT MAKES HIS CALLS IN ALL KINDS OF WEATHER

PRAISES ADVERTISING

Everett is also a firm believer in going out of his way to get new business. "I know I've got the best darn saw in the whole world," he says, "but if I don't get out and prove it to *other* people, I'll be the only one around here who knows it . . . and I can't make much money talking to myself! That's why I'm out making calls most of the time. And since I have so much confidence that the Homelite will out-perform all competition, I try getting the prospective buyer to test the other makes of saws before he tries a Homelite. In most cases, after a prospect sees how well the Homelite cuts through Rock Maple (I always carry a few logs along in the car), he'll give me an order right on the spot."

Because he credits his advertising program with bringing in a great deal of new business, Everett feels that the money spent is actually an investment, rather than an expense. His radio com-

mercials which are broadcast three times a week, cost him \$4.50 a minute; he spends an additional \$8 every week to run large Homelite mats in the local newspapers.

"With the help of this advertising," Everett claims, "I've gotten my story across to more and more people, more and more times—and at a very low cost per sale. In addition, I've firmly established myself in this area as the local Homelite dealer . . . and for proof of this benefit, just look at the steady rise in my chain saw sales."

Until this year, Everett and Mrs. Perreault did all the selling and service work themselves; but with business increasing at a rapid rate, he hired and trained a mechanic to work in the shop this year. And if Everett goes through with his plans to advertise more widely, it looks as though Everett Perreault will have additional men working for him in the very near future. To Mr. and Mrs. Perreault—Good Luck from SAWDUST.

NORTHWEST DEALERS MEET IN SPOKANE

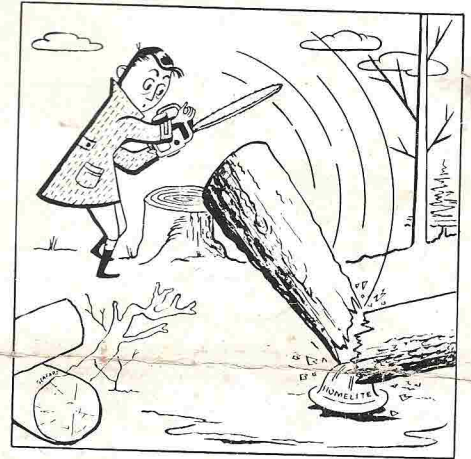
38 Homelite dealers and their representatives from Idaho, Montana, Oregon and Washington met in Spokane on November 12th to discuss mutual problems and plans for the future.

Doug Sherwood, District Manager, conducted the all-day meeting and spoke about the Homelite Corporation's development and growth, its dealer policy and the current full-scale advertising program. His talk was supplemented by Gene Carey, Assistant to the Sales Manager, who outlined the history of power chain saws—emphasizing Homelite's important role in the industry. He also stressed the need for using the Homelite-sponsored insurance and finance plans to obtain high sales volume.

Factory Field Engineer, Tom Stever, spoke in detail about the Homelite saw as it compares with competitors' 1- and 2-man saws. He then gave a highly interesting talk on the ignition system of a 2-cycle engine, proper saw and chain maintenance, and the importance of good service to high volume chain saw sales.

Everybody agreed that the future for Homelite chain saw sales is very bright in the Northwest region where powerful, lightweight saws are now more in demand than 2-man saws. This was not the case as recently as two years ago; and with this trend toward 1-man saws, most dealers at the meeting predicted that their sales for 1953 would show double the volume over 1952.

FOR SAFETY'S SAKE



Don't take chances. The place for a protective helmet is *on your head!*

Pass this tip along to your customers.

SERVICE NOTES

As I write this, I can see the snow falling outside—and it's good to know that this snow and the recent rains have put out the forest fires and that the loggers and cutters are back in the woods once again.

The terrible fires of the last few months bring to mind again the importance of good safety practices in the woods. We know that motorists and tourists cause many more fires than anyone else. But *we can also* protect our woods, our equipment and our jobs by making certain we are not guilty of careless acts: When refueling a saw, it's a good idea to wipe off any excess fuel which may have been spilled. Tell your customer to close the fuel can and **MOVE THE SAW AWAY** before he pulls the starter cable. Fuel may have spilled on the ground and the vapors may be ignited by a spark. That's why we developed a flame-proof muffler! It's also wise to check the high-tension lead and to make sure that it is firmly attached to the spark plug—so that no spark develops on the outside. If he keeps these few points in mind, things won't ever get "too hot" for him.



Among the dealers and representatives present at the big Spokane meeting were, from front to rear (left to right):

1st ROW, seated—Harry Olds, Plains Implement Co.; A. D. Sherwood, Seattle District Manager; John C. Cram, Spokane Sub-Branch Manager; Bill Grist, Parson's Sales; Charles Doty, formerly Doty & Ellis; Charles Doty, Jr.; Harry Wicklund, Spokane Sub-Branch; two enthusiastic customers who had just purchased their first Homelite chain saw from Alvin Rovero and were attending the discussion on chain saw maintenance.

2nd ROW, seated—Jack Williams, Dominion Motors; Ted Barden, St. Maries, Idaho; R. M. Kinder, Dominion Motors; Gene Carey, Assistant to the Sales Manager; H. C. Flugstad, Harold's Auto Service; Byno Thibert, Thibert Appliance; Winston Cook, Cook's Battery & Elec.

3rd ROW, standing—George Biersdorf, Loggers Supply; Alvin Rovero, Seely Lake, Montana; Tom Stever, Factory Field Engineer; Mrs. A. Baker, Baker Sales; Mr. Bergstrom, Thibert Appliance; Carl Ellis, Ukiah, Oregon; Norm Nelson, Hinman & Nelson; Lee Moore, Automotive Service; A. J. Weigel, A. J.'s Sales; Stanley R. Anderson, Woodland Heights Service; Ben Butler, Republic Transfer & Carpenter Shop.

BACK ROW, standing—Frank Parsons, Parson's Sales; Archie M. Baker, Baker Sales; Roy Wargi, Wargi Bros.; Mrs. R. Wargi; Frank Parsons, Sr., Parson's Sales; Glen Atkison, Pottlatch, Idaho; Strut Hinman, Hinman & Nelson.

Wilbur Gortsema of Grangeville Auto, sincerely wished to attend, however, his baby girl was born the same day as the meeting and she received top priority.

A Merry Christmas and A Happy New Year