

SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 17

FEBRUARY 1954

DEALERS HAIL THE MODEL 17

"Here's what we've been waiting for!"

"It's the perfect saw for my territory!"

"Watch our sales skyrocket!"

These are typical of the spirited comments expressed by Homelite dealers throughout the country as they witnessed the introductory showings of the new Model 17. What the dealers saw was a chain saw that is all new, different from all its competitors—a chain saw that is

not only amazingly light in weight, but one with real power, real dependability. Dealers agreed enthusiastically that here was truly the most value-packed chain saw in the industry!

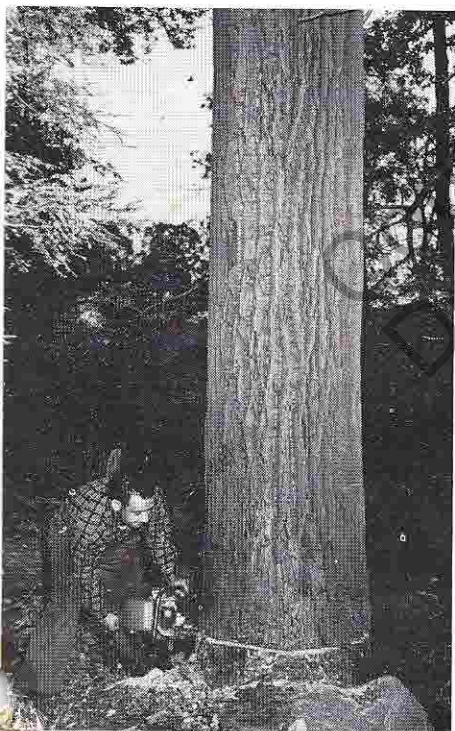
Comments from dealer after dealer echoed the same story: The Model 17 not only has much more power per pound than any other saw its size, it's the highest quality saw at the lowest possible price as well. It's the saw to further broaden markets—for *new* sales, *multiple* sales, *repeat* sales. It's the saw they know will bring them *VOLUME* sales!

As the dealers crowded around Homelite's dramatically advanced new Model 17 carefully examining every exciting detail . . . as they picked it up for a closer

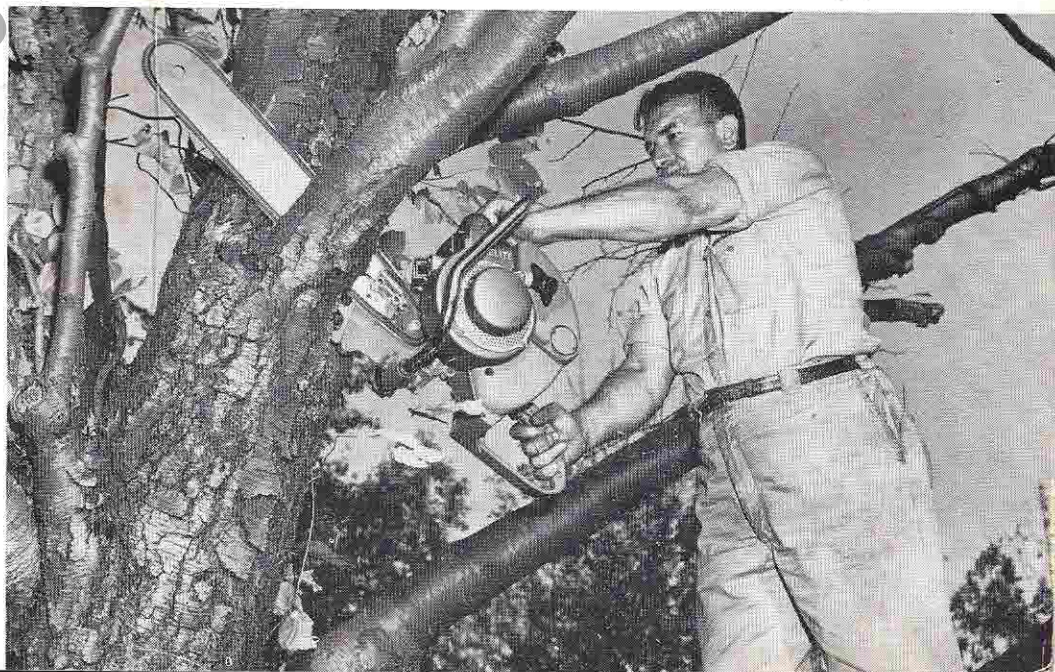
look at the new carburetor and fuel pump arrangement . . . as they stood back and proudly admired the distinctive overall beauty of this revolutionary new saw . . . they knew that the future would be outstanding for Homelite and for them.

And rightly so, for dealers know that with the addition of this versatile 22 pound, 3.5 brake horsepower Model 17 to an already great line of one-man chain saws, Homelite's competitive advantage will be better than ever. As they look ahead, dealers are quick to acknowledge that now they will be better fortified than ever before to wage successful battles in the growing, highly competitive chain saw market.

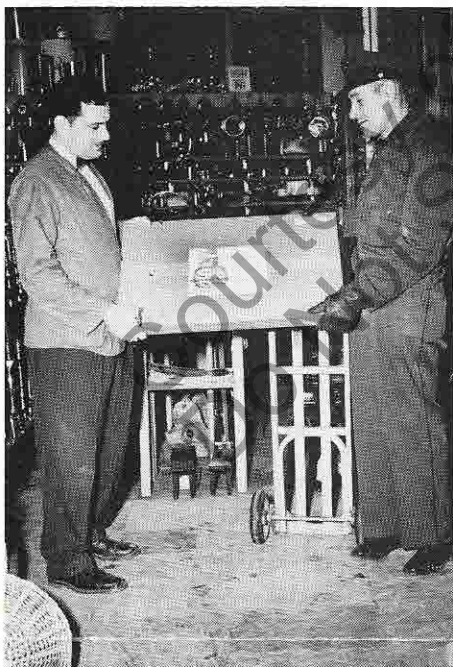
The versatile Homelite Model 17 'Mighty Mite' makes quick work of this farmer's limbing operations



Falling a 30" tree with the new Homelite Model 17 chain saw equipped with 38" bar and chain



Lou Engel* PUTS HIS MODEL

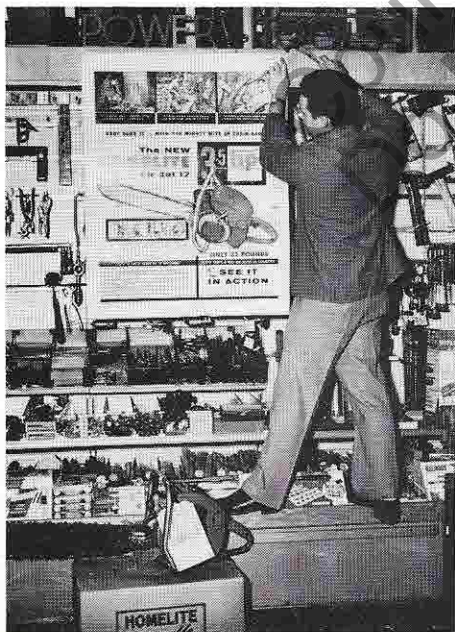


(1) It was about 9 o'clock in the morning when the postman delivered a Homelite Model 17 Promotion Kit to Lou Engel. "I sensed from the size of the package," says Lou, "that this Promotion would be a big hit. When I opened my kit and saw all the material inside, I KNEW it was the most terrific promotional material I'd ever seen—using it all would really help 'start the ball rolling!'"

*Lou Engel is Manager of Pickard's Hardware Store in White Plains, New York. He is a staunch believer in the value of strong, well-balanced promotions. So, to gather together a few adaptable ideas for the benefit of all Homelite dealers, we took some step-by-step photos of Lou as he weighs with a careful hand the "where-to-place-it"ness of the different types of new promotional material. Actually, with the Model 17 Promotion Kit, the setting up of an effective merchandising program can be a simple process—if you follow a plan such as outlined on these pages.



(2) "The first thing I did after looking over the contents, was to get on the phone and schedule a series of ads in the local paper. I told them to run the 3-column mat for a week and then alternate it daily with the 1-column mat. The fellow from the radio station was due by the next day and I was all set to hand him the spot announcements for my morning weather report program."



(3) "While I ordered the ads," Lou continues, "our chain saw specialist, Harry Babushkin, set up the display inside our store. He tacked the Announcement Ad blow-up under the 'Power Tools' sign on the left-hand wall. Everybody sees that left wall first—just why, I don't know—but that's our favorite wall and we figured the blow-up would get the best attention there."

(4) "Harry picked the area to the right of the Power Tools Section for our Model 17 floor display. He set the saw on the shipping carton, spread a few bulletins and stuffers alongside, and tied one of the unit tags on the handle so it could be seen and examined quickly. The unit tag gave Harry a little trouble by not wanting to stay on the smooth handle of the saw, but he finally tied a triple knot on it and swears it'll stay put until some near-sighted wise guy tries to read the fine print on the back."



L 17 PROMOTION KIT TO WORK



(6) "When we finished dressing the window, I went back to my desk and filled-in the Newspaper Publicity Kit. I had mentioned sending in a news story to the paper when I called about the ads, and they said they'd appreciate getting a few photos which they could use alongside the story. I decided to send them three glossy pictures that came with the kit, so they'd have a good selection from which to choose."



(7) The promotion begins 'paying off' FAST. Minutes after the last poster is up, two prospects stop in front of the store to find out all about the new Homelite Model 17 Chain Saw.



(5) "Next, we tackled the window trimming. Both of us pitched in and cleaned the windows, then we scotch-taped the "All 3 Models" poster, ad blow-up, and SATURDAY EVENING POST easel to the inside of the glass surrounding the chain saw. We did the same with copies of the bulletin and stuffer. Stringing the "Homelite Chain Saw" pennant across the window was easy—we used nails to anchor the rope at both ends and it went up in a couple of minutes. The banner took longer to get up because I wanted it on the outside and I wanted to be sure it wouldn't flap around in the wind. By following the stringing diagram that came with the kit, we tied a simple half-hitch through the center and one half-hitch on each corner. All the while we made sure the rope was BEHIND the banner and regulated the half hitches so that the banner was kept tight by the rope. It worked fine."



Faith in Saw Well Rewarded

**Chain Saw
Cutting Contest**

We will offer \$10.00 in merchandise to anyone who can cut out the new HOMELITE 5-30 One-Man Chain Saw with their presently owned one-man chain saw . . . regardless of horsepower. Your saw must weigh less than 50 lbs. complete.

FREE COFFEE AND DOUGHNUTS!

Contest held Saturday from 10:00 a.m. to 2:00 p.m.

COME AND WATCH THE CHAIN SAWS CUT!

ANDERSON'S, INC.
209-215 State Street La Crosse, Wis.



To help increase sales of the Model 5-30 chain saw to the loggers in his area, Homelite dealer O. R. Anderson of La-Crosse, Wisconsin, placed this ad (illustrated above) in his local newspaper. "A few optimists showed up with competitive make saws," says dealer Anderson, "but no free prizes were handed out as the 5-30 whipped all comers! Best of all, we took orders for six Model 5-30's that same day!"

WHAT AM I BID?

Chain Saw Specialist Harry Stewart-Moore of the Milwaukee office, reports attending a recent Farm Auction near Random Lake, Indiana. He had heard there would be a Homelite Chain Saw on sale along with the rest of the equipment, and he was determined to find out how much money the saw would bring without the benefit of any displays, demonstrations or salesmen.

"It was really cold that night," says Harry, "but from the huge turnout, you'd think the crowd was brought up on a diet of snowballs and icicles. I had everything to do to keep my teeth from rattling out of their sockets. Finally, the saw came out for bidding.

"It was a Model 26, about three years old—the 28" chain was almost half gone. It started at \$150 and climbed steadily up to \$300! I was so amazed, I nearly fell over! I knew our saws were good, but I never dreamed Homelite's reputation was *that* good. Had to smile as I overheard one of the spectators remark: "Old Homelite's never die . . . they just bring good prices at auctions."

HERE'S SAMPLING OF LATEST TESTIMONIALS:

OCONOMOWOC, WISCONSIN

I have run about six gallons of gasoline through the saw (which should be about 15-18 hours of cutting) and I am really pleased with it . . . I have done a little custom work and everyone who has seen it operate agrees that it is a "cutting devil". I think I can cut more wood with my Homelite than with the two-man saws I've seen.

(signed) Earl Oestreich

SACCO, MAINE

I think my Homelite is the best there is in the field. I am very satisfied and as long as it stays the best with me, there will be none other to replace it.

(signed) Joseph Davis

MARIETTA, GEORGIA

I think Homelites are just wonderful. I now have two, and will buy my third one the first of April . . . there is nothing like them. I'm sure I will be the cause of many people buying them because I can truthfully say Homelites are the best saws on the market today.

(signed) B. H. Calhoun

BLUE RIVER, OREGON

Beyond a doubt, you have the best power saw on the market! We purchased your first model for an employee and I operated it from time to time. It's a nice machine—but the new one is so much better. I have been operating the new one myself for several days just for the sheer pleasure of using the bestest, fastest cutting, handiest, go gettin'est little sawing wizard in the brush.

(signed) Robert W. Kenady

CANNONVILLE, NEW YORK

Although I never used a chain saw before, I soon caught on to my new Homelite. Its fast cutting, smooth operation and easy handling sure beats the old-fashioned "cross-cut saw" . . . certainly takes the backache out of wood-cutting. Just can't see why I didn't get one sooner.

(signed) Charles L. Crisman

FOR SAFETY'S SAKE



Always try to work on the upper side when bucking. Do not release a log that might roll and injure some other bucker working below.

Pass this tip along to your customers.

WARREN, CONNECTICUT

I plan to build a new house . . . last week I cut the first of my logs. They ranged from 12" to 28" in diameter. I cut 93 logs, all pine, in only 6 working hours—all by myself. Then, on Sunday afternoon I cut 60 more logs in a little less than 3 hours . . . it sure is a wonderful saw and 4 or 5 other fellows may buy one themselves later on. Believe me, they won't go wrong if they get the new Homelite.

(signed) George G. Keith, Jr.

SEDGWICK, KANSAS

I have helped several other people by showing them that Homelite is the best to be had—and I do mean the best, as I have used other brands of chain saws too. I do as much work with a saw as anybody, and have cut logs up to 4 ft. with this saw.

(signed) N. J. Knapp

STANLEY, NEW YORK

I have used my new saw and like it very much. I had a Homelite before getting this one, used it four years. It paid for itself three times over the first winter I had it. The new one handles even easier, balanced better and lighter too.

(signed) Harold E. Greene

LINN GROVE, IOWA

I looked at several saws before I decided to buy one, and even though some were considerably cheaper than Homelite, I knew that I wouldn't be satisfied with anything but a Homelite . . . It's really a great one-man saw and now I couldn't get along without it.

(signed) Gordon Snyder

JEFFERSON CITY, MISSOURI

I like my new Homelite saw very much, it's the best chain saw on the market . . . can cut 20 cords of wood a day and can cut a 4 ft. tree on the stump easily and quickly. When you consider how much it will do and how little it costs to maintain, I think a Homelite is the least expensive chain saw on the market.

(signed) Edwin J. Brenner

PAW CHESTER says . . .

Ask any prosperous businessman for the secret of his success, and chances are his answer boils down to: "superior merchandise backed by superior merchandising". That's why, for business success—yours and ours—the Model 17 chain saw is the best engineered . . . and the best built . . . and the best "buy" Homelite has ever offered. That's why, too, this newest addition to the family of fine Homelite saws is backed by the most complete advertising campaign in our history! Big, colorful Model 17 announcement ads appear in the February 27 issue of the *Saturday Evening Post*, the March issues of *Country Gentleman* and *Farm Journal*, plus a large group of state and regional farm papers, as well as lumber and forestry journals. Tie-in with Homelite's superior merchandising . . . cash-in with Homelite's superior merchandise—it's an unbeatable combination for volume sales, record profits!

SAWDUST

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No. 18

MARCH, 1954

MODEL 17 PRODUCTION STEPPED-UP TO MEET RISING SALES DEMAND

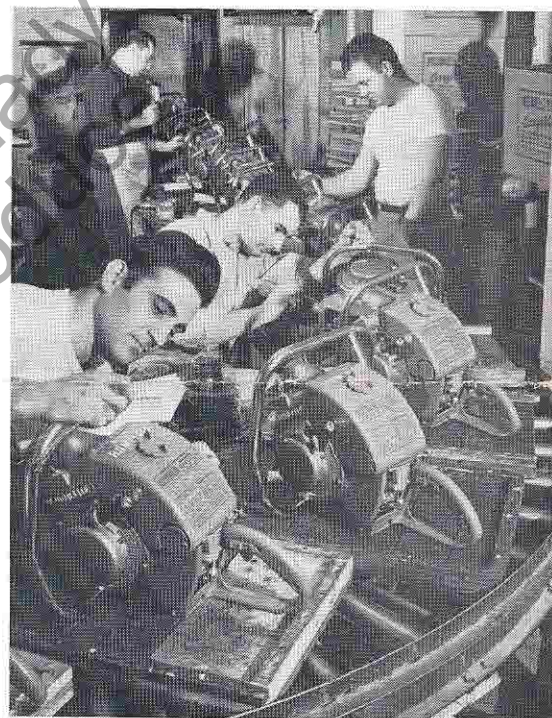
From a sales angle . . . from an inquiry angle . . . from a publicity angle . . . public acceptance of the Model 17 chain saw throughout the country has

been quick and enthusiastic! The keen reception accorded this new Homelite chain saw has resulted in an unprecedented all-out production schedule geared to keep pace with dealer demands for more "mighty mites".

Although the first two weeks production of the Model 17 was low, initial production "bugs" and setting-up problems have been ironed out. As a result, output doubled the third week, *tripled* the fourth!

"To increase saw production at a *still greater rate*," says Factory Manager R. C. McDonald, "we have gone on a six-day, overtime schedule which will boost March production of the Model 17 almost 600% over that of last month. And," he grins, "we have plans for stepping this up even further!"

"More men have been hired . . . improved manufacturing techniques are being used . . . a whole factory department is being relocated in a newly-built addition to make room for increased production. But even though we're working towards higher volume and lower costs," Mr. McDonald continues, "we're not taking any chances on sacrificing Homelite quality. Test facilities have been tripled



Although production has been increased by 600%, each unit receives the same care and attention as always. Here, the Shipping Department puts some finishing touches on a group of new Model 17's before packing them for air deliveries all over the country.

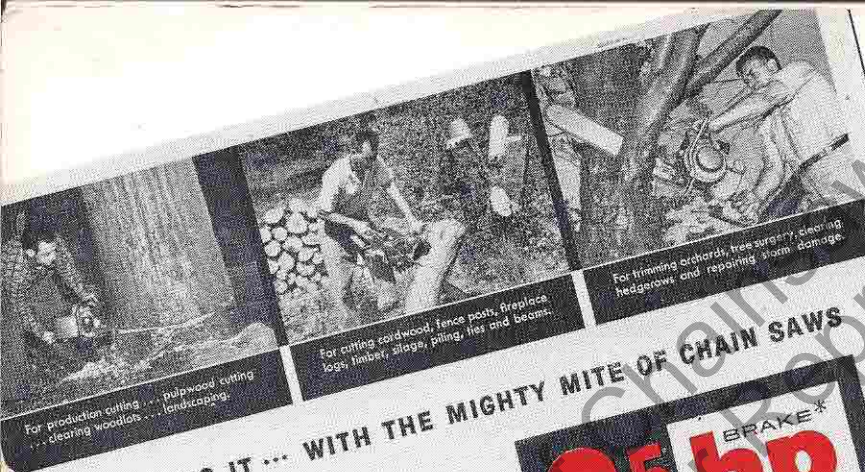
so that we can continue to test-run, break-in, dynamometer-rate and adjust each saw in the Homelite tradition.

"Briefly," he adds, "we're doing everything humanly possible to turn out enough chain saws to go 'round. As far as our production goes, we'll soon be out of the woods—and if all those orders, phone calls and telegrams are any barometer of what the future holds, it won't be long before the woods are full of Model 17 chain saws."



Partial view of final inspection line where units are thoroughly cleaned, gas and oil drained, screws and nuts checked and tightened, and decals applied before being sent to the Shipping Department for packaging.

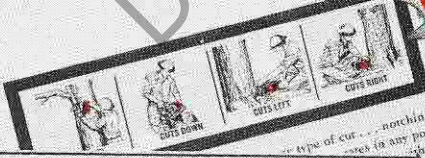
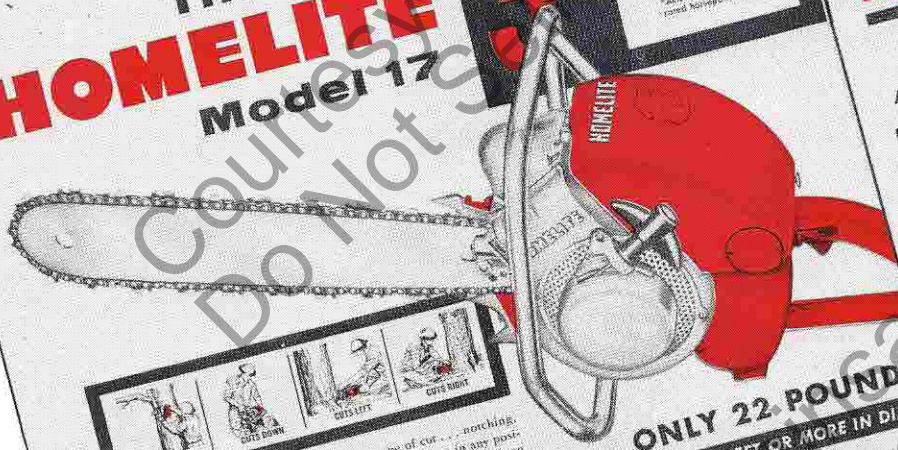
LAUNCH BIGGE



EASY DOES IT ... WITH THE MIGHTY MITE OF CHAIN SAWS

The NEW HOMELITE Model 17

3.5 hp
BRAKE
Actual dynamometer rated horsepower



ONLY 22 POUNDS
CUTS TREES 4 FEET OR MORE IN DIAMETER

HOMELITE CORPORATION
4402 RIVERDALE AVENUE, PORT CHESTER, N.Y.
NATIONWIDE SALES AND SERVICE

price ...
weight ...
lightweight ...
high power ...
easy to use ...
cutting ...
limbing ...
backing ...
horning ...
undercutting ...
operates in any position ...
any angle ...
cuts right, left, up, down or upside down ...
with no loss of power or carburetor adjustment.

Please call me about a free demonstration.
Please send me complete information.
Please send me name of nearest Homelite dealer.

Name _____
Address _____
Town _____
County _____ State _____

22 POUNDS
AS LOW AS **\$259** COMPLETE

THE NEW HOMELITE Model 17 CHAIN SAW

3.5 hp
BRAKE
Actual dynamometer rated horsepower



It's the easiest, simplest saw to handle on any type of cut ... notching, limbing, backing, horning or undercutting. Operates in any position, any angle ... cuts right, left, up, down or upside down ... with no loss of power or carburetor adjustment.

Cuts an 18 inch tree in 18 seconds

Here it is ... the highest quality one man saw at the lowest possible price ... a saw that will do all the cutting you want, easier, faster and with minimum maintenance costs.
Only 22 pounds complete, it gives you much more power per pound than any other saw ... 3.5 actual dynamometer rated brake horsepower ... enough power to take the backache out of sawing.
Built and backed by Homelite, manufacturers of high powered, lightweight gasoline engine driven tools for more than thirty years, this saw is a real production tool ... built for long, dependable performance.
Available with 15 to 36 inch straight blades or 14 and 18 inch plunge cut bows.

Send Coupon for Complete Information

See it ... try it ... in action and sample today for more information and demonstration.

Send coupon for complete information.
Please send me name of nearest Homelite dealer.

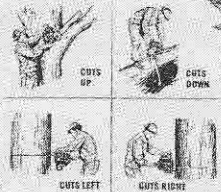
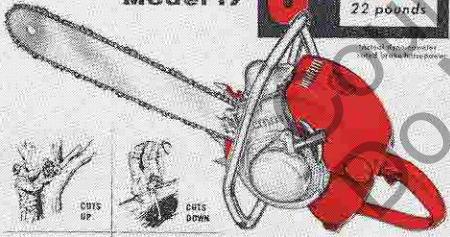
Name _____
Address _____
Town _____
County _____ State _____



Easy Does It with the Mighty Mite of Chain Saws

The NEW HOMELITE Model 17

3.5 hp
BRAKE
22 pounds
Actual dynamometer rated horsepower



It's the easiest, simplest saw to handle on any type of cut ... notching, limbing, backing, horning or undercutting. Operates in any position, any angle ... cuts right, left, up, down or upside down ... with no loss of power or carburetor adjustment.

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Available with 15 to 36 inch straight blades or 14 and 18 inch plunge cut bows.

Send Coupon for Complete Information

See it ... try it ... in action and sample today for more information and demonstration.

Send coupon for complete information.
Please send me name of nearest Homelite dealer.

Name _____
Address _____
Town _____
County _____ State _____

As Low As **\$259** Complete

Built and backed by Homelite, manufacturers of high powered lightweight gasoline engine driven units for more than thirty years, this sturdy, dependable saw will out-perform and out-last any other saw its size or price. Makes every type of cut ... notching, limbing, backing, horning and undercutting. Operates in any position ... cuts right, left, up, down or upside down ... without carburetor adjustment or loss of power. Available with 14" to 36" straight blades or 14" and 18" plunge cut bows.



Send coupon today for more information or free demonstration

HOMELITE CORPORATION, 4103 Riverdale Ave., Port Chester, N.Y.
Exclusive Distributors: Terry Machinery Co., Ltd., Toronto, Montreal, Vancouver, Ottawa.
Please call us about a free demonstration. Please send me information and demonstration. Please send me name of nearest Homelite dealer.

Name _____
Address _____
Town _____
County _____ State _____

ST AD CAMPAIGN IN HOMELITE HISTORY

Extensive plans are in the mill to make the period ahead one of the most dynamic from the standpoint of advertising and sales promotion in Homelite history. Spearheaded by a series of big, colorful magazine ads in the *Saturday Evening Post*, *Farm Journal*, *Country Gentleman* and *Progressive Farmer*, the power-packed Model 17 promotion is off to a flying start.

The striking 2-color national magazine ads (reproduced at the left) dramatically focus attention on Homelite's "more power per pound", easier handling, faster cutting and proved dependability. Close on the heels of the announcement ads in the national magazines, a second wave of Homelite ads—in every major state farm paper—follows through on the specific advantages of owning a Model 17: "22 pounds . . . \$259 complete"—major sales appeals to the thousands of farmers who want a dependable, lightweight chain saw that they can handle easily . . . at a price low-enough to justify part-time operation.

Combined circulation of the magazines used in the Homelite campaign totals more than 15 million copies, reaching prospects of all ages and income levels, both professional and part-time sawyers, in cities, small towns and farms. A famous independent survey group estimates that an average of over 50 million people will see these magazines carrying Homelite ads.

It is not possible as yet to give a complete outline of the many plans formulated in connection with all media, but dealers are to be given tremendous support on every hand—support that is destined to make 'HOMELITE' tops in consumer demand and the fastest moving chain saws sold in America.

There will be advertising in the nation's leading farm and trade magazines, and a completely integrated program covering all media that is destined to show real results in Homelite dealers' cash registers.

Supporting the hard-selling magazine advertisements, the complete and color-

ful package of point-of-sale material (described in detail in last month's issue of SAWDUST) includes many pieces rarely provided, even in promotions that are considered quite complete. Every piece does double and triple duty because it ties in with every other piece in the promotion. From a dynamic national advertisement down to a tiny unit display tag, the unified thinking back of this campaign is sure to pay off.

The big Model 17 drive is being given hard-hitting support by editors in all realms of communication who have been alerted and provided with a generous supply of Homelite material. Timely publicity stories, articles and photographs on the Model 17 have been supplied to newspapers, radio and television broadcasters, national and sectional farm magazines, company publications, forestry organizations, farm and lumber groups and special writers. No avenue of information is being neglected to make the Model 17 promotion one of the greatest ever launched in the chain saw field.

With rapid fire appeal for dealers and prospects alike, the imaginative campaign has already brought forth enthusiastic response from all quarters. Magazine inquiries, which have been pouring

in at a steadily increasing rate, are being processed and forwarded daily to the dealer closest to the prospect. For the benefit of dealers interested in knowing which publications produce the best inquiries for them, the chart below explains the key number system used to evaluate the 'pulling power' of individual magazines. Here's how it works: Every magazine on the 1954 schedule is assigned a basic number. In the case of the *Farm Journal*, for example, the number is 4500. To the basic number, we add a monthly number corresponding to the calendar . . . January is 1, February is 2, etc. When a Homelite ad appears in the March issue of *Farm Journal*, the key number (which appears in the address at the bottom of the ad) is 4503. When the Homelite advertisement appears in the May issue of *Progressive Farmer*, the key number will be 6205.

The stage for Model 17 selling is set. It is now the responsibility of every dealer to turn the campaign into a dollars-and-cents success in his own territory. With the right planning, with that extra effort and the use of the powerful ammunition in this program, every alert Homelite dealer should be able to sell more Homelite saws than ever before!

KEY TO 'BASIC NUMBER' SYSTEM

American City	100	Southern Lumberman.....	3700
Railway Engineering & Maintenance ...	200	Country Gentleman	3800
Fire Engineering	300	American Agriculturist	4000
Practical Builder	400	Journal of Forestry	4100
American Builder	500	American Forests	4200
Water & Sewage Works	700	Southern Planter.....	4300
Trees Magazine	800	Saturday Evening Post	4400
Construction Methods & Equipment.....	1000	Farm Journal.....	4500
Engineering News-Record	1100	Indiana Farmer's Guide	4600
Telephone Engineer & Management.....	1200	Petroleum Engineer	4700
Western Construction	1300	Southern Lumber Journal	4900
Modern Railroads	1400	Pulpwood Annual	5000
World Oil	1600	The Pipeliner	5100
Telephony	1800	Pulpwood Production	5200
Timberman	2000	Ohio Farmer	5400
Public Works Magazine	2100	House & Home	5800
New England Homestead	2500	Contractors & Engineers	5900
Rural New Yorker	2600	County Agent & Vo-Ag Teacher.....	6000
Pennsylvania Farmer.....	2700	Electrical World	6100
Michigan Farmer	2800	Progressive Farmer	6200
The Farmer	3000	California Farmer.....	6300
Nebraska Farmer	3100	Washington Farmer.....	6400
Prairie Farmer	3200	Oregon Farmer	6500
Wallace's Farmer	3300	Idaho Farmer	6600
Wisconsin Agriculturist	3400	Utah Farmer.....	6700

Homelites to the Rescue . . .

Here's a real human interest story passed along by Indianapolis District Manager Ted Skroch:

After a hard night on traffic patrol in stormy weather, Sgt. Eddie Sandera was walking around the county jail raising his arms in the air and exclaiming:

"It was just like from heaven, it was just like from heaven!"

A bolt of lightning cracked a tree on US-31 near John Beers road and sent it sprawling across the highway around 11 o'clock. On a slight incline, it was a particularly dangerous spot because drivers were apt to speed on this stretch of the pavement. The huge tree, about 3' in diameter, posed a traffic hazard which could have led to a fatal accident.

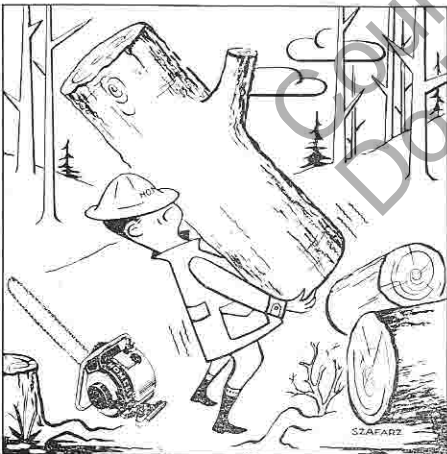
"However," Sgt. Sandera continued, "Red" Koebel and Howard Moyer, who live nearby, began flagging traffic around a ditch near the tree. They stayed there for nearly four hours. Meanwhile, Vere Giesler, who also lives nearby, came up with a chain saw and started to clear the road. Before long, Homelite salesman G. W. Slocum, of Rochester, Indiana, pulled up to the scene.

"The back of his car was loaded with saws", recounted the sergeant with a gesture, as his eyes lit up like Christmas trees.

Slocum and Giesler got busy. The Homelite made light work of removing the downed tree and by three o'clock traffic moved freely through the area.

"Put something in the paper about that", said the sergeant. To strengthen his request, he added: "You know—they didn't *have* to stay there."

FOR SAFETY'S SAKE



Use your legs when lifting heavy objects. A rupture or a sprained back can mean months in a hospital.

Note: We're enclosing a reprint from the November issue of THE TIMBERMAN. If you want extra copies for distribution to your customers, just say the word.

HOMELITE CUTS 6,000,000 FT

Enough Lumber To Make a Stack
5 Times as High as The Empire State Building or....

Build a 6 Ft. Board Fence From New York To Boston
...and Still Going Strong.

OWNED AND OPERATED BY
RAYMOND HUCKINS
NORTHFIELD, N.H.

The folks in Pittsfield, N. H. looked—then looked again—at this eye-catching poster on display in dealer Park Estabrook's shop. Reproduced in miniature above, the actual poster measures about five feet wide by four feet high and was hand-drawn to illustrate the long dependable service of a pre-production Model 20 MCS Homelite. Owned and operated since Thanksgiving, 1950, by Raymond Huckins of Northfield, N. H., this saw has earned its owner an estimated \$9 per thousand feet—and it's still going strong.

PRIZES STILL UNCLAIMED

Last month, SAWDUST reported the results of a cutting contest sponsored by dealer O. R. Anderson of La Crosse, Wisconsin, to introduce the 5-30 to loggers in his area. Since that time there have been seven more similar contests in District Manager Al Spencer's territory—\$10.00 prizes offered to anyone out-cutting the 5-30 with any chain saw weighing under 50 pounds.

Response during these meets has been tremendous—attendance averaging from 100 to over 400 people. *In no instance has the Homelite been defeated*, even though the competition consisted of 3- and 4-H.P. McCullochs, 5- and 7-H.P. Malls, 5-, 7-, 10- and 12-H.P. Titans and 9-H.P. Disstons. Chain Saw Specialist Nick Van De Ryn covered most of these events and here's his eyewitness account:

"After a competitive operator made his contest cut, he was given a chance to beat his own time with our saw. Even though our saw was strange to him, in most cases he beat his former time—using the Homelite. That's when the Homelite dealer invited him to trade saws, after explaining that the fast cutting is only one of the advantages of owning a Homelite. To prove this technique works, an average of five saws were sold 'on the spot' . . . not including all the excellent future leads received."

Long Way From Home



If you've ever gotten into a discussion on the merits of matchbook advertising, you probably remember hearing about the number of times a matchbook is looked at in the course of its life span. Conservative estimators say between 20 and 40 "looks" . . . match salesmen claim 100 to 300 times is not uncommon. Bob Perkins, one of Homelite's Production Engineers, wonders how many people saw the matchbook shown above—he found it on the steps of the post office in Harrison, New York.

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No. 19

APRIL, 1954

DEALER MEETINGS IN U. S., CANADA MAP PROMOTIONAL PLANS FOR '17'

Throughout the United States and Canada these past few weeks, Homelite dealers have been gathering in record numbers to discuss promotional plans for attaining record sales with the "Mighty Mite" in 1954.

Meeting in Quebec City, dealers listened to W. H. Terry, President of Terry Machinery Co. Ltd.—Homelite's Canadian distributor—and Marcel Dion, key Terry dealer, as they discussed the mechanical and engineering features of the new Model 17. Speeches by Nels Adair, Terry Sales Manager, and Eugene Carey, Homelite's Assistant to the Sales Manager, were translated into French for the dealers by Mr. Dion.

Mr. Carey, after describing the rapid growth of the chain saw industry, predicted that over 200,000 units would be sold in 1954. "This rapid growth," he stated, "was made possible by the de-

velopment of lighter, less expensive and more dependable saws—of which Homelite's Model 17 represents the ultimate! And despite the highly competitive market," he predicted, "Homelite dealers will achieve a giant share of this market by demonstrating the superiority of Homelite saws at every opportunity—and by staging aggressive advertising campaigns right at the local level."

Meanwhile, dealers in the United States were meeting at similar get-togethers, in groups large and small. A typical small group meeting took place at the Ten Eyck Hotel in Albany, New York, where dealers discussed sales plans for the new Model 17 with specialists from the North Arlington District Office.

Surprise feature of the Albany meeting was an advance showing of the new Homelite movie on farm woodlot management, "Chain Saws Turn Trees Into

Money". All agreed that the film combines an informative message along with a format of interest to the audience in general, and the farm audience in particular. They further agreed that local showings would do an excellent job for the individual dealer—prestige-wise and sales-wise. The film (described in detail on the next two pages) is now available from District Offices for showings before Granges, 4-H Clubs, forestry schools, community organizations and other interested groups.

As Sales Promotion Manager, J. Howard Maxwell, Jr. recently pointed out, "We have a big stake in the perpetuation of farm woodlots, and the chain saw is an integral part of that operation. When a farmer sees this movie, we hope it will make him realize that his woodlot, just like grain or livestock, can be a real money crop!"

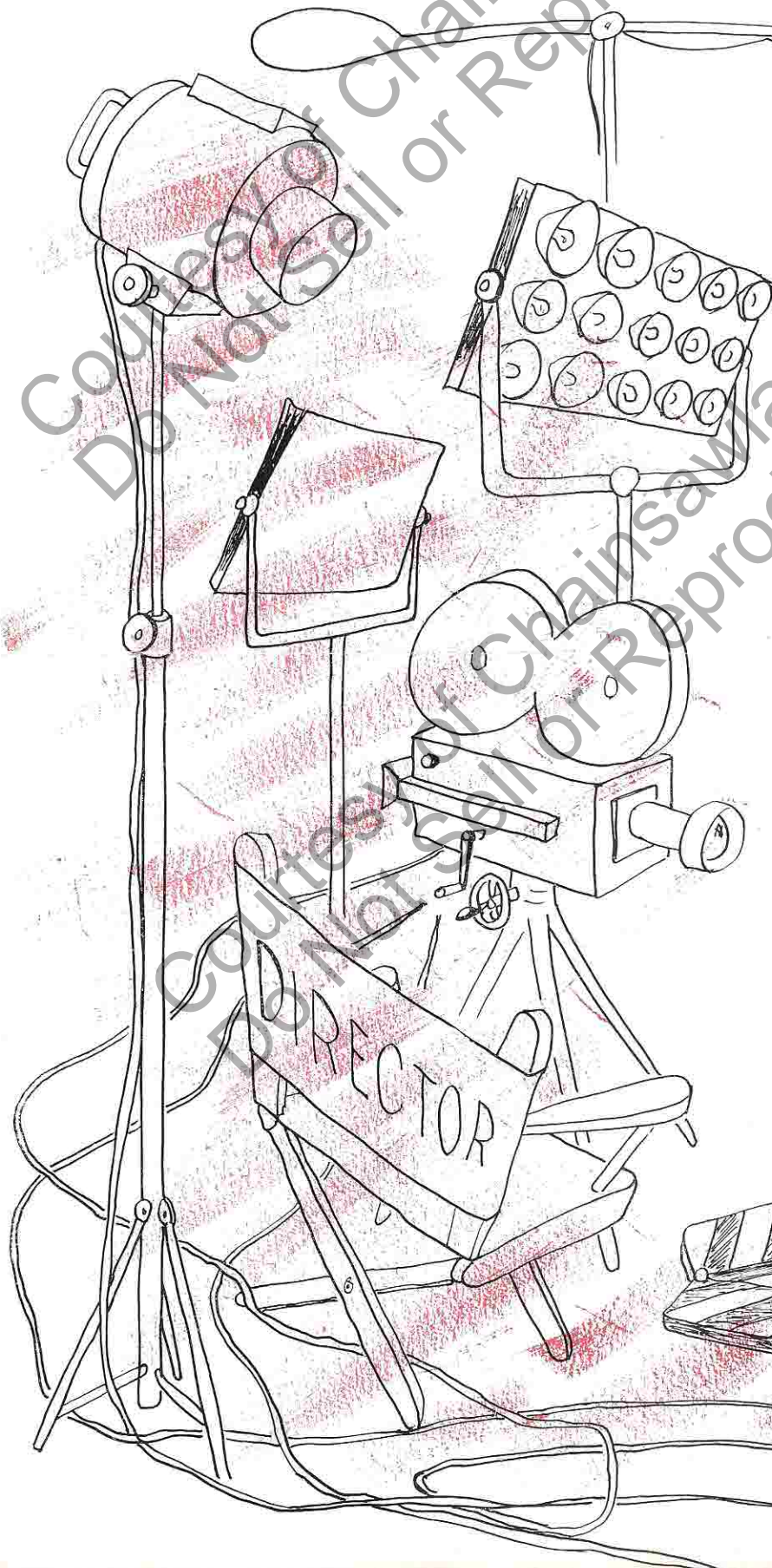
Canadian dealers meeting in Quebec City



Albany District dealers meeting in Ten Eyck Hotel



HOMELITE MAKES A MOVIE O



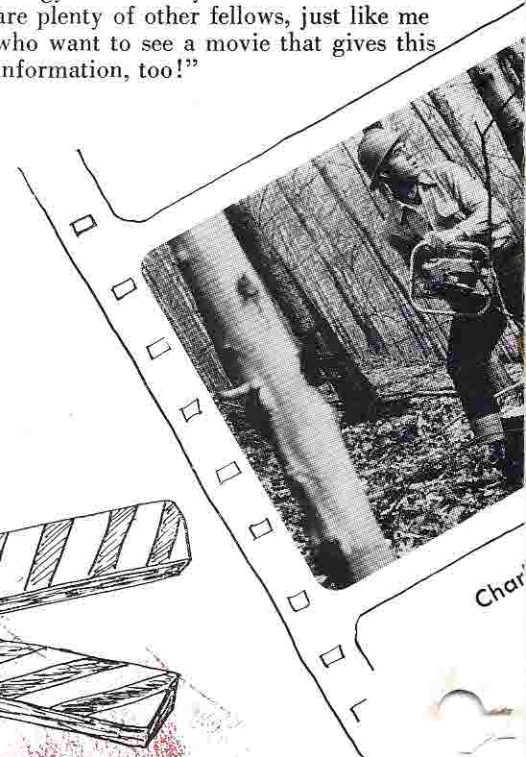
This is a story of a chain saw movie, but unlike standard "How-To" movies, it has a plot which took two years to hatch, and a hero named Charlie. The plot was premeditated; the hero was not.

Charlie arrived at the Homelite factory one morning late last fall. He wanted to clear a right-of-way for a power line into his farm in Rock Rift, New York. To help speed the job he wanted a chain saw; he also wanted instructions on how to operate it properly.

"Do you have a training film that will show me how to use one of your saws?" Charlie inquired.

His question was met with a blushing "no". Plans *were* in the works to produce this type of motion picture, Charlie was told, but unfortunately, there were so many other things to be done during the past two years and so little time . . .

"But," Charlie interrupted, "I'd like to see such a training film *now!* I want to buy a chain saw—I want to find out the *right way* to use it . . . what it can do . . . how it will help save me time and energy and money. And I'll bet there are plenty of other fellows, just like me who want to see a movie that gives this information, too!"



Char

F TREES . . . MONEY . . . AND CHAIN SAWS

Charlie was right. Many farmers and lumbermen wanted to see such a film. Dozens of requests had already been received from 4-H clubs, county agents, forestry schools, civic organizations, etc.

But, finding the time to produce the movie, picking the location, selecting the actors—all these details had to be reckoned with. And here's where our hero came to the rescue:

"Listen," said Charlie. "You want to produce a training film; I want to clear a right-of-way. I've got a big tract of land with plenty of trees on it, all kinds of trees. You can use my farm, if you'll teach me how to use the saw—and you can film the movie right on the spot! It'll be the real McCoy . . . no hired actors, no trumped-up stage scenery, no phony sound effects. I'll call my brother, Doug Downs—he's with The March of Time—he'll be glad to shoot the movie for you!"

Charlie's idea was accepted. Doug Downs gathered his equipment and drove up to his brother's farm.

There he met his new technical advisor, chain saw specialist Tom Stever; he also met Bill

McDonald, the man who, as

the local Homelite dealer, would teach Charlie how to operate the saw properly.

And so it began. Bill McDonald instructed Charlie on correct safety practices in the woods—how to take care of the saw . . . how to assemble it . . . how to carry it . . . how to start it . . . how to shut it off. He taught him the latest techniques of harvesting timber—how to notch a tree and fall it and buck

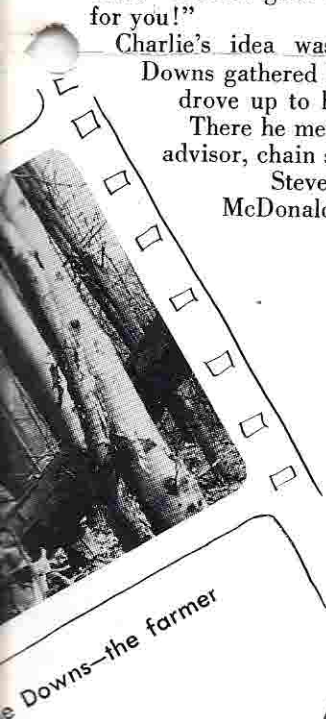
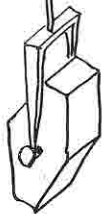
it into standard-size lengths. And Charlie listened, and watched, and learned. He operated the saw by himself, while Bill checked his progress. And the movie camera recorded their every movement.

When Charlie found how quickly the right-of-way was going, he called in his local forester, Charles Kresge, for advice on turning his wooded acreage into a money-producing tree farm. Mr. Kresge was glad to help. He demonstrated

good forestry habits like selective cutting, thinning out weed trees, and a replanting program. Using an increment borer to remove a small core of wood for an examination of a tree's growth rings, the forester showed Charlie how to take full advantage of soil, rainfall and climate by leaving only those trees which are growing at their *maximum* yearly rate. Again Charlie listened, and watched and learned. And the movie camera continued to roll.

The camera didn't stop until Charlie's log harvesting operation came to its normal conclusion . . . from the loading of the logs onto his truck, to their arrival at the mill. Then, with the shooting finished, Doug Downs called on his March of Time associate, Westbrook Van Voorhees—one of America's most famous voices—to narrate the completed 30-minute film.

Because the movie is an actual step-by-step documentary about the profits to be made from a tree crop, we've titled it, "Chain Saws Turn Trees Into Money". The Farm Film Foundation praises the picture, so does the Princeton Film Center and the American Pulpwood Association. We hope you'll like it, too!



Downs—the farmer



Charles Kresge—the forester

Bill McDonald—the dealer

5-30 and 17 Models Whip All Comers

Two reports this month from widely separated states—New Hampshire and Wisconsin—where Homelite dealers have been boosting sales with a spectacular series of Cutting Contest Days.

Dealer M. E. McLoud of Plymouth, N. H., tells about two of his 5-30 customers, Andre Shabot and David Rice, scoring smash victories at the Plymouth and Bristol, N. H. carnivals. "Against three leading competitive saws at Plymouth," says Mr. McLoud, "Homelite took 1st, 2nd and 4th place with Mr. Shabot making two cuts in a 10" x 10" red oak timber in 28 seconds. At Bristol, Mr. Rice defeated four other competitive saws with three cuts in a 10" x 10" hemlock timber in 32 3/10 seconds."

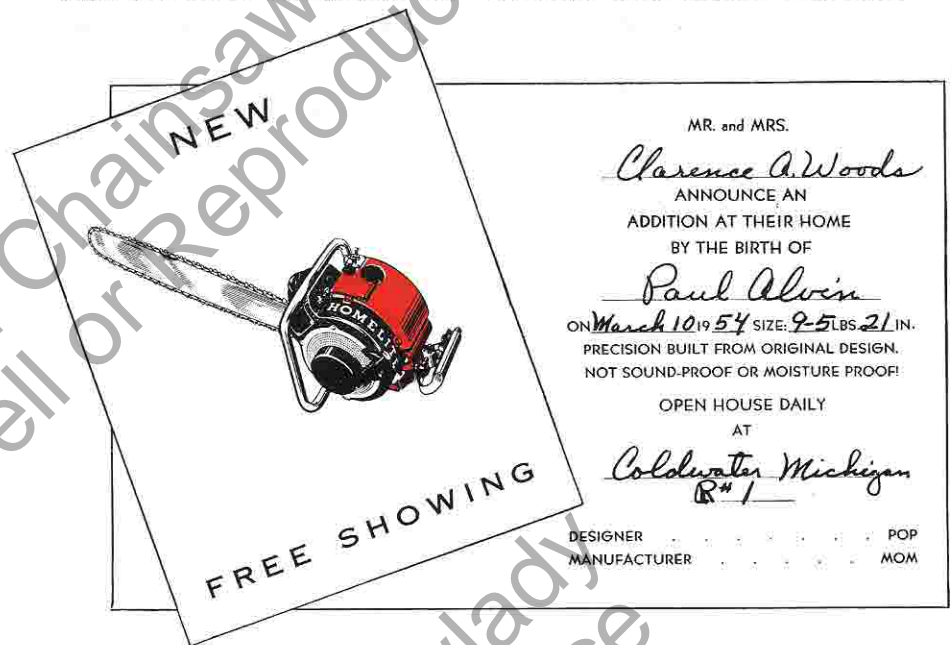
And from Chain Saw Specialist Nick Van De Ryn, "You might like to hear that something NEW has been added to the last few Homelite Cutting Contest Days in Wisconsin. We still challenge them with the 5-30, but when they show up *we beat them with the Model 17!*"

"So far the 17 has whipped a McCulloch 4-30 and 47, a 2-MG Mall, and a Model 40 Titan. As one farmer was overheard telling his neighbor after trying the 17, "That little demon is the cuttingest son-of-a-gun I ever saw—I'm buying one right now, even though I got no use for it till fall."

PAW CHESTER says . . .

Arrange a date to show the new Homelite movie in your own community. To be sure of getting it on the day you select, contact your Chain Saw Specialist or District Office today!

ANNOUNCE ARRIVAL OF FUTURE HOMELITE DEALER



Mr. and Mrs. Clarence A. Woods of Coldwater, Michigan, recently sent out one of the most unusual birth announcement cards ever created (see reproduction above). We're told that Master Woods can already count to 17 and he's been overheard mumbling, "3.5 actual dynamometer rated horsepower."

TESTIMONIAL LETTERS CONTINUE TO FLOOD FACTORY!

EAST BERKSHIRE, VERMONT

I work in the lumber woods and I have seen and used a number of different kinds of saws. There are five different kinds of saws in the field around here and this Homelite will cut around all of them. In my opinion it should be called 'King' of the woods. I can't say I have seen any make of saw that handles so good or will cut so fast and do it so easy—it will hold its own for long wear against *any* saw I have ever seen.

(signed) Harry W. Mayo

NATCHEZ, MISSISSIPPI

After purchasing the Homelite chain saw, I was willing to immediately recommend it to my friends . . . it's doing fine and has given me the best of cooperation . . . I believe I took a wise step when I chose Homelite as my new saw.

(signed) Lee Davis

HICKSVILLE, OHIO

After 15 gallons of gas used in my saw, without one minute trouble, I can truly say that I am happy to own a Homelite saw.

(signed) W. C. Meek

BEEBE, ARKANSAS

I sure like my chain saw, it cuts better than any saw that I have ever used . . . and I have used all kinds. I like it better every time I use it.

(signed) Edward Rettig

MONROE, NORTH CAROLINA

I have owned two Homelite chain saws before this one, but I like the 5-30 best of all . . . I think it is the 'cuttingest' little thing I have ever seen. I have cut about 50 thousand feet of lumber with it and I sure do like it . . . I don't think there is another saw that will beat it.

(signed) Clyde Little

ST. PETERS, PENNSYLVANIA

My 5-30 Homelite Chain Saw is the fastest cutting one-man saw I ever used. I have cut 800,000 board feet with it and never as much as cleaned out the cover. I have one of your old model Homelites at my home at Troutdale, Va., it has had gas and oil in it for 3 years, and each time I go home I cut fire wood with it and it never fails to start up. Homelite is certainly the saw for me!

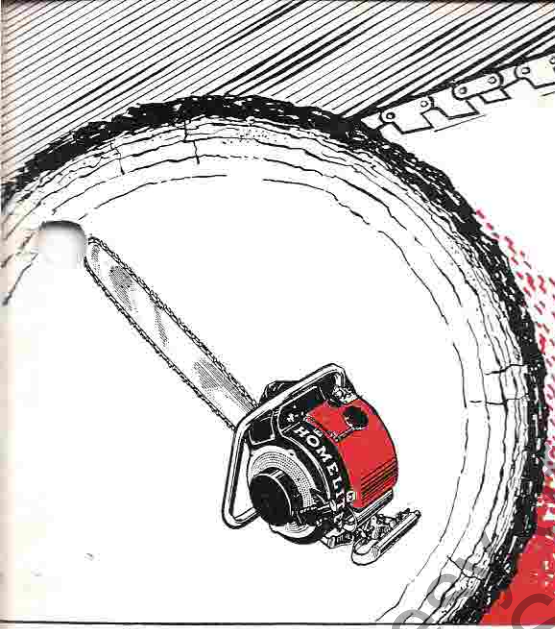
(signed) B. M. Shumate



HOMELITE AT '54 CLEVELAND SPORTSMAN'S SHOW

Displaying all three Homelite chain saw Models, this colorful 1954 Sportsman's Show exhibit (pictured at the left) proved to be one of the best-attended booths at the Cleveland Arena. A Branch sponsored half-hour radio program, direct from the Arena, generated additional interest.

The week-long show featured a staged nightly log-cutting competition between a team of cross-cut sawyers and a Homelite man with his Model 17—with Roy Daggett, Harry Throckmorton and Jack Hewitt alternating as the Homelite 'men'. As Roy put it, "The first time I performed in the act, I was unable to hold back enough, so I accidentally won. I apologized to the cross-cut team afterwards."



SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 20 MAY, 1954

DEALERS MAKE FINAL PLANS FOR APPROACHING 1954 FAIR SEASON

With the approaching 1954 fairs just over the horizon, Homelite dealers are setting the stage for what promises to be one of the biggest selling seasons in chain saw history! Full-speed-ahead activity on the part of dealers is evidenced by (1) the huge volume of advance publicity being prepared and scheduled for local newspaper and radio promotion, (2) the increased number of fairs at which dealers are reserving booths, and (3) the record rate at which requests for point-of-sale display material are being received at Port Chester.

While the Model 17 is expected to draw the majority of farmer-prospects to Homelite booths, many dealers feel that a high percentage of their leads and sales will come as a direct result of demonstrating the Models 26 and 5-30. "For the first time since we've begun showing at fairs," says Sales Promotion Manager J. Howard Maxwell, Jr., "dealers will have a complete line of chain saws to exhibit. This will mean a great deal at the fair grounds," he continues, "because now every chain saw prospect will find at least one Homelite Model that's 'just right' for his needs!

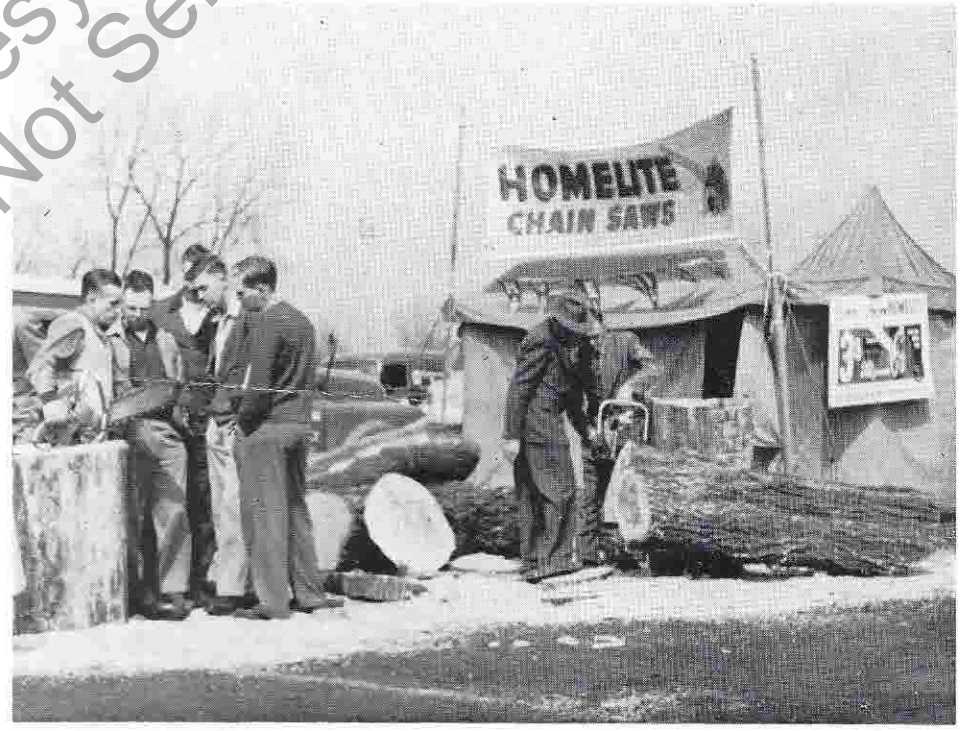
"Prospects are going to be out there on the Midway, asking and buying. They'll be looking for new and better ways for working and living. And," says Mr. Maxwell, "the dealer who moves

his showroom out of his store and into the fair, will come face to face with hundreds of new prospects he never could reach before. He'll be building a prospect file that will keep his sales up for months to come!"

In line with this thinking, dealers expect to put on intensive day-long demonstrations to attract and hold the crowds. "A good-sized tent, an eye-catching display

and plenty of logs for cutting," that's how one Midwest dealer describes his fair plans. "And just as important as making on-the-spot sales," he says, "my name will be remembered long after the fairs are over." Another reason for fair exhibits . . . another reason why Homelite dealers will again be out in full force this fair season . . . building goodwill, building sales!

Type of exhibit that Homelite dealers will use to draw crowds during the 1954 fair season.



MEET ABE ECK

HOMELITE DEALER OF THE MONTH



Abe Eck checks his Homelite window display.

"We give people the facts, and then we back up our statements with a demonstration." That's Abe Eck's formula for success. He's been using it to sell Homelites since 1949. In all that time he has never lost a sale because of competition!

"There was one prospect about a year ago," Abe admits, "to whom I couldn't make a sale—but that was because of price. He wanted me to cut the Homelite price and when I refused he bought a cheaper saw from a competitor. No amount of talk or demonstrating had any affect on him . . . he just wouldn't spend more than \$300. But he'll be back," Abe grins, "especially now that we've got the Model 17!"

Not a man to make idle claims, dealer Eck knows from experience that sales of the Model 17 in his Williamsport, Pa. territory are coming along very well. Of the more than 100 Homelite saws he sold during the first three months of this year, about one-third have been Model 17's. A good record? Not good enough for A. J. Eck: "Our big selling season hasn't even started yet," says Abe. "Just wait till we show this saw around at fairs," he smiles, "we'll keep the factory on overtime just filling *our* orders!"

SELLS ALL THREE

"Of course," Abe explains, "we'll have the 26 and the 5-30 with us, too, because

we don't believe in 'pushing' one model and neglecting the others. Each saw has its advantages and I consider it our responsibility to sell the prospect the unit best suited for his individual needs. That means selling the 5-30 when a man needs that *extra* power for his work . . . selling the 26 for regular jobs . . . and selling the 17 if the prospect can use a smaller unit. *Every* Homelite model is tops in its price and power range—that's why we're promoting the complete line as aggressively as we know how!"

And dealer Eck certainly knows how to promote! In addition to showings at fairs and newspaper advertising and radio announcements and point-of-sale merchandising, Abe believes in getting out in the field and selling *hard*. He and his son, Joe, start their day around 4:00 every morning. They visit customers to find out how well their saws are operating and remind them about the Eck's twenty four hours a day, seven days a week service. In making the rounds, they cover their territory with a fine tooth-comb in search of new prospects, too.

"When we get leads from the factory or from satisfied customers," says Joe, "we get right out after them the same day they come in, if possible. If not, we follow-up the lead the very next day! We know," Joe adds, "that if we get an inquiry, chances are the prospect has written to three or four other manufac-

Abe and Joe exchange a few selling tips before setting out for the day's demonstrations.



turers. We figure the first man there has the best chance to get the order."

CITES RECENT CASE

"Here's an example of what Joe is talking about," says Abe. "The other day we got a lead to call on a farmer who was interested in buying a chain saw. I had a 5-30 sitting in the back of my truck and I rushed out to his place . . . only to find a Mall representative already there. The farmer seemed to be ready to buy the Mall, but when I drove up he said the man who showed him the best saw would get the order. He even told us he had the money in his pocket."

"Well," Abe continues, "my competitor was so confident that his big Mall would out-cut the 5-30, he wanted to wager \$25 on the side. I knew he wouldn't feel too well when he lost the sale, so I didn't have the heart to see him walk away minus \$25. I declined the bet. Instead, I offered to let him make his demonstration cut first."

"As it turned out, the Mall refused to start; and after some tinkering and figuring he decided the chain was no good. So the prospect and I waited patiently as the old chain was taken off and a new chain put on. Finally, when the saw got started, he picked a tree 30" in diameter and cut it down in 19 minutes. This feat looked pretty good to the farmer," Abe reflects, "until I brought down a 33" tree

in 5½ minutes! The prospect kept his word, and as I pocketed the money I couldn't help thinking that if I hadn't come along just at that moment, the sale would have surely been lost to Mall!"

WELL-KNOWN NICKNAME

Folks around Williamsport refer to Abe affectionately as the "Bull of the Woods". Asked about how he happened to acquire this title, Abe explains modestly that it probably began about three years ago when he was called to demonstrate a Homelite to the Lock Haven Paper Company. "There were quite a few competitors there," says Abe, "and we were all told where to go to cut this lumber. It was up a steep hill, axle deep in mud. I had just bought a jeep so we loaded four saws and four men and started."

"The trees were large and my competitors said they wouldn't cut trees there because they were afraid of sliding on this hill. Mr. Stover, of Lock Haven, then asked me how I felt about it and I told him I had no fear for my life or for that of the Homelite. I sawed successfully and after that everybody began to call me "The Bull of the Woods!"

Despite his many years of personal selling experience, Abe still credits much of the success of his business to his son, Joe, and to mechanics Fred Dorner and Leo Beck, parts man Carl Hauke, and bookkeeper Margaret Hager. "If it weren't for all of us pitching in together, I don't think we could have made one



Mechanic Fred Dorner working at his repair bench.

tenth of the sales we've racked up.

"It's a wonderful feeling," Abe remarks, "to wake up in the morning and look forward to working with a team of experts. Joe is a crackerjack salesman, and we've got two of the best servicemen in the world, and there's nobody who can keep up with Margaret Hager or Carl Hauke when it comes to keeping the records straight. I guess I can't express it just right in words," Abe pauses, "but if you're working with a great crew like this, you probably know how I feel!"

To the "Bull of the Woods" and his able team, SAWDUST expresses its keen appreciation for a job well done. Here's wishing them many more years of continued success!



Above: Joe Eck selects a part for customer's 5-30 saw.

Right: "Team of Experts"—Leo Beck, mechanic; Margaret Hager, bookkeeper; J. Fred Dorner, mechanic; Carl Hauke, parts man; Abe and Joe.



Twenty-three Cords In Eight Hours?

From the May issue of PULPWOOD PRODUCTION comes another fine story about the great job being done with Homelite saws in the South:

It all started when Arthur Jennings, a 21-year-old pulpwood cutter working for Producers Thurston Baker and J. C. Pritchard, Jackson's Gap, Alabama, made the boast that he could take a one-man Homelite and cut 23 cords of pulpwood any day in the week.

Arthur talked so loud and so long that his bosses got together with Homelite Dealer Vinson Davis and Chain Saw Specialist J. C. Goodwin and plans were



Arthur Jennings as he looked at the finish.

laid to give him an opportunity to make good his boast. The test was set up for April 7th on the Zana Farm, an Alabama Power Company holding in Tallapoosa County. The site was covered with an even-age stand of 14-year old loblolly that had been marked for selective cutting. Average DBH for the timber was seven inches and the trees yielded an average of five sticks each.

Working with Arthur was a limbing crew of three men. He began by felling for fifteen minutes before starting to buck. Thereafter he pushed the limbing

MODEL 17 PICTURED AT RECENT OHIO SHOWS



Model 17 competes with team of cross-cut sawyers at Columbus' Midwestern Sports Show. Master of Ceremonies Monte Blue, microphone in hand, waits to announce the winner to the interested spectators. It was close, but the Homelite emerged triumphant.

Ruthie Haberacker, Ohio tennis champion, shows surprise at the extreme light weight of the new Model 17, as Harold Johnson, left, timber topping champion from Morton, Washington, and Chain Saw Specialist Jack How, left, stand ready to answer any questions at the Sportsman's Show in the Cleveland Coliseum.



crew hard throughout the day. Following close behind him was a loading crew with two trucks and later in the day a third truck had to be brought in to keep up with the cutting operation.

Though he started at a man-killing pace, Arthur quickly settled down to a constant speed that yielded him almost three cords an hour. He has a technique that makes *the saw* do the work. When possible, he puts the front part of the bow on the log and lets the weight of the saw do the cutting. When carrying the saw from one log to another, he places the saw on his right thigh and lets its weight rest there.

By the time Arthur Jennings finished his test, he had proved his point. He had cut 23.51 cords in eight hours!

For the full on-the-spot story—complete with hourly box score and cost figures—write the Advertising Department for a free copy of this excellent magazine. There's only a limited number of extra copies, so get your request in today!

Stone Age Axe Fells Tree

According to the NEW YORK TIMES last month, a Danish professor and his two assistants—all working feverishly—cut down a 28" fir tree in 19 minutes using a Stone Age axe. The purpose was to prove that ancient Danes cleared forests in this way about 5,000 years ago. His theory proved (but still exhausted), we understand the professor is contacting our Homelite dealer in Copenhagen.

FOR SAFETY'S SAKE



Beware of loose bark when walking on logs, a slip can cause serious injury. Pass this tip along to your customers.



SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 21

JUNE, 1954

FREE SHIPPING OFFER EXTENDED AS ORDERS MOUNT FOR NEW DISPLAY

Homelite's new value-packed display stand has really sparked dealer's enthusiasm! Orders for these colorful, All-Purpose Displays have been pouring in to the Advertising Department at a steadily increasing rate . . . from dealers preparing for summer fairs . . . from dealers setting up contest days . . . from dealers who just plain want to "dress up" their showrooms while showing all three models at the same time.

"As a result of this huge and immediate response," says Sales Promotion

NOTE: Orders for the new All-Purpose Display Stand are being filled as rapidly as possible. If you sent in your order by June 15th, your display stand will be shipped the week of July 26th.

All orders received after June 15th will be shipped within 5 weeks from date of receipt. Remember, the Air Mail Reply Card which accompanied the announcement broadside is still valid. Use the special Air Mail Reply Card (if you still have it) or the business reply card enclosed with this issue of **Sawdust**.

Get your display stand as fast as possible—ORDER TODAY!

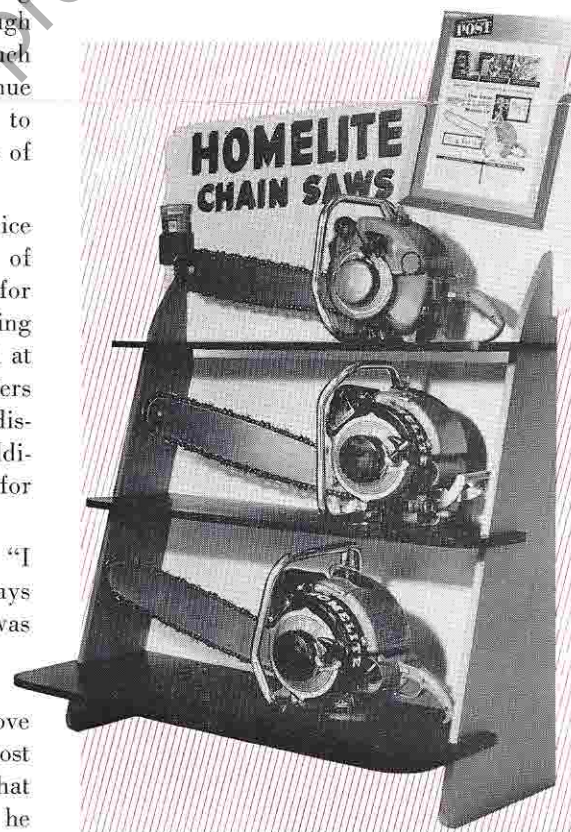
Manager J. Howard Maxwell, Jr., "we are contracting for a larger supply of display stands to keep up with the big demand! And," he adds, "even though the actual cost to Homelite is still much higher than \$25, we're going to continue the 'free shipping' bonus in order to keep the price down within the reach of every dealer's pocketbook!"

Extension of the \$25 "delivered" price is sure to come as a pleasant piece of news to many Homelite dealers who, for one reason or another, put off ordering their displays before June 15th. And at the continued low selling price, dealers who originally requested only one display stand, are expected to order additional units—one for the store, one for the fair.

"Frankly," Mr. Maxwell confides, "I didn't expect to see these new displays 'take hold' so quickly. Of course, I was convinced that the All-Purpose Display was the hottest item we ever offered: it's easy to put together and move around . . . it's small enough to fit almost any place . . . it's priced so low that every dealer can afford one. Still," he smiles, "the tremendous flood of orders was even greater than I had hoped for."

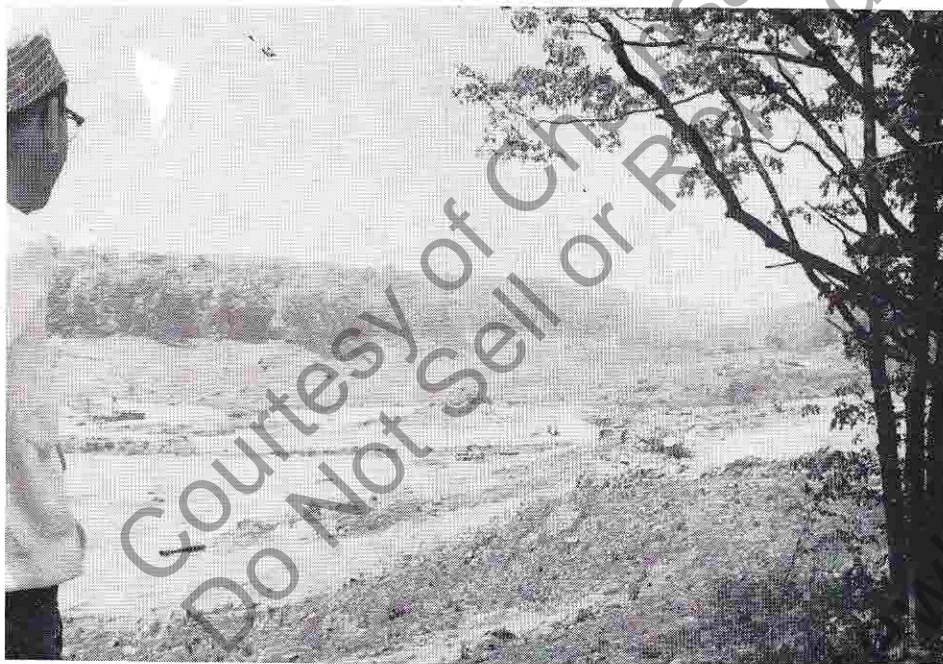
"With these colorful plywood stands attracting the crowds all year 'round," Mr. Maxwell predicts, "Homelite dealer

profits will reach a new high—in display value, in remembrance value, in sales value!"



Precision-built of sturdy, top-quality $\frac{3}{4}$ " fir plywood, Homelite's new All-Purpose Display Stand is 5½ feet high, 4 feet wide and 2 feet deep. Finished in brilliant lacquer colors—red, green, yellow and black—the versatile unit is shipped "knocked down" in a sturdy re-usable wooden case, ready for easy, three-minute assembly.

DAM SITE EASIER WITH MODEL 17



Walter Gorsky, of Homelite's experimental department, views project from construction office overlooking dam site. Dam will stretch 1,000 feet across valley. Sawmill is located in distant background.

Top performance of Homelite's Model 17 as a production saw, is being seen in the immediate vicinity of the Homelite factory in Port Chester, New York. Fifteen miles away, in the Mianus River valley, a vast expanse of woodland is being cleared to make way for the backwaters of the Greenwich Water Company's new Mianus River Dam.

The dam will be located 1-3/4 miles below the Connecticut state line. The three mile long reservoir, which will take approximately four months after completion of the dam to fill, will reach across the line into New York State and supply water to parts of Connecticut and Westchester County, New York, a growing region which has suffered an acute water shortage the past five years.

UNIQUE OPERATION

While the dam, scheduled for completion by January 1, 1955, is being constructed, the job of clearing over 250 acres in the upstream area has been sub-contracted to the Woodridge Lumber Company of Stamford, Connecticut. The clearing operation is unique in several respects; a crew of experienced loggers has been brought in from Northern

Maine to do the work, and a complete lumber camp built for their use. In many projects of this type, all the trees are cut down and burned, but due to the fine quality and size of many of the trees being cut, a fully equipped sawmill has been set up *right on the job*. Soon after the trees are felled, logs are taken to the mill to be sawed and the lumber sent to buyers. Charlie Hickey of the Woodridge Lumber Company, in charge of the entire operation, has this to say about the progress of the work: "Our job started three months ago and over one hundred acres have been cleared so far. Early December is the deadline, but at the rate we are going," he grins, "we'll wind up the job *long* before then."

The loggers started cutting early in March, using three of the first Homelite production Model 17's and three chain saws of a competitor. Factory representatives, anxious to watch the Model 17 being used by men who had never seen it, visited the job

Loggers at reservoir project use six Model 17's to "scalp" a valley in re

several times to learn their reactions to it. It also served as an excellent opportunity to find out how an outsider would rate the Model 17 against one of Homelite's leading competitors. The men were high in their praise of Homelites, making no secret of the fact that they much preferred them to the other saws. "One of my men," says Roy Hill, foreman of the loggers, "liked the Model 17 so much, he carried it all the way to the mess hall at lunch time. He knew if he left it in the woods where he'd been working, someone else would take it and leave the other saw in its place."

USE EXPERIMENTAL MODELS

This area represents part of one of the last sections of natural wilderness in this vicinity. The forest, so dense in many

Walt Gorsky removes drive case cover to explain principle of clutch operation to Docite Saucier (L.) and Wilbert Gagnon (R.)



L 17!

clearing el 17's to cord time!



Sawdust flies as Wilbert Gagnon completes cut.



The 31" tree falls as he stands back to watch.

places that walking is practically impossible, contains many trees measuring well over four feet in diameter. Because large production jobs are rare in this area, and since this type of production work with the saws being used constantly is ideal for experimental purposes, Homelite decided to offer three experimental Model 17's for use on the job with the provision that our mechanics could check on them regularly, install new parts for test purposes and record data on their operation. Charlie Hickey accepted the offer and decided to shelve the other saws—the men didn't want to work with anything but the 17's. "Now," says Charlie, "one of the others is used only if one of the experimental Model 17's has been pulled into the factory to be thoroughly inspected, and," he states, "the man using it doesn't stop grumbling until he sees the jeep coming up the road returning the 17!"

The crew consists of forty men, mostly French-Canadians, from the Eagle Lake section of Maine. They work in groups of four or five, one man with a chain saw felling and bucking, another with an axe trimming brush, marking lengths and driving wedges. The others, working with one or two horses or a small bulldozer, skid the logs and load them on a truck or on a sled which is dragged to the sawmill with a bulldozer. Five or six similar groups are kept busy ten hours a day feeding logs to the sawmill. The mill, employing eight, has been set up in a central location and turns out between 10,000 and 12,000 board feet a day—hickory, oak, poplar, birch, maple,

ash, beech, tulip and hemlock. After all marketable logs have been sent to the mill, the pulpwood is taken out. The remaining brush and wood is piled by bulldozer and left to dry and burn. Everything from cutting brush to felling a 56" tulip tree (the largest taken out so far) has been done with the Model 17's, all six of which have 20" guide bars.

CREDITS HOMELITE

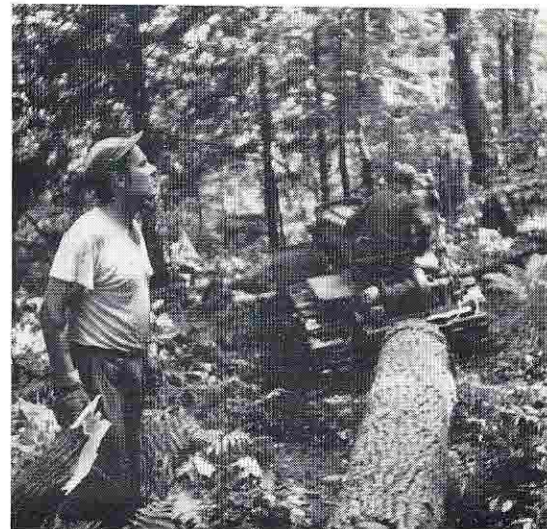
The entire operation is quick and efficient and according to foreman Hill, "Much of the credit for the speed of operation should go to Homelite. We knew when we started that a lot of cutting had to be done on the steep and rocky sides of the valley, where most of the trees lean and are hard to get at. But thanks to the easy handling, all-angle-cutting 17," says Roy, "we've had *very little* trouble where we thought we'd have *plenty*."

"The men all agree that the Homelite is tops," continues Roy, "they particularly like the light weight—and when you carry a saw around all day that sure means a lot." When asked how he *personally* likes the 17, Roy confessed, "Well, when I first saw it, I didn't like it because it looked so small. But when I tried it out and could see that it has plenty of power and is a real production saw, I changed my mind—fast! I'll tell you right now," he admits, "that if I ever buy another chain saw for my own use, it'll be a Homelite. I've used a lot of chain saws and none of 'em can hold a candle to this Homelite 17!"



Gagnon quickly squares butt end of log.

Below: Log is skidded to loading site after being chained to tractor by Rosaire Charette.



DEALER USING TESTIMONIALS TO PROMOTE HOMELITE **SILENCE IS GOLDEN**

ASK 'EM!

The Men Who Use HOMELITES KNOW!!!

Grant Bennett

... well-known Willits Logger, made \$3,500 with his HOMELITE Chainsaw at a cost of only \$35.00 for maintenance (both parts and labor on his HOMELITE*)

Only 1 CENT for each \$100 Earned!!!

Claude Branson

... Branscomb logger, used his HOMELITE steadily for 18 months. He paid only \$11.68 for parts and labor to maintain his saw* and his HOMELITE is still Going Strong!!!

* COST OF CUTTING CHAINS NOT INCLUDED

GET YOUR HOMELITE AT

GLENN'S

Chainsaw and Automotive Service

1550 South Main Street

Willits

Dial 2303

Here's one of the best newspaper ads run by a Homelite dealer this month! Reduced from its original 2 columns x 6" size, this ad is one of a regular series being used by California dealer Glenn Carbray to help spark Homelite chain saw sales in his territory. Limited space prevents reproducing other fine advertising examples from the following dealers: Girard and Chiochi, Loretto, Michigan; L. W. Thomas, Wilson, North Carolina; Boserman Sales, Franklin, West Virginia; Floyd's Saw Service, Coeur d'Alene, Idaho; and Higgin's Machine Works, Kingston, Idaho.

THE BIGGER THEY ARE . . .



Above: the result of a 15-minute session between a Model 5-30 and the biggest cottonwood tree in LaCrosse County, Wisconsin. Using a 28" guide bar, Homelite Dealer Charles Knudsen of Mindoro, felled the huge tree on Christ Severson's farm in Bangor. Its dimensions: on the stump, 6' x 8'; circumference: 26'.

As Chain Saw Specialist Marshall Gould puts it, "When you're making 'cold turkey' calls trying to sell Homelites, never underestimate the power of a demonstration!"

Seems that Marshall was driving through his New England territory one fine morning when he came upon a crew of men working on the removal of a large tree. "They were using a Model 26 and a 5-30," says Marshall, "and I stopped and asked if they had seen the new Model 17. They admitted that they hadn't, but if I wanted to waste my time they would be willing to watch it operate."

"That would do for a watch job," was their first comment as I removed the 17 from my station wagon. I shrugged off this sarcastic needling, and after assuring them that remarks should come later, I made a few cuts with the 17. Then each of the men tried it. No remarks this time, not even a syllable—pro or con. I retrieved my 17 and took leave of this 'mute' group—my voice was still in operating shape, and I had a few important calls to make before sundown.

"A few days later," Marshall continues, "I stopped by to see the local dealer. Imagine my surprise when he greeted me with a hearty handshake, a brisk pat on the back and a fine Corona cigar. He was thanking me for sending those men into his store. They bought a 17 on their lunch hour—45 minutes after witnessing my demonstration!"

FOR SAFETY'S SAKE



Be sure to clear an exit area before felling—sometimes you have to move out of the way fast! Pass this tip along to your customers.



SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 22

JULY, 1954

HOMELITES WIN MAJOR VICTORIES AS 1954 CUTTING CONTESTS BEGIN

Boys will be boys, and chain saws will be chain saws. And when you get them both together, you're bound to strike up a rip-roaring, sawdust-flying cutting contest that would put a Fourth of July celebration to shame!

Last year in dozens of chain saw cutting contests all over the country, Homelite owners pitted their saws against all comers—and nine times out of ten, Homelite won! From results of the first few contests in 1954, Homelite appears destined to repeat its spectacular record.

In the main-event of the Central Coast Championship Chain Saw Contest—open to all one man saws—Ray Liebenberg of Los Gatos, California, captured the first prize using a Model 5-30 that sliced through a 25 inch fir log in 46.25 seconds! Second place went to Ray's brother, Les Liebenberg, a Homelite dealer located in Boulder Creek. Fifth and sixth prizes went to Homelites, too, but they were nosed out by two competitive makes for third and fourth positions.

This failure to make a clean sweep of the field was quickly erased when four Homelite Model 17 chain saws were entered in the Featherweight contest competing against five other saws. The result: Homelite, 1st; Homelite, 2nd; Homelite, 3rd; Homelite, 4th!

"Of interest to all dealers," says San Francisco District Manager Bob Glidden,

"is the fact that Homelite's popularity is growing stronger by the day. Of the thirty chain saws entered in the various cutting contests," he states, "TWENTY were Homelites!"

Again at the Paul Bunyan Fair in Orick, California, Homelite 5-30's proved their prowess in retaining the One Man Saw Championship of Humboldt County. Last year, Homelite placed first; Mall took second, third and fifth; McCulloch placed fourth. In this year's contest, Homelite won *first, second, third, and fourth*; was tied for fifth by McCulloch!

Chain Saw Specialist Jim Walsh, on hand at the Paul Bunyan Fair, reports "the winning time in the 36 inch diameter peeled redwood cutting competition was 51.5 seconds. This time includes starting the saw and getting to the cut. And even though we've been known to do better," says Jim, "the crowds were highly enthusiastic about the Homelite triumph. This should mean a lot of sales for the local dealer, Western Chain Saw," he concludes. And SAWDUST adds—Homelite dealers in *all* sections of the country will benefit from these victories . . . news spreads fast and buyers of chain saws are keenly interested in proof of a saw's superiority before they plunk down their money. These contests will certainly go a long way in *proving* Homelite's superiority!



THAT AIN'T RAIN, IT'S SAWDUST—At California's Sonora-Tuolumne Cutting Contest, Homelite Dealer Les Liebenberg scores another Homelite victory with his Model 5-30.

Les (back to camera) accepts judge's first prize, a Homelite Model 17, as cheering crowd looks on. A Homelite 5-30 took 2nd place, a McCulloch 7-55 placed third.



MEET WILBERT F. YOUNG



HOMELITE DEALER

OF THE MONTH

"Regardless of who the prospect is, or where he comes from," says Homelite dealer Wilbert F. Young, "the best way to sell him a chain saw is to present it as *quality* merchandise. Show him what a quality saw will do for him, and you'll not only win scores of new customers," Bill Young believes, "you'll be building a business that *can't help* but succeed!"

Operating in Titusville, Pa., under the name of Fischer and Young (partner Thomas F. Fischer died in 1943), Bill owns one of the largest band mills east of the Mississippi. His dual venture seems to be extremely profitable from both ends: last year, this mill turned out over eight million board feet, while Bill was shattering all kinds of records selling Homelite saws! "I guess folks figure that as long as I sell choice lumber, I probably handle the best chain saw, too. You know something," he grins, "they're absolutely right!"

Ambitious and hard-working, Bill was one of the first Homelite dealers established in Western Pennsylvania. "I was on the look-out for a good line to sell," he reflects, "and when I saw that Homelite operate in the woods, I *knew* it was a natural for me."

Back in 1949, chain saws were a rare tool. Running the mill a good part of

the day and demonstrating the saw at night and on weekends was no picnic—especially when loggers and pulpwood cutters were satisfied with their old-fashioned hand saws. But Bill never let himself get discouraged. He established a complete shop inside the mill with all the tools and equipment necessary for sales and service. As business picked up, he added a four-wheel drive station wagon and a couple of servicemen to help keep the flow of work moving smoothly.

And as the chain saw business flourished, so did his mill. "By January, 1953," Bill says, "business had grown to such proportions that I was forced to lease a larger building to be used *exclusively* for the chain saw work."

Now employed in the chain saw operation are four men plus office help. Two local men, Ron Glass and Bud Rodgers, trained in the Pittsburgh district office, handle the sales and service. Together with their sub-dealer, Farmers' Supply in Meadville, Fischer and Young now covers a territory of over 2,000 square miles. A thorough knowledge of the needs of chain saws users in this territory, and how the Homelite can best fulfill these requirements, has paid excellent dividends for the active crew.

Bud, who is also general manager of Fischer and Young, reports, "In our territory, about 70% of the Homelites have been sold to saw log cutters, 20% to pulp cutters and 10% to farmers. "Now that we have the 17," adds Bud, "sales to farmers have been climbing steadily."

"Our chain sharpening service brings in a lot of saws regularly," says Bud, "Ron and I can check them over and make sure they're in tip-top condition. In some cases we spot trouble before it begins and are able to save our customers needless expense. We find that a lot of our customers like to trade regularly," Bud continues, "so they ask our advice about when to trade. When we think they should, we offer them a good deal—

Ron Glass pauses beside display featuring Model 26 cut



there's always a great demand for used Homelites."

DEMONSTRATIONS EFFECTIVE

Ron personally follows up all inquiries and says, "The tougher the sales and the more competition, the better I like it. I've worked in the woods myself and I know that Homelite outcuts them all." An able woodcutter, Ron welcomes the chance to demonstrate his ability to make the Homelite chain saw do more than any competitor.

According to Ron, a good demonstration is worth more than a thousand words in closing a sale. The funniest (and most profitable) experience he has had since joining Fischer and Young more than a year ago, happened when his car became bogged down on a logging road. He walked *five miles* to give a demo, only to be advised that his prospect wasn't interested in buying a chain saw at that time. "I was more than just a little annoyed," admits Ron, "as I turned and headed back to the shop. Imagine my surprise," he smiles, "when the man stopped around several days later to order a brand new 26LCS. Within six months, he became the proud owner of six Model 26's! Believe me," Ron says, "I've found that persistence pays off. My advice to any salesman is to do two things: First, have a *thorough* knowledge of what you're selling, and second, get out and make a real effort to sell it."

"When we demonstrate at county fairs," says Bill, "the results are always good—I think partly because we always have plenty of Homelite literature to hand out to the people who visit our booth and we're always eager to answer

**MORE
POWER
PER
POUND**

5.5 hp
30 pounds

than any other saw

**TRY
the NEW
HOMELITE
MODEL 5-30
CHAIN SAW**



ASK FOR FREE
DEMONSTRATION

Also 4 h.p.—27 lb.
and 3.5 h.p.—22 lb.

Homelite Chain Saws

★

**Guaranteed - Reconditioned
Homelite Chain Saws**

★

**All Kinds of Logging and
Milling Supplies**

FISHER & YOUNG

Homelite Chain Saws and Service
Machinery Division
East Titusville, Pennsylvania

Typical Fischer and Young advertisement (reduced for reproduction here) occupied one-half page in the June 1954 issue of THE NORTHEASTERN LOGGER.

questions. After seeing the chain saws in action, they take the bulletins and stuffers home to read, and when they see our imprint on them, they don't easily forget where they can buy a Homelite!"

ADVERTISING IMPORTANT

"Some of our best advertising has been roadside signs and word-of-mouth," concludes Bill, "but in *all* our advertising, we keep emphasizing the fact that we render top service, and long after a saw is sold we continue to check up on it. Our men have a reputation, around these parts, of being able to keep chain saws in operation at all times."

Bill has been using all the sales promotion items offered by Homelite with great success. Twelve roadside signs are installed at strategic locations through-

out the territory, decals are used on trucks and store windows, easels and banners are prominently displayed in the showroom, service tags used on units, matchbooks distributed, and he has used local newspapers and radio advertising. The response has been overwhelming, but Bill doesn't stop there. Fischer and Young advertisements appear regularly in *The Northeastern Logger* and other trade publications. "I consider," says Bill, "every penny we've spent on this advertising worthwhile. It not only advertises my mill and distribution yards, but it gives Homelite another boost."

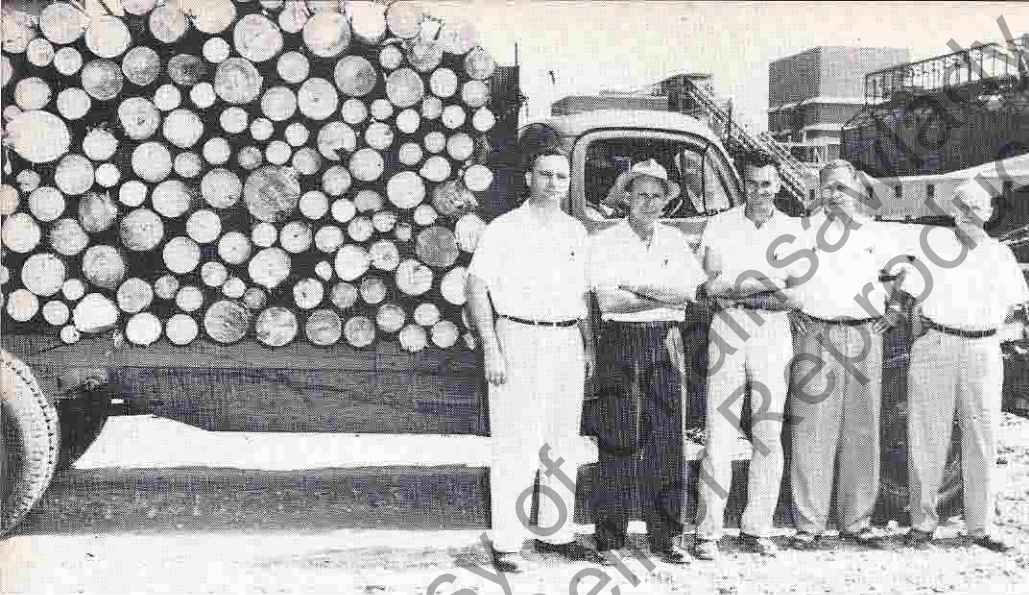
From any angle, Bill and his team expect even bigger things with Homelite in the future. Judging from past experience, this pioneer dealer is *sure* to reach his goal.

Ron explains features of 5-30 to mill operator J. J. Sabella.



Ron places Sabella's new Model 5-30, his fifth Homelite, in car.





The photo above, recently appeared on the front page of Georgia's Rome News-Tribune with the caption "FIRST WOOD—Rome Kraft Company today received its first shipment of pine logs, forerunner of millions which will be used in the manufacture of paperboard." This first load of approximately 2½ cords was cut on the farm of T. E. Eden by wood producer Ralph Snider (center of group in photo) using a Homelite Model 17 with 14" bow attachment. The saw will continue to cut wood for the Kraft Company which, when in full production late this summer, will use 1300 cords a day. According to Eliot Evans of C & M Motors, Rome's Homelite dealer who sold the 17 to Ralph, "Good news travels fast, and when the farmers and pulpwood cutters hear about the demand for pulpwood at the new plant and the speedy cutting job done by Homelite, we expect to sell many, many more 17's."

HOMELITE BOWLING TEAM CHAMPION TOO, SAYS AD



Another CHAMPION from WESTERN CHAIN SAW COMPANY. Winners of the Women's Junior Major Bowling League. left to right: Dean Kangas, Joyce Mackey, Jean Sheppard (captain), Dot Nelson and Edie Lewis (high average bowler for the league). The girls are proudly showing the HOMELITE Model 17 lightweight saw, a member of Championship family of Chain Saws found at Western Chain Saw Company. This model Homelite weighs only 22 pounds, has a 3½ HP motor and cuts trees up to 8 feet in diameter. The next larger model pictured is the 5-30, 1954 log bucking champion in Humboldt County competition.

WESTERN CHAIN SAW CO. 3008 Broadway
 EUREKA, CALIFORNIA
 PLENTY OF FREE PARKING

PRAISE HOMELITE DEALER

During the past four months, the Jones Brothers Equipment Company of Beavertown, Virginia, has been distributing those new red, yellow and black Homelite bookmatches to customers and prospects all over its territory. Imprinted with the Jones name and address on the front cover, and the phrase "PREVENT FOREST FIRES—KEEP AMERICA GREEN" on the inside cover, these matchbooks are winning many new friends in the Jones' sales area as well as in other parts of the state.

To show his appreciation for the matchbook's conservation message, State Forester for the Commonwealth of Virginia, George W. Dean, sent the following letter to the Jones Brothers.

We recently had the pleasure of seeing one of your folder match covers which carries a forest fire prevention message. It was awfully nice of you to have the message printed on the match cover and we feel confident that items such as this will do much to further the Keep Virginia Green program.

Sincerely yours,

George W. Dean

Note: All Homelite matchbooks carry the "PREVENT FOREST FIRES" message on the inside cover, and carry the dealer's personalized imprint on the front cover at no extra cost. For complete price list, see your Sales Promotion Book.

PAW CHESTER says . . .

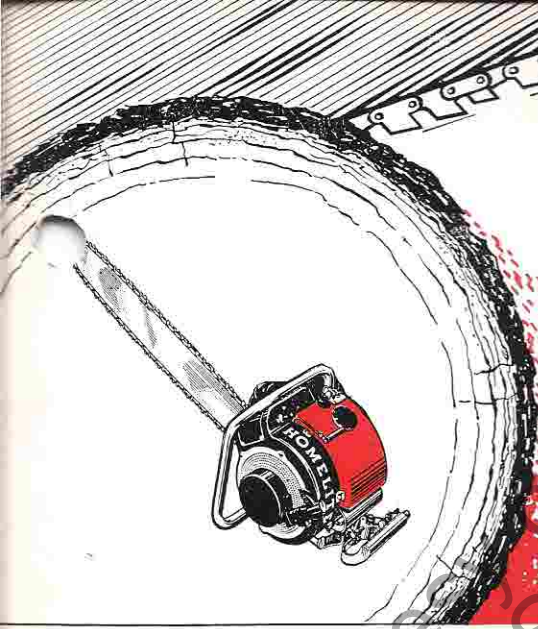
The Fair season is almost here. If you don't have enough bulletins, stuffers, decals, satin banners, matches, road signs, T-shirts, safety helmets, all-purpose display stands, etc.—send in your order TODAY! Remember, the best way to make a favorable impression at the Fair is to have an attractive booth. These Homelite sales aids attract the crowds, help you sell more saws!

FOR SAFETY'S SAKE



Never walk with saw while motor is running. A slip can be dangerous.

Pass this tip along to your customers.



SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 23

AUGUST, 1954

NEW TRACK HARDENED GUIDE BAR!

HOMELITE DEALERS EXPECTED TO SET TORRID SALES PACE

It's new! It's exclusive! It's a real money-maker for dealers and users alike! After five years of intensive experimentation and field testing in timber of all kinds, Homelite engineers have come up with a guide bar that is second to none for general purpose cutting!

Called the new "Track Hardened" guide bar, this value-packed guide bar features an exclusive induction-hardened rail that gives COMPLETE guide bar protection—not only at the tip or on just one or two edges, but *along the entire 'wear' area* of the bar!

Many times more durable than other guide bars, the chrome-plated Homelite "Track Hardened" bar defies wear, abrasive soil, extensive temperature changes and sharp jolts. Now, Homelite users can forget about excessive chain wear caused by guide breakdowns from rails cracking . . . no more breaking out at rail edge . . . splitting at the groove is eliminated!

Made of special high-carbon steel, these new "Track Hardened" guide bars are first heat-treated to give the bar uniform hardness, and then drawn to relieve stresses and reduce brittleness. Next, the

rails are "Track Hardened" to a depth of about 1/16", and the bar is drawn again to obtain the right toughness and permanence for balanced performance.

Heat-treating, track hardening and drawing gives the edges of the rails excellent resistance to wear, and, at the same time, the toughness of the grain structure at the bottom of the groove prevents splitting of the rails.

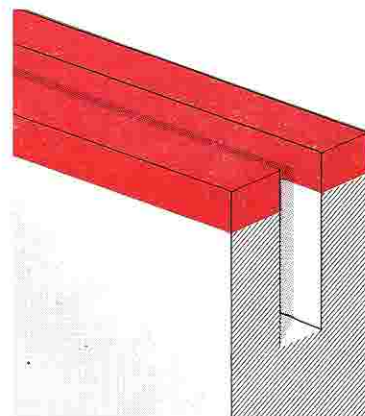
According to Chain Saw Department Manager, Gene Carey, "A huge demand exists for this type of guide bar. Only Homelite makes it, and now Homelite dealers have a better-than-ever edge on this important market!

"In design, construction and operation, the new "Track Hardened" guide bar is superior to other guide bars," he says. "It is a guide bar customers have asked for; it is a guide bar that will enable dealers to attract new chain saw users to Homelite; it is a guide bar that will *effectively* combat competition.

"In launching their own local campaigns," continues Mr. Carey, "dealers will receive top support from Port Chester. An adequate supply of "Track

Hardened" bars is now available for all three models, and the Advertising Department is putting the final touches on a hard-hitting merchandising program.

"Best of all," Mr. Carey concludes, "for aggressive Homelite dealers, these new "Track Hardened" guide bars are expected to offer brand-new opportunities for even greater profits! This extra quality, extra economy of operation and extra life span capacity—at no increase in prices—puts Homelite dealers in an excellent position in the guide bar market!"

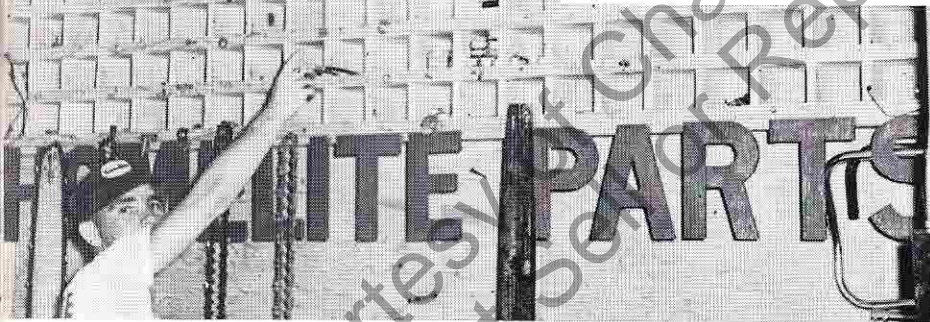


Cutaway view of a section of the New Homelite "Track Hardened" guide bar. Induction-hardened area (shown in red) has a hardness of 56-60 Rockwell C; base of bar has a spring-tempered hardness of 38-44 Rockwell C for flexibility and toughness. The depth of the groove is 11/32"; tang depth is 1/4", giving a clearance of .093 of an inch.

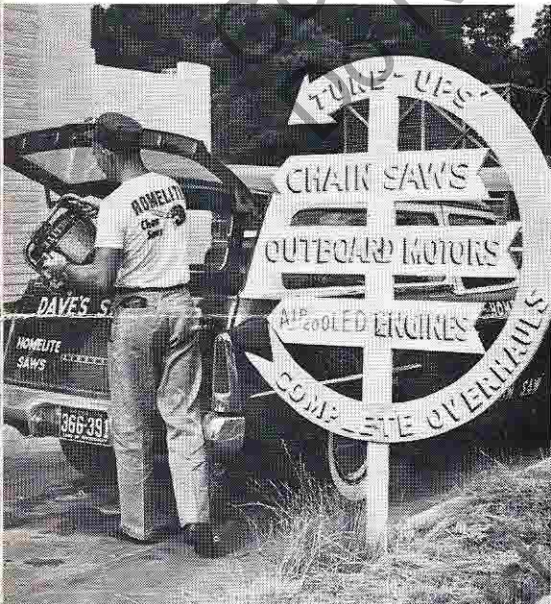
GENUINE

MEET DAVID SOUTHERLAND

AND THE BUSINESS THAT SERVES

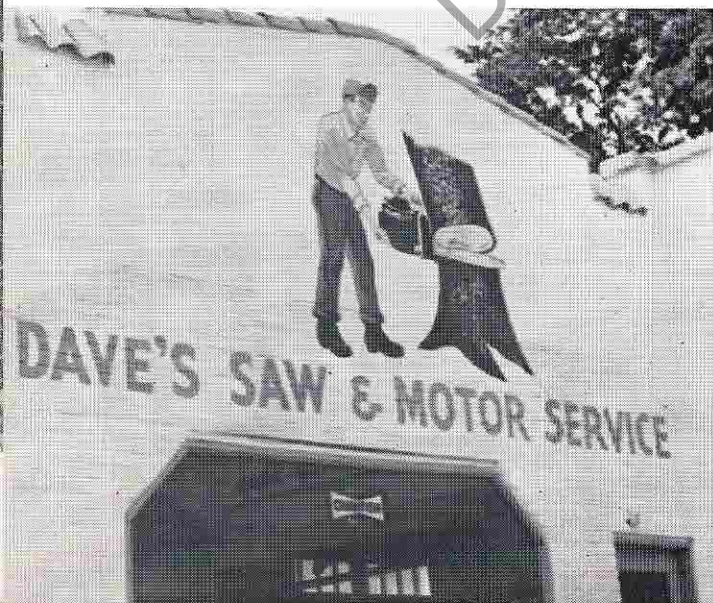


Dave Southerland selects a part from one of the upper bins on the wall behind counter.



Placing Model 26 in his beachwagon for delivery to a customer, Dave stands near one of the circular arrow signs outside his shop.

Two large color paintings on building, of a logger using a Homelite, can be seen from a block away.



They claim folks are apt to take life a little slower and easier in the South but it certainly doesn't apply to young, energetic Homelite Dealer David "Dave" Southerland of Searcy, Arkansas. He doesn't wait for customers to come in and buy a Homelite Chain Saw but goes directly out to the farms and into the woodlots and logging stands looking for them, follows all leads immediately, giving prospective customers a free demonstration on their home grounds, proving to them why they cannot afford to be without a Homelite.

But Dave doesn't stop with a sale. SERVICE is what built up his business in a 35 to 60 mile territory where not a single Homelite was being used to close to 500 Homelites being used today. This took place in the past three years since he started selling Homelite and his business has moved from his home to a modern building of its own.

Customers everywhere know about Dave's chain saw service. If they don't, they just haven't been paying attention. He uses all the regular advertising media—newspapers, Yellow Pages, Homelite signs, matches, etc. And with the large windows attractively decorated with Homelite posters, there's no reason for anyone not being able to find him.

Dave claims roadside signs are one of the most useful pieces of advertising. The right location is the secret in their use. His Homelite signs are on the secondary roads leading into Searcy; the large signs on main highways. His service program is based on his slogan "TODAY . . . TONITE . . . TOMORROW . . . WHEN

IT STOPS WE'LL START IT." It means exactly what it says, but the chain saw must be a Homelite. That's Dave's entire secret of selling and keeping his customers using Homelite.

Dave's Saw and Motor Service is easy to find. It's a neat white stucco building on a corner of the city park and plainly visible from a main highway route a block away. Formerly a modern filling station that went out of business, Dave bought it and altered it to fit his needs for a livewire Homelite chain saw service with spacious show windows and plenty of repair space.

Dave built his parts bin high and wide, covering the entire wall in back of the counter. Dave had a good reason for doing it. "Keep your parts where the customer can see them," he says, "and he'll know he can get immediate service. Once a customer is tied up waiting for parts you're apt to lose him to a competitor. We try to keep them on the job and working."

The bin compartments for the small items at the upper level measure 4 x 4 inches. The large parts compartments at the bottom measure 8 x 8. Spare chains, guards, etc., are suspended from hooks attached to a plywood backing at the base of the upper section. Large plywood letters painted red, read "GENUINE HOMELITE PARTS".

SERVICES OTHER SAWS

Naturally no parts other than Homelite parts are carried by this dealer for repairing Homelite chain saws. A few common parts for other make chain saws are carried as a service to chain saw operators in his territory. He claims servicing other make chain saws has the distinct advantage of getting a possible future Homelite owner into the shop. If Dave doesn't have the required parts on

SOUTHERLAND

BUSINESS SERVICE BUILT

hand and cannot get them within a short length of time, he loans the customer a recent model Homelite Chain Saw until the customer's saw is repaired. When the customer returns for his saw, Dave gives him a trade-in offer and he claims that 9 out of 10 will leave their old saw and keep the Homelite loaned earlier.

Homelite owners *only* get 24 hour service. If something gives out on the job today, Dave will work overtime at night getting it ready for the operator's work day in the morning. Chain saw operators using competitive makes are given immediate attention but *not* 24 hour service.

Recently a commercial logger in Dave's territory dropped a tree on his Model 26 on Friday afternoon and brought it in to Dave Saturday afternoon at 4 o'clock. Dave started right in and three hours later the saw was ready for work. That's the kind of service chain saw operators like. It's a dollar and cents saving to a lumberjack when he can get his Homelite repaired immediately without losing a working day.

EMPLOYS ASSISTANT

Dave handled his own repairs the first two years he was in business, but now he employs a full time mechanic in his shop to handle chain saw repairs while he's on the road throughout his territory selling and looking up new prospects. The repair bench is in a side room plainly visible to anyone in the store. Dave claims it's not as neat as it might be and he has an excellent reason for it. "If it wasn't cluttered," he says, "it wouldn't look like a real shop. Folks know we give their Homelites our personal attention and don't send them out."

Immediately upon entering the shop the customer is confronted with Homelite advertising prominently displayed,

aluminum wedges, gasoline cans, outboard motor oil, and other related items that sell well to chain saw operators.

The latest Homelite literature doesn't gather dust as it is displayed on the counter where customers will see it, pick it up, and take it home. Any new literature that comes out during the month is slipped into the monthly statements. Monthly billing is another one of Dave's services to chain saw operators. "Once a man is satisfactorily established with us as paying his bills promptly," Dave says, "we extend him credit."

Dave's shop demonstration area is outside next to the park. He generally keeps an eight foot log or two, of 30-inch seasoned oak on hand for the purpose. "A log this size stops them from asking questions," he says. "A slice through a log of this type answers everything."

DEMONSTRATIONS EFFECTIVE

From a business standpoint, last Christmas was the best one Dave ever had. Searcy is the county seat, and folks come in by the carload to see the Christmas decorations and enjoy the public tree in the park alongside his shop. Fortunately Dave was busy at the shop doing work for several Homelite owners on Christmas Eve and Christmas Day. He kept the shop open while he worked. Men driving around the park saw the new Homelite chain saws in the windows and letting the family off at the Christmas festivities, stopped in to pass the time. Dave cooperated by pointing out the features of the Homelites and demonstrating. The spectators around his demonstration log outside the shop soon drew others from the park and before the holiday was over he'd sold four new Homelites!

This popular Homelite dealer hasn't always had a business of his own. Several years ago he was working for a local lumber company when a Homelite representative stopped in with some new chain saws. The local firm decided to carry Homelite chain saws but they didn't push sales. Dave saw his chance and they let

him sell evenings and weekends on a percentage basis. Soon he was even servicing Homelites and business grew to such an extent that it was either stick with the lumber company or go into business for himself selling chain saws. Dave chose chain saws—a decision he's glad he made.

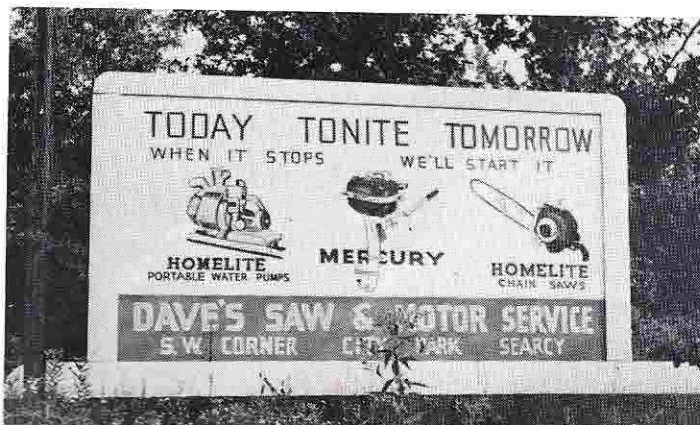
Dave's biggest percentage of business is with commercial loggers who work pulpwood, cordwood, and regular logging. The main points he tries to stress in a sales talk is durability and extremely low operating cost.

This dealer is strictly a "Homelite man" and anyone throughout his territory well knows who he is when he sees him coming. Dave wears a Homelite cap, T-shirt, and has the name of his business and the Homelite name attractively painted on the outside of his beachwagon. He generally carries a Model 5-30 and a 17 in the beachwagon for demonstration purposes.

Dave Southerland has a nice little year round business on the side that works in well with Homelite chain saws and that's selling small power equipment including lawn mowers, outboard motors, and repairing 2- and 4-cycle air cooled engines. But Homelite chain saw owners come first and they find David Southerland really means it when he says, "Today . . . tonight . . . tomorrow . . . When it stops we'll start it." . . . even to the extent of working 24 hours a day . . . and Christmas Day for extra Homelite sales. It's mighty good business!



As the slogan shown on his special roadside sign below promises, Dave works after hours to repair one of his customer's Homelite chain saws.



THE "17" AND THE MUSKY

Chain Saw Specialist Nick Van De Ryn of St. Paul, sends in the following report with the remark, "Believe it or not, this really happened":

The Muskellunge, alias Musky, or Esox Masquinongy if you want to be technical, is considered America's most highly esteemed fresh water tackle buster. People drive thousands of miles in quest of a mantel piece trophy, usually with nihil results. The musky is not only voracious, grows to huge proportions, and is a tremendous fighter, but also is darned hard to catch at which time it receives another alias, unprintable at this time.

One of the favorite fishing spots of the musky territories is Chippewa Flowage, near Hayward, Wisconsin. Pete Peterson, from Hayward, is considered one of the top musky guides in that area, and also is a top-notch Homelite dealer. As Pete puts it, "After selling a smart musky a plug or a spoon, selling Homelites to people needing a chain saw is like shooting fish in a barrel."

Last Winter the muskies must have held a survival school because this season they have been harder to catch than any other. However, Pete is still "knocking them dead", thanks to the Model 17 chain saw. Pete was doing some clearing work along the Chippewa Flowage lake shore early in the season when he noticed that while the 17 was knocking them down and bucking them up, some large muskies were watching him with their heads out of the water. Pete's musky blood really began to boil at this point. He made a dive for his musky rod, put the 17 on the back seat of the row boat, and grabbed the oars. As he was rowing around the lake, more and more muskies fell in behind the boat, their eyes glued on the Mighty Mite. He waited until he spotted



The Musky, Pete Peterson and the Model 17

"Ole Granddaddy", who had been evading him for the last ten years, and then put the musky-plug in front of his nose. "Ole Granddaddy" was so fascinated by the 17 that for the first time in his notorious existence he threw all caution to the wind, there was a tremendous swirl, and WHAMM, the fight was on.

In Pete's words, "The 17 is not only a wizard in the woods, it also is the greatest attraction for the muskies since they found out that there were male and female muskies cruising around. You've got to watch it though! The other day a seventy pounder jumped right into the boat after my saw and before I got him under control, he nearly chomped my leg off."

HOMELITE SOLVES KNOTTY PROBLEM



The city of St. James, Minnesota had a big—and we mean big—problem on its hands when this huge cottonwood tree was felled to make way for a new hospital extension. The tree was too heavy to haul away and the city crew, using a four horsepower saw of a competitive make, was unable to cut up the giant. That's when Homelite Salesman Walt Hajicek, hearing of their plight, decided to show what a Homelite could do.

According to *The St. James Courier* (which featured the picture and story on its front page), "Using this Homelite 5½ horsepower saw which weighs only thirty pounds, Walter Hajicek sliced through the huge trunk in 3 minutes, 40 seconds. He cut through from top to bottom on one side and then repeated the performance on the other side. Mayor H. O. Serkland and members of the city crew were on hand to watch the demonstration. These saws are sold locally by Clifford Ekstedt."

Homelites Sweep Contests

Winning scores for Homelite chain saws continue to be written at cutting contests throughout the country.

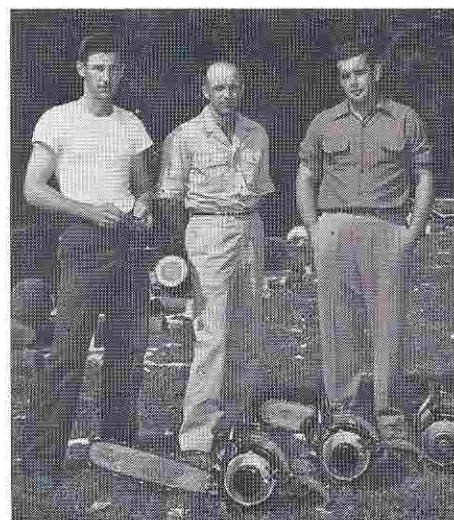
At the Timber Producers of Minnesota Field Day, held recently at the Keewatin Saw Mill, practically every chain saw manufacturer was represented. Homelite Chain Saw Specialist Wally Ulrickson, reports, "The feature of the afternoon was the big cutting contest, and Homelites led the field, capturing 1st and 2nd place."

Time on contest:

Homelite 5-30	12	seconds
Homelite 17	16	"
McCulloch 4-30 ...	16.2	"
McCulloch 33	23	"
Titan Sportsman ...	23	"
Clinton	25	"
Wright	28	"

Against a wide field of contenders at the Woodman's Carnival, Cherry Springs, Pennsylvania, Homelites scored decisive victories in both power saw contests. In the "4½ H. P. and under" class, Homelite Model 17's took 1st, 2nd and 4th; a McCulloch 4-30 placed 3rd; in the "4½ H. P. and over" class, Homelite 5-30's scored a clean sweep—1st, 2nd, 3rd and 4th!

At Spring Grove, Pennsylvania, the annual picnic of the Gladfelder Pulp and Paper Company, brought together over 300 company cutters and their families. In the field of 47 entries in the chain saw cutting contest, including McCulloch, Mall, Lancaster, Disston and Wright, Homelite 5-30's captured 1st, 2nd and 3rd place. The winning time, made by J. Jump—22.5 seconds for two cuts in 14" seasoned oak.



Winners of Gladfelder Pulp and Paper Company cutting contest, L. to R.—D. F. Kegerrlies (3rd), Nealy Appelby (2nd) and J. Jump (1st).



SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 24 SEPTEMBER, 1954

Dealers Hike Newspaper Ad Budgets To Stimulate Record Autumn Sales!

With the 1954 fall selling season destined to produce the richest business harvest in chain saw history, Homelite dealers everywhere are stepping up their newspaper advertising to reap the fruits of Homelite's big Autumn promotion!

Backed up by the power and drive behind Homelite's heavy magazine schedule, dealer advertising will capitalize on the thousands of pre-sold prospects who are being reached *every month* through this nation-wide campaign. Thousands of farmers, loggers and pulp cutters will see the Homelite ads in *Country Gentleman, Farm Journal, Saturday Evening Post, Southern Lumberman, Timberman, Lumberman, Journal of Forestry, American Forests, Pulpwood Production, Trees, Prairie Farmer, Nebraska Farmer, The Farmer, Wallace's Farmer, Wisconsin Agriculturist, Ohio Farmer, New England Homestead, Michigan Farmer, Rural New Yorker, American Agriculturist, Pennsylvania Farmer, Progressive Farmer, Southern Planter, Oregon Farmer, Idaho Farmer, Utah Farmer, and California Farmer*. Two typical ads in the series are enclosed.

As the program hits its stride this month, chain saw prospects in *every dealer's territory* will be reached . . . will be sold . . . will be looking for the place to buy Homelite. The aggressive dealers will use larger, more frequent newspaper space—to tie-in *directly* with Homelite's national campaign, to make *substantial* profits from Homelite saws!

Because the big chain saw buying season is here NOW, Homelite's national

advertising is *doubly* effective for the dealer who uses Homelite-prepared advertisements in his local papers at this time! When the prospect sees a Homelite ad in his favorite magazine today, and then sees another Homelite ad over the dealer signature in the local paper tomorrow, it links the dealer directly to Homelite and leads prospects right to the dealer's store!

As one successful mid-west dealer reasons, "There just aren't enough hours in a day to do an adequate selling job without help—especially now when we're coming into our busiest season. In addition to time spent on office work and service business," he continues, "the growth of the chain saw industry has brought problems of increased travel time, more competition and more difficult access to prospects.

"During these next few months when I run an ad *every day* in newspapers that my potential customers look to for help with their jobs, I multiply my calling power and increase the productivity of my sales force. Just as Homelite saws cut production costs," he says, "well-planned newspaper advertising cuts my sales costs. It 'mechanizes' the prospect-hunting steps of a sale and lets our salesman concentrate his time and talent on the all-important job of making the demonstration and closing the sale!"

With this type of reasoning in the minds of most successful dealers, and with local advertising leading the way towards greater sales, top Homelite dealers are expanding their advertising

budgets sharply . . . knowing they'll get more for their newspaper dollars!

Make money on your woodlots



with
the new
Model 17

HOMELITE

One Man Chain Saw
Cuts an 18" tree in 18 seconds
Weights only 22 pounds

Now, you can clear your woodlots easier, faster, *more profitably* with the new Homelite Model 17 . . . the mighty mite of chain saws. Light weight, easy to handle, yet packed with horsepower . . . 3.5 actual dynamometer rated brake horsepower . . . a dependable, low-operating-cost Homelite is a most profitable investment today.

Straight Blades or Bow Saws

DEALER'S IMPRINT

Mats for use in local newspapers are available to all Homelite dealers without charge. Mat 17-H (reproduced above) is one of the most popular . . . note how effectively it ties in with the new ads in COUNTRY GENTLEMAN and FARM JOURNAL.

BILLBOARD 5-30



Hm . . . Maybe it's about time I DID get a chain saw.

That Homelite DOES

To insure maximum Homelite-dealer identification, both sets of these new, colorful posters have been expertly designed so that, for a nominal charge, your local billboard company can imprint your own name and address right across the bottom. From all indications, this new 'personalized' billboard promotion is slated to produce record sales for every participating Homelite dealer!

Dealers are urgently requested to act on this promotion immediately! Now that we are moving into our peak selling season, it is doubly important to make your advertising messages produce results!

With Homelite supplying the big, colorful 24-sheet posters FREE, billboard advertising in your territory is sure to pay off in increased prestige, increased business. To offset competition . . . to bring in new prospects . . . to create a preference for Homelite . . . to identify yourself as the local Homelite dealer—there isn't a stronger, more powerful medium that delivers as many messages at such low cost!

Requests for these new billboard posters will be pouring in at a record rate. To be sure of getting your supply in time for posting next month, call your local billboard company TODAY! Do it now while the idea is still fresh in your mind! And don't forget to order your free posters from the Advertising Department as soon as possible—use the handy order form in back of your Sales Promotion Book.

I think I saw an ad for Homelite in some magazine.

. . . Or did I see it in our local paper?

Now I remember!

Courtesy of Chainsaw Lady
Do Not Sell or Reproduce

ADVERTISING IMPACT

Outdoor advertising reaches the most people—most often—at lowest cost! And now, with Homelite's new *full-color* '24 sheet' billboard posters available FREE to all dealers, the cost of this dynamic advertising is brought down to just pennies a day!

Here's how this big outdoor advertising promotion works: You contact your local billboard company for rates and space availabilities. Select as many good locations as possible—on roads nearby

your business . . . near pulp mills . . . by pulp and saw log cutting operations . . . alongside freight car loading areas—wherever there's good prospect 'traffic'.

As soon as you've made arrangements with your local billboard company, order your supply of these new posters direct from Port Chester. Tell the Advertising Department how many "5-30" posters and how many "17" posters you want. These posters will be sent to you *absolutely free!*

Homelite pays for these full-color posters—you pay for the billboard rental. In most cases, this rental charge will not exceed \$15 to \$25 a month—especially if your billboards are not located inside the city. Tested in many sections of the country, these full-color billboards (*outside* the city limits) proved extremely effective in reaching all kinds of potential prospects . . . especially those farmers and loggers who seldom read magazines or newspapers!

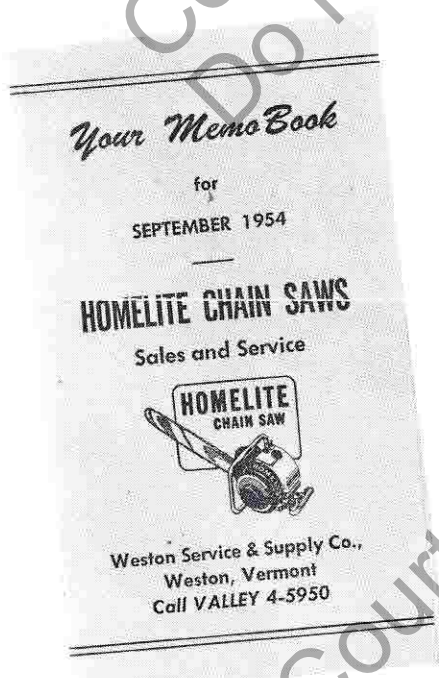


Memo Books Promote Sales

Here's a Homelite dealer who found a way to get people to carry his Homelite advertising wherever they go!

During the past three years, Bart Clausen of Weston, Vermont, has advertised consistently in newspapers and on radio with profitable results. This year, Bart, who was one of SAWDUST's first Dealers-of-the-Month, tried a new advertising gimmick that is paying off handsomely. Memo books are sent out each month to advertise his business.

"You might think that mailing these books each month is a big headache for me, but it isn't" says Bart. "I just send my mailing list to the printer and he sends them out from Boston." In addition, several hundred copies are sent to Bart so he can mail quantities to large firms and pulp jobbers and have a few on hand to give to prospects.



Color of memo book cover changes monthly. Advertising messages on inside of 3" x 5 1/4" book change each month, too.

"Practically every one of my customers carries a memo book in his pocket for easy reference," continues Bart. "They use them to record their daily scale, write down appointments and payment dates, and keep a record of the cost of operating their saws. We've had all sorts of requests for regular copies of the book. The number of new customers discovered this way, has paid for the printing of the books many times over.

"I must admit that I was skeptical about the advertising value of memo books," he concludes, "but I gave them a try, and am I ever glad I did!"

YOU SAY YOU WANT TO GIVE FASTER SERVICE?



A pair of high-flying Homelite dealers, since the purchase of their new plane, are Ed Sharp and Don Orr, of Sierra Chain Saw, Sacramento, California. Partners in business for the past six years, Ed and Don have sold just about every make of chain saw. In March of this year they decided to push what they considered the best, cancelled their other dealerships, and became "100% Homelite". They're rapidly convincing their old customers to make the swing to Homelite, too. "We decided that we should offer service equal to the merit of the Homelite," says Ed, "and since Don and I have to cover a lot of territory where travel is slow and rough, we speeded up our service by purchasing a plane. Delivery of saws and parts and making service calls is faster than we ever dreamed it could be." Adds Don, "We sure cover a lot of ground these days!"

HOMELITES WIN AGAIN

Repeating their spectacular success of three years ago, Homelites again took top honors at the Woodsman's Field Day, August 13-14, at Tupper Lake, N. Y.

Only woodsmen were eligible to compete in the cutting contests, where 16-foot logs were rolled down skids and cut into 4-foot lengths for a period of seven minutes. The man cutting the largest amount of logs won.

In the "Under 5 H. P." contest, Homelites captured 1st, 2nd, 3rd and 4th. In the "Over 5 H. P." event, Homelite 5-30's won 1st, 2nd, 3rd, 4th, 5th and 6th!

At least six Homelite dealers who were on hand for the festivities reported "dozens of hot leads" as a result of these impressive victories.

And at the Boonville Fair, also in New York State, 804 persons, mostly farmers, cut with a Homelite in order to be eligible for the Model 17 drawing. Charles McHale, live-wire dealer from Port Leyden, N. Y. stayed on the scene demonstrating until 2 a.m. every morning! Never one to let an opportunity pass by,

Charlie sold *twelve* saws that week alone!

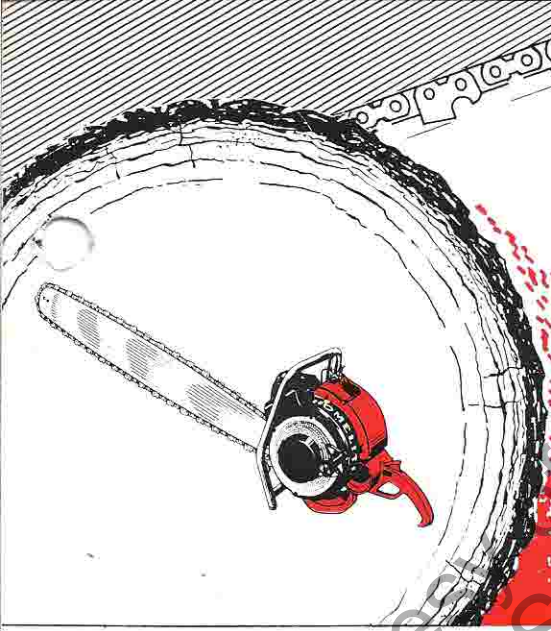
"Three 5-30 owners were so impressed with the 17 that they bought new 17's right on the spot." Charlie grins. "they said they never realized that it had so much power."

FOR SAFETY'S SAKE



Stop the engine and put out your cigarette before you fill the fuel tank!

Pass this tip along to your customers.



SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 25 OCTOBER, 1954

Dealers Reap Good-Will Rewards As Homelite Movie Wins Wide Acclaim

Already seen by over two million television viewers from coast to coast, Homelite's 30-minute sound film, "Chain Saws Turn Trees Into Money" is creating more good-will and uncovering more 'hot' sales leads for more dealers than any other long-range promotion in Homelite history!

To date, 93 stations (covering 38 states) have shown the Homelite movie. Additional stations are still sending in their requests every week, and at the current rate of distribution it looks as if every television station in the country will have featured "Chain Saws Turn Trees Into Money" at least once before the year is over.

In addition to this outstanding TV

coverage, great strides are being made by the Farm Film Foundation in exhibiting the picture to schools, Granges, 4-H clubs and other farm organizations all over the nation. So far, FFF has arranged showings to 264 groups; and advance bookings reach far ahead into 1955!

Chief reason behind the film's outstanding success is its strict public service approach. Combining an interesting format with an informative message on farm woodlot management, the film contains no advertising of any kind. This straight educational approach is applauded by the recent review in *The National Grange Monthly* which reads:

The Homelite Corporation is to be congratulated . . . they are evidently the kind of

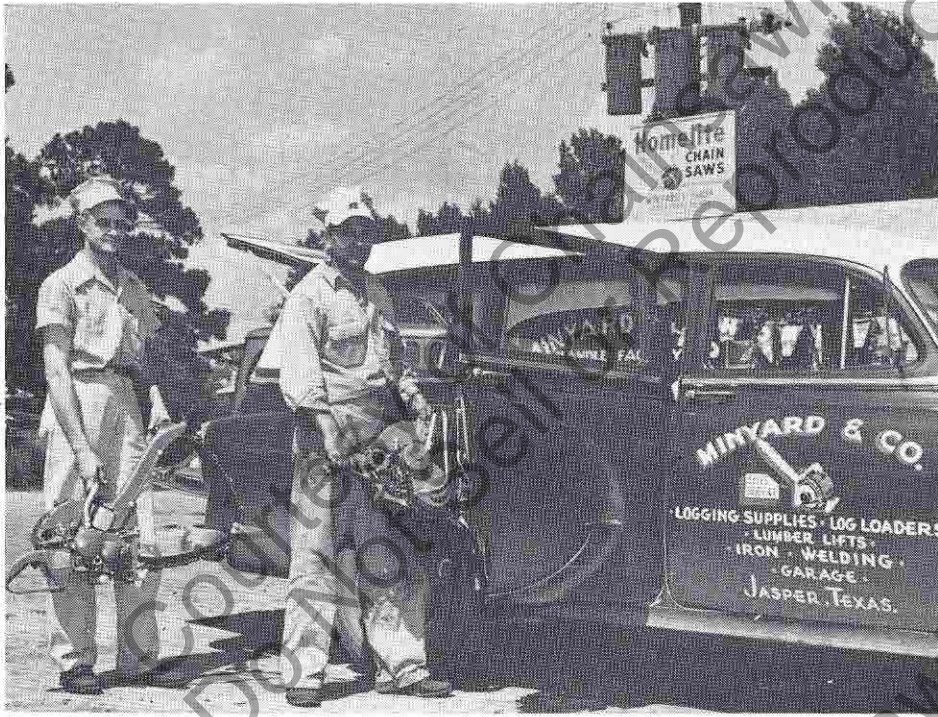
industrial folk who understand the farmer's problems. There is something about this picture that right off the bat makes you like the the people who sponsor it. You feel that they are truly interested in the farmer's problems and want to help solve them with real benefit to all concerned.

Further proof of the film's wide 'box office appeal' is indicated by the report of Chain Saw Specialist Harry Throckmorton who attended several fairs in Minnesota where dealers showed the movie *outdoors*. "Demonstrating saws at night may not be too satisfactory," says Harry, "so they put up a large movie screen outside and showed the picture four or five times a night, broadcasting the sound right out into the midway. Huge crowds gathered to listen and watch the show," observes Harry, "and you can bet your bottom dollar those dealers sold a pack of saws the morning after!"

Felling scene from Homelite's new 30-minute motion picture, "Chain Saws Turn Trees Into Money."



As the fair season moves out and cooler weather sets in, dealers everywhere are setting the stage for "Community Show Nights" in their areas. By renting a 16mm sound projector locally, and borrowing the Homelite film free of charge from their District Office (reservations must be made in advance), dealers expect to win scores of new friends and customers through showings in their own stores, at club meetings and at numerous civic functions. With its wide appeal and proved 'pulling' power, *all* dealers are urged to cash in on "Chain Saws Turn Trees Into Money"—it's the low-cost, low-pressure method to bigger, easier sales!



Starting out for an on-the-job demonstration, Dub Minyard (right), with Wes Pace's assistance, loads a Homelite Model 5-30 and a Model 17 Plunge Cut Bow Saw into Dub's station wagon.

Homelites were always a popular chain saw around Jasper, Texas, and when the opportunity for a Homelite dealership came along a year and a half ago. W. T. "Dub" Minyard jumped at the chance. "It was a natural for me," he explains, "since some of the customers in my logging supply business had bought Homelite chain saws elsewhere. They kept

telling me and showing me how good Homelites were until I was finally convinced that I could make real money with them. It seemed to me," says Dub, "that if I could sell them other logging equipment, they'd buy chain saws from me, too—and I certainly was right!"

Dub and his business, Minyard's Machine Shop, are well known around Jasper, a town of about 4,600 people located in the southeast corner of Texas. For years he has been selling truck, trailer and logging equipment in his area, 75% of which is woodland. Of the Homelite chain saws he sells, Dub estimates that about three out of four sales are to saw log cutters, the rest to pulp cutters and farmers. Much of the pulp cut here is for the paper mills at Lufkin and Houston.

BOOMING SALES

Everybody wears a big smile at Minyard's Shop these days and there's good reason for this cheerful atmosphere. From the start, selling Homelites has been good business for Dub and it's getting better every day. Sales during the past few months have shot ahead sharply. Dub claims it's because of the new Model 17. "It seems that *everybody* has seen the announcement ads and since the very

**"HOMELITES
BEFORE I S**

says W. T.

**HOMELITE D
OF T**

first day, we've been snowed under with requests for free demonstrations. Once they see and try it," he says, "they're as good as sold!"

"Even though this advertising has brought in a lot of good prospects," admits Dub, "we can't afford to stay put. I never underestimate my competitors—they're always out trying to make a sale, so we've got to beat them to the punch. My salesman Welton Smith and I, are constantly on the go, following up leads and beating the bushes for other prospects; and of course we also have to deliver saws and instruct new owners on how to use them. It seems there just aren't enough hours in the day."

DEMONSTRATES ON-THE-JOB

When making any sale, and particularly in the face of competition, Dub and Welton Smith like to give on-the-job demonstrations. Welton advises getting a customer on his home ground so he can see exactly what the Homelite will do for him. "Don't spend too much time talking," he says, "go right ahead and demonstrate what the saw can do." Both men agree that the Homelite's performance is what sells the saw. "By the time they see how beautifully the saw works,"



Wes completes overhaul on Model 26 saw.

SOLD ME OLD THEM!" MINYARD DEALER THE MONTH

Dub says with a twinkle in his eye, "they're just itching to try it themselves—and that's what usually *clinches* the deal. I get a particular kick out of the amazed look on the face of a farmer or logger, when they try a Homelite for the first time and realize what they've been missing."

While selling saws is one thing, keeping customers happy is another. According to Dub you've got to guarantee good service and keep a customer's down-time to a minimum. Since they've been selling Homelites, Minyard's Machine Shop has seen three competitors open for business and then fade out. "I think I know what their big mistake was," Dub remarks: "they failed to give good service as a follow-up to a sale. I've always believed in backing up everything I do and doing everything right!"

BUSY CREW

Stop in at Minyard's Shop and you'll rarely see *all* of the seven men who work there—several are always on the road making calls on new prospects; a few are usually out instructing and servicing. When asked to pose for a group picture, Dub laughed, "You'll never get a picture of the whole bunch of us together, so you'd better be satisfied with a few of us now!" Shop employees include Tom Kellum, welder; Jessie Adams, blacksmith; and Bob Griner, warehouse man. Chain saw service and repairs are handled by Wes Pace, "Buck" Byerly and Castell Kellum, all trained on the job. Wes has the added responsibility of maintaining the parts stock, using a card file inventory system to check regularly

and make sure enough parts are on order. "Now that several of us are drawing parts from stock," Wes says, "we need a system more than ever. It sure saves a lot of searching around." In addition to having a large supply of parts and machinery in top condition, Minyard's is equipped to repair and hard-face guide bars, and chain sharpening service is offered to customers.

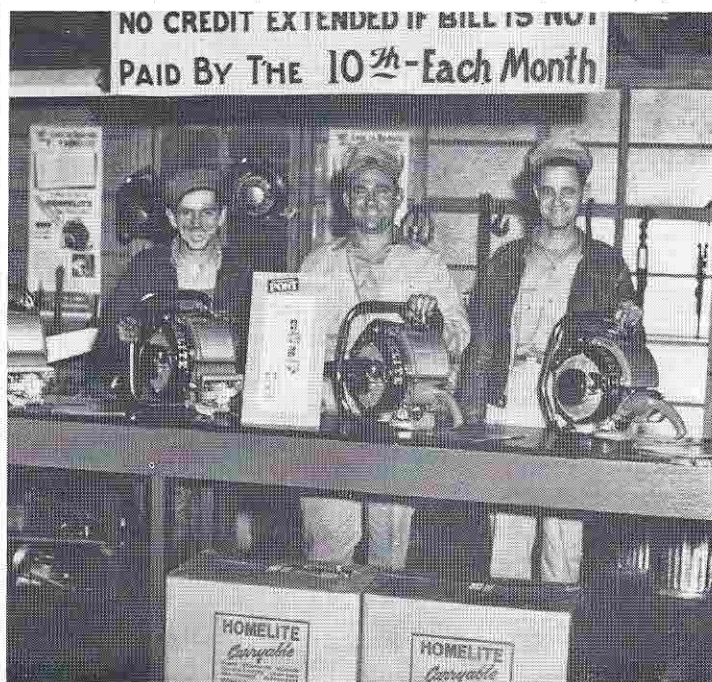
As for local merchandising activity, Dub has used newspapers, roadside signs and other Homelite sales promotion items and he relies heavily on word-of-mouth advertising. "Every satisfied customer, if he's human, can't help bragging about his saw to his friends," says Dub. "That's why we do our best to keep them happy. One thing I know—radio, billboards, newspapers or whatever you use, the more a dealer gets Homelite before the public, the better his sales will be!"

Plans for the future? Dub says he hopes to enlarge his service building and expand the parts room and perhaps eventually hire another salesman. Judging from the way Minyard's sales are climbing, these plans will all materialize in the very near future. SAWDUST sends best wishes to Dub Minyard, a Homelite dealer who has proved that a top team can't help but score!

After cutting chain from reel in background, Wes gives customer a chain repair kit and explains construction and proper maintenance of chain.



A winning line-up—Buck Byerly, Dub Minyard and Wes Pace—behind the counter at Minyard's Shop where Homelites are always on display.



Dealer Takes Town By Storm

Tie-ing in with the recent storm which hit Penn Yan, New York, newspaper ads by Smiths' Farm Store praised chain saw owners for their part in clearing trees which blocked the main streets of town. Homelite dealer George Smith made quite a few sales right after the storm, and had

CHAIN SAWS

Clear Storm Damage

Owners of chain saws are to be commended for their cooperation in rapidly opening to traffic the streets of Penn Yan.

WE ARE PROUD OF THE RECORD

MADE BY

HOMELITE CHAIN SAWS

and the operators who helped make the rapid cleanup possible. We are also proud that we have been in a position to supply our customers with the increasingly popular Homelite Chain Saws since August, 1951.

do a DAYS work in an HOUR!



The NEW Model 17

SMITHS' FARM STORE, INC.

135 E. Elm St.

Phone 614

Penn Yan

Typical Smiths' ad, reduced for reproduction.

a chance to demonstrate to dozens of additional prospects during the clean-up.

As a result of the added sales from his "storm" advertising and demonstrating, Dealer Smith advises, "This type of advertising is a sure-fire way to impress prospects with the importance of owning a Homelite!"

FOR SAFETY'S SAKE



This fellow was gambling and lost his shirt, AND HE WAS LUCKY!! Avoid wearing loose fitting clothing while using saw.

Pass this tip along to your customers.

HERE'S AN AD THAT REALLY PAID OFF!



Robert Boserman, local Homelite Chain Saw dealer, is picking up an order of Homelite saws at the Elkins Airport which was rushed to him recently by Homelite's Pittsburgh factory branch plane.

Homelites by Air . . .

Just as Homelite provides rapid, modern service for its dealers, you can count on your local Homelite dealer to give you fast, friendly service to keep your Homelite chain saw working at top efficiency. Your local dealer keeps a full supply of parts. He will be glad to show you the saw that will best meet your needs.

"ASK YOUR NEIGHBOR, HE OWNS ONE"

BOSERMAN SALES

Complete Chain Saw Service

FRANKLIN

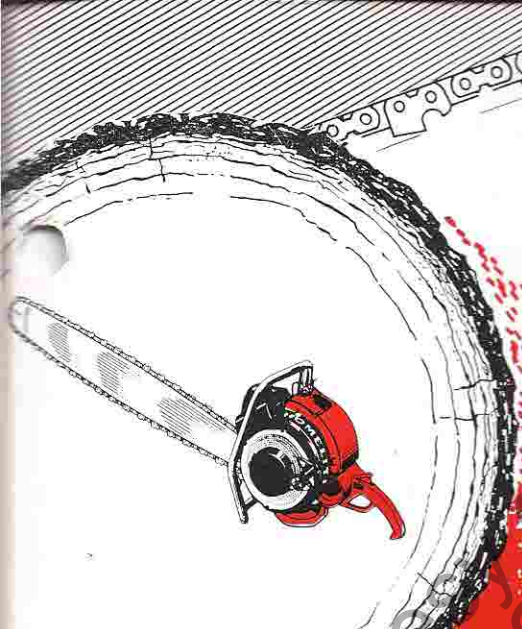
Phone 3771

Ever since he became a Homelite dealer two years ago, Bob Boserman of Franklin, West Virginia, has advertised consistently in his local newspaper. His ads have usually paid off; but never as quickly as the one shown here. The same day the above ad appeared, Dealer Boserman sold three saws—as a direct result of the ad. Bob thinks he's set a new record. "I've sold three saws in one day before," he says, "but never on the very same day the ad was published!"

SELLING HOMELITES FAMILY AFFAIR

While 4-year old daughter Linda gets set to complete the bucking cut, Mrs. Wayne Edwards of Irvine, Pa., discusses the Model 17's features with two prospects at recent Woodsman's Carnival in Cherry Springs. Dealer Edwards confides that in addition to being a cracker-jack Homelite saleswoman, his wife is an expert chain saw mechanic, too. As for Linda, Dealer Edwards says, "She's a pretty good operator, but still too shy to call on a prospect by herself!"





SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 26 NOVEMBER, 1954

Dealers Step-Up Local Promotions Point-Of-Sale Aids Take Spotlight

New indoor illuminated signs . . . new business cards (sample enclosed) . . . new electric clocks . . . new banners . . . new roadside signs . . . new uniforms new decals—Homelite's latest assortment of promotional aids is being hailed as the most complete, the most effective in the entire chain saw industry!

With the important winter selling season just ahead, and Homelite's full-scale national campaign swinging into high gear (see the big 2-color Homelite ad spearheading the magazine drive in the December 18 issue of the SATURDAY EVENING POST), dealers from Maine to California are investing more heavily in local promotions than ever before.

Behind this booming promotional activity is the growing feeling among dealers that no matter how strongly a product is advertised nationally, the SALE is always made *locally*. As Sales Promotion Manager, J. Howard Maxwell, Jr. puts it, "All business is local. You may be very favorably impressed with a particular ad you see in a national magazine—it might catch your attention . . . hold your interest . . . arouse your desire to buy—but unless it's a mail order item, chances are you'll look for the dealer who sells it *locally*—and you'll buy it from him!

"That's why," says Mr. Maxwell, "every successful Homelite dealer is re-

doubling his local Homelite identification efforts. They reason that when a prospect likes what he sees in a Homelite ad, he'll go out and look for his nearest Homelite dealer. Roadside signs, strategically located on main roads, greatly strengthen this identification; so do indoor signs and decals and uniforms and clocks and business cards. In fact," he says, "every Homelite point-of-sale aid links the dealer that much closer to the national merchandising program—increases his chances of selling more Homelite chain saws to more people.

"We have found," Mr. Maxwell states, "that when a dealer makes *full* use of the point-of-sale material available to him, his chain saw sales rise sharply. In

many cases, this sudden jump in sales amazes even the most skeptical. For these reasons," he continues, "we are always on the alert for promotional items that will fit *every* dealer's operation."

In line with this policy, all Homelite dealers will soon receive new sets of Promotion Book Inserts which fully describe the latest point-of-sale aids—the most *value-packed* items ever offered! As always, these effective business builders will be offered at rock bottom prices . . . many, far below Homelite's own quantity costs. And, with more and more promotional material sparking their local campaigns, dealers everywhere look to still hotter sales records during the cold months ahead!



New indoor electric sign, made of top-quality polystyrene, measures 37 inches long, 10 inches high. Illuminated by a standard 36 inch fluorescent tube, this versatile 4-color attention-getter fits easily into windows, over counters, alongside walls. Price complete with tube: \$14.25 F.O.B. Lima, Ohio.

Harold Schiltz, Homelite Dealer of Strykersville, N. Y., Says:

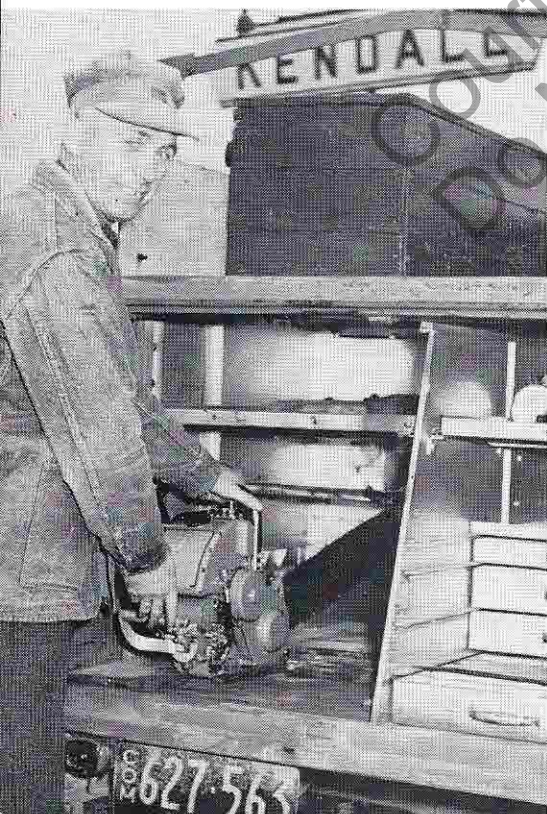
"Sales Increased When Ground a Model 5-

It's a pretty well-known fact that logging crews don't pussy-foot around when there's a job to be done; equipment is bound to get rough treatment. For instance, take the Homelite 5-30 used by one of the logging crews in Harold Schiltz's territory recently. The saw was left unattended for only a moment when a giant ten-ton Caterpillar passed directly over it. The crew thought for sure it was done for.

But when it was brought to Harold Schiltz's place, he scraped the dirt off the battered frame and told them different. "I'll have it good as new," he said. And he was true to his promise. Instead of the price of a new chain saw, it only cost \$75 to put the 5-30 back into tip-top shape.

The loggers went away happy and dealer Schiltz was more than pleased as the news spread rapidly throughout his

Dealer Harold Schiltz places a Homelite chain saw in the rear of his truck just before going out on a demonstration. He generally carries two different models to give the customer a choice.



territory. Folks from all sections of the county were coming in to hear about the smashed Homelite first hand . . . and to find out more about this sturdy saw that could stand the gaff.

HOMELITE STAMINA IMPRESSIVE

"When something like a giant woods tractor mashes a chain saw and you repair the saw and put it back to work, news gets around. Especially," smiles Harold, "when the motor comes through the mis-hap needing only cleaning, adjusting, and an outside frame to make it run good as new. A lot of trees fall on chain saws," Harold points out. "Most folks think they're done for—but *not* when they are Homelites!"

The life of a Homelite under constant use is hard to estimate. Loggers tell Harold they'll last three times as long as competitive makes. Harold himself says he's yet to see a worn out Homelite. "There's a mighty good demand for used Homelites in this section," he states. "A used Homelite turned in on a new model doesn't stay in the shop longer than a month. Competitive makes are hard to sell and remain several months or even longer. In fact," Harold claims, "used Homelites bring 100% more than any other make chain saw in the used market . . . a very important point to remember for new chain saw sales."

Key reason behind Harold's successful dealership probably stems from the fact that he doesn't consider Homelite chain saws as just another sales item. He knows chain saws inside and out; and through his demonstrations, and seeing what they'll do, he is thoroughly sold on Homelite himself. "At first," says Harold, "Homelite was a sideline to my selling of other farm equipment. But now my farm equipment sales have taken a back seat and Homelites are my *main* business!"



Serviceman Leigh Cleveland demonstrates a Homelite to Andrew Alemeter in the repair shop.

FORMER FARMER

Not many years ago, Harold was a farmer himself and he knows just what goes on in the back woods and in the logging sections. Seventy-five percent of his customers are farmers who use chain saws in regular farm work, the rest are commercial loggers. Because most of the wood cut is hardwood, there's a definite need for a chain saw that can take a terrific beating . . . day after day and week after week.

While Homelites practically sell themselves when the ball gets rolling, competitors don't sleep either. A number of competitive dealers established long before Harold took over, couldn't stand his competition and folded up to give him practically an exclusive territory. But Harold Schiltz isn't taking any chances on losing his stronghold in the area. He still advertises heavily; asks customers to keep him informed regularly about prospective Homelite users. Leads are

...a Ten Ton Caterpillar ...30 Into the Earth"



Harold Schiltz points out Homelite features on the cutaway to Robert Dorshide and Nick Bartz. The cutaway and sign shown are directly inside the door of his shop.

followed-up immediately, the same day if possible.

"Although I do a lot of demonstrating at local fairs," Harold confides, "I follow up each lead with an on-the-spot demonstration in the farmer's own woodlot—on the type of wood the farmer will actually be cutting with a Homelite." During the first year of his dealership, Harold made over 150 demonstrations in farm woodlots and on logging operations with results averaging one Homelite sale to every five demonstrations. Since that time, the sales ratio has improved to about one in four!

STRESSES SERVICE

"Each new customer gets thorough instructions on his new saw on home grounds," says Harold. "When a saw is sold, it isn't forgotten. Not by a long shot. Usually the customer brings his saw into the shop for a free check-up, but if we don't hear from a customer

over a three-month period, serviceman Leigh Cleveland or I call on the man to find out if anything is wrong and check the saw right on the spot.

"Service is mighty important," Harold believes. "It helps sell Homelite over the competition, and it insures steady repeat business from our old customers. Although we service *all* makes of saws," says dealer Schiltz, "we do not carry a large supply of parts for other makes. Our business is Homelite! We keep a good supply of Homelite parts and give overnight and weekend service to owners of Homelite saws *exclusively!*"

The reputation of good service and a good product keeps Harold and Leigh extremely busy. "The bulk of our sales in the last six months," he says, "were made to new customers sent in by satisfied owners—farmers and loggers. A prospective chain saw buyer sees a lumberjack using a chain saw, finds out the make, where he bought it, and other

pertinent facts, then he drops around to see us."

VALUES ADVERTISING

While it's a great help, dealer Schiltz doesn't leave *everything* to word-of-mouth advertising. Far from it. He keeps folks constantly informed through advertising in the county and sectional newspapers, point-of-sale display pieces, roadside signs at strategic spots on the main highway, and uninterrupted listings in all the local telephone directories.

His demonstration truck (where he usually carries a Model 5-30 and Model 17) features prominent lettering on the sides, and goes a long way towards keeping Harold's business flourishing 'round the calendar. And, at the rate dealer Schiltz is moving around his territory, it won't be very long before the *only* saws in operation will be Homelites!

Serviceman Leigh Cleveland works on a customer's Homelite. Homelite owners get overnight and weekend service. Owners of competitive makes get slower service.



TOP HONORS AGAIN FOR LES LIEBENBERG

Les Liebenberg, who handles a chain saw as though it were a nail file and makes it perform like a bulldozer, swept the field in a double chain saw cutting victory before a huge crowd of California spectators at the San Lorenzo Valley Fair.

In the first event, using a feather-weight Model 17 on a 13 inch Redwood, Les made 2 cuts in 36 seconds. Then, in the 12 horse-power-and-under contest, with a Model 5-30 chain saw he sliced through a 29 inch log in 1 minute 29 seconds.

Each triumph gave this dealer a 16 second edge on his nearest competitor.

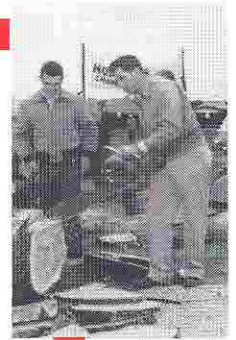
Les walked away with a handsome trophy, a 10 dollar bill and a new Homelite worth \$279.40—and what could make anybody happier than owning an extra Homelite.



SINGAPORE ACCEPTS NO SUBSTITUTE

Homelite's Far Eastern representative, Mr. S. J. Soon, sends this photograph with the notation: "It's Homelite or nothing for more and more plantation owners and forestry men in the Malayan jungles. They know that the hard tropical woods melt faster under a Homelite than any other cutting equipment. And," says Mr. Soon, "though *this* rubber tree is dead, Homelites are playing a vital role in weeding out the weak trees so that more rubber will be available in the future."

HOMELITE FAIRS WELL FROM COAST TO COAST



(Clockwise, starting at left) GEORGIA: Salesman Red Pritchett cuts up logs in front of Dealer Bill Chambliss' booth at Columbus. OKLAHOMA: Branch Manager Lou Roy Faylor bucks with Model 5-30 at Oklahoma City as District Manager Paul Ryan (with sun glasses) watches with pride. ILLINOIS: Chicago District Manager Ray Marschalk demonstrates Model 17 at Port Byron. CALIFORNIA: Branch Manager Lamar Cheney watches lady prospect try Model 17 at Fresno District Fair.

Future Dealers Visit Port Chester



Homelite Dealer Jack Hanna of Honeoye, New York, takes time out from National Retail Farm Equipment Association Convention to play tour guide to his two sons Johnie (left) and Joe (right) and nephew, Frank Kaufman at the Homelite factory.



SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION
PORT CHESTER, NEW YORK

No. 27 DECEMBER, 1954

**it's here! . . . new clearing attachment
markets are eager . . . dealers prepare for sales boom**



A new clearing attachment*—exclusive with Homelite—is expected to become one of the biggest money makers in the business and increase Model 17's sales volume. Because of the enormous ready-made market, dealers can look forward to greater and more solid profits than ever before.

"60% faster than old clearing methods," country-wide testers report. They say, "One man cutting can keep three men busy clearing brush."

With its perfect-balance design, work on steep slopes is safe and sure. Light and maneuverable, work can be done in close quarters and hard-to-reach spots, making felling, bucking and limbing of all trees and saplings easier for any clearing job.

Statements like these come in from representative Homelite dealers every day: "Once a customer sees it in operation, there's no question about a sale. And once he tries it for himself, he won't part with it and usually orders two."

Just skimming the surface of markets eager to buy a Homelite Clearing Attachment are clearing contractors, farmers, orchardists and tree surgeons; Park, Forestry and Conservation Departments.

Especially made for Model 17, a standard 28" chain can be used. Available now, the price is \$34.50, part number A-55379.

*Spike permits cutting at end of rail
which takes backache out of bucking.*



*Man can operate with one hand,
leaving other hand free to push
over tree.*

highways pastures

power lines trails lots

*patent pending

bill boards beat a path to dealers

G. O. Vinz & Sons proves it:

G. O. Vinz, farm implement dealer and natural born salesman, whose popularity starts in Dalton, Wisconsin and reaches nine hundred square miles, is known as "Chain Saw Vinz." A public relations-minded man, he is the local fire chief (a good-will builder if there ever was one), and has a finger in every phase of selling a Homelite Chain Saw. He puts his heart into his Homelite business, which is something special to him because, well . . . as Mr. Vinz tells it:

"There's never been a Homelite Chain Saw I couldn't sell. No other make can hold a candle to it. I, personally, like the way it performs. It's a goodlooking machine, has built-in balance and when a man lifts the saw, it hangs right . . . No saw can boast better selling features:—It's lightweight with maximum power—22 pounds delivering 3.5 horsepower and has the lowest maintenance . . . All this makes them a cinch to sell. Once I'm on my way to a demonstration, I can start writing out the bill of sale, for I know the chain saw will sell—and that's a good feeling.

"I remember one experience that affirmed my faith in the Homelite Chain Saw's remarkable durability:

"A customer purchased a Model 26 from me in 1952 and it wasn't until a year later that he brought it in for a check up! He had not even changed the spark plug since he bought the machine, whereas he had changed it once a month on another make. I couldn't find a single repair to do, so I just cleaned the machine and returned it to him.

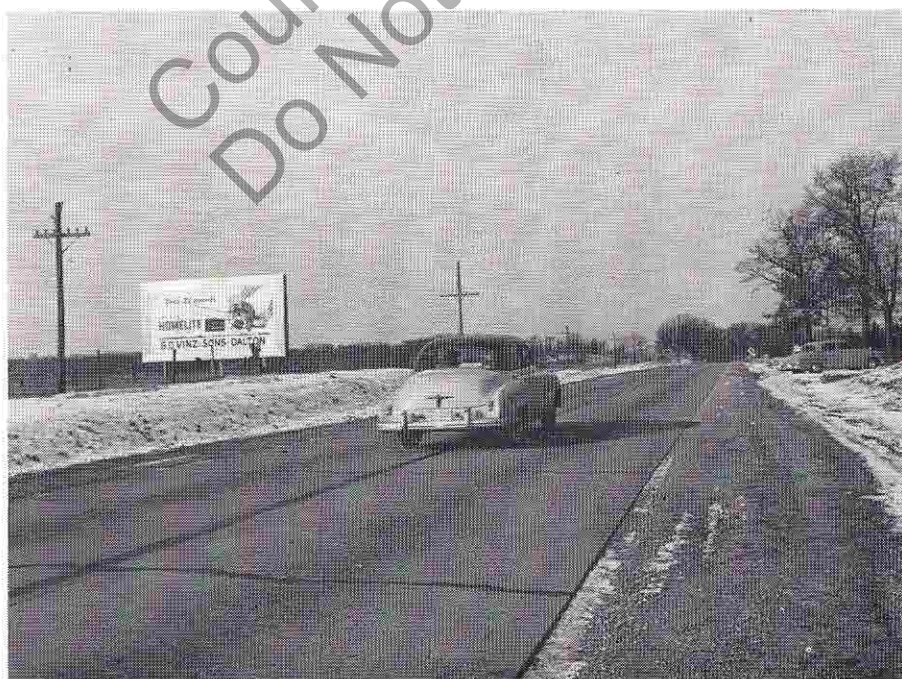
"When I know I've got a good product, I go all out to advertise it. I have eight billboard posters which I keep up at the cost of \$25 a month. In October all eight were posted from 5 to 35 miles from the shop . . . For the next three months I will keep three or four Homelite ads on the road. We have gotten many sales directly from these signs . . . They really pay off. So does the material sent from Homelite which we use. The cardboard display is terrific and the new signs are even better—especially the indoor electric sign. My newspaper advertising costs are \$175 a year . . . very little for the results I get. It pays for itself over and over. I believe in showing the saw in action at any gathering. We have displayed at three County Fairs in 1954: Green Lake, Columbia and Marquette. I'm sure this accounts

in a great measure for the fact that a Homelite is definitely the chosen saw in the northern part of Wisconsin.

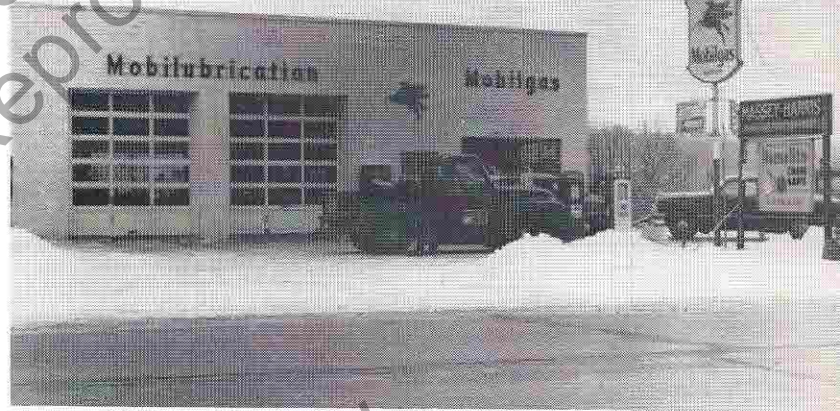
"Selling a Homelite is a pleasure. I am confident and perhaps a little smug after I close a sale. For, to me, it is the beginning of a possible life-long association between myself and the customer that will start a chain reaction of sales. I can say this because I have good service. I back up every sale with service whatever the hour. We tell the customer that we are here to keep his machine in perfect working order at all times. We have two men in our service department who replenish fast moving parts when down to three or four items. They keep everything available in the shop for on-the-spot repairs and tests.

"My sons, who are in the business with me, feel their future is set as long as there are Homelite Chain Saws to sell. I am ready with a good product, I have good service . . . and will *never stop advertising.*"

. . . So, from Dalton and a territory covering nine hundred miles, SAWDUST suspects people will be coming to "Chain Saw Vinz" for a long, long time.



er's door



Inside and out, the Homelite Chain Saw is showcased by displays.



In circle: "My secret is service."

To right: "Once I'm on my way to a demonstration. I can start writing out the bill of sale, for I know the chain saw will sell, and that's a good feeling."



A Wisconsin newspaper put Mrs. Rhody into print as being the only woman in the United States who can repair a chain saw as well as a man can.

Wife of Dealer Edward Rhody, Mrs. Rhody's fame has spread throughout the county and many dealers bring their problems to her. On one occasion, a repairman, who had been working for two hours trying to insert a spring, sought out Mrs. Rhody whom he heard had a way with chain saws. Accepting the challenge like a trouper, she surveyed the problem, and within two minutes had the spring in place.

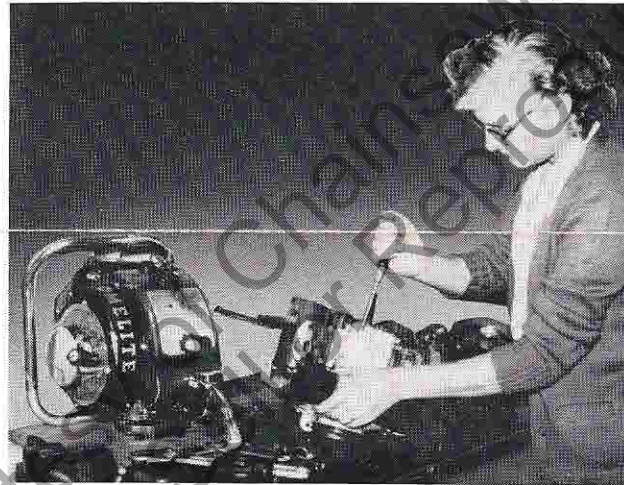
This adept woman, in addition to caring for six children, not only tackles all repair problems, but does any job in the chain saw business.

In her spare time, she has demonstrated, sold and delivered, since March, 77 Homelites. With a selling spirit in keeping with Mrs. Rhody's knowledge of what makes a chain saw tick, she can be heard saying, any day in the year: "Just let me hear of someone who is interested in a saw and I'm there!"

they seek her for repairs

The number of chain saws brought in for repair of a broken chain can be considerably lowered by careful inspection of the chain for tight links *after* the repair of the chain. Since a tight link will cause a breakage somewhere *between* the tight link and the sprocket, *the tight link must still be located and replaced to avoid another breakage* after the original break has been repaired.

In repairing the tight link correctly, replace tie straps with flat side facing in, and the rounded side with the countersunk side of the rivet holes facing out. Use *flat* side of hammer, not the ball to upset rivets. Rivet holes are tapered. If the countersunk side is placed on the inside of the chain, the rivets cinch up too tightly. This causes a binding joint and, inevitably, chain breakage, which means unnecessary repairs and angry customers whose faith in Homelite might be shaken. This can be avoided by inspecting chain for tight joints *after* repair is made.



"WOODLAND + CHAIN SAW = BIG PROFITS," heading an article in the December *Country Gentleman*, was seen by no less than 2½ million people. So was the Homelite ad, only a few pages away. Together they spell money, for in comparing the article with the ad, Homelite found them startlingly alike.

Whether it's fate, coincidence or the best piece of luck ever to fall into a dealer's lap, it seems that facts gathered by *Country Gentleman's* regional editors coincide with the material Homelite gathered and printed for five months in the same magazine.

The article's true-story approach on how much money a man can save on a job done with a chain saw (mentioning his name and profits to the penny), backs up similar actual accounts told in Homelite ads.

Homelite is taking full advantage of this boon to dealers. A complete, hard-hitting direct mail program is now being prepared for dealers' use in their territories.

Tip to live-wires: Start now to build your list of "hot" prospects. The local advertising value of this *Country Gentleman*-Homelite tie-in is limitless. It may be the first push of a snow ball that will roll in more markets.

homelite gets "free ad" in "country gentleman"

