



# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 28 JANUARY, 1955

## homelite delivers direct mail advertising magnet to dealers

When a dealer calls up Homelite and casually orders 10,000 *Country Gentleman* direct mail pieces for his prospective customers it proves two things: that he realizes the tremendous customer-drawing power of this kind of advertising and that he has used every available source to compose his mailing list. This is just one dealer's response out of 1,800, who know that two and one-half million readers is nothing to sneeze at. This is the readership of the *Country Gentleman* (the magazine farmers believe in), where the inspiration for Homelite's big promotion began.

For the past month, Homelite has made a rumpus, a commotion, a big fuss—in short, has been sizzling with hot letters to dealers about the *Country Gentleman* article headed WOODLAND + CHAIN SAW = BIG PROFITS . . . about the Homelite ad in the same issue . . . and the tie-in between the two. In the many letters dealers have received, a quote

from this one sums up what it all means: "Both the story and the Homelite ad talk the same language: money. In the story, *Country Gentleman's* editors prove that a farmer can make money with a chain saw. In the ad, Homelite proves that he can make more money, faster and easier with a Homelite chain saw."

Taking their lead, Homelite attached the article to the ad, wrote a letter to a supposed customer, combined it into one bombshell of a selling package—and sent it to dealers.

This exciting, money-making promotion has now stirred the nation and is on its way to get new customers. But remember, direct mail advertising only informs the customer; it's a good push in the right direction. A follow-through selling job must still be done. It is necessary to call on a customer, personally, or phone him if this is not possible, soon after he receives the direct mail piece, to clinch the sale.



posters tie in direct mail campaign

Customers will be drawn to these huge, colorful posters now being delivered to all dealers. Advertising Manager Phil Halperin points to the "Country Gentleman" article, "Woodland + Chain Saw = Big Profits," which is giving all Homelite dealers a chance to prove, right now, that woodland + a Homelite chain saw = bigger profits.

# big chain saw dealer joins homelite and doubles his success . . .

. . . Every dealer has a pet selling theory that he feels is the bonanza of his business. But when a dealer who sells to the Redwood Region—which has two billion board feet a year at stake—has such a theory to divulge, we are more than interested to know about it . . . This is how Ralph Sheppard, his wife Jean and the seven experts who comprise the Western Chain Company have given Homelite a strong hold over northwestern California.

“Hardened Redwoods men, who had successfully brought down trees for generations by hand-sawing and chopping, were difficult customers in '46. A great risk was involved in their changing methods: These were enormous trees, as wide as 16 feet in diameter. If balance was lost, a nearby tree might be damaged, and at 200,000 board feet to a tree, the Redwood was something special to guard.

“Yes, these foresters were deeply set in their ways; they had good reasons. Nevertheless, today they are my best customers. Not accustomed to pulling rabbits out of hats, I did the trick with the only magic word I knew—demonstration—and it worked! Three years before Homelite entered the chain saw field, I brought chain saws into the forests and gradually watched the Redwoods men notice the possibility of harvesting timber with a powered saw. Business went well after this, but last year I made a decision that made it better for all time: I decided to sell *Homelites*. After being repeatedly defeated at competitions and watching the saw in action, I was convinced that a Homelite could outperform any machine in the field. With my earlier experience in the fir forests of Washington's Olympic Peninsula and the pine forests of the Sierras, I felt I knew the cutting needs of the Redwoods men and had faith that only a Homelite saw could fulfill them perfectly. It had features that appealed to the woodsmen that no other saw could give: Its lightness allowed a quick retreat from the cut tree, which added to the safety of forest work; its high power-to-weight ratio made it the first one-man chain saw able to handle the giant Redwoods.

“But the foresters of the Redwood Region would never have known about these advantages or the superiority of a Homelite, if I did not continuously *show* what a Homelite could do.

“At fairs, contests, competitions, celebrations, private showings—wherever people gathered, the Western Chain Saw Company found a way to bring Homelites to them. If there was no way, we made one. We did not sit back and wait for a fair. Last April, when sales leveled off and we needed a boost right away, we went out and found a log bucking competition—entered and won it—and public interest was renewed.

“Good timing coupled with good demonstration strengthens its selling force: Starting promotion campaigns in the off-season brings us several paces ahead of competitors when activity stirs. Bruno Falleri, ace salesman on my staff for 20 years, began demonstrating as soon as roads permitted after winter rains. The Humboldt County fair also came along in time to put an edge on the end-of-season slack. It was made to

order. We competed against 14 saws and won the top five money prizes.”

Leaving no loopholes in their excellent selling program, the Sheppards use every available means to spread the good word about Homelite including radio, newspaper, television, billboard and logger magazines, plus all of the display material prepared at Port Chester.



Radio advertising has been especially profitable for the Western Chain Saw Company. Sponsoring local fight, weather and news broadcasts—programs that interest men—have played a big part in giving them the esteemed position of number one chain saw dealer. By extending their advertising program to all mediums, Homelite's attraction has not been bound to the forester. Ralph, whose following is longer than the Pied Pipers, even finds prominent medical men on his roster of customers.

“Changing a tough prospect into an avid customer, through demonstration, is an everyday experience now, which I meet with smug assurance. After all, it was a demonstration that convinced *me* a Homelite can outperform any machine in the field.”

1. *PROSPECTS' interest increases as Ralph Sheppard, right, points out the superior features of a Homelite to contract logger Loren R. Burrell, left, and his partner Russ Spencer.*

2. *DEMONSTRATION log deck is located behind the shop for convenient on-the-spot demonstrations. Russ Spencer tries the machine.*

3. *DOUBLE SALE results from Ralph telling them why a Homelite is so terrific and then proving it right in his own backyard. Customers walk away with a set: A Model 5-30 and a 17.*



## chain saw specialist opens rental business

Marshall B. Gould, former Chain Saw Specialist for New England, is now in business for himself, selling, among other things, Homelite chain saws. With the knowledge accumulated through working closely with Homelite products he is well prepared for his new business venture: Gould's Rent Tool Service. Marshall's seven-year-plan for "the only business of its kind" was completed last month in the basement of his home in Greenfield, Massachusetts, replete with over \$5,000 worth of new tools.

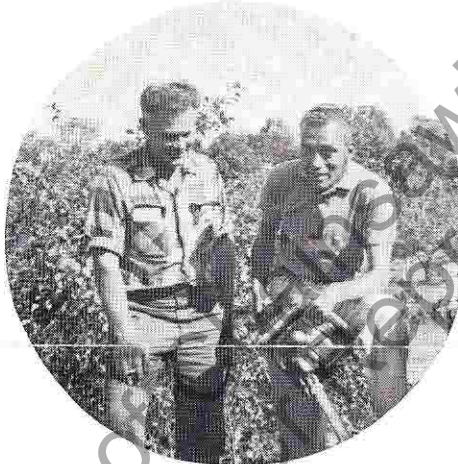
The shop, which Gould built practically single-handed, will sell, service and rent all types of tools and machines for the amateur, or do-it-yourself handyman. Everything has been carefully planned. In his fluorescent lighted, concrete floor basement—a sales and service area of 1,000 square feet—there's room enough for patrons to do work of their own, using Marshall's stationary tools. Floor sanders and polishers, hand tools, cement mixers, skill saws, electric hammers, wall papering equipment, paint sprayers, ladders and plumbing supplies are just some of the tools which are available.

"If there is enough demand for it, I'll get any kind of equipment," Gould says. "If someone wants to rent a screw driver, I won't say no"!



## television star ed sullivan prefers a homelite

"That's the saw I want," said Ed Sullivan to Connecticut Dealer Marshal Tolls, without hesitation, after seeing a Model 17 in action.



Mr. Sullivan, whose hometown is Port Chester, will use the chain saw to cut woodland on his 60 acre farm in Southbury, Connecticut.

Marshal reports: It's a pleasure to do business with such a fine person. He's a regular Joe."

## first of six homelite scholarships awarded

A \$500 Homelite Forestry Scholarship was awarded to Gerry J. Allen, a junior forestry major at the University of Georgia.

Mr. O. C. Aderhold, president of the University of Georgia, writes: "The faculty of the School of Forestry has carefully studied the records of the juniors and seniors in our school and wish to recommend Mr. Gerry Allen from Eastman, Georgia, for the scholarship. Mr. Allen has a high average, is the son of a mail carrier and earns all the money he can in his spare time and in summers to keep himself in school."

In the photograph, Mr. Norman Supove, Homelite District Manager from Florida, presents the check to Allen. To the left of Mr. Supove we see President O. C. Aderhold and to his right is Forestry Dean D. J. Weddell.

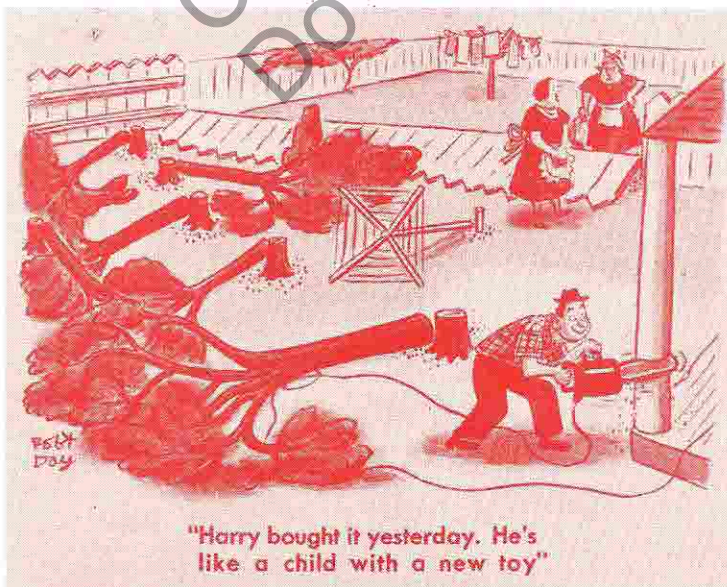
For the 1954-55 school year, other scholarships will be awarded at the University of Maine, Pennsylvania State University, the University of Minnesota, Louisiana State University and the University of Washington.



## homelite saw cuts down nation's christmas tree

The Nation's Christmas tree, a magnificent 67 foot Balsam fir, was given to President Eisenhower by Michigan State College.

District Manager A. Gruettner received the news from Mr. Harold Armstrong of the Armstrong Supply Company, that the tree was cut down with a Homelite Model 26 chain saw which they sold to the Michigan State College Dunbar Experimental Station.



"Harry bought it yesterday. He's like a child with a new toy"

courtesy of *This Week*

# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 29 FEBRUARY, 1955

## OPERATION "SEND A LETTER" PAYS OFF

Important headlines are being made by today's facts and figures in the Homelite Mail Department. The very first direct mail campaign offered to dealers . . . that ready-to-go letter to customer prospects, enclosing reprint of the famous *Country Gentlemen* article and Homelite ad . . . must have been just what the doctor ordered, for this *direct* mail barrage is making possible *direct* sales of Homelite Chain Saws.

At press time 510 dealers have sent in requests for 146,525 sets of material.

The Advertising Department has had to order *four additional* printings.

*Dealers report successful stagger system.* Formula: don't send to all the list on same day. Each must be followed up by a call. So, mail an equal number each day. Week or ten days later, begin calling, continue calls until every name on list has been contacted.

*Mats make money too*—with another new, ingenious idea! Many of the advertising mats can be reprinted on post cards. Strong Homelite selling points: "The Mighty Mite of Chain Saws," "Make Money on Your Woodlots," "The Number One Chain Saw," "Doing a Day's Work in an Hour" are tremendously effective, are read at a glance, sell the story straight, identify the dealer with these national headlines,



Greta Backman of the Advertising Department tabulates a few requests for direct mailers.

*Prospect lists* have doubled, even quadrupled, in order to take advantage of this timely, convincing promotion.

The Mail Department announces that a limited supply of this promotional material is still available . . . the letter to customer prospects, the Homelite ad and

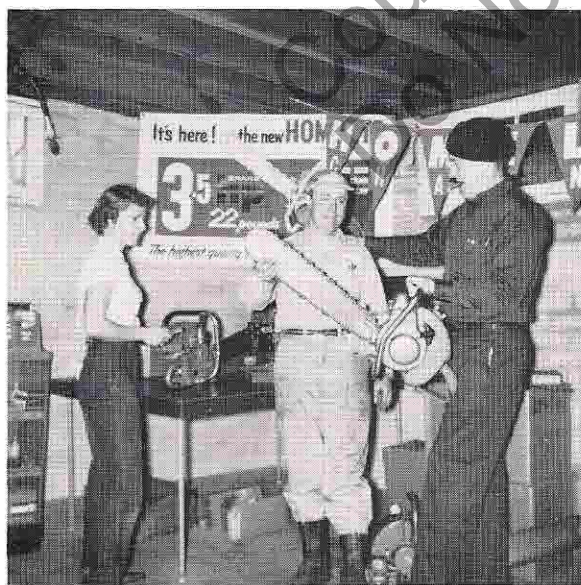
reprint of "Woodland + Chain Saw = Big Profits" from the *Country Gentleman* . . . now a *proved*, perfect build-up for personal selling.

And as one dealer puts it: "The more good prospects you develop, the more Homelites you're bound to sell!"

In the golden heartland of northwestern Illinois is Homelite Dealer Vernon Streitmatter, whose business is 95% with farmers. A farmer himself, in partnership with his brother Jeff, on a 720-acre, general grains-hogs-Hereford farm, Vernon knows a farmer's problems, knows what difference a Homelite Chain Saw can make to a farmer. He was so enthusiastic about the first one he himself tried, that in 1953 Vernon became a Homelite Dealer. He never let up on his sales efforts to the farmers in his territory. He made calls every day. He demonstrated at every opportunity, and he *sold saws in every single month* of 1954. When the impressive total of 100 was reached in December, District Manager Ray Marschalk presented him with Saw Number 101, in recognition of his pioneer contribution to farming in that area.

### WHAT ARE VERNON'S SECRETS?

None at all, he says. In the beginning he drove up one country road and down the other, searching out farmers who could be interested in adding to their incomes with a Homelite Chain Saw. "Most of them thought I was wasting *their* time, as well as my own," says Vernon. "But there were quite a few who listened, and watched, and tried the saw themselves. And it's almost unbelievable how sales began to mushroom. Then I began to use the classified sections of country newspapers—every week, all year



UP TO

"TOP D

Vernon Streitmatter, farmer-dealer, *W*  
February, 1953, found it so satisfacto  
saws the next year, mostly to farmers

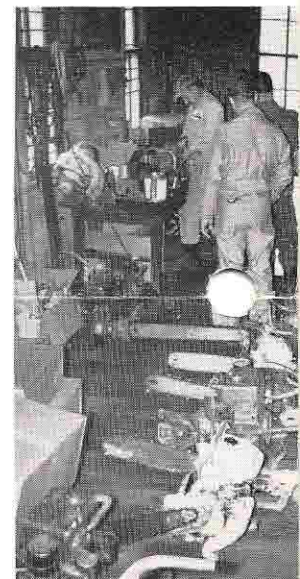
'round." Later, knowing the effectiveness of direct mail, he began to use it regularly. This month he is sending out a large quantity of the new material prepared in Port Chester (see front page). And he follows up *all* leads with personal contacts and demonstrations.

### PROOF IS IN THE DEMONSTRATING

The Streitmatters displayed at six fairs in 1954. In fact, they say there is not a day they skip making a demonstration. They run into plenty of competition, and invariably the Homelite saws make a hit because of their light weight, their high horsepower, and their all-round efficiency. On February 7th Vernon was up against



a farmer who had been  
saw. "When I demons  
he was amazed. He ha  
anything quite like it on  
of his had bought this o  
both been looking at, un  
cheaper than Homelite  
was more expensive in



In The Pictures—a  
Read up—l

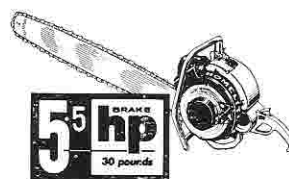
Vernon Streitmatter pass  
101st saw is handed to him  
ist Jack Keeler. Pretty g  
Shirley, who also doubles a

Vernon instructs each ne  
operation and maintenanc

Repaired, trade-in saws,  
bring back cash outlay.

Steitmatters all. Brothers  
Marvin and Milo.

Vernon loads up for Home  
well-patronized farm auct



# DEALER" IN 2 YEARS

West Jersey, Illinois, first used a Homelite, why he got a dealership, sold over 100 is called "Top Dealer in District #8."

Looking at a competitor's... rated the Homelite 17, didn't thought there was the market. A neighbor... other saw which they had... der the impression it was... But both found out it... the long run."



man on his way up. left to right.

the century mark. The... here by Chain Saw Special... is Vernon's sister, Miss... his secretary.

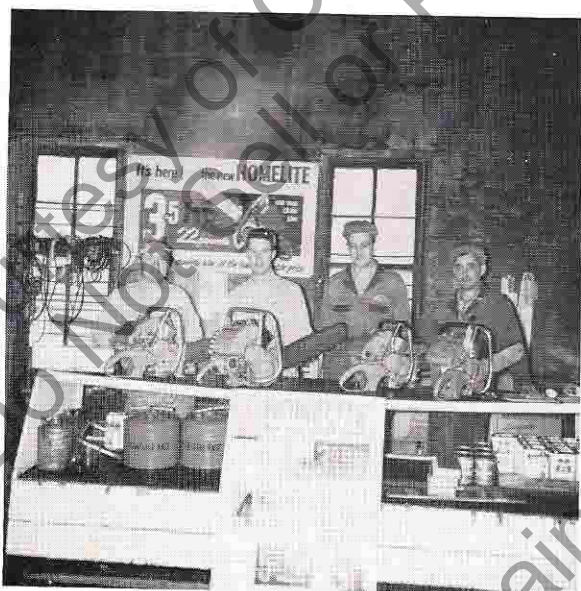
customer on proper saw

ready for quick re-sale to

Vernon and Jeff; Cousins

the sales at those advertised,

1955.



## FARM SALES MAKE GOOD PICKING

The Streitmatters make it a point to attend different farm sales held through the year, and to set up a Homelite demonstration in the sales barns, and they sell many a saw through contacting farmers at these sales. Word travels fast too, through their many elated farm customers, who have learned to make extra money on their woodlots via the Homelite route.

"As far as competition is concerned, I believe in giving the customer a clear, honest picture of both products," says Vernon, "and this always demonstrates Homelite's superiority point by point over the other company's. In selling to farmers, I've found it works like a charm."



## SELLS SERVICE TOO

Vernon sells service too, urges regular check-ups. "We push this a lot," he says, and since the Streitmatter territory extends about forty miles in each direction, he and his brother "take service to the customer" via their two station wagons, in which they carry a large stock (possibly \$1,500 to \$2,000 worth) of blades, chains, parts and anything else that might be needed. And to build good will, they try to service *any* saw that hits the shop. In the same tradition of all-round service, the Streitmatters accept all kinds of saws, traded in on Homelites, but try to keep their used level down to not more than ten or twelve. They are convinced this stress on service has gained them a lot of business, has made their customers feel confidence in them, and "this goes a long way, especially with farmers, who expect reliable service, and are used to getting it on their farm equipment." The shop has three full-time employees, handling service and sales, and several part-time mechanics. They sell regular garage accessories, and often bring people in to the Homelite-filled showroom by having special sales, offering some item such as popular outboard motor oil at cost.

Vernon has a definite goal for 1955 . . . he is "shooting for 200 new Homelites." If this goal is reached in that farming country, Ray Marschalk has offered to ante up *two* free saws. More power to you, Vernon Streitmatter!

## MORE HOMELITE-DEALER SCHOLARSHIPS AWARDED



*Everybody's happy*, and most of all, George Cabniss of Louisiana State University. He has just been presented the Homelite Dealer Scholarship by beaming Jim Anderton, District Manager in Louisiana. On leave from the U.S. Forestry Service, George was highly praised by Dean Lee of the University, also Forestry Professor Hayes. Dean Lee said there were probably more deserving boys in Forestry School than any other department. Left to right: Dean Lee, George Cabniss, Jim Anderton,, Professor Hayes.

*Rush in Washington.* Don E. Rush, 20-year-old honorary junior in forest management, University of Washington, has just won the Homelite Dealer Scholarship, being presented here by A. D. Sherwood, Homelite Manager for the Northwest. Doug Sherwood sums up future planning on these awards very neatly: "Homelite and its dealers have established these scholarships to help deserving and competent students complete their forestry training so they may apply their knowledge to better conservation of one of our greatest natural resources."

### FOR SAFETY'S SAKE



Just a gentle firm pull will start your motor—don't overdo it!

Pass this tip along to your customers.

### BEST "BRAGS"

One of the month's best brags comes from Warren, Pennsylvania: Elbert Mohr enthuses: "I have used my new Model 17 Homelite now for more than two months, and I can honestly say that it is the very best saw I have ever had the opportunity to use. The light weight, convenience of controls, and adequate power, make it almost effortless to operate. The saw I had previous to my Model 17 Homelite was 14 pounds heavier, had less power, and no governor. The exhaust from the old saw seemed to say "hurry up, hurry up." But the Homelite exhaust, thanks to the governor, seems to say, "take it easy—I'll do the work."

### COMPLIMENTS TO GINNY

*Exception* is taken by the Cleveland District to the claim reported in SAWDUST that Wisconsin has the only woman chain saw mechanic—Mrs. Edward Rhody. Says Warren H. Gray: "Mrs. Virginia Johnson (customers call her Ginny) has worked as chain saw mechanic since 1951. When dealer Andy Davidson of Brighton, Ohio, is on the road, Ginny is in full charge of his shop, both sales and service. When her husband purchased his first saw six years ago, Ginny became interested—overhauled his unit three times. In addition to being an excellent mechanic, she keeps house and has reared a very pretty daughter."

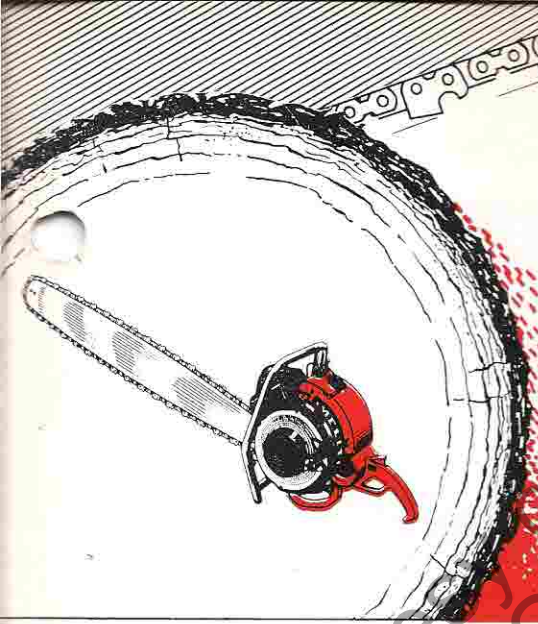


### ON JOE TRAU NIGHT

At a January meeting of the Rotary Club in Penfield, New York, dealer Joseph Trau of Knapp & Trau, Fairport, New York, had to tell fellow Rotarians about himself and his business. Joe took full advantage of the occasion to advance Homelite. Picture shows him cutting a handsome swathe, with the Clearing Attachment. He also told the Homelite story, showed the chain saw movie, and before the evening was over, sold two saws to members present. Others in the picture are Bud Darrow, Homelite District Manager in Buffalo, and Dr. Robert Thompson, Rotary President of Penfield.







# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 30 MARCH, 1955

## 75 CANADIAN DEALERS TRAVEL 2000 MILES TO GET HOMELITE STORY FIRST HAND

With cheers and songs, 75 enthusiastic Canadian Dealers descended on the Homelite plant on a red letter Monday morning in March to see for themselves how the chain saw they sell so successfully, gets to be the finest in the world. Led by Nelson Adair, Manager Woodlands Division of the Terry Machinery Company, Ltd., and Al Gilfillan, Terry's General Manager and Advertising Director, Marcel Dion, President Quebec Chain Saw, Ltd., and Renee Bourassa, Assistant to Mr. Adair, and key interpreter, the enthusiastic expedition from the Province of Quebec literally saw the Homelite saga unfold, and heard its policy of perfection described in two languages by key Homelite personnel of linguistic skill.

In the gallant tradition of the Canadian big woods, these visitors dazzled the local Homelites with their red toques with white tassels, provided by Mr. Dion as a colorful plug for Quebec's Winter Carnival, and boosted factory morale with their gay chanteys sung in impromptu fashion during the day.

But let the log of one Dealer describe the tour: "Things that impressed us most; general cleanliness of the place; super efficiency of the L.B.M. room (our nice guides, all Homelite employees, translated it 'mechanical bookkeeping'); special jigs and fixtures, custom-built by Homelite for precision machining and most efficient production; all phases of manufacturing; the thorough dynamometer testing of each saw

for a power check at various speeds and loads . . . they run each one about 20 minutes before shipping; top quality everywhere, observed first of all on the assembly line where it was explained in French by Marcel Rank; the helpful 'clinic' on service, where we got so many things straightened out; the inside information on future products; the displays of promotional ideas and helps; Vice-President Nelson Thomp-

son's analysis of Homelite's Engineering Department and its two-pronged operation — of watching present models closely for any weak spots and making all corrections as fast as possible, and of keeping up on present market trends and designing and testing probable new models and products."

Mr. Adair made the formal farewell for his group, saying he expected sales would be doubled this year, which inspired a spontaneous outburst of approval from the men. In a parting gracious gesture, the Dealers sang a special song for M'sieu

Thompson, then finally our national anthem.

Eugene Carey, Manager of Dealer Sales, sums up the host side: "The tremendous response of our Canadian Dealer neighbors, their pertinent questions, convince me that we should encourage similar visitations from Dealer groups in the States. I certainly believe it would be a most constructive thing if more of the Districts would send people into the factory. A lot of real friendliness and understanding is built out of these trips."



*"La Scie Homelite. Hip, Hip Hooray!"*

IN CANA

# TERRY MACHINERY

## COLOSSAL TEAM IN A



A regular weekly conference of Terry officers . . .

**S**eventeen years ago Bill Terry sold his first Homelite product—a pump, and “from that day on,” he says, “I was in business.” In his early days as a Homelite Dealer, Bill drove himself mercilessly, making calls and sales over the huge area between Montreal and Toronto. “Boy, that was rough,” he recalls, “but it paid off in sales, and by 1940 we became sole Canadian distributors for Homelite pumps and generators.” By the time that Homelite Chain Saws went into production, Bill Terry knew that the name Homelite was synonymous with success, and he set a definite goal for himself. There was nothing puny about it. He decided that with organization, advertising, and hard work, his Terry Machinery Company, Ltd. could, and would make Homelite outsell all chain saws in Canada. With this vast expanse providing a gigantic source of pulpwood, Bill’s ambition had good reason to be whetted. Potentialities seemed unlimited. There were already chain saws abroad in the land, but none of them could touch the Homelite models for fast cutting, easy handling, and practical maintenance.

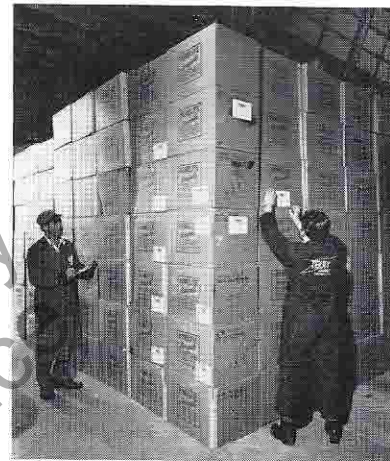
### “Mister Chain Saw”

Bill Terry organized with care and foresight. In 1951 he made a major advance. He teamed up with a company whose head, Nelson Adair, was known far and wide as “Mister Chain Saw,” and who is recognized as the top authority on chain saws in the country. For one thing, Nels had developed the plunge cut bow; for another, he knew there is really only one way to sell chain saws—by showing them at work, then by taking the time to patiently instruct prospects on proper care of the saw for best results. Naturally a strategic stipulation in the deal Bill made with Nels was that he join up with Terry Machinery. So Nels became Manager of the new Forestry Division at Terry, where he brought his valuable reservoir of chain saw know-how.

### “On-the-Job-Selling”

With this winning combination of Bill Terry and Nels Adair, the campaign was on. Nels headed for the woods with his Homelites and his convictions. Joining the loggers where they worked, Nels, with nonchalant ease, would demonstrate the lickety-split speed of the Homelite. Then he would invite the loggers to try for themselves . . . just as the automobile

Left to right: Cliff Makinson, Production Director; William H. Terry, President; Rolland Cadioux, Vice-President and Financial Director; J. A. Gilfillan, General Manager and Advertising Director; Nelson Adair, Manager of the Forestry Division.

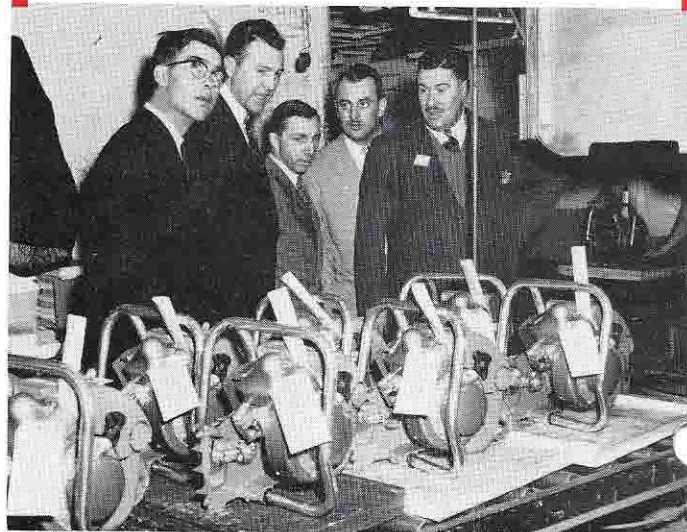


Terry men label saws for dealers.

salesman temptingly urges you to get in and drive his sleek new model. And, says Nels, “Once these professional woodsmen made a few cuts with a Homelite, they were reluctant to give it up. Over and over again, this technique sold saws. And from head-

### Touring The Factory

One squad of the visiting Quebec Dealers eye with eagerness a row of brand-new and glistening Homelite 17s, lined up in the Shipping Department, tagged, thoroughly tested, and ready to saw. Answering a question is Robert Anthony, Homelite’s Assistant to the Manager of Chain Saw Sales, second from left, which was posed by Jacques Gourdeau (far right).



ADA IT'S

Y AND HOMELITE

COLOSSAL COUNTRY

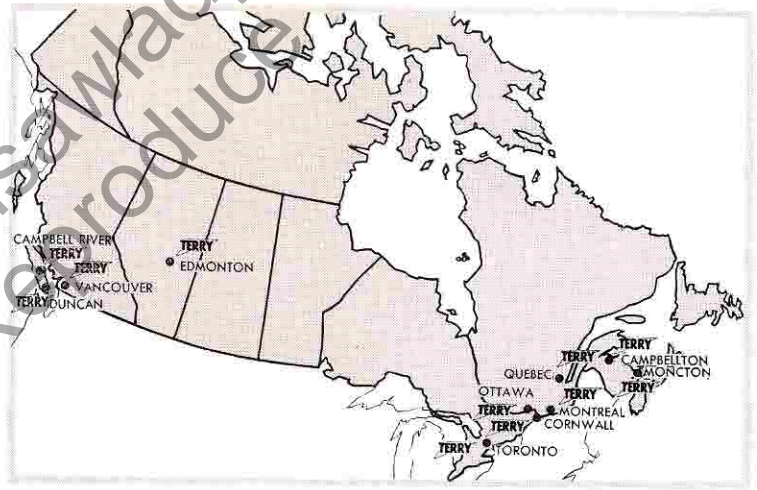
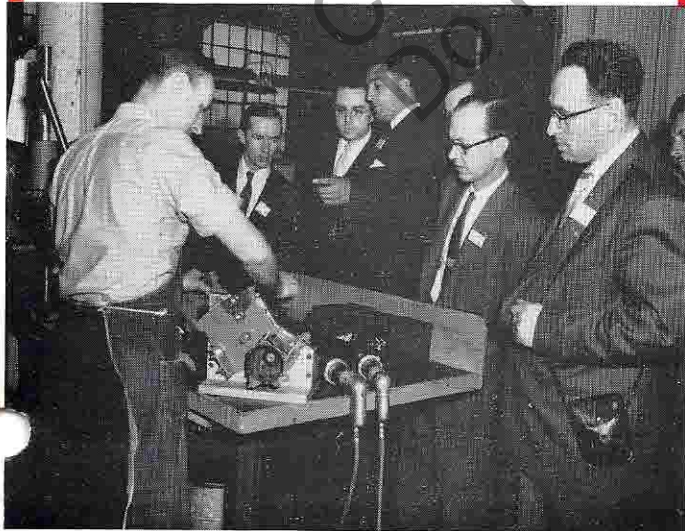


Planes join Terry's high-service tradition staff.

quarters in Montreal, Bill Terry beamed his backing. "Yes indeed, that kind of get-out-on-the-job selling, buttressed by the organization we had built, has made Homelite Chain Saws number one in Canada today. We started with one salesman, now have thirty, working out of eleven branches, plus five hundred dealer franchises."

#### In Port Chester, U.S.A.

Marcel Dion points out the skill of a Homelite assemblyman performing one of the first steps in building a Model 17. His machine is held in perfect alignment by a jig, so there is no guess work about putting the saw together. The Quebec Dealers showed extreme interest in all the manufacturing stages of the Homelite products which they sell so successfully.



Across the great reach of Canada, the Terry name.

#### Keeps Saws Sold With Service

Pressed for more details about policies of his super organization, which is a veritable network now from Canadian coast to coast, Bill Terry gives as his number one maxim: "You've got to give good service as a follow-up to every sale. I've seen it happen right here in our organization time after time, where good service has made the difference between a single sale and a satisfied customer who buys again and again."

The service department of this big-time distributor is not treated as a necessary nuisance. It is completely stocked with every single part of a Homelite Chain Saw. When an order for a replacement part is received, this department ships it the very same day. An automotive fleet assists whenever necessary, and with this smooth-running system, the customer loses little time in the use of his Homelite. With these standards of service, it was a natural development for Terry to take to the air, and a Cessna 180 is constantly on the fly, making deliveries. A second plane is on charter, and it seems safe to predict that this ship too will soon be emblazoned with the Terry name.

#### Advertising Adds More

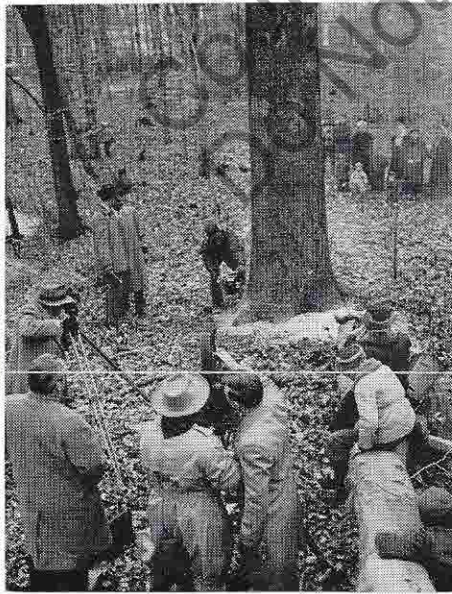
The Terry Machinery Company, like ninety-nine percent of great businesses, advertises extensively. Canadian trade magazines, newspapers, farm journals, business papers, and national magazines, are all used in a consistent campaign. Hard-hitting and logical, Bill Terry says: "The more we keep telling the public how wonderful Homelite Chain Saws are, and the service we can give them, the better our sales will be."

#### Growing With Canada

His original ambition to make Homelite lead in Canada has been achieved, but Bill Terry is not sitting back with his feet up. "We have some pretty big plans for the future. We're going out to sell more chain saws next year than ever before. We're enlarging our plant here in Montreal, which incidentally seems to be a continuous process, as it keeps getting too small for us. We're planning to increase facilities in some of our branches. We're planning to enlarge our Dealer family. To put it in a nutshell, we plan to sell more Homelite Chain Saws to more people, and to give them better service, than ever before."

## NORTHWEST AREAS

Meeting together here, for the first time ever, are Dealers from all the four areas of Territory 12. Over 100 of them foregathered in Portland in February to hear Vice-President Nelson Thompson, who came from Port Chester for the occasion, and to talk over the chain saw market and Homelite's part in it. Another highlight at this meeting was the announcement of the District's Dealer sales contest. Figures coming in since the meeting indicate the contest is providing just the incentive needed to boost retail sales, and as Guy Sabin puts it, is "seeming to induce many of the salesmen out from behind the counter for the first time!" Too, the contest has created quite a demand for all sorts of outdoor advertising, with most of the major Dealers contracting for billboard space this summer, and a real rush from all sides for roadside signs and lighted signs.



### A MOMENT IN HISTORY

It was shown on Dave Garroway's "Today" and many other TV shows. Newspapers syndicated the story, and throughout it all, the Homelite 5-30 was star performer. Tree is the 80-foot white oak selected to duplicate the hurricane-ravaged beam in Boston's Old North Church steeple. Found in Newington, Connecticut, after much searching for the exact measurements, the now-rare white oak was necessary to authentically reconstruct the monument to American independence. The big tree was cut in less than five minutes by the -30's long felling bar in a ceremony which drew a large crowd of history-minded citizens. In center, is Branch Manager Dick Lewis and Walter Gorski, Homelite big tree specialist. Oak was slabbled by the 5-30 in woods where it fell.

### PAW CHESTER SAYS . . .

"Seems like all you Homelite Dealers want a Heli-coil Thread Repair Kit, way orders are rolling in. For twenty-five bucks, plus fifty cents, you get kit full of tools, taps, inserts, handle, depressor. Makes customers happy, saves money for 'em, rakes in some for Dealer. Ordered yours yet?"

### HOMELITE, ALABAMA . . .

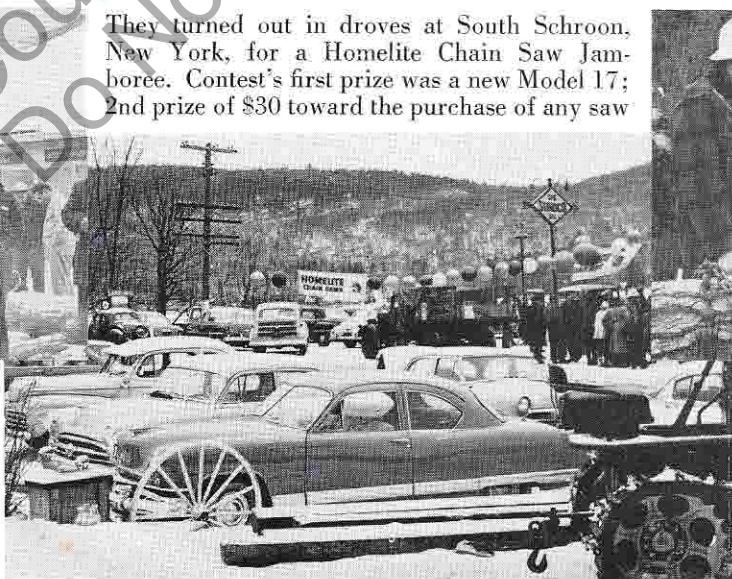
Town formerly called Jackson Gap, in pulpwood territory, "might be renamed Homelite" say our sleuths. Story of how the one-man saws came here, through the H. C. Davis General Store, and why they have remained, now account for fifty percent of store's volume, is a spellbinding one in February issue of Pulpwood Production.

## JAMBOREE!

They turned out in droves at South Schroon, New York, for a Homelite Chain Saw Jamboree. Contest's first prize was a new Model 17; 2nd prize of \$30 toward the purchase of any saw



in shop. Another prize of \$10 to anyone who could outcut Homelite's 30-pound 5-30 with any kind of saw weighing up to 50 pounds, went unclaimed! Bob Downs, a new Dealer, sold six saws in the next 10 days as a direct



outcome of the Jamboree. Arnold McClay says "Each time my Dealers have sponsored one of these days, they have sold enough saws the same day or the following to pay for the expense involved, including everything."



# SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 31

APRIL, 1955

## DOLLARS TO DIVIDE

Homelite Dealers are opening their mail these spring days, then opening their eyes a bit wider. Greenbacks from the factory? Yes. And then again no. The first "Scrip-Dollars" are arriving, sent as an advance bonus to get Dealers started on the new Homelite cooperative advertising plan. This first "folding green" is for one percent of a Dealer's sales in January, February and March of this year. The Accounting Department is in the middle of the list as *SAWDUST* goes to press, adding up sales, and issuing Scrip-Dollars earned so far in 1955.

Everyone knows that advertising makes the wheels of business go round, and the Homelite advertising in big national magazines has built up the fame of Homelite. But unless the local Homelite Dealer takes the stump in his own behalf, the home folks may not know whose shop sells those dependable Homelite Products.

To bridge this gap and point those national ads straight to the local Dealer's door, Port Chester has come up with this new help. It costs money to advertise, and many Dealers wish they could advertise more... run a big local ad every week, or have radio announcements and TV spots every hour on the hour, but their bank accounts won't stand the strain. People at the factory realize this, and so have inaugurated this plan to *pay* Dealers who advertise Homelite products. And instead of it being the Dealer who pays and pays, it is going to be a team—Dealer *and* factory—who divide the costs of local advertising.

Naturally there must be a limit to all good things, and this offer is no exception. The Scrip-Dollars are issued for one percent of a man's net purchases of Homelite units and parts, and it is surprising how advantageously this figures out. It will not even be necessary for the Dealer to do any extra bookkeeping under the plan. As long as his account is current, these fresh "minted" Scrip-Dollars will be sent each Dealer each month for the amount he has earned by his sales record.

This new scheme does not nullify the present helps available for Homelite Dealers. Free newspaper mats, electros, line cuts, radio and TV spots, are still his for the asking. And if he uses these ready-made advertising set-ups, his *only* cost will be fifty percent of the charge made by his local paper or station, up to one percent of what he buys from the factory. For obvious reasons, the offer does not apply to any charges for art work, or mechanical costs, in case a Dealer makes up his own original ad. Nor can it be stretched to cover advertising which promotes wares other than Homelite's. These and other details are covered in the descriptive leaflet sent to all Dealers last month.

The plan is effective April 1st, and Dealers are getting an advance dividend credit for January, February and March sales in the Scrip-Dollars now on the way, and in some cases already in Dealer vaults. With this head start, it seems certain that before long, many more home folks in many more home towns will know their local Homelite Dealers better!

# BURNED DOWN... BUILDS BIGG



Bob Kinder, Colville, Washington



Flames ravaged his plant. Homelite saws burned to twisted, grotesque wreckage. Automobiles were destroyed. This was in the spring in 1953, but Bob Kinder had such faith in the future of his chain saw business, that before the ashes grew cold, he had purchased a tract of land for a new business site. His modern new building shot up, custom-tailored for the chain saw business, on the main highway, in Colville, Washington, and the farmers, loggers, and pulp cutters kept coming from 2,500 square miles along the Columbia River in northeast Washington to Bob's Homelite shop. Bob held on to his established name of Dominion Motors, but relinquished the automobile dealership he had started with, the better to concentrate on Homelite.

## A "Fair" Start Makes Good Start

It was Bob Kinder who first introduced Homelite Chain Saws to his part of the world, back in September, 1951. He had become sold on Homelite products in the Army, when he had seen Homelite Generators doing such a wonderful job. Later, he found Homelite pumps highly reliable on construction jobs. But let *him* tell it. "The very first month I become a Homelite Dealer, I had an opportunity to demonstrate Homelite Chain Saws in the open air at our local district fair. I was really surprised at the favorable response. I am happy to announce that we sold 94 chain saws the first three months in business, and feel a great deal of credit should go to that initial demonstration at the fair."

The Kinder business grew steadily from that time on. Melodrama was lacking, but more and more Homelite saws were sold and serviced, as Bob operated

"I spend a lot of time showing our customers the correct way to take care of the chains and bar on their Homelite Saws," says Bob. "We have a bar shop, and a bar service department, also an air compressor, and automatic parts cleaner. We number our parts bins, and try to keep a complete stock of parts so as to avoid any unnecessary delay in getting the cutter back to his work. We do have one pickup truck, painted red, with the Homelite sign, which we use for service, but nearly all our repair work is done in the shop because of the large area we serve."

his business under the soundest principles of a hard-working, successful chain saw dealer. He spent much time in the field making demonstrations and checking for service, so business thrived, and increased month after month.

Then the fire came. The rugged, the pioneering work of a year and a half was gone. Anyone who has been burned out can truly sympathize with Bob Kinder at the crisis in his career. Fortunately, he had unbounded confidence in the future of Homelite Chain Saws, and with courage and optimism, he started all over again. This time he had the assets of an established reputation, and a following of satisfied Homelite customers and prospects.

## How He Sells Saws

"Have you any tips you would like to pass along to fellow Dealers?" we asked Bob. "Yes," he grinned, "when—where—any time—talk saw sales. Make yourself known. Another way we make sales easier is by having saws available for the prospect to use on a no-obligation basis. If they can't believe us when we tell them how good a Homelite is, then we let the saw prove it. This has resulted in nearly a 100% sales clincher. If he's interested enough to try it, then he's interested in buying. And all sales leads, whether picked up from national or local advertising, or even from another customer, are followed up by a personal contact and demonstration if possible. These leads don't sit around in our files. Some are duds but our percentage has been very profitable.

"Demonstrations, by far have the largest selling power. You can point out at the same time the parts and service you have available to them. Word gets around too about the way a Homelite behaves on particularly difficult jobs. It usually out-cuts the other saws so bad they give up and leave!" 50% of Bob's saws are sold to the farmer-logger group; 30% to professional log-cutters. "It has always been my policy with this second group to urge them to turn in

# ER AND BETTER

Bob Kinder (left) shows a "top saw to a top cutter" . . . Joe Boyd, who is buying his seventh new Homelite, a 5-30. He says he may get one of the 17s too for limbing. Mr. Boyd has made over \$8,000 a year cutting with Homelite Chain Saws, and vows he wouldn't use any other so long as they keep giving him the same good service.



their saws after six months", Bob says sagely. This reduces operational costs, and helps in income tax.

Bob Kinder has such an enviable reputation as a go-getter, that other manufacturers and distributors frequently try to get him to handle their line, but Bob will only handle one make of saw—the Homelite. He remembers an anecdote which illustrates that customers feel this way too. "We sold a saw to a fellow who had just bought a new saw of another make, and which he had never used. We took it in trade and gave him \$160 less for that new saw than he had just paid for it. And he has been a happy Homelite customer ever since!"

The Kinder firm has implicit faith in the power of advertising. They spent about \$20 per week on newspaper advertising in 1954, have a classified ad that runs each week in the local paper. "We've tried radio, but found better results for the money in papers", he advises. "Also we use all types of promotional material the factory has to offer. Our new plastic sign is a sales getter. I am a strong believer in being properly identified, and we use roadside signs, cardboard displays, matches, and banners. We also like service tags very much, and many of our loggers use Homelite decals for their trucks. All good, clear advertising material is helpful." Bob says he also uses direct mail advertising periodically, and can trace some direct sales from this approach.

Bob Kinder never limits his sales efforts to the conventional. For instance, one of the many civic enterprises which

interest him is a local Boy Scout Troop. An annual field day is held each January for this Troop when ice is cut in blocks from the lake to fill an ice house. Chain saws had been tried several times, but they had never worked successfully, and the job always ended by hand cutting, which took about six hours. Bob brought his Homelite to one of these events, and in an hour and fifteen minutes, had more ice than would fill the ice house. The result was that many more fellows turned out for the work the next year and the rest of the afternoon was spent with refreshments, games, and general good fun. Bob says he sold eleven saws as a direct result of that first ice-cutting day, and now rents saws on winter week-ends to lake home-owners for putting up ice and cutting wood.

### Doing Something About The Future

Bob is not the type to sit back and dream of the rosy future for his Home-

lite business. He is actually building for that future by helping create incentives for cutting wood. In the last year he had the opportunity to promote a market in his area for pulp wood, and it is now going strong, with about 250 cords being shipped each week from the local siding. "This gives the small farmer a chance to make a few extra dollars during the lean winter months," he says, "and the new Homelite Clearing Attachment is proving very popular with them as they cut off their additional acreage." Also Bob is helping promote the installation of new mills in the area, which accept timber too small for saw logs. It all ties in with the pulp wood business, since each requires a different species of timber.

In pushing this program of "woodlot plus chain saw equals big profits", Bob also has the endorsement of his local County Agent, and confidently expects it will continue to make even bigger profits for him in the future.

Bob Kinder has had one inflexible rule from the beginning . . . "Fast, courteous service". He feels that every minute lost to the customer waiting for a saw to be repaired is losing money for him. "When a customer comes in with a problem, I feel we must give him an answer, or repair it for him quick. We discourage customers working on their own saws. When they bring them in, I look them over, also run them, and suggest work they should have done so they can reduce their trouble in the field. My customers find it really pays to guard against trouble before it happens. They appreciate my interest in helping them, and I profit by parts and labor."





## MINNESOTA AWARDS . . .

Newest of Homelite Dealer Scholarships were given recently to University of Minnesota School of Forestry juniors Michael J. Zelle and Barry C. Peterson. The photograph shows Elwood S. Spencer Homelite District Manager, presenting one \$250 award to Michael J. Zelle. Other smiling participants in the ceremony are, l to r, Dr. Frank H. Kaufert, Director of the School of Forestry, and second \$250 award winner Barry G. Peterson. These students were chosen from among all juniors and seniors in "recognition of academic aptitude and vocational promise".

## 300 Jam Jamboree in Pa.!

Ralph Laubach of Millerstown Pennsylvania, has a new shop, and as a grand opening, on March 12th, held one of the celebrated "Jamborees". 300 people came. A brand new Model 17 was awarded to Elwood Campbell. A \$30 saw certificate and a \$10 tool were given as second and third prizes for the best cutting. More cash was offered in another event, and as reported in the local newspaper: "Several competitive saws tried to outcut the Homelite 5-30 saw, but were unable to do so for the award".

## MORE TREE FARMS

1954 was the biggest year yet in the campaign to promote growing trees for a cash crop. Three and a half million acres of tax-paying woodlands were added to the tree farm system, and the American Forest Products Industries predict five million will be added in 1955. 36 states expected to launch programs this year. Farmers' woodlots harvest \$700,000,000 worth annually now, and with the tree farm plan, industrial foresters say this can be doubled or even tripled . . . which should be most interesting statistics to Homelite Chain Saw Dealers.

## The Lady Likes the Model 17

From Minnesota, Mrs. Melvin Pohto writes an enthusiastic letter. "I'm one of your Homelite power saw users. I use the small one, and want to tell you that I sure like its performance. I've cut three carloads of poplar pulpwood in a short time, besides keeping house for my husband and nine-year old son. I want to say thanks for making such a handy saw that even a woman can use. Keep it up!"



"I've got an extra worm says he can do it in less than 19 seconds!"

## New T-Shirt, Hard Hat Ready For Fair Season



The design is new this spring. It shows the Model 17 Chain Saw, and the name HOMELITE, emblazoned by silk screen in red and black, on the back of the shirt. There's a convenient cigarette pocket on the front. Shirts are knit of fine quality white cotton that is completely washable and colorfast, and the price is within every Dealer's budget—\$7.00 per dozen. Sizes are medium and large.

The natural accessory for the T-shirt is the new Homelite Hard Hat. These are marvelously comfortable in all weather, have adjustable headbands, and in spite of their toughness, weigh only 12 ounces. They are made of indestructible aluminum, in brilliant red, and are a safety "must" in the woods. The helmets sell to Homelite Dealers for \$4.00 net.

Both items sold F. O. B. Port Chester . . . Order your supply TODAY for delivery in time for summer and fall Fair promotions.

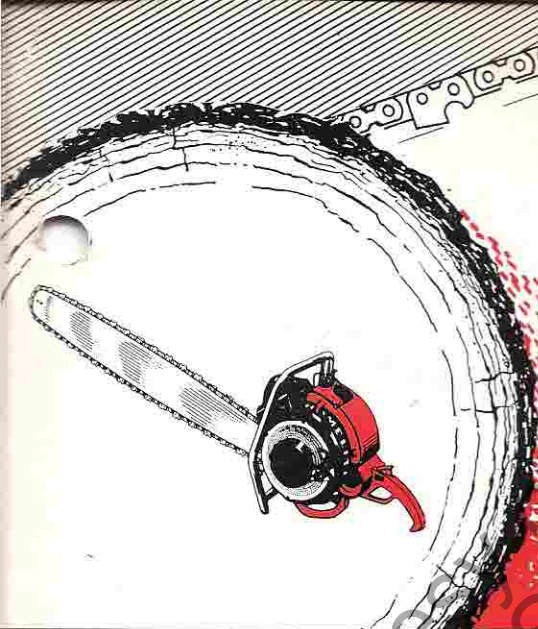
## In Montana Too, Homelites Lead The Parade . . .



LEADING THE PARADE! Who else? Homelite! Parade was inspired by movie "Timberjack", filmed largely in Montana, and 50th anniversary of U. S. Forest Service. Movie stars, the Governor, and other notables, watch parade contrast primitive logging methods with modern machines, and in particular Homelite Chain Saws.







# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 32 MAY, 1955

## Signs Play Leading Role As Dealers Coordinate Ad Plans

With more and more motorists heading for the highways these bright spring days, and with more and more dealers intensifying their efforts to tie-in with Homelite's big national advertising campaign, orders for roadside signs are skyrocketing to all-time highs!

The colorful Homelite signs are popping up alongside roads in ever-increasing

numbers in every state of the nation. Because they provide a relatively permanent method of keeping their names before the public and directing prospects to their stores, most dealers who have used these sturdy roadside signs credit them as one of the best and yet most inexpensive ways to associate their businesses with Homelite.

A few dealers, faced with the problem of getting their signs posted on well-traveled locations, report excellent results from the use of a uniform "Sign Posting Agreement" form that speeds up and simplifies arrangements with local property owners. The legal-looking Agreement reads:

According to Sales Promotion Manager, J. Howard Maxwell, Jr., "When a dealer goes out and selects a few "busy" locations, these Agreement forms will make the job of getting permission to put up his signs very much easier.

"Installation of road signs," he continues, "is the most neglected factor in a complete Homelite-dealer identification job. A road sign is *not* identification until it is up on the side of a road where maximum visibility is possible.

"If a road sign is poorly installed, installed in a position where it does little good or put up with a clutter of other signs on a building, it is "lost"—just as much as it is "lost" if it is never erected!"

With the increased use of roadside signs to underscore the impact of *all* Homelite advertising—national, as well as local—dealers everywhere have come to recognize the importance of a strong coordinated identification program.

And such coordination can mean only one thing: the directing of pre-sold prospects to dealers' stores—to buy!



Five feet wide, four feet high—these 4-color roadside signs command attention . . . insure quick, long-lasting identification! Ruggedly constructed of steel with a baked enamel finish, these value-packed signs are specially priced at only \$13 a pair—including 2-line imprint!

### SIGN POSTING AGREEMENT

In consideration of \$..... and other good and valuable consideration, receipt whereof is hereby acknowledged, I hereby give

..... the right to erect and maintain a roadside sign advertising Homelite products upon my property, located at.....

The sign shall not exceed 22 square feet in area and shall be located in a position known to and approved by me.

I hereby warrant that I have every right to contract in my own name in the above matter.

Date .....

..... (L. S.)

Witness .....

"Sign Posting Agreement" Forms, printed on 8½" x 11" paper, are available to Homelite dealers at no charge. The enclosed postage-free reply card will speed-up their delivery—roadside signs may also be ordered with the same card.

# INCREASED SERVICE

## Means INCREASED SALES

### At WHITENER & EICHELBERGER

**T**HIS MAY sound a little strange, but I've never felt that a man buying a chain saw could honestly be called an "established customer"—even when you have his signature on the dotted line. To me, he isn't really "established" until you have him coming back to your shop for service on a regular basis".

Those are the beliefs of Joe Eichelberger, Homelite dealer since 1949 who, together with his partner Floyd Whitener, is blazing a torrid trail of Homelite sales around Poplar Bluffs, Missouri.

#### REPAIRS ALL MAKES

Joe Eichelberger started in the chain saw business back in 1946. He sold a competitive make at that time and repaired all kinds of chain saws in a garage at the rear of his home. When he found that the Homelite owners were the most enthusiastic group of chain saw users, he followed their recommendations and switched to Homelite, too!

In 1952, Joe teamed up with Floyd Whitener to form the Whitener and Eichelberger Motor Sales Company on Highway 60 East. In addition to selling Homelite chain saws and Homelite pumps, the company sells Hudson automobiles, Evinrude outboard motors, boats and trailers. "Dick Johnson, Joe and I handle the sales end", says Floyd, "and Deloy Henn takes charge of the service work on the saws.

"Our reputation is built mostly on service," Floyd continues. "As Homelite

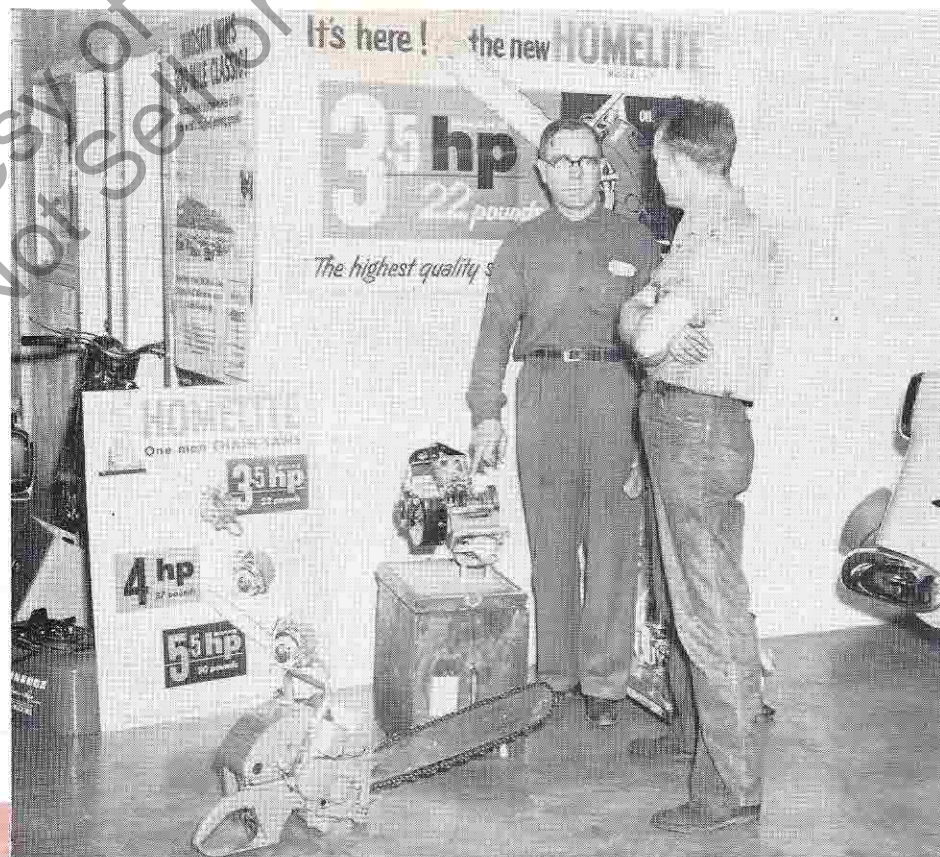
dealers, we have two business goals: (1) to sell chain saws, (2) to make sure our customers are satisfied with them."

#### SALES APPROACH

The selling goal is attained by a year 'round advertising campaign supplemented by 'in person' calls to follow up inquiries and leads. "Consistent radio, newspaper and direct mail advertising have made us well-known around here," Joe Eichelberger claims. "When folks think of a chain saw we want them to

think of Homelite . . . and when they think of Homelite we want them to think of Whitener and Eichelberger! That's the main reason behind our regular advertising—to dig out the prospects. When we know *who* they are and *where* we can find them, we go out to their places and let the *saw* do the rest of the selling!"

"Here's an example of what Joe is talking about," says Floyd. "While 75% of our sales are to loggers, there's a big, growing market to farmers. One of our regular weekly newspaper ads brought



Floyd Whitener shows prospect a cutaway model in describing Homelite's mechanical advantages.



Joe Eichelberger and Floyd Whitener unload another shipment of Homelite chain saws in front of their Poplar Bluffs, Missouri showroom.

us an inquiry from an elderly farmer who was frank to admit that he was about to buy a competitive saw.

"When we got to his place, he was already trying out the other saw. We asked him to make some cuts with the Model 17 and you should have seen his face light up as soon as he started our saw. He was impressed with its quick-starting, light weight, balance, and speed of cutting; and when we compared the mechanical features of the two saws, such as the governor control on the 17 and the ease with

which repairs could be made in the field, he *immediately* plunked down his money (as if he was afraid we might change our minds about selling it)!"

#### 'EASE OF HANDLING' IMPORTANT

"Incidentally," Joe cut in, "that isn't an unusual case. We've found that many of the farmers buying these days are older men, and the light weight and small size is a big factor in making the sale. They're amazed at the terrific power and the ease of handling—and our careful

attention to service *keeps* them sold on Homelite."

To make sure the customers are satisfied with their saws, Deloy Henn keeps a faithful "weather eye" on the complete service set-up. With a 15' x 30' space devoted to the parts stock, inventory is taken twice a week and new parts ordered regularly. "We always carry an adequate supply of parts," Deloy states, "because there isn't any excuse for tying up a man's earnings waiting for a part. Sure, *some* parts are usually in little demand—but when a customer needs that part, he's in no mood for statistics—that's why we carry a *complete* stock!"

A first-class mechanic who makes repairs in the shortest possible time, Deloy believes that the easiest way to get repeat sales is to treat a customer 'right'. "If the customer needs the saw—repair it right away. He'll be grateful for your service, and you'll have a walking advertisement that will work for you seven days a week . . . at no cost."

As you listen to the strong service-minded beliefs of Deloy Henn, Floyd Whitener and Joe Eichelberger, you begin to understand the reasons behind their remarkable sales record. With customers from near and far—farmers and loggers—these gentlemen are practicing that famed (and profitable) Missouri salesmanship: "Show 'em you've got the best saws, then show 'em how well you service them!"



Joe Eichelberger holds Model 17 which customer has just purchased for use around his farm.

# Ad Gets EXTRA Mileage

Large, colorful posters and blow-ups of Homelite's April 23rd *Saturday Evening Post* ad are on their way to all dealers. This ad (reproduced on left) also appeared in last month's *Field and Stream* and currently appears in the May issue of *Sports Afield*. All told, this ad is reaching over six million readers—many of them potential Homelite chain saw customers.



## Award More Scholarships



NEW ENGLAND CHAIN SAW SPECIALIST, Al Orcutt, presents Homelite-dealer Forestry Scholarships to Wilfred C. Mitchell and Wesley Scrone of the University of Maine, as Professor Gregory Baker, Head of the Forestry Department looks on. The awards were made at the Fourth Annual Forestry and Wildlife Supper at the University of Maine on April 21, and no one was happier than Mr. Orcutt (himself an alumnus of the University) when he again met his own Forestry professor—Professor Baker.

# BIG STUFF

IS EASY STUFF WITH A

# HOMELITE

CHAIN SAW

Whether clearing for highways . . . timbering on production wood-cutting operations . . . or turning trees into money on farm wood lots, Homelite makes big stuff easy stuff.

Weighing only 22 pounds, a Homelite Model 17 will outcut many chain saws in the heavy-weight class. Its 3.5 horsepower brings down big, hardwood trees

. . . 4 feet or more in diameter . . . quickly and easily. It cuts 18 inch trees in as little as 18 seconds. And, of great importance, it stands up under the grind.

Homelite gives you everything you need in a saw . . . more dependability, easier handling on every type of cut, and more power per pound than any other saw. Write for free demonstration.

### Send Coupon for Complete Information

#### Two Models Available

Model 17  
3.5 brake hp  
only 22 lbs.  
Model 5-30  
5.5 brake hp  
only 30 lbs.

HOMELITE CORPORATION, 4404 Riverdale Ave., Port Chester, N. Y.  
Nationwide Sales and Service

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

Name.....

Address.....

Town..... County..... State.....



Accounting Department's Phyl Spizzirro, counts out April's "Scrip Dollars" for mailing to dealers under Homelite's new Cooperative Advertising Plan. Designed to aid dealers financially in their local newspaper, radio and TV promotions, the Plan is being hailed enthusiastically by dealers from coast to coast. NOTE: DEALERS ARE URGED NOT TO DEDUCT ADVERTISING CREDIT WHEN PAYING INVOICES if accounts are current, check will be issued as fast as substantiated claims are received.



# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 33

JUNE, 1955

## Eager Buyers Await Delivery of New Homelite Brush Cutter Attachments!

Racking up rave notices everywhere it's been demonstrated, Homelite's new Model BC Brush Cutter Attachment shows definite signs of becoming a *volume* seller all over the country!

With a huge potential market among production cutters, farmers, estate owners and clearing contractors, dealers are losing no time in ordering 'demonstrator' units to cash in on the tremendous interest already displayed by their Model 17 customers.

Typical of the glowing field reports now being received, is this United Press story from Fitchburg, Mass.:

Five wiry well-tanned men are walking their way to New Hampshire from Pratt's Junction, Mass.—a distance of some 34 miles—in about one third the time they could have done it a few years back. *Twice as fast* over what it would have taken a few months ago.

It's expected it will take 10 weeks for the trip that ends at Troy, New Hampshire. But they're not merely walking; they are cutting a swath 170 feet to 270 feet wide along the route.

They are clearing a 3-year growth of brush along a New England Power Company right of way, beneath high tension electrical lines; and five Homelite Brush Cutters are responsible for a huge saving in both time and money.

The Homelite Brush Cutters are described by contractor Ernie Biron as "the most dependable, trouble-free saws I've ever seen". Biron, a 43-year old, Vermont-born clearing contractor, ought to know. Head of Biron & Sons, Inc., he's used just about all the other types of brush cutters marketed.

"We're in the process of clearing 2,300 acres on two jobs right now," Biron said. "Besides this Massachusetts job of 800 acres,

we have another in Northern New Hampshire of 1,500 acres.

"New England Power gave us six months in which to complete the two jobs, and I'm pretty sure I never could have gotten the contracts if I didn't have Homelite cutters.

"I'd say they do about twice as much work in a given period as any other brush cutter, and they're three times as fast as the old method of clearing brush, with 'brush hooks'.

"With the Homelite brush cutters, the average man can clear two acres in an eight-hour day. With the brush hooks, he was lucky if he could get three-quarters of an acre done—and it was darned hard work! Even with the gasoline-driven brush cutters put out *before* Homelite, a good worker was able to get only one acre cleared."

This is the first job on which Homelite brush

cutters have been used exclusively, and they're proving to be worth their weight in gold.

Biron was asked how Homelite brush cutters had helped him to reduce maintenance costs. He looked quizzical. "I just don't know of any maintenance costs with these machines," he said. "If they hit a rock in the process of clearing, they'll need sharpening, otherwise a cutter will go a day or two without the saw needing to be filed by hand."

"Take these men themselves," Biron said, "they're the best testimonial I know of. They work on piece work, and they're taking home more money every day than they ever did before. The Homelite brush cutter does the work better, faster, and with practically no breakdown. That's what the men want.

"I bought one pre-production Homelite  
(continued on back page)

Ernest D. Biron (left), contractor for brush clearing job at New England Power Company power line site, discusses merits of new Homelite Brush Cutter Attachment with Boston District Manager Gale Lemoine.



# M E T M O N E A



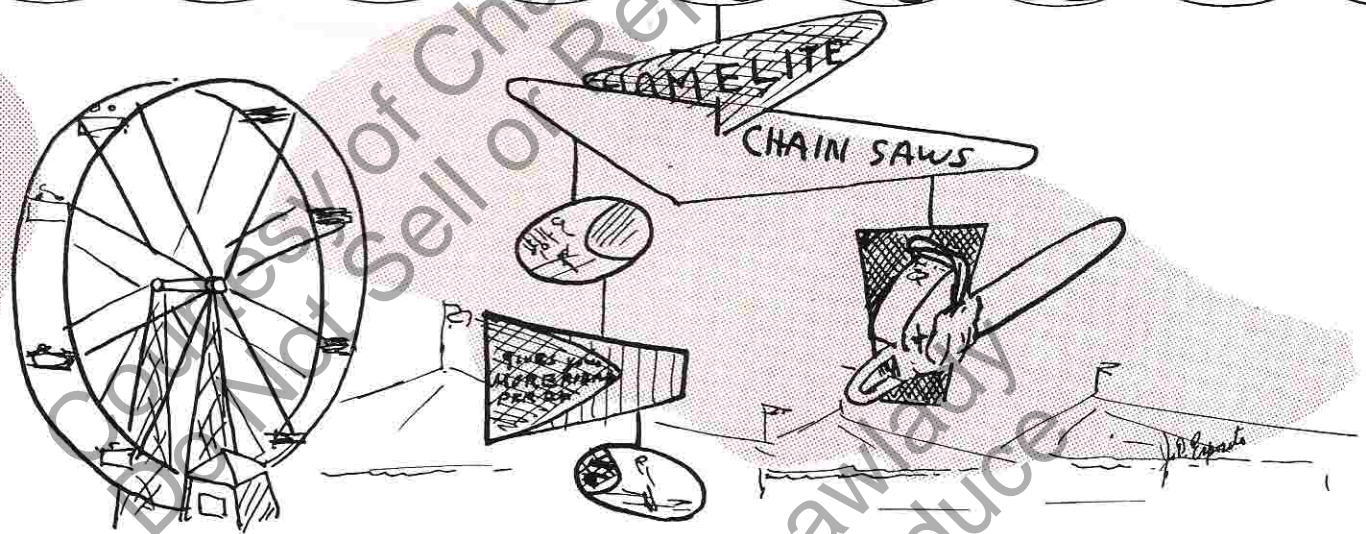
## WILL YOUR BOOTH DRAW THE CROWDS?

You're sure of a lively turnout if you have these "best sellers":

- **DISPLAY STANDS**—Displays 3 Homelite units simultaneously
- **BANNERS**—Satin, suitable for indoor or outdoor use
- **YARDSTICKS**—Excellent give-aways; includes your imprint
- **T-SHIRTS**—Cotton, washable, "Homelite Chain Saws" on back
- **HARD HATS**—Aluminum, brilliant red, Homelite decal on front
- **MOBILES**—Colorful eye-catchers that 'float' in the air
- **EASELS**—30" x 40", Country Gentleman's "Trees Into Money" story

Be sure to order your supply TODAY . . . use enclosed reply card!

# THE FAIR



## Potential Packed Fairs Yield High Results in '54 New Highs Seen for '55

Hurry, hurry, h-u-r-r-y . . . step right up to the biggest money-making season of the year—July in some states; August or September or October in others. Whatever the dates, Fair Days are GREAT days for millions of Americans every year!

Last year about 85 million of us were "off to the Fair"! Eighty-five million excitement-loving folks sharing fun with old friends . . . taking pride in the accomplishments of family and neighbors . . . looking for new machinery, new gadgets, new ideas!

Keen competition sparked the soaring number of exhibitors at last year's Fairs. And the ever-increasing effectiveness of their exhibits, combined with record attendance, made them the most productive—sales and prospectwise in history!

To dealers who have long been exhibitors at Fairs, the increase came as no surprise. They have noted year-by-year increases stemming from their booths at Fairs. To the newcomers to the field of exhibiting, the smashing success in many cases far exceeded their expectations (and the remarkably low cost of exhibiting added to their jubilation).

The months ahead are bright with promise of even greater success. Prospects for Fairs far exceed those of '54. Attendance, according to all indications, will be up. And Fair patrons, now grown accustomed to new and better products at Fairs, will be out to make on-the-spot comparisons.

For Homelite dealers, no other medium brings the opportunity to literally

shake hands with so many potential customers. The unlimited opportunities to display and demonstrate Homelite chain saws makes this the "best buy" for any dealer!

As approaching Fair dates loom closer, requests continue to mount for Homelite's wide array of colorful display material. Most popular items on the list are the new Display Stands, Banners, Hard Hats, T-Shirts and Yardsticks—all powerful attention-getters that make people stop, invite them to find out more about Homelites. And with the new Clearing and Brush Cutter Attachments available for demonstrating with the Model 17, the 1955 Fair season is destined to produce more prospects . . . more sales . . . more profits than ever before!

NEW BRUSH CUTTER (continued)

brush cutter on a trial basis three months ago, and it worked so well I bought 10 more. Then I bought five more just a few days ago."

"That trial saw really sold me," he said. "We were working on a Danvers to Haverhill job, and the Homelite brush cutter was used about 20 hours a day for a week. One man would put it down and another would pick it up. That cutter really got a workout. It never broke down once.

"I'll tell you one thing the Homelite has which I consider a great advantage. That is its balance and ease of handling. With the Homelite brush cutter, both hands are left free to guide the saw. Carrying the Homelite is easy, because it's balanced perfectly. That was a big drawback in other brush cutters. They just didn't have any balance.

"We do all our own maintenance, but there doesn't seem to be *any* on these Homelite saws. The men file the blades, but otherwise the only time they stop is to fill the machines with gas."

"I was introduced to the Homelite brush cutter by District Manager Gale Lemoine of their Boston office. I tried the one machine on the Haverhill-Danvers job and that was it. You can't beat them in performance. However, I have known Homelite generators and chain saws for some years, and I knew the quality and consistency of the products."

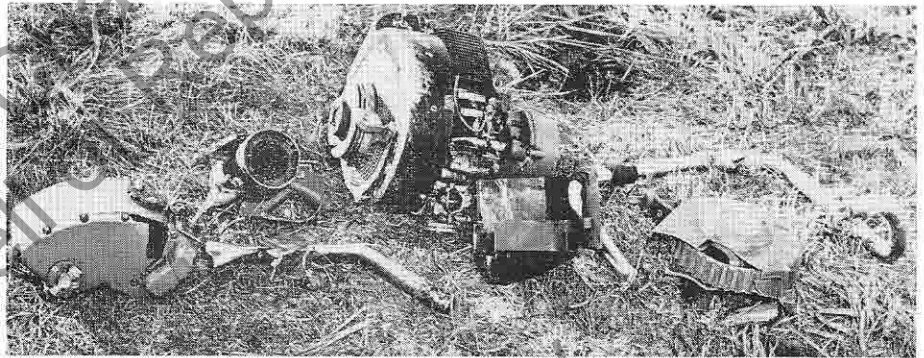
With news stories of this type slated to appear in leading publications all across the nation, and with full-scale production scheduled for September, Homelite's new Brush Cutter Attachment promises to help push the sale of Model 17 chain saws to all-time highs! A few 'demonstrator' units are still available for immediate delivery; orders (from the attached post card) are being accepted as long as supplies last.



Julien Drapeau, of Jackman, Maine, moves his Homelite saw through heavy brush at powerline site in Fitchburg, Mass.

Here's A Terrific Ad From Quincy, Calif.

Trains may come, and trains may go . . .  
 . . . but HOMELITES run forever\*



\*Well ALMOST



THIS HOMELITE was hit by a train and hurled 75 feet—but now it runs as well as ever. Homelites stand the day-to-day wear and tear better than any other saw . . . big timber falling, heavy bucking, difficult limbing, rough knot-bumping. They take it and come back for more . . . and even when Homelite is busted into a dozen pieces like this, we can put it back together in a short while at a reasonable cost.

You're not going to put your saw on the tracks, but if you make your living with a chain saw, it makes sense to have the best. And the BEST saw is HOMELITE.

ADDISON & DUPONT

ON THE HIGHWAY AT TOM'S AUTO METAL

PHONE: 400

PAW CHESTER says . . .

Thought you might like to hear about a note we received the other day from our Jacksonville, Florida District Office.

Seems they shipped out a 5-30 chain saw which turned out to be a 'rover'. It jumped off the transportation company's pick-up truck just outside the city limits.

Before it had a chance to enjoy freedom, its famous Homelite name betrayed it. An attendant from a nearby Gulf Service Station spotted the fallen unit and called the Homelite office. As if being caught *once* wasn't enough, a motorist also called to say he had seen the saw fall off the truck.

Soon after, the roving 5-30 was picked up and *this* time delivered to the dealer without a hitch. Two things to note: people recognize the Homelite carton easily; also, folks are interested in the welfare of others. When we fall by the wayside we need help—even a 5-30 Homelite Saw.



"I could swear I marked a trail by that tree—must have been that guy with the Homelite who passed by a few minutes ago!"



# SANDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 34

JULY, 1955

## PRESIDENT TAKES CLOSE LOOK AT MODEL 17



President Dwight D. Eisenhower, second from left, and lumberjacks talk over features of Homelite saw following timber-cutting contest in Berlin, New Hampshire. Gale Lemoine, Boston District Manager, third from right, presented a certificate for a Homelite to the President.

## EISENHOWER RECEIVES HOMELITE SAW

The country's number one citizen, President Dwight D. Eisenhower, is now the owner of the country's number one chain saw, Homelite.

The President received a certificate for the saw during his recent trip through the New England States. Boston District Manager Gale Lemoine arranged for the presentation which took place June 25 at Berlin, New Hampshire.

While in Berlin, the President witnessed a timber-cutting contest staged by the Brown Lumber Company. Hand-

saw operators competed against lumberjacks using Homelite Model 17's in exciting speed tests.

The President applauded the contestants as they felled trees averaging 18 inches in diameter and complimented the men on the speed with which they did their job.

Mr. Eisenhower's new Homelite—delivered July 8 to his farm in Gettysburg, Pennsylvania—will give the President the same record-making performance he witnessed at the New Hampshire contest.

## RECORD CROWDS TO SEE HOMELITES AT LOCAL FAIRS

Everyone's going to the Fair this year!

That's what we hear from all the experts because this country is enjoying one of its biggest boom years in history! Folks have the money. They want to go places. They want to do things. They want to buy!

The latter is what mainly interests Homelite Dealers throughout the country and that's why dealers everywhere are going to the Fairs. Not only will they be there, but they'll have the largest and most colorful displays ever—and they are going to meet more prospects—sell more Homelites!

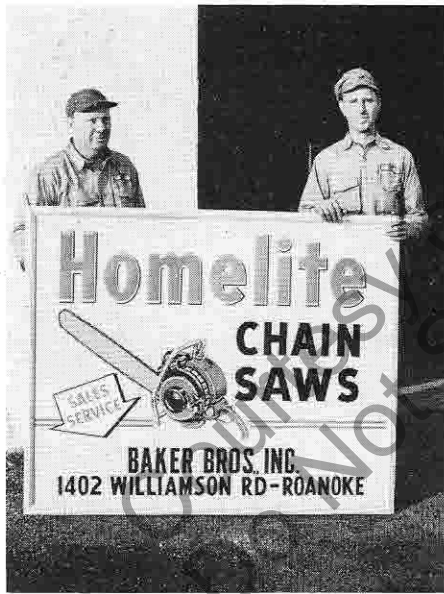
For maximum results at Fairs, Gene Carey, Manager of Dealer Sales, cites these strong selling tips for dealers.

"Planning plays a vital role in the success of a booth," says Gene. "A dealer must not only arrange for a good location by registering early, he should also send out advance publicity to the newspapers, radio and television. If you want a big turn-out, let the public know that you'll be at the Fair and be sure to tell them the location of your booth."

Gene continues, "The next step in setting up the booth is make sure your display area is large enough to avoid crowding. When you outfit your booth, a couple of All-Purpose Display Stands and a large banner are a must! It's also a good idea to give away Homelite yardsticks imprinted with your name and address. If possible, rent a water cooler. This will

(Continued on page 4)

# BAKERS' DISPLAYS BOOST SALES



Servicemen Harry Foster, left, and Fred Weston show new Homelite roadsign which just arrived.

When warm weather comes to the Shenandoah Valley of Virginia, it signals the "Showmanship Selling" season for Baker Brothers, Inc., Homelite dealers of Lexington, Roanoke and Staunton. Highlights of this special season are the ingenious, attention-getting displays which attract folks from all parts of the valley.

Take, for instance, the display they set up last summer. A full-grown tree was wired up in front of their Staunton, Virginia store and several new Homelite Saws were hung from the branches. It proved to be such a traffic stopper that the police asked that it be removed to relieve the congestion in that area.

This year their display is a little more conservative as they have placed a large tree butt outside the store. Saw cuts were made in the wood and both new and used Homelites have been inserted and are held upright by the blades.

"We enjoy putting up these displays," say the brothers, "mainly because we get a chance to put our ideas together."

This "getting together" applies to the business as a whole. The Bakers operate under one corporation and divide the responsibilities: I. H. and Arsan manage

the Staunton location, Ira is in charge of Lexington and W. L. "Jack" and Raymond supervise the Roanoke outlet.

Each of the three stores caters to a slightly different market. At Staunton, most of the business comes from the local pulpwood industry and they now average five sales a week with nearly 300 units sold since setting up the dealership in 1953. In Lexington, Homelites are sold mostly to commercial loggers with 70 sales posted in the past year. Roanoke's sales record matches Staunton with 300 Homelites sold—the biggest share to pulpwood cutters with about 25% to farmers.

Compiling such a record in just three years takes a lot of work, a lot of patience and a lot of 'heart'.

## First Months The Hardest

"The first few months were the hardest," says Ira. "When we started to handle Homelites three years ago, nobody in this section was acquainted with the product. Since folks around here hadn't heard of Homelite they didn't have much confidence in the saw. But national advertising soon backed us up and sales started to mount. After the first fifty, it seems that one chain saw sold another."

"But you can't let the saw do *all* the selling," Ira adds. "We try to give it some help by keeping the Homelite name in front of all potential customers, either by sending literature through the mail or by having give-away material in our showrooms."

"We're great believers in signs, too!" says brother Raymond. "In Roanoke, we have a large electric sign over the door that stays lit seven nights a week, every night of the year. We have a lot of road signs, too, so just about everybody who drives through the Shenandoah Valley knows about Homelite and the Baker Brothers!"

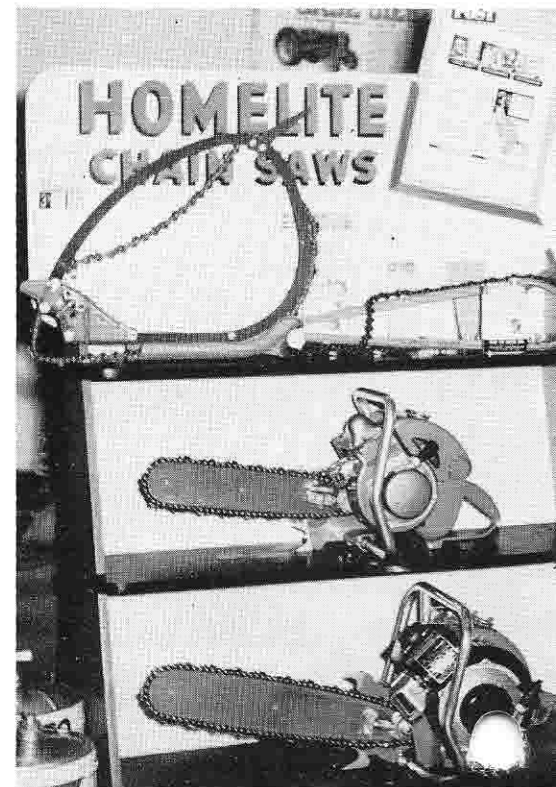
"That's true," agrees Jack, "but just knowing about us isn't enough. We want

them to *see* what a good product we have! That's why we really believe in giving on-the-job demonstrations."

## Summer Demonstrations Pay

All the brothers echo Jack's opinion of the value and importance of a demonstration. According to Arsan, "We give demonstrations all through the year but they're *especially* important during the summertime. It takes a lot more effort to get a busy farmer interested in a Homelite, but if he gets a chance to see it in action, he'll more than likely want to buy it. The thing about summer sales is that we have the field to ourselves. Our competitors don't seem to think it's the right time to demonstrate, but we've found it's worth the extra effort because, percentage-wise, we sell more saws this time of year."

Once a Homelite is sold, it's a Baker Brother policy to go right into the woods



Raymond Baker is shown with Homelite display

# UMMER SALES

with the customer to make sure he knows how to operate the saw properly.

"Time after time," says Ira, "this pays



Partsman W. E. Parrish makes sure there are plenty of spare parts on hand for speedy repairs.

extra dividends in additional sales as a neighbor who owns a competitive-make chain saw will come to watch the new Homelite owner work with his saw and then he wants one himself."

Ira firmly believes that another important selling feature of the Homelite is that it cuts closer to the ground. One logger who's a good customer claims that the additional five inches added on the butt of every tree by using a Homelite will, in time, pay for the saw.

### Uses Trade-in Plan

Ira likes to tell of one of his customers who specializes in contract jobs. After trying two competitive makes, this man now sticks to Homelites exclusively. His practice is to trade for a new Homelite Chain Saw after every big contract job.

"In this way," Ira says, "there is practically no upkeep expense other than chains. His average trade-in period is once every six months. His saw brings a good price and one of my customers gets a good used Homelite. In fact, this contract logger is now using two Model 5-30's under this trade-in plan."

### Homelites Save Timber

This same contract logger claims that Homelites don't cost him a cent!

"I'd better explain that one!" continues Ira.

"The moment before a large tree falls is always a nerve-racking experience as it is held only by a thin strip of wood. If the logger can cut through fast, he lessens the chance of splitting. My customer claims that Homelite is the only chain saw he can bear down on with full pressure without its choking up and stalling. By using a Homelite, he avoids splitting and saves enough on timber to pay for his saws."

Since a number of customers like to trade in their Homelites periodically, the Baker Brothers keep a handy pocket-sized card file on all Homelites sold. The file contains the customer's name, price



Ira Baker shows how customers stop and look at Homelite advertising placed beside doorways. This sign is on repair shop entrance at Lexington.

paid for the saw, date purchased and the serial number. Later, when a trade is contemplated, the Baker Brothers have this information at their finger-tips and can offer a fair trade-in price.

### Good Used-Saw Returns

"We find," says Raymond, "that Homelite owners seldom trade for a competitive make and Homelites bring the highest price on the used-saw market, too. A used Homelite will bring \$50 to \$75 more than used chain saws of competitive makes. Used chain saws made by other manufactures wouldn't sell if we charged the same as we do for used Homelites."

"The high used-saw returns just prove what we believed in when we first took the Homelite dealership," continues Raymond. "If you have the best product on the market, then back it up with advertising and plenty of demonstrations, you're bound to succeed!"

"But we're not resting on our laurels," adds Ira. "We'll be out tomorrow lining up new prospects, giving more demonstrations and selling more Homelites!"

"That's right!" echo his brothers. "The Bakers are out to sell twice as many saws next year!" And with such enthusiasm and with their successful brand of "Showmanship Selling", they'll probably do it, too!



Advertising in the showroom of the Roanoke store.

## WINS MODEL 17 DURING "DEALER DAY"

## RECORD CROWDS AT FAIRS

(continued from page 1)



Harold Burton, left, Homelite dealer in Fulton, New York, presents Model 17 to Stanley Kellogg of Hannibal, New York. Mr. Kellogg won the saw during "Dealer Day" jamboree staged by Mr. Burton on June 16.

bring folks around and build good-will.

"Of course, the men working at the booth should be wearing their Homelite hard hats and T-shirts. Don't skimp on good display material because an attractive and colorful booth pays big dividends. Once you have a good-looking booth, keep it clean! Folks don't have confidence in a man who doesn't think enough of his product to keep it bright and shiny," cautions Gene.

In addition to exhibits, a lot of dealers will be having contests at the Fair and Gene has some advise along these lines.

"The main purpose of a contest is to get a list of prospective customers. The most successful type of contest is one in which anyone can register and have a chance to win a prize through a drawing. There are just two rules: (1) fill out a card with name, address, occupation and chain saw need and (2) make a cut with a Homelite.

"For actual cutting, have plenty of large logs on hand. It's a good idea to have one man circulating in the audience to point out features of the Homelite and to sign up other prospects."

Once the Fair is over, the dealer's real job begins. He must follow up every lead gained at the Fair and also see that the local newspapers get the story and pictures of his contest winners.

"Effective follow-through is the key to successful exhibit," concludes Gene Carey, "no dealer should miss this opportunity for greater profits!"

## TEXAS LOGGING CONTRACTOR LISTS PROFITS GAINED BY USING HOMELITE

Testimonial letters are nice. Homelite, just like everyone else, takes pride in the compliments sent in by the people who use our products. Even better than "bouquets", however, are letters that tell us how a customer is making a bigger profit by using a Homelite. One such letter is this one from J. W. Santos, a logging contractor from Kountze, Texas.

Mr. Santos says, "I have used many makes of one- and two-man saws and I find that the Homelite one-man chain saw outdoes them all.

For the facts and figures on his operation, Mr. Santos includes this report.

"I was awarded a contract to harvest many thousands of oak and gum trees from the bottomlands of the Kountze, Texas area.

"On this operation, I employed six men and they used four Homelite Chain Saws. They felled and bucked thousands of board feet of saw logs, averaging about 17 inches in diameter.

"One typical week showed a net profit of \$535.04 This figure represents a 115% net profit on my investment in saws and labor.

"The following shows the cost, selling price and profit picture per thousand board feet of wood felled and bucked.

Cost of saws, labor per 1000 ft.....	\$2.33*
Price received for each 1000 board ft. ....	5.00

Net profit per 1000 board ft. .... 2.67

\*The actual operating cost of the saw, including gas, oil, repairs, sharpening of chain and depreciation of saws at 7% per month was only \$53 cents per 1000 board feet."

Letters like this one from Mr. Santos can only help to point the way to greater profits for chain saw users, if they use a Homelite!



Two of J. W. Santos' cutters at work.

## FREE RADIO COMMERCIALS OFFERED TO DEALERS

Homelite's Advertising Department has come up with another sure-fire promotional aid for chain saw dealers—and it's free!

The latest offer is a transcription which contains four one-minute radio commercials with an ample time allowance at the end of each selling message so that the local announcer can insert your name and address. Two of the commercials are devoted to the Model 17 and the other two spotlight the Model 5-30.

The transcription is ready for immediate delivery. Just put your name and address on the enclosed card and return it to the Advertising Department.

The sooner you return the card the sooner you can go "on the air" with these very effective sales messages and remember radio advertising is eligible for Homelite Scrip-Dollars.



# SAWDUST

PUBLISHED MONTHLY BY THE HOMELITE CORPORATION  
PORT CHESTER, NEW YORK

No. 35 AUGUST, 1955

## Outdoor Electric Signs Are Top Sales Boosters For Fall Season

The big fall selling season is on its way!

Homelite dealers throughout the country are now getting ready for their best sales effort ever! To help them sell, smart dealers are ordering the greatest promotional aid available—the big, colorful, outdoor illuminated Homelite sign!

Day or night, this plastilux sign sells for the dealer by putting his name “in lights” so that prospects can readily see that he is *their* Homelite dealer. Many potential customers hear about Homelite through national and local advertising, but with this fully illuminated sign, which comes with the dealer’s name inserted, they know *where* they can see and buy a Homelite and *who* will service it!

Dealers who already have their illuminated signs are raving about their effectiveness. Forty inches high, and fifty-three inches wide, these signs are double-faced for double value as the advertising and dealer’s name appears on both sides! Painted in bright red, yellow and black they are easy to read both night and day! All advertising copy is processed on the inside to protect it against any kind of weather.

Maintenance for these signs is low, too! The standard fluorescent lamps last longer and when they need to be replaced, it’s easily done.

The illuminated sign is guaranteed against electrical and mechanical defects (except bulb) for one year and safe delivery is also guaranteed.

The signs are equally effective when hung from a building or a standard along the roadside!

To enable dealers to take advantage of this terrific “round the clock salesman,” Homelite is now offering this outdoor lighted sign at a special price of \$99.50, f.o.b. Lima, Ohio. This sign would ordinarily sell for almost three times that amount.

With all the features in this illuminated sign, it’s easy to see that at this low price, it’s one of the greatest values offered to Homelite dealers. Order on the enclosed card to have your sign in plenty of time for the big fall selling season ahead.



All background except area reserved for dealer's name is colored bright yellow in this outdoor illuminated sign! This is a real sales booster!

**COAST CABLE CO.**  
EUGENE, OREGON  
Telephone 5-0555



We  
Sell and  
Service

**HOMELITE**  
CHAIN SAWS

"24 HOUR SERVICE . . .  
CALL US COLLECT!"

# Bill Loud and Jim Hubbard Service Into Sales in C

When anyone talks about Lane County, Oregon, you just know he's going to talk about logging. It's easy to see why, too, with just a quick look at the statistics:

Square miles: 4573

Population: 146,176

Timber produced annually: 2½ million acres of Douglas fir from which 900 million board feet are manufactured. This supports 450 logging operators with 14,700 employees.

Lumber payroll: \$97 million per year which is 50% of the total county payroll.

Right in the center of this logger's paradise is the Coast Cable Company, the Homelite dealership in Eugene, Oregon, owned by Bill Loud and Jim Hubbard.

"We know with a selling area like ours, everyone says it's a breeze to sell saws," comments Jim, "but don't you believe it. There's a lot of competition and we have to keep on our toes to keep Homelite out front where it belongs."

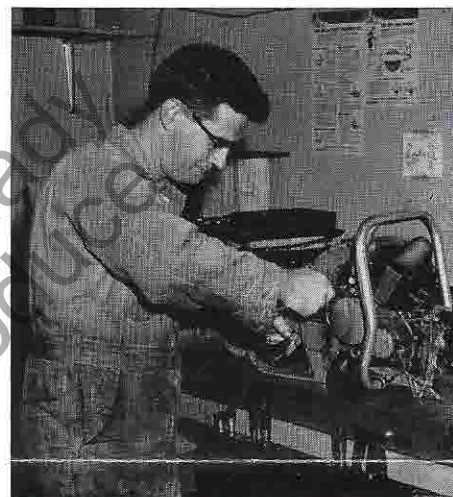
"In a professional logging area like Lane County, we have two big jobs," adds Bill. "One is to get the saw into the logger's hands for a demonstration. The second is to give him fast service on his saw so that he won't lose time and money on the job."

The man mainly responsible for field demonstrations is Salesman Tony Vogel.

Tony joined Coast Cable in 1946 and sold the other logging supplies handled by the company. In 1952, when they started to handle Homelite saws, Tony became a full-time chain saw salesman and demonstrator.

"Once I'm in the field with a prospect and he uses the saw, the Homelite just about sells itself because of its light weight, its cutting speed and its over-all performance. Usually though, the pro-

spect will ask about maintenance cost. I tell him that low upkeep is a proven feature of Homelite and give him some examples of how little his neighbors have spent on maintenance. I add the fact that if, in time, the saw needs repair, Coast Cable gives 24-hour service. When the



Zellmer Reed helps give 24-hour repair service to all Coast Cable customers.



Co-owner Jim Hubbard, left, uses a cutaway model to tell customer Roy Stallings about some of Homelite's outstanding features. Thorough explanations like this one make sales!

prospect is *sure* of good service, we usually have another Homelite customer."

Telling a prospect that he'll get good service isn't enough for Coast Cable—they prove it!

About two or three weeks after a saw is purchased, Tony calls on the customer to make sure that the saw is running properly. He also checks to see that the man is operating his Homelite to the best advantage. At this time, he invites the man to bring his saw in for a free check-up.

"This sets his mind at ease and it shows we're out to give him the best service possible!"

Also tops in service is the repair shop of Coast Cable Company. Here one full-time and one part-time man fulfill the company promise of 24-hour service. Norm Frank, who also does the in-shop demonstrations, handles the \$5400 inventory of parts which are binned in numerical order. He reorders at a fixed

# bbard Turn Oregon

order point. "That way we're sure we'll have the necessary parts on hand for quick repairs," says Norm.

"You can see how we stress demonstrations and service," adds Jim Hubbard, "but we feel that our advertising has done a lot for us, too. We spent over \$2000 in 1954 on all phases of advertising. We find newspapers best but also use radio and television. We have fourteen roadsigns up so it's hard to think that anyone around Eugene hasn't seen or heard about us and Homelite."

"That's not all," claims Bill, "the ones we might miss everyday, we get at the fairs. We demonstrated at both the Willamette Valley Logging Conference and the Lane County Fair. Both of these produced wonderful results for us."

Coast Cable also finds that advertising in the classified sections of the local paper helps to move trade-ins.

"Since so many of our customers are professional loggers who trade their saws regularly", says Jim, "our shop sometimes becomes over-loaded with used saws. When this happens, we run large ads in the classified section offering the customer his choice for \$50. apiece. The competitive makes go for that amount



Salesman Tony Vogel, left, shows prospective customer Charles Jones a Homelite in action. Tony reports that after Mr. Jones tried the saw himself, he bought it!

but the used Homelites always bring a better price. This extra advertising helps to clear out our shop and keeps our over-all profits at a high level."

Both Bill and Jim are proud of their sales record with Homelite and of their company which is one of the oldest logging supply houses in the area. They have great plans for Homelite, too!

"We're trying to double our sales this year and we think we can do it! Last year we sold 131 Homelites. This year, counting the 26 sold in July, our record stands at 115. We have our big season

ahead so everyone at Coast Cable is really working for that record!", says Bill. "With our saw sales going so well, we plan to add another full-time service man and another full-time saw salesman."

"As we said before, you have to extend every effort to get to the top here," Jim concludes. "We'll keep right on expanding, too, because we know these professional loggers want the best chain saw—and that's a Homelite!"

"That's right," Bill echos, "lots of demonstrations and lots of service—that adds up to lots of sales for Coast Cable!"



Tony Vogel gets ready to go on the road! On-the-job demonstrations have paid off very handsomely for the Coast Cable Company.



Norm Frank, left, uses a cutaway model to explain the inner workings of a Homelite Chain Saw to an interested customer, George Rotter.

## DEL CURTIS WINS QUOTA CONTEST

Del Curtis, Homelite dealer in Portland, Oregon now has a new Hotpoint Automatic Electric Dishwasher in his home as a result of winning the recent District 12 sales contest. Del was the first in the district to go over 100% of his quota.

The secret of Del's success? "It was my wife and kids," Del explains. "They're responsible for my winning for it was only their prodding that would get me out of bed at 4 a.m. to go demonstrate!"

The happy and successful Curtis family are all proud of their new dishwasher and have high hopes of pushing their sales record to even greater heights.

This Homelite dealer owns the Del Curtis Moorage Company but now spends most of his time selling Homelites.

"Why not concentrate on the chain saw" says Del, "I've found out in a big way that selling Homelites really pays off!"



To the victor—goes a new dishwasher! Here Del Curtis and his wife claim first prize in the District 12, Oregon, quota contest.

## Dealer's Water Fountain Big Attraction At Fair

Reeves Tractor Sales of Columbus, Indiana, had the most popular display at the local Fair recently! The attractions were the Homelite Chain Saws and a 10-faucet drinking fountain, which happened to be the only source of water at the Fair.

In order to make good use of the advertising value of the fountain, two red and white Homelite tacker signs were placed at the bottom of the tank. All the folks who enjoyed the use of the fountain couldn't help but notice that their Homelite dealer was responsible.

## ARKANSAS DEALER WINS TRIP TO NEW YORK



Mr. and Mrs. H. L. Gibson and son Herb of Harrison, Arkansas pause during their recent visit to the home office at Port Chester to accept the congratulations of Vice President Nelson Thompson. Mr. Gibson won the trip to New York by being the first dealer over his quota in his district.

## Georgia Dealer Praises Model 17's Durability

Norm Supove, District Manager in Jacksonville, Florida recently received the following letter from Towles Service Center, Homelite dealer in Port Wentworth, Georgia:

... "We sold the Atlantic Creosoting Company a Model 17 saw eleven months ago. Since that time, this saw has run a minimum of five hours a day, five days a week and has cut something over one million pilings. The total expense on the motor has been one piston and two rings which were installed today.

If this is not a record, I would like to see one. This will tell you how good the Model 17 really is.

Best regards,  
Raymond L. Towles"



That Homelite dealer certainly is impatient!!

## Dealer Advertises . . .

### "We've Been Robbed!"

Flash! From Page One of the *Feather River Bulletin*, Quincy, California—July 14:

"Equipment totaling \$2,600 value was stolen from Tom Addison's garage some time Sunday night by burglars who broke in from the rear and removed an entire window casing to gain entry. This was the second time in two years that the place of business was burglarized."

Taken in the burglary were five chain saws, one power pump, 16 saw chains, 144 inches of loose chain, four sprockets, 10 dozen files, 20 spark plugs and various other small items."

Same issue—Page 3:

EVEN A STUPID THIEF  
is smart enough to choose

## HOMELITE CHAIN SAWS

(The saws stolen in the burglary of  
our shop Tuesday were Homelites)

SMART LOGGERS MAKE MONEY  
WITH HOMELITE SAWS

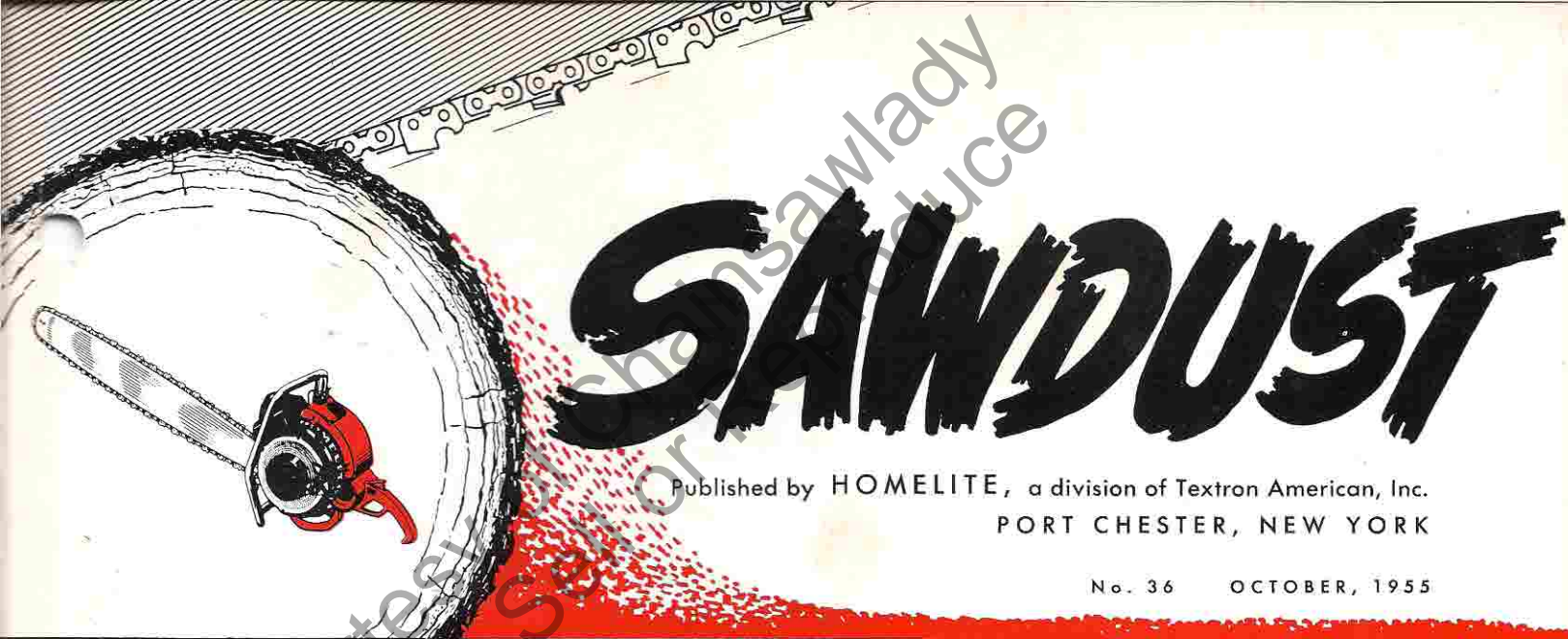
## ADDISON & DUPONT

HOME OF THE JEEP  
Phone Quincy 400

We still have the largest stock of saw  
chains in Northern California

Ad reduced for reproduction





# SAWDUST

Published by HOMELITE, a division of Textron American, Inc.  
PORT CHESTER, NEW YORK

No. 36 OCTOBER, 1955

## Direct Mail Scores For Dealers In Chain Saw Sales League

Now that the football season's underway, folks all over the country are talking about the latest "triple threat" stars—the men who can pass, kick and run for lots of touchdowns.

Homelite dealers have a "triple threat" of their own to talk about and it's the high scorer in the chain saw league—the Model 17 with the Clearing and Brush Cutter attachments.

Helping this Homelite "triple threat" to win top sales honors this fall is the latest promotion aid—the new, colorful self-mailer which is available in quantity and is free!

This new bulletin is an easy and effective way for every Homelite dealer to tell the folks in his area about the versatile Model 17 and its attachments.

By mailing these sales boosters to all the customers and prospects on the dealer's mailing list—dealers are sure to turn up *extra* leads and *extra* sales during the coming months.

This fact was proved by the 548 dealers who used the "Country Gentleman" direct mail advertising last winter. In a recent survey of 75 dealers who participated in the "Country Gentleman" campaign, 65 reported their mailings produced: (1) additional local Homelite-dealer identification, (2) additional leads, and/or (3) additional sales. In fact, 69 *actual sales were traced directly to these mailings.*

Now with this colorful self-mailer which features the Model 17 and the Clearing and Brush Cutter attachments, dealers have an ideal selling tool that's even easier to use than the "Country Gentleman" mailing.

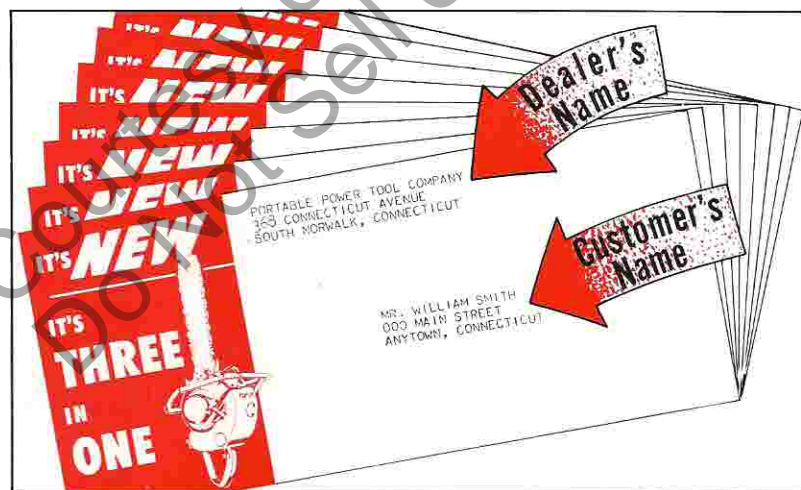
No folding, no inserting, no sealing necessary. Just imprint your name and address alongside the word "NEW" on the front panel—address—stamp—mail!

Because you will want to follow up with phone calls or visits, it's suggested that the mailings be staggered—about 25 a day so you won't have too many follow-up calls at one time.

It's also a smart idea for dealers to check their mailing list to make sure it is as complete as possible. A call to the local Grange, Co-op, Dairy-men's League and similar organizations might yield added names and

added prospects! It's also wise to ask your customers for the names and addresses of their friends who might be interested in owning a Homelite. It stands to reason that as you add names to your mailing list, your message is read by more people and you make more sales!

To order your supply of self-mailers, return the enclosed card immediately. Remember these sure-fire sales aids are absolutely free. Order as many as you can use. Do it today!



# Foils Credit Sales To Mails



Sid, left, and Dan Foil pose in front of their location in Albuquerque, New Mexico.

Taking their cue from the atomic tests at near-by Los Alamos, Dan and Sid Foil, co-owners of the Log Cutters Supply Company in Albuquerque, New Mexico, have found a formula for selling Homelites that can't be beat.

As the boys laughingly describe it,—“We give our customers a little ‘blast’ every month via our direct mailings! Not quite as devastating as the atomic bomb perhaps, but just as effective in its own way. These mailings help to remind folks in this area that we are their Homelite dealers. They also prompt our cus-

tomers to stop by and see the latest models and the new attachments.”

“That’s right,” continues Sid, “and we have quite a large mailing list, too. We send Homelite literature to over 300 power saw owners in this area and to all the sawmill and logging operators in the state. In addition to these folks, we have a list of prospects—people who don’t own a power saw—yet! We want to be sure that when they do buy one—it will be a Homelite.”

The Foils credit a large percentage of their sales to these mailings. “I think,

though,” adds Dan, “that if direct mail is going to do a job for a dealer, his mailing list must be kept up-to-date. It’s important to keep adding names of likely prospects. We make it a policy to ask the folks who come into the shop or those we meet at in-the-field demonstrations to give us the names and addresses of any of their friends who might be interested in a Homelite. You’d be surprised how well this has paid off for us!”

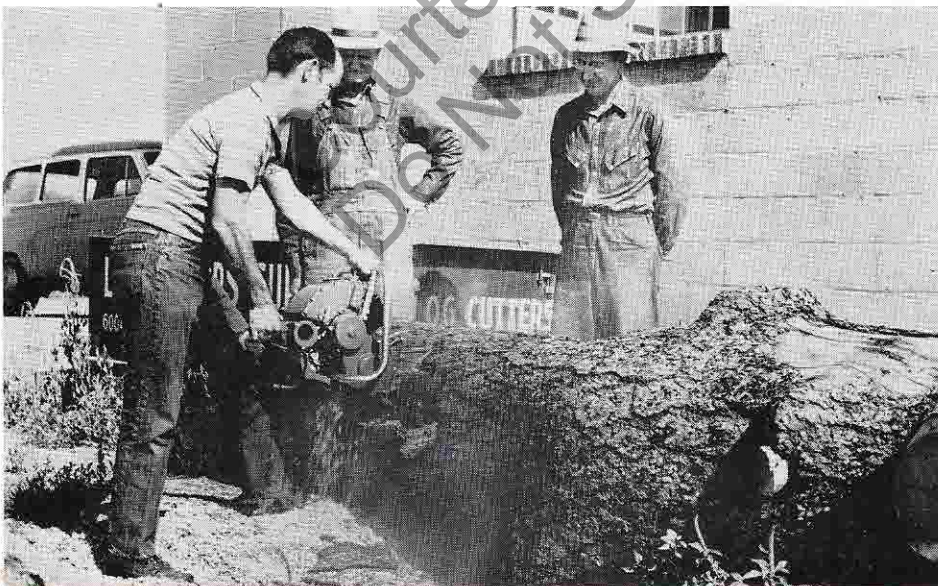
One of the features of these regular mailings is that the boys keep their customers informed of the latest additions to the Homelite line, such as the Clearing and Brush Cutter attachments.

“People in our area are especially glad to hear about the Brush Cutter as the farmers here can put it to good use clearing range land. The development of this attachment has opened a whole new market for us,” says Dan.

“But whether it’s the Homelite Chain Saws or the attachments that we feature in our mailings, we try to follow them up as soon as possible. We call the prospect, arrange to see him and then show him what a Homelite can do,” adds Sid.

The boys have found that during these demonstrations their prospects are amazed at Homelite’s cutting speed.

“When we tell him about the low operating cost of a Homelite and give him the names of satisfied Homelite owners who will verify that fact, he’s usually sold!”



Showing the Homelite in action is a Log Cutters Supply Company policy and here’s Sid Foil doing just that. Looking on are Lester Baldwin, I., and Dan Megehee.

"He's sold alright," continues Sid. "but I think most of our customers wanted a Homelite even before the actual demonstrations. We know that they've heard about the Homelite and what it can do for them through our direct mail. They have also read about the chain saws in our advertising in the state and labor papers; they see the Homelite message in the national magazines; they see for themselves what a terrific job Homelites are doing on their neighbors' land; after all of this, they know that when they want a chain saw, they want a Homelite!"

Once the Foils sell a Homelite, they make it a policy to keep in touch with the

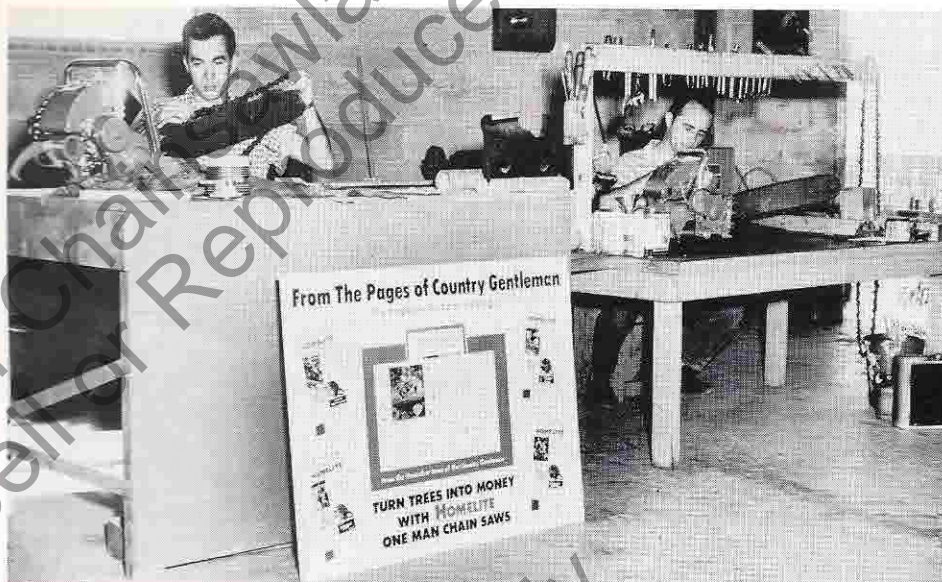


Here Dan Foil explains the inner workings of a Homelite to Lester Baldwin, I., and Dan Megehee.

buyer to see that the saw performs satisfactorily. They ask him to bring the saw in for regular check-ups and servicing.

"We're really proud of our service department," says Dan. "We have a complete stock of parts and we have them sorted numerically right behind our repair bench. We also have a bar groove grinder and carry a large supply of chains, bars and sprockets."

"Speaking about service," adds Dan, "we had a man come in the other day with his Model 17 which he bought from us about two months ago. He was quite upset and said his saw had lost its power. Upon examination we found the cylinder exhaust ports almost completely stopped up. So we asked him when he had cleaned them last. "Heck," he said, "I've never cleaned them!"



Serviceman Bob Hunt, I., and Sid Foil are busy repairing chain saws. Prompt service is a must at Log Cutters Supply Company.

"He then told us that he formerly owned a competitive make and said he had to clean the exhaust ports on it every day. When he got the Homelite, it was operating so well that he just forgot that the ports might need cleaning. Once we cleaned them, he found that the saw hadn't lost any of its power."

"That's a pretty great record he set with his Homelite, though," continues Sid, "50 working days cutting logs and no service necessary!"

Performances like that make the Foils glad they sell Homelites.

"We're going to sell even more of them, too," the boys say. "Early this October we're having a special Homelite show at our store. We're advertising it all over the state for 30 days asking log cutters, operators and contractors to stop by and see us demonstrate the Homelites. We'll also be showing the Clearing and Brush Cutter attachments."

"We know that this show and the new direct mail bulletins on the Model 17 and attachments we're sending out will make this the biggest selling season we've ever had at Log Cutters Supply Company!"



L. to r., Mrs. D. A. Foil, Bookkeeper; Bob Hunt, Repairman; Dan and Sid Foil pose in front of the well-stocked parts bins.

## WINS HOMELITE AT GOUVERNEUR, N.Y., FAIR



Lyn Tripp, Homelite Salesman, North Arlington District, presents a Homelite Model 17 to Mrs. Clours Hill of Herman, New York. Mrs. Hill won first prize at the Homelite exhibit at the Gouverneur, New York, Fair. Watching the proceedings are Robert Anthony, Assistant to the Manager of Dealer Sales, Jim Swan, Homelite Salesman, North Arlington, and Robert Ott, Salesman, North Arlington District, partially hidden.

## HOMELITES PLACE FIRST IN CUTTING CONTESTS

From the Grand County Fair held Sunday, September 19, in Kremmling, Colorado, comes the news that Homelite Chain Saws once again swept the field in the annual log-cutting competition.

In the division for chain saws with 5 horsepower and over, a Model 5-30 operated by Homelite dealer S. L. "Bill" Brown of Hideaway Park, Colorado, placed first. Bill's time was 31 seconds.

The event consisted of three cuts on 10-inch pine—up, down and horizontal.

In the class for chain saws up to 3.5 horsepower, another Homelite took first place. This time it was a Model 17 operated by Everett Tucker and his time on the same three cuts was 46 seconds.

## Change of Address Given For District 13 Office

As of October 1, 1955, Homelite's San Francisco District Office will have a new home. Bob Glidden of District 13, who made the announcement, said that the new address will be:

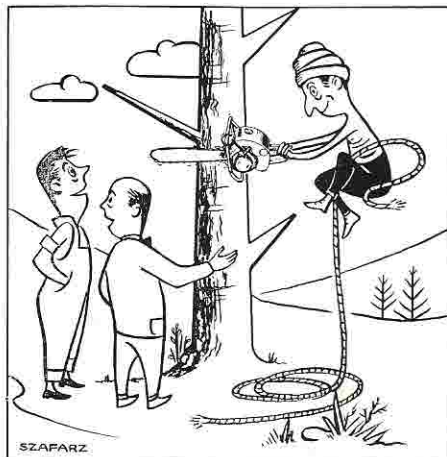
Homelite Corporation  
P.O. Box 671  
727 Airport Boulevard  
South San Francisco, California

The new telephone number for this office will be Juniper 6-5900.

## Tree Farmer Wins Homelite

Dr. R. C. Simpson of Ridgway, Pennsylvania, is well equipped with a brand new Homelite chain saw to manage his newly-dedicated 15-acre Tree Farm.

It happened this way. Dr. Simpson, keenly interested in forestry and woodlot management, went to the Woodsmen's Carnival at Cherry Springs State Park, Pennsylvania, to participate in the dedication of his and 12 other new Tree Farms. While there he took in the Homelite exhibit, entered the prize drawing and emerged the winner of a new chain saw. Now, thinning and pruning to improve his woodlot and harvesting mature timber will be no problem at all for this Tree Farmer.



"It's the latest thing in limbing technique."

## Orval Rocke Wins Sales Contest Prize

R. J. Marschalk, District Manager in Melrose Park, Illinois, has announced the winners of the mid-summer Homelite Dealers' Chain Saw Sales Contest. The winner of the first prize was Orval Rocke of Delevan, Illinois. Orval received a Model 17 chain saw as his award.

Second place was won by Vernon Streitmatter of Toulon, Illinois and he received \$50 worth of merchandise.

The purpose of the contest was to prove that chain saws could be sold to farmers in a so-called slack season. It is significant that both of these dealers are in the heart of the Illinois farming country.

As Mr. Marschalk says, "Neither of these men has any more financial backing than the average dealer, both have this in common; they are aware that selling Homelite Chain Saws all year 'round is a profitable business."



John Keeler, Chain Saw Specialist, right, presents Model 17 to Orval Rocke.

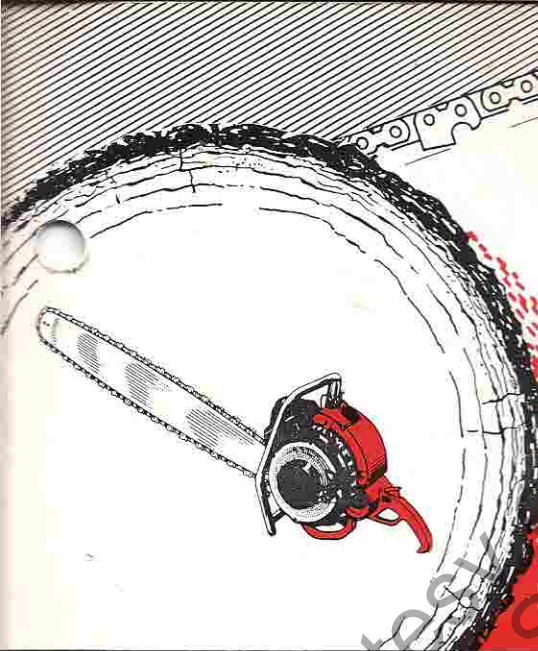
## MINNESOTA LADY PRAISES PERFORMANCE OF MODEL 17

The log-cutting profession is one generally reserved for men, but a letter recently received in Port Chester proves that the ladies can handle a Homelite, too!

Mrs. Melvin Pohto of Angora, Minnesota, writes to say that she uses a Homelite.

"I use the small one [Model 17]," says Mrs. Pohto, "and I want to tell you that I sure like its performance. I've cut three car loads of poplar pulp wood in my spare time. I only have a little time to spend cutting wood as I have to keep house for my husband and nine-year old son."

Mrs. Pohto concludes her letter by saying "—thanks for making such a handy saw that even a woman can use."



# SAWDUST

Published by HOMELITE, a division of Textron American, Inc.  
PORT CHESTER, NEW YORK

No. 37 NOVEMBER, 1955

## New 5-20 Great Profit-Maker

Ready in time to give Homelite dealers a great new profit-maker during the big fall selling season, the recently-introduced Model 5-20 is already climbing to top popularity with professional loggers and farmers all over the country.

Reports reaching Port Chester show that the 5-20's "5 full horsepower and light 20 pounds" is just what chain saw users want. This demand for a chain saw with more horsepower and less weight means greater sales — greater profits for every Homelite dealer.

And the low-cost Clearing and Brush Cutter attachments (so successful with the Model 17) promises to make the 5-20 an even bigger seller. With the 14" and 18" Plunge Cut Bows as well as straight blades from 14" to 60" that are available, Homelite dealers can provide the perfect tool for every chain saw need!

With ads in the *Saturday Evening Post*, *Farm Journal*, *Field and Stream*, *Outdoor Life*, and *Sports Afield* spearheading the powerful 5-20 advertising campaign, Homelite messages will be seen by over 32,000,000 potential customers. In addition to the "national" publications, 18 state and farm papers, 14 leading lumber and forestry magazines and 19 trade magazines will carry colorful full-page 5-20 ads to professional loggers, farmers, builders, contractors, municipal officials and men who buy for the utilities, railroads and petroleum industries.

To bring this hard-hitting advertising program right down to the local level, Homelite dealers are busy setting up eye-catching displays in their windows and showrooms with the aid of "Do-It-Yourself" display kits. These kits contain fluorescent arrows, ad blow-ups, mobiles, counter cards and wrap-arounds which

convert shipping cartons into colorful display stands — everything needed to set up an attention-getting display.

In addition, each kit contains descriptive bulletins and stuffers, direct mail literature, newspaper mats, radio scripts and publicity releases to make local merchandising efforts *even more* effective.

And with Homelite's new Time Payment Plan which enables dealers to finance purchases of the complete Home-

lite line — dealers sales are slated to increase an *additional* 30% or more! Details of this plan are given on page 4 of this issue of "Sawdust."

As sales of the new 5-20 mount, it's no wonder Homelite dealers are excited about this great new saw and the Time Payment Plan, backed up by the powerful advertising and promotion campaign. Together, they make Homelites the best profit-makers ever!

### HOMELITE'S SHORT STROKE DESIGN TOPS THEM ALL

As every Homelite dealer knows, the new Model 5-20 has the greatest selling feature ever developed in a chain saw — most power per pound!

"This feature alone is enough to boost dealer sales tremendously," says Nelson Thompson, Homelite Vice President and Sales Manager, "but the 5-20 gives you more! For instance, there's the high compression, short stroke engine design."

"The trend in engine design today is to short stroke power. Ford Motors and Chevrolet, both of whom have recently gone to the short stroke design in their automobile and truck engines, are advertising this feature heavily."

Quoting directly from the Ford Motor Company — "Less piston travel means less friction. And less friction means less wear — longer engine life, greater gas savings, more usable power —"

"These advantages of the short stroke engine are just as applicable to Homelite as to Ford," continues Mr. Thompson. "You should use the fact that Ford and Chevrolet are pushing the short stroke design in your 5-20 sales presentation."

"The following figures show how favorably Homelite's short stroke compares with these two major automobile manufacturers:

The stroke in the 1956 Ford Y-8 engine is 91% of the bore

The stroke in the 1955 Chevrolet V-8 engine is 80% of the bore

The stroke in the Homelite 5-20 engine is 72% of the bore — a shorter stroke relatively, than either Ford or Chevrolet!

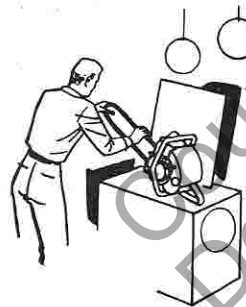
"Not only do we excel in short stroke design," adds Mr. Thompson, "but Homelite's 5-20 also excels in the power to weight ratio over competition. For example, the 5-20 produces *one full horsepower for every four pounds of weight*. The nearest competitive saw develops one full horsepower for every 6.3 pounds — over 50% more weight per horsepower — and it costs, \$16 more than the 5-20!

"These features of most power per pound and short stroke design, together with Homelite's record of low maintenance and dependable performance, give Homelite dealers the greatest set of sales features ever built into a chain saw!"

# Win a Trip to Bermuda

## Send Your Photo Today ... Don't

### SET UP YOUR DISPLAY



You have received a Homelite "Do-It-Yourself" Display Kit (shown below). Use as much or as little of this material as you wish while setting up your display. If you want to use additional material or props of your own — go right ahead! Use anything you need to build a really eye-catching display in your store window or on the floor of your showroom.

Your 5-20 display will not only make you eligible for this big dealer contest but more important it will help you tell the story of the great new 5-20 — and boost your sales!

### SEND US A PHOTOGRAPH OF IT

Once you build your 5-20 promotion display, take one or more photographs of it. Be sure to attach your name and address to your entry — then send it to the Advertising Department, Homelite, Port Chester, New York.

The photograph you send in will be only factor considered in the judging. Every dealer has an equal chance to win one of the 24 big prizes!

Remember, all entries must be postmarked on or before November 5, 1955. None will be accepted after that date.



### Your Promotion Tools

Jean Skovron of Homelite's Mail Department is shown attaching a tell-all tag to the new 5-20. Pictured with Jean and the great new Homelite is all the material in the "Do-It-Yourself" display kit.

- 1) Large 3-color banner
- 2) 6 colorful mobiles
- 3) Big ad blow-up
- 4) 2 easeled ads
- 5) 2 counter cards
- 6) Local publicity kit
- 7) 3-color descriptive bulletins
- 8) Postcards for additional orders
- 9) Hard-selling stuffers
- 10) Attention-getting radio scripts
- 11) Scotch tape
- 12) 11 brilliant, fluorescent arrows
- 13) 5-20 on black-top shipping carton
- 14) Colorful wrap-around
- 15) Mats available for local ads
- 16) Mats for local newspaper ads
- 17) 3-color self-mailers
- 18) Tell-all tags to attach to 5-20

# t Delay!

## THE PRIZES

24 lucky Homelite dealers will win prizes in the terrific 5-20 promotion display contest. Each of these 24 winners will receive a \$100 U. S. Savings Bond.

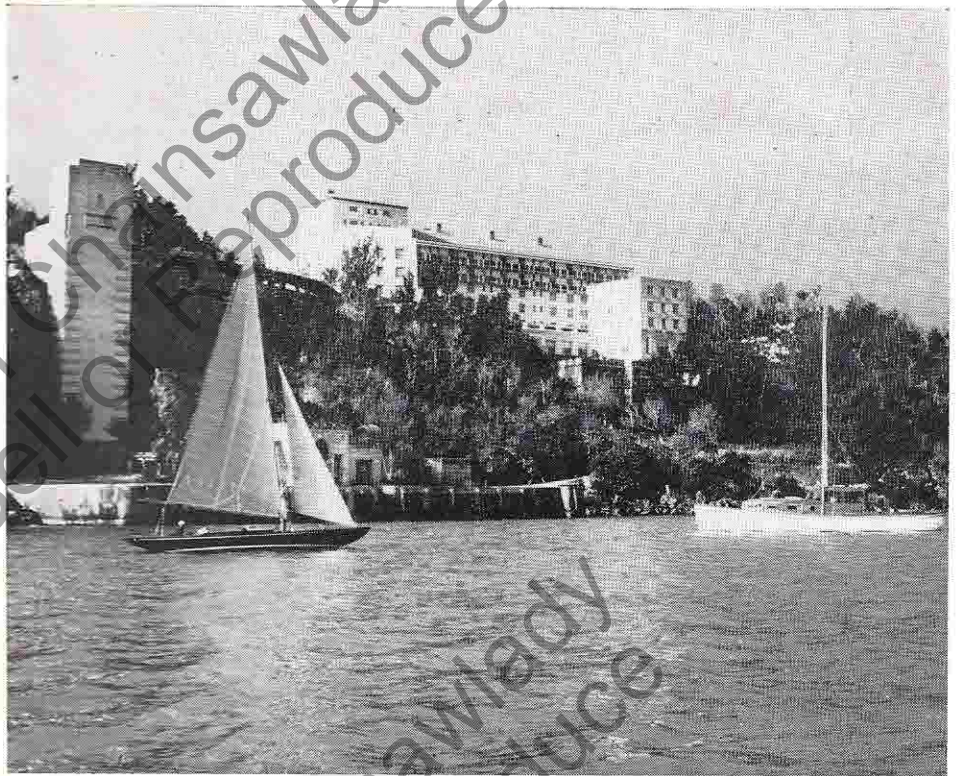
And, in addition to winning a \$100 bond, the dealer with the best display will also receive the GRAND PRIZE — a 7-day, all-expense trip to Bermuda for 2!

Homelite's advertising Department will judge all entries in the contest on the basis of attractiveness and originality. All selections will be final.

Winners will be notified by mail and a complete list published in the December issue of "Sawdust".

Don't forget — every Homelite dealer has an equal opportunity to win one of these great prizes and *you* may be the lucky dealer to win the all-expense trip to Bermuda. So, don't delay — send your entry — today!

And remember, although 24 dealers will win special prizes, every Homelite dealer who sets up a 5-20 display will find that he, too, will be rewarded — by greater sales and greater profits with the new 5-20.



## *The Castle Harbour Hotel*

### WHERE THE WINNER WILL STAY IN BERMUDA

The perfect setting for a perfect vacation — the Castle Harbour Hotel in Bermuda where reservations for two have been made for the winner of the Grand Prize in the Homelite 5-20 Dealer Display Contest.

The Castle Harbour is the most modern and the most luxurious hotel on the islands. It's a completely self-contained resort with a magnificent swimming pool and private beach — it's own boat dock, tennis courts, golf links and beautiful gardens.

Life during the winner's stay in Bermuda can be as active or as relaxed as he wishes with a round of golf, an invigorating swim or just a quiet walk to explore the neighboring scenery. And no matter what the winning dealer chooses to do — he will find the Castle Harbour the ideal spot to get that perfect Bermuda tan.

The Castle Harbour is also convenient to all principal points of interest in Bermuda. For shopping, fishing or sightseeing, it is the center of activity.

Enter the 5-20 dealer display Contest today — and in a few weeks — you may be the lucky dealer to enjoy the wonderful facilities of the Castle Harbour Hotel in Bermuda.

## *Win one of 24 Big Prizes*

# DEADLINE FOR ENTRIES NOVEMBER 5, 1955

# Homelite Offers Time Payment Plan

Knowing that no product selling for over \$50 has ever achieved mass distribution without credit financing, Homelite has inaugurated a Time Payment Plan. Homelite thus becomes the *first* chain saw manufacturer to offer a finance plan to its dealers.

Gene Carey, Manager of Dealer Sales, claims that the Homelite Time Payment Plan is expected to help dealers using it to increase their sales at least 30%.

"It stands to reason that chain saw sales will go up with this plan," says Mr. Carey. "Many of our dealers have had difficulty financing sales through banks and other agencies but those dealers who've been able to arrange credit have consistently recorded high sales!"

To emphasize the effectiveness of credit financing, Mr. Carey continues, "A look at the sales records of the automobile industry proves that time payments are essential for mass distribution as 90% of all cars are sold on time.

"The importance of a time payment plan in a dealer's over-all merchandising program can also be illustrated by using the automobile industry as an example.

"In 1954, that industry enjoyed one of its best years and experts predicted that sales had reached their peak. But so far in 1955, automobile sales are up 50% over last year! The reasons for this increase — new designs, superior performance, powerful advertising and a liberal time payment plan!

"Now Homelite dealers have *all* these advantages *plus* a greater natural rate of growth!" adds Mr. Carey. "I hope every dealer will take advantage of the new Homelite Time Payment Plan to increase his sales."

Homelite's Time Payment Plan has been fully explained in Dealer Letter # 10, dated October 11, 1955.

"Every dealer should read this letter carefully," explains Mr. Carey, "because it not only gives facts about the plan but also contains a form on which the dealer should indicate his interest in using the plan. The form should be *signed* and sent to Port Chester in the return envelope provided!"

Once a dealer indicates his interest by returning this form, Homelite will forward an "Offer Agreement" signed by an officer of the company. This agreement should be signed by the dealer and mailed to the District Office for the District Manager's signature.

"Along with this Offer Agreement, the dealer will receive forms necessary to put the plan into operation. You'll be amazed at its simplicity," states Mr. Carey.

Since the Homelite Time Payment Plan is big news and a big selling feature, Homelite is pointing out that credit terms

are available in its farm, regional and national advertising. Dealers will be getting inquiries as a result of these ads.

"For this reason — and to use credit financing to boost local sales," adds Mr. Carey, "dealers should inquire about the Homelite Time Payment Plan immediately!"

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## TIME PAYMENT PLANS WORK FOR MANY SUCCESSFUL DEALERS

Results of a survey of some Homelite dealers who are currently selling under a time payment plan prove that credit financing is both necessary and profitable. Here's what they have to say!

Bill Loud — Coast Cable Company, Eugene, Oregon: "About 80-90% of our sales are under a time payment plan. We've sold over 500 Homelites since becoming a dealer and credit financing is one of the big reasons for our success. Our losses have been very small and I think all Homelite dealers will benefit, as we have, from a time payment plan."

William Chambliss — Cataula, Georgia: "I've been using a credit plan for 3 years and 70-80% of my sales are time payments. Losses have only amounted to 5% so I'm all for a finance plan!"

A. J. Eck — Williamsport, Pennsylvania: "I've sold over 800 new Homelites plus several hundred used saws since becoming a dealer. About 75% of all the saws we sell are on a time payment plan. Losses have been low so naturally the business has been profitable. Every dealer should sell saws on time!"

Joe's Equipment Service, West Lebanon, New Hampshire: "We've sold over 3000 saws and 95% of all sales are on time payment — and actual losses are only 1/3 of one percent! You can see why we believe in credit financing!"

Howard Griffin — Monroe, Louisiana: "I've only been selling Homelites since November, 1954, but I've already passed the 200 mark. 80% of my sales are on time payments. 16 saws have been repossessed but I've made out all right on them. These repossessions were on pro-

fessional logger accounts. We've never had a loss from a farmer!"

Ralph Sheppard — Western Chain Saw, Eureka, California: "We've sold over 400 saws on credit — this amounts to about 75% of all our sales and our losses have been negligible."

Vernon Streitmatter — Toulon, Illinois: "I've been selling with a time payment plan for 3½ years and I'm all for it. My losses have only been 3%. Having a time payment plan to offer your customers is a big selling point, too!"

W. T. Minyard — Minyard's Machine Shop, Jasper, Texas: "90% of our sales are on credit and repossessions have only been 1% of total sales."

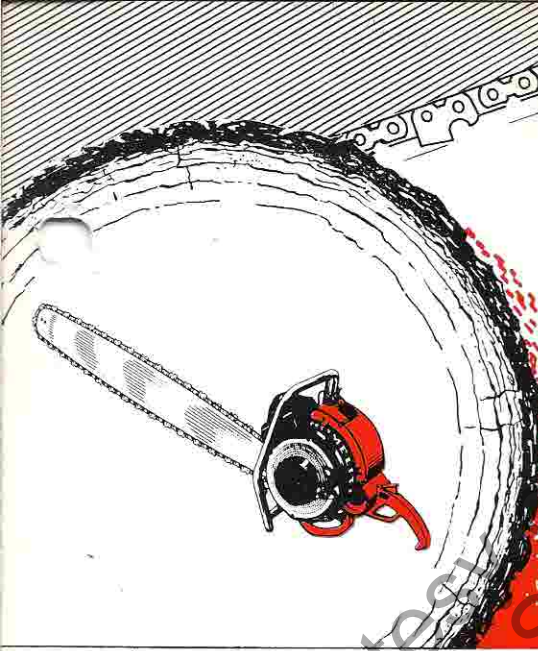
Russ Bloomberg — Northern Implementation and Appliance Co., Park Falls, Wisconsin: "We've sold well over 200 saws and 70% of these were on time payments. We've found that credit financing has been very profitable for us!"

G. A. Green — Green Saw Co. with stores in both Prescott and Magnolia, Arkansas: "We have sold over 300 new Homelites and hundreds of used saws. Our credit plan made about 85% of these sales possible. We have had only 6 repossessions and didn't lose a dime on any of them!"

George W. Mosely — Forestry Equipment Company, Jacksonville, Florida: "We've sold over 1000 new Homelites and almost as many used saws. Over 80% of our sales are on a credit plan and our rate of losses have been very low. We consider a credit plan absolutely essential for high volume sales!"

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# SANDUST

Published by HOMELITE, a division of Textron American, Inc.  
PORT CHESTER, NEW YORK

No. 38 DECEMBER, 1955

## Our Customers Tell Us .. "New 5-20's Just What We Want!"

"The new Homelite 5-20 is just what chain saw users want!"—that's what our customers tell us every day!

Typical of the enthusiastic acceptance of the 5-20 are these quotes taken from some of the letters which come into Port Chester daily.

"I have just bought my second Homelite Chain Saw and think they're tops! I've tried other brands but they don't compare to a Homelite. My new saw is a 5-20 and I like it best of all. Thank you for making a saw that's tops in performance"

(signed) Norman Coots  
Mentone, Alabama

"I have increased my pay check 20-25% by using the new 5-20 to limb and buck so you can see why I'm satisfied with my new Homelite!"

(signed) Vaughn J. Cogley  
Redding, California

"The new 5-20 is the fourth Homelite Saw I've had. It is the only kind I have used since 1949 and I'm really sold on Homelite—I know they top them all!"

(signed) Mark Loftis  
Denton, Maryland

"I have just received a new Homelite 5-20 and it's the most wonderful saw I've ever owned. As long as you make saws that are easy to handle, easy to operate and fast cutting such as this 5-20, I'll be a Homelite man!"

(signed) L. G. Ward  
Fifty Six, Arkansas

"We found that the Homelite 5-20 saw is the handiest and fastest cutting saw for its size!"

(signed) John Shamion  
Iron River, Michigan

"I turned the new 5-20 over to an experienced operator who has used other makes and he says this is the best yet!"

(signed) E. P. Hawkins  
Rockmart, Georgia

Undoubtably every Homelite dealer is

hearing similar comments from his customers as 5-20 sales zoom to record heights! These chain saw users are so enthusiastic about the features of the new 5-20 that they're telling their friends about it.

As more and more satisfied customers help spread the word about the new 5-20 and Homelite dealers everywhere continue to contact more prospects, it's no wonder record sales will be posted for 1955— and climb still higher in '56!



Here's the 5-20 in action! This power-packed new Homelite is helping dealers post record sales.

# THE WINNER . . . RANKIN EQUIPMENT CO.

Winning the Homelite Dealer Display Contest was *big* news at Rankin Equipment Company . . . so big that a special television program was put on the air to share the good news with everyone in the Yakima, Washington area. Headliners on the television show were Bill Willson and Al Presson, the salesmen who set up the winning display.

"We were thrilled to have our prize of a \$100 U.S. Savings Bond and a 7-day, all expense trip to Bermuda presented to us on television," says Al. "Since a photo of our winning display was shown on the program, the huge viewing audience could see all the features of our display and also hear what a great job the 5-20 can do for them!"

In describing the display which took first place out of 300 dealer entries, Bill explains, "We tried to make our display as realistic as possible to show how versatile the 5-20 is! To make it look 'alive,' we used a life-like model of a hunter cutting a log which had fallen across the road while another manikin represented a logger bucking the big timber. Since Yakima is in the heart of the western orchard country, we showed a third model pruning a fruit tree with the 5-20 equipped with a Clearing Attachment. The Homelite Brush Cutter . . . so handy for

clearing brambles, bushes and saplings, was given a place right up front in the display.

"By showing the many ways the new 5-20 can be used by the folks in this area, we attracted a record number of prospects. Most of these people tried the 5-20 for themselves and a good many bought the new Homelite. As one of our customers said, 'Your display showed me how many jobs the 5-20 can do for me . . . I can fell, buck, prune and clear brush . . . it's terrific! I'm really happy with my new 5-20!'"

Both men agree that the real value of the display can best be measured by the number of sales it has helped make and adds Bill, "We're happy to say our sales are very high!"

Al and Bill both list display designing as one of their favorite hobbies. Before joining Rankin Equipment 15 years ago, Bill worked as a professional window display designer while Al, who has been an Irrigation Sales Engineer with the company for 6 years, is an avid artist in his spare time.

To share the Grand Prize, Al and Bill have worked out an arrangement whereby Al will receive the \$100 Savings Bond, while Bill and his wife will leave for the Bermuda trip during the first two weeks in January.

The new 5-20 is lightweight . . . so light a lady can carry it with ease . . . that's what John Gauthier of Agricultural Equipment Sales and Service is emphasizing in this entry which placed second in the Dealer Display Contest. By using a life-like female model in the right panel of his window, John adds realism to his display. He also features 5-20's with straight blades and the Brush Cutter Attachment and emphasizes the Time Payment Plan. This effective display enabled this Poughkeepsie, New York dealer to sell more 5-20's and win a \$100 Savings Bond.





Grand prize winner of a 7-day, all-expense trip to Bermuda for two and a \$100 U. S. Savings bond is the Rankin Equipment Company display shown above. Designed by Bill Willson and Al Presson, the display shows how "Dollars Do Grow On Trees When You Use Homelite Chain Saws!" Whether it's used with the Brush Cutter Attachment (left of center), with straight blade for felling and bucking big timber (manikin in center) or with the Clearing Attachment for orchard improvement (upper right), the new 5-20 does the job . . . best! This display not only demands attention but more important, it helped Rankin Equipment sell more 5-20s!



Powerful as an Alaskan bear . . . that's the theme Airport Machinery Company used to win third place in the 5-20 Dealer Display Contest. By effectively using hunting trophies and the Homelite promotion kit, this Anchorage, Alaska dealer's display really delivers the 5-20 selling message! In addition to winning a \$100 U.S. Savings Bond, this eye-catching display has brought a record number of prospects into the store to try and buy the new 5-20.

**Complete List  
of Contest Winners  
on Following Page**

## DEALER DISPLAY CONTEST WINNERS ARE ANNOUNCED

Here's a complete list of winners in the Homelite Dealer Display Contest.

### First Place

Rankin Equipment Company, Inc., 1001 S. First Street, Yakima, Washington

### Second Place

Gauthier's Agricultural Equipment Sales and Service, 115 Duchess Turnpike, Poughkeepsie, New York

### Third Place

Airport Machinery Company, Inc., 5th Avenue, Anchorage, Alaska

### Other winners of a \$100 U. S.

#### Savings Bond

(listed alphabetically)

Baker Brothers, Inc., Staunton, Virginia  
Bay State Marine and Supply Company, 1001 South Washington Street, North Attleboro, Massachusetts

Philip G. Berger, Box 267, Clinton, N. J.  
Bolivar Magneto Company, Bolivar, New York

Brizard-Matthews Machinery Company, Crescent City, California

Dore Outboard Shop, Skowegan, Maine  
A. J. Eck & Son, 267 West 3rd Street, Williamsport, Pennsylvania

C. F. Epperson and Company, 130 South Franklin Street, Tampa, Florida

Farmer Supply and Hardware, 904 Water Street, Meadville, Pennsylvania

George Frook, Three Lakes, Wisconsin  
H.M. Hunt & Son, 1436 West Grand River Street, Williamstown, Michigan

Illini Machinery Company, 100 West Jefferson Street, Springfield, Illinois

Joe's Equipment Service, West Lebanon, New Hampshire

R. N. Johnson, Inc., Walpole, N. H.  
Kenai Lumber Company, Box 65, Seward, Alaska

Ivan L. Kunkel, 302 Wenz Street, Kutztown, Pennsylvania

McMinnville Manufacturing Company, McMinnville, Tennessee

Harlie Newman, Hancock, New York  
Parson's Sales & Service, Libby, Montana

Power Equipment Co., Morgantown, North Carolina

Wabash Portable Equipment Company, Route 5, Wabash, Indiana.

### Honorable Mention

(listed alphabetically)

Abele Farm Equipment Co., 72-74 Everett Road West Albany, New York

Alto Farm Equipment, 64th St. & M-50, Alto, Michigan

Anderson's, Inc., 209-215 State St., LaCrosse, Wisconsin

H. L. Ayers, Middletown, New York  
Bear Creek Machine Shop, DeLake, Oregon

Berkleigh Tractor & Equipment Co., 130 Peach St., Reading, Pennsylvania  
A. L. Bourroughs, Route 1, Lilesville, N. C.

## AT HOMELITE'S WISCONSIN STATE FAIR EXHIBIT



Talking about the new 5-20 during the Wisconsin State Fair are, l. to r., Bruce Spike, Oregon Saw Chain Representative; Ray Marschalk, Chicago District Manager; Dealers Al Valaskey and Vic Klug of Reeseville, Wisconsin, and Bob Kennedy, Chicago Sales Manager.

Bowen-Eichar Tractor Sales, 1026 N. Main St., Celina, Ohio

Brewer Chain Saw Sales & Service, Perryville, Missouri

Bernard C. Brooks, Newport, Vermont

Ron Buck Sales, 713 East 1st St., Port Angeles, Washington

Cadillac Equipment Co., Cadillac, Michigan

Cassville Repair Service, Cassville, Missouri

Chaffins Chain Saw Service, 7th & Preston Streets, Livingston, Tennessee

Collins-Hanna Co., Inc., Honeoye Falls, N. Y.

Gene Damschroder, Route 2, Clyde, Ohio

Dawson Power Tools, Martins Ferry, Ohio

Dave's Saw & Motor Service, Searcy, Arkansas  
Davis Garage & Service Station, Route 40, Fliatstone, Maryland

Doss & Dalton, Inc., Gretna, Virginia

Noble Duncan, Duncan Barshop, Ellington, Missouri

John K. Dunn, New Albany, Pennsylvania

Durham Saw Co., Durham, North Carolina

Fairbairn Lumber Corp., Margaretville, N. Y.

Felton Implement Co., Russellville, Alabama

Art Gary, Canton, New York

Omer F. George, 1829 1st St., Baker, Oregon

George's Saw Shop, Sandy, Oregon

Gerow Brothers, Liberty, New York

H. R. Gutshall & Sons, Carlisle, Pennsylvania

Hampstead Implement & Supply Co., Hampstead, Maryland

Hartong's, Inc., 201 N. Oak St., Eureka, Kansas

Havana Marine Sales & Service, 318 W. Dearborn St., Havana, Illinois

W. B. Hennies Co., 2452 E. Mineral King St., Visalia, California

Henry G. Hermann & Sons, 1024 Pleasant St., Beloit, Wisconsin

Phil J. Hoffman, Gresham, Wisconsin  
Robert Howell, 124 Sycamore St., Barnesville, Ohio

Huntsville Machine Shop, Huntsville, Arkansas  
Jaeger Saw Works, 1005 5th Ave., Rockford, Illinois

Johnson Sales & Service, 629 Lawrence St., Lexington, Kentucky

William Kamke & Sons, 2201 E. Main St., Merrill, Wisconsin

Kinnabon Saw & Magneto Service, Baraboo, Wisconsin

Ralph A. Lauback, RD #2, Millerstown, Pennsylvania

Len's Service, Gig Harbor, Washington  
Noah H. Longworth, 2300 National Road West, Richmond, Indiana

Lum's Saw Shop, Route #1, Box 245, Colton, Oregon

McHale Saw Co., Port Leyden, New York

Midway, Route 3, Mukwonago, Wisconsin  
Millersburg Impl. Co., Millersburg, Ohio

Minyard's Machine Shop, Jasper, Texas

E. C. Nevitt, Emporia, Kansas

Jesse Newsom Supply Store, Sandersville, Georgia

Lewis O'Brien & Son, St. Louis, Michigan

E. G. Oleson & Son, Thompson's Point, Portland, Maine

Otter Valley Garage, Pittsford, Vermont  
Portable Power Tool Co., Inc., Connecticut Ave., South Norwalk, Connecticut

Portage Magneto & Electric Service, 724 West Wisconsin St., Portage, Wisconsin

Powell Logging & Supply, Orick, California  
Quillen Lumber & Supply Co., P. O. Box 330, Alderson, West Virginia

Ruwet-Sibley Equipment Co., Route 7, New Milford, Connecticut

Savell Equip. Co., Brunswick, Maine  
The Saw Shop, 1113 Francis St., Jackson, Michigan

Walter K. Smith, Martinsville, Indiana  
Wilbert C. Staller, Route 83, Schuylkill Haven, Pennsylvania

States Sables Sons, Route 9W, Marlboro, N. Y.  
Storr Tractor Co., P. O. Box 88, 469 South Ave. East, Westfield, New Jersey

Stub's Saw Shop, P. O. Box 142, Gearhart, Oregon

Thibert Appliance Co., Polson, Montana  
R. D. Thompson Sales & Service, Spruce, Michigan

C. Timmons, Rensselaer, Indiana  
Tom's Red Owl Store, Perronville, Michigan

U-Do-It Tool Rental, 642 Water St., Eau Claire, Wisconsin

Vaughan & Rogers, Highway 51 at Cherry St. Grenada, Mississippi

Warsaw Hardware Co., Warsaw, North Carolina

Western Chain Saw, 3008 Broadway, Eureka, California

Leslie Wilson, RR #2, Osgood, Indiana  
York Lawn & Garden Supply, 1014 Mt. Rose Ave., York, Pennsylvania