



# SANDUST

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

No. 39 JANUARY, 1956

## '55 Great Year For Dealers . . . And '56 Will Be Even Better!

"1955 was a great year for Homelite and our dealers—and 1956 will be even better!", says Nelson Thompson, Homelite Vice President in charge of Sales.

"A look at our record will show that in 1955, our dealers made more money selling Homelite Chain Saws than ever before. This sales success was not accidental, it has resulted from the fine teamwork of dealers, branches and factory working together toward a common goal.

"First, Homelite dealers sell the best engineered—most dependable power chain saw on the market! And in 1955, a great new saw—the Model 5-20—was added to our line. The 5-20 has received such excellent acceptance that there appears to be no doubt that this unit will dominate the market for the period immediately ahead. Another 1955 addition—the Brush Cutter Attachment—has also been well-received. And, all other Homelite chain saws and attachments have maintained high sales volumes throughout the past year.

"Secondly," adds Mr. Thompson, "through the use of the Dealer Co-operative Advertising Plan and Homelite's increased advertising and promotion, Homelite products have become the most widely-known and most desired in their field!"

Another Homelite first in '55 was the Time Payment Plan which is helping dealers to get more and more sales every day. Dealers have also welcomed the expansion and strengthening of Homelite's unique factory branch organization which has resulted in better service to them.

Speaking directly to Homelite dealers, Mr. Thompson said, "Your excellent local tie-in with the 5-20 advertising and promotion campaign . . . your stepped up use of local newspapers and radio . . . your increased use of direct mailings . . .

your follow-up with more demonstrations than ever before . . . all these have made 1955 a banner sales year.

"Every dealer may be sure that in 1956, as in every year, Homelite will continue to produce units of the finest quality. And, this year, the demand for these Homelites will be the greatest ever!" continues Mr. Thompson.

"Professional loggers will need Homelites to fill lumber demands for a predicted 1,280,000 new housing starts. Increases are forecast for other construction fields which will further boost the need for lumber.

"Pulp wood cutters harvested 27 million cords of wood in 1955 and will have to increase this production in 1956 by millions of cords to meet expected demands.

"Farmers are learning that cutting marketable trees on their woodlots is profitable when they do-it-themselves with a chain saw. In 1956, tens of thousands of farmers will purchase chain saws to add to their farm income. Homelite will offer a complete line of quality chain saws for this market.

"Yes, there will be an even greater demand for Homelites in 1956! To help you gain a greater share of the chain saw market Homelite is increasing its advertising. The Cooperative Advertising Plan has already been expanded to include billboard posters

and telephone directory listings (see pages 2 and 3). The Time Payment Plan will become more important in boosting your sales volume. Homelite's factory branch organization will continue to work with you to improve your service.

"You may be sure," concludes Mr. Thompson, "that in 1956, everything possible will be done to help you increase your profits and maintain our position of progressive leadership in the chain saw industry."



# BILLBOARD POSTERS, "YELLOW PAGES" ADDED TO HOMELITE CO

Effective January 1, Homelite will share the cost of billboard posters and telephone directory listings under the Homelite Dealer Cooperative Advertising Plan.

By using these two additional sales boosters as well as newspaper, radio and television coverage, dealers can now maintain a well-rounded, effective advertising program . . . and Homelite pays half!

Dealers who advertise in their local telephone directory "yellow pages" will soon realize the tremendous value of these ads! They'll be able to take advantage of the telephone company's gigantic advertising campaign to educate the public to look in the "yellow pages" to know where to buy a product they want. And they'll learn that most folks regard the firms listed in these pages as dependable and reliable.

Every day more and more people are looking in the "yellow pages" before they buy! Make sure that every chain saw prospect in your area sees your name when he looks in the local directory. You'll cash in on added sales and service work when you're listed in the "yellow pages".

And it's easy to place your ad in the telephone directory. Here's how it's done.

You will soon receive a form from our Advertising Department. On it will be the standard Homelite Trade Mark heading and the standard Homelite Trade Name listings (illustrated

## *Standard Homelite Trade Name Listing*

### **HOMELITE POWER CHAIN SAWS**

**YOUR NAME**

Address.....Phone No.

## *Standard Homelite Trade Mark Heading*

### **HOMELITE POWER CHAIN SAWS**

**LIGHTWEIGHT, POWERFUL HOMELITE**

**A complete line of one-man chain saws and attachments for every wood-cutting job.**

**Ask for a free demonstration. SALES-SERVICE**

**"WHERE TO CALL"**

**YOUR NAME**

Address.....Phone No.



**CHAIN SAWS**

*(Both the above listings have been enlarged)*

elsewhere on this page) and the charges for each. Then all you do is:

1. Select and indicate the Trade Mark heading or Trade Name listing you want.
2. Enclose your check for half the cost of the ad and scrip dollars to cover the remaining half.

That's all you have to do! Your listing will be included under Homelite's national contract. You will gain the benefits of the same listings proven effective by Homelite branches . . . and you'll be relieved of the details of making up the ads and placing them in directories.

Fill out and return your form as soon as it's received so that your ad can be placed in the next edition of your local directory.

And when you talk about great ad values such as telephone directory advertising . . . you have to mention one of the best . . . 24-sheet posters! Now, under the Cooperative Advertising Plan, Homelite will share the cost of renting your billboard space. And, as usual, Homelite will supply the big, full-color posters . . . FREE!!!

This low-cost advertising rates high in effectiveness, too! Because of the greatness of its size . . . its impact is tremendous! Folks who pass by just have to notice these big, eye-catching Homelite messages! And when you place your billboard ads on roadsides near your business—near pulp mills—by pulp and saw logging operations—wherever there's good 'prospect' traffic . . . your messages, day after day, reach the men who buy!

Colorful billboards do still more for dealers. They add to his reputation as dependable merchant and create a preference for Homelite. And when your name is imprinted (your local posting company can probably do this for a nominal fee), you have a "personalized" billboard . . . one that attracts prospects to your place of business and gains sales for you!

To make this type of advertising even more effective Homelite now has 3 new colorful poster designs available! Each carries a brief, powerful selling slogan and illustration of a Homelite Chain Saw:

Design #5 features the Model 17 with Straight Blade and the message "Big Saw Power!"

Design #6 shows a Homelite 5-30 and tells of "More Power Per Pound!"

Design #7 depicts a Model 17 with a Plunge Cut Bow that "Keeps On Cutting!"

Order these new designs today so they can help you sell!

# 1/ PAGE" DIRECTORY LISTINGS OPERATIVE ADVERTISING PLAN



With these two great advertising bargains joining newspaper, radio and television coverage under the Cooperative Advertising Plan, more and more dealers will want to take advantage of Homelite's offer to share their advertising costs. It's easy . . . it's profitable! Just send your claims for credit along with paid invoices, proof of advertising (tear sheets, continuities, scripts, etc.) and scrip dollars in the amount of 50% of the total bill to:

The Advertising Department, Homelite, Port Chester, New York.

Naturally, since Homelite is sharing your costs, all ads submitted for credit must be devoted to promoting Homelite products exclusively.

Another important point to remember . . . deadline for submitting 1955 scrip dollars for credit is February 15, 1956! None can be accepted after that date! Every dealer will soon receive his 1956 scrip dollars but *be sure to use your 1955 scrip before February 15!*

Since Homelite now shares the cost of billboard posters and telephone directory listings as well as newspaper, radio and television ads . . . every dealer can double his advertising coverage! And more advertising means more sales! Use the Homelite Dealer Cooperative Advertising Plan . . . it means greater profits for you!

## *Now You Can Use Homelite's Cooperative Advertising Plan For . . .*

**NEWSPAPERS:** Classified or display advertising in any regularly published daily or weekly newspaper.

**FARM PAPERS:** Classified or display advertising in local or state farm papers.

**RADIO:** Spots, station breaks or regular programs on licensed commercial broadcasting stations that are accredited by the National Association of Radio and TV Broadcasters.

**TELEVISION:** Live or recorded spots or programs from licensed commercial TV stations that are accredited by the National Association of radio and TV Broadcasters.

**BILLBOARDS:** Outdoor advertising using 24-sheet, full color poster—supplied free of charge by Homelite.

**TELEPHONE DIRECTORY LISTINGS:** Standard Homelite Trade Mark Headings or standard Homelite Trade Name Listings.



Marilyn Johnson, winner of Miss Pine Tree Queen contest, and Frank Leader, a Pack River sawyer, look on as Diane Rumburg tries her skill at notching with a Homelite.

## Used Saws Can Earn Extra Profits For You

With sales of new Homelites reaching record heights, dealers throughout the country are taking more and more used chain saws in trade. Used saws can become a problem if they are allowed to clutter up a storeroom and tie up a dealer's capital.

"With just a little extra effort," says Sales Manager Robert Straetz, "every dealer can turn these used saws into extra profits! The main problem in selling used units is that they look used so here's a simple suggestion.

"Display two used chain saws side by side in your showroom. Show one just as it came from its previous owner and the other mechanically reconditioned and bright and shiny with new paint! This clean saw will also carry a higher price tag."

Mr. Straetz continues, "If you looked at these two units, which would you choose? Naturally, the new-looking, quality unit . . . and your prospect will choose it, too! It looks and actually is worth the extra money!"

Another feature of this plan of displaying a used saw that looks 'used' and one that looks new is that you give the prospect an opportunity to choose. Often if a potential customer sees two identical units, he can't make up his mind which he should choose and then possibly might not buy at all. But given a choice, he'll invariably pick the higher-priced, newer-looking saw and you'll have made another profitable sale!

## BEAUTY QUEENS USE HOMELITES DURING TOUR

To publicize lumber and wood products in midwestern consuming areas, the Pack River Sales Company of Spokane, Washington and the Northwestern Lumbermen's Association recently selected a Pine Tree Queen. The winner . . . Miss Marilyn Johnson, a student at the University of Minnesota . . . and her mother were flown to Seattle for a tour of logging operations in that area. Upon arriving at the airport in Seattle, the Queen was welcomed by that city's official hostess, Diane Rumburg, who holds the title "Miss Seattle".

Miss Rumburg and Miss Johnson were

then both treated to a week's tour of sawmill and logging operations during which they had an opportunity to operate Homelite Chain Saws.

### CORRECTION

In the Homelite Christmas message to dealers concerning the Forestry Scholarship Program, the name of the University of Washington was inadvertently omitted as one of the participating colleges.

This year, as last, a \$500 scholarship is being awarded to a forestry student at the University of Washington.

### California Exhibit

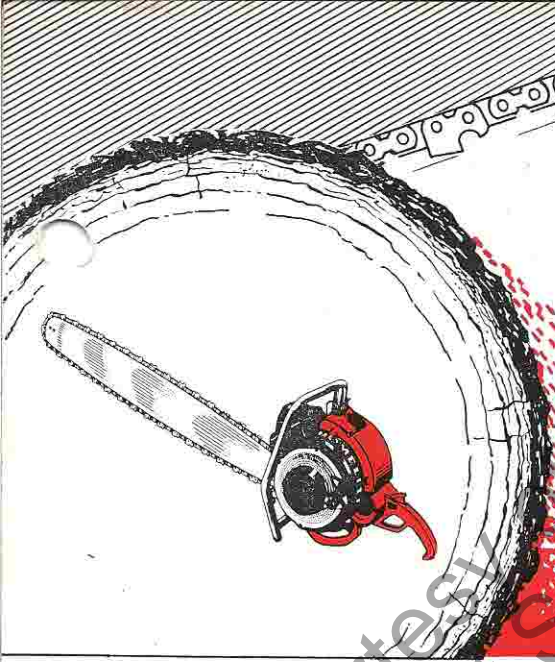


Dealer W. B. Hennies of Visalia, California, shows a visitor to the Homelite booth at the Tulare County Fair the fast-cutting action of the Model 17 with Clearing Attachment.

### Orchard Man Wins Homelite



Ralph S. Sandoe, right, Salesman for Adams County Fruit Packing and Distributing Co., the Homelite dealers in Biglersville, Pa., presents a Model 17 to George P. Taylor. Mr. Taylor won his prize at the South Mountain, Pa., Fair and plans to use his Homelite in his orchard operations.



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PORT CHESTER, NEW YORK

No. 40 FEBRUARY, 1956

## Now! Homelite Electric Clocks Available With Dealer Imprint

Here's good news for dealers who want 24 hour-a-day local advertising at rock-bottom costs: Homelite electric clocks with individual imprints. Now, in addition to the brilliant red and green illumination which features the Homelite chain saw and makes the clock stand out, night and day, the dealer's name and address can be silk-screened in bold, black enamel letters on an aluminized panel above the clock face.

Good news, too, is the surprisingly low cost of the clock plus the identification: with two lines of printing, \$13.70; with one line of printing, \$13.45. Dealers who want clocks without imprints can still get them for only \$10.95.

An enterprising dealer can take advantage of this low price and place several of these business-building, eye-catching clocks in local establishments such as clubs, depots, bowling alleys,

bars, lunch rooms . . . wherever chain saw prospects gather.

Some dealers may want to give these away to local merchants, others may want to charge a nominal fee. Either way it won't require much salesmanship to get the proprietor to accept one for his place of business.

The clocks are easy to install and can be used to advantage in many attention-getting spots: in windows, over doors, on walls. They'll give long-lasting dependable service because they're made of top quality materials by the world's largest manufacturer of advertising clocks. And they make excellent, economical night lights, too!

"A clock is a natural for keeping the dealer's name before the public," says J. Howard Maxwell, Jr., Sales Promotion Manager. "Have you ever noticed how many people look at a clock to check the time, even when they're wearing a watch? And remember, every look at a Homelite clock means another favorable impression for the dealer!"

Judging by the demand for this useful promotion aid, a lot of prospects all over the country have been getting the right time and a reminder that it's time they bought a Homelite Chain Saw. Now, with the addition of the dealer imprint, it will

be possible to place *more* clocks in *more* places where *more* people will connect the dealer with Homelite.



Lifetime aluminum case with stainless steel trim . . . convex glass . . . 15" diameter . . . illuminated with two 15 watt bulbs . . . sliding bulb cover to facilitate replacement . . . Bottom set rod for ease in adjusting time . . . dial screened in vivid red, green and black . . . black hour and minute hands . . . red sweep second hand . . . comes complete with 8 feet of rubber cord . . . for use on A.C. current only . . . movement guaranteed for one year. With two line imprint as shown, \$13.70.

**DON'T WASTE TIME!  
MAKE IT WORK FOR YOU!**

Order your Homelite clocks, now.  
Fill in and return the enclosed  
post card at once.



Starting point for the Willsons' Port Chester visit is the office of Homelite President J. A. Abbott. Here Mr. Abbott and Nelson Thompson, Vice President in charge of Sales, congratulate Bill on his prize-winning display for the Rankin Equipment Co. Ten minutes later the Willsons saw the "works," from Receiving, (where raw materials and supplies arrive) to Shipping (where the finished product is packed)—an orderly confusion of sudden noises . . . vibrations . . . jolts . . . moving conveyor belts . . . and cheerful, competent workers, proud of their jobs.

# HOLIDAY HIGHLIGHTS

A week in Bermuda in mid-winter! This was Mr. and Bill Willson's reward, last month, for winning Homelite's big Display Contest.

After a cross-country flight from Yakima, Washington, came a day packed with interest: in the morning, a complete tour of the Homelite Plant in Port Chester; in the afternoon, a quick, first-time look at the sights of New York City; in the evening, dinner at Sardi's and the thrill of seeing the hit Broadway musical, "Fanny."

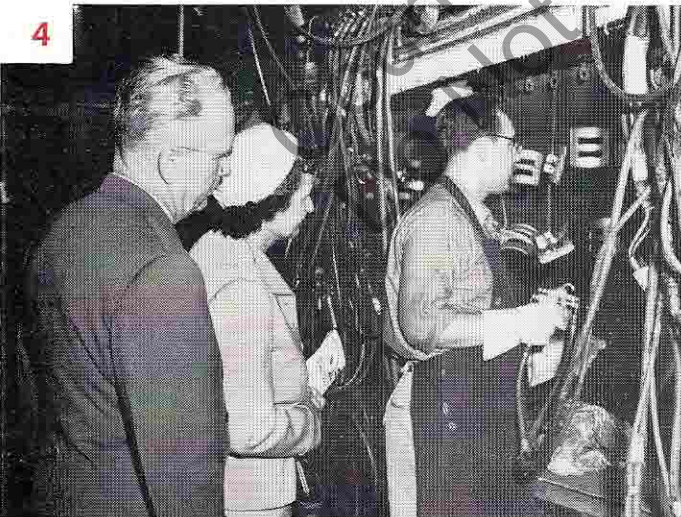
Next day a swift flight over the Atlantic took them to the warmth and relaxation of the beautiful island of Bermuda. The weather was kind, the fishing good, the Castle Harbour Hotel anxious to make them comfortable. Sounds too-good to be true? These pictures record some of the highlights of the Willsons' 6,500 mile trip . . . proof positive that it really happened!



A business woman herself, Mrs. Willson appreciates the importance of constant checking to maintain high quality. Here she watches Mary Mocarski, using one of six snap gages needed to check a chain saw crankshaft for close tolerance.



Drill press operator, Ernest Conte demonstrates on a magnesium handle cover one of the many drilling, reaming and tapping operations necessary in the manufacture of a 5-20 chain saw. The Willsons marvel at the speed and accuracy with which Ernie turns out several hundred units an hour.



No need for protective masks as the Willsons watch Joe Merenda spray tank brackets as they come slowly by on an overhead conveyor. Excess paint hits a wall of water and is washed down, forming a jelly-like substance easily collected and discarded. The sprayed articles continue on through the oven, where 250° heat bakes the finish on permanently.

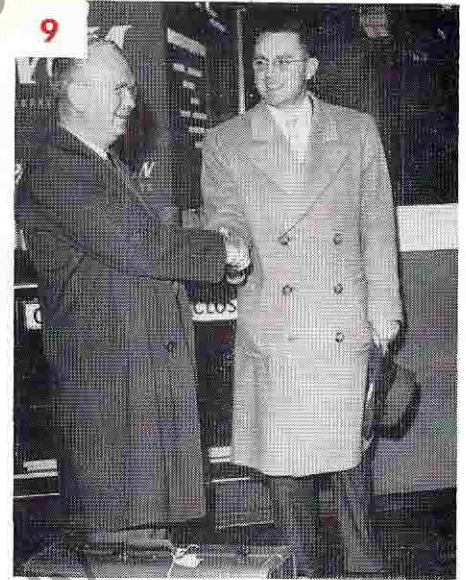


Steve Olszewski explains to the Willsons how he combines five previously assembled parts to make the magneto which he joins to the crankcase. A well planned, steady supply of these sub-assemblies (the responsibility of the Production Control Department) makes this final assembly move quickly and efficiently. Another example of Homelite's fine teamwork.

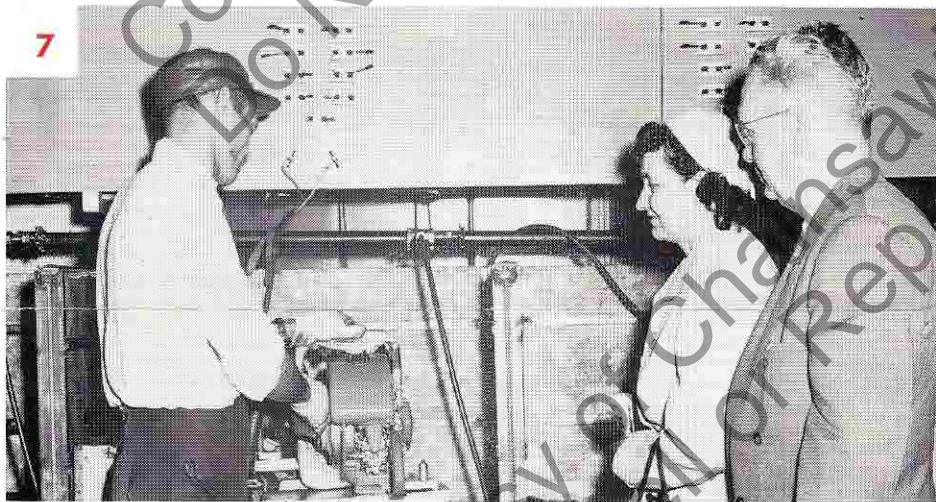
# Winner Combines Business With Pleasure



6 Power tools, a conveyor line (set to move at 2 feet a minute) and a team of four other skillful girls help Maria Oliveira finish the final assembly of a 5-20 in record time. Here Maria uses air gun to secure the handle bar to the unit. "Who says women don't know how to use tools?" asks Mrs. Willson, proudly.



9 "Forget business and have a wonderful time in Bermuda," Eugene Carey, Manager of Chain Saw Dealer Sales, advises Bill Willson at New York's Idlewild Airport. And except for a friendly visit with Bermuda Homelite dealer, H. R. Horsefield, that's exactly what the Willsons did!



7 In the deafening din of the Test Room, Tom Gray gives the 5-20 a rough work-out. By manipulating the switches on the wall above, actual field conditions of stress and strain can be produced, and any unit that doesn't perform at top efficiency goes back to be rechecked. Bill Willson heartily approves of this kind of testing; says it makes his sales job much easier.



10 The Willsons enjoy a "spot of tea" at Bermuda's Castle Harbour Hotel. Mixed with memories of beautiful scenery, curious Calypso music and interesting walks on the coral beach is the memory of an appetizing breakfast of fish, caught by Bill himself the day before. He thinks it was pompano!



8 Almost ready to go! The final inspection passed and recorded in a permanent file, the Homelite seals and serial number in place, the Operator's Manual, Parts List and other aids enclosed, William Vaccaro carefully packs a 5-20 for shipment. This could be one of the extra saws Rankin Equipment Co. will sell as a direct result of Bill's prize-winning display!



11 Tanned and rested-looking, the Willsons wave goodbye as they start on the last lap of their 6,500 mile trip. "Thanks to Homelite," Bill says. "Our Bermuda trip brought us new sights, new friends and new ideas."



Advertising Department's Adele Macri displays \$1,346 in Scrip Dollars, largest claim ever received by Homelite.

## West Coast Dealer Group Gets \$1,346 Co-op Credit

Even if it's not the real thing, \$1,346 looks like a lot of money! And a real check to match the scrip-dollars shown here will pay half the cost of a TV schedule for a group of Homelite dealers in the Eugene, Oregon, area.

According to Bill Voud of Coast Cable Co., chairman of the group, "We introduced the new 5-20 with a series of spot announcements over Station KVAL-TV. We were so enthusiastic over the results we decided to sponsor a regular bi-monthly half-hour show featuring Eddy Arnold. The TV program will advertise Homelite saws exclusively and if the results are anything like we've gotten in the past, we'll all boost our sales to an all-time high!"

The following Oregon dealers pooled their scrip-dollars for this TV venture:

- Ackerly's Saw Shop, Florence
- Carl Rutz's Saw Shop, Roseburg
- Coast Cable Co., Eugene
- Coos Bay Chain Saw Co., Coos Bay
- Davison's Filing Shed, Coquille
- Garman's Saw Shop, Cottage Grove
- Gross Logging Supplies, Eugene
- Hoskin's Loggers' Supply Co., Lebanon
- Johnson's Saw Shop, Corvallis
- Lentz & Zimmer Supply Co., Sweet Home
- Monty's Engine Service, Junction City
- P. C. Briggs Co., Roseburg
- Reedsport Outdoor Store, Reedsport
- William's Saw Service, Oakridge

## EARLY RETURNS PRAISE HOMELITE FINANCE PLAN

After less than three months of operation, the Homelite Finance Plan is proving to hundreds of successful dealers that selling on easy credit terms is the key to high sales volume and *profits*. The letters they write speak for themselves!

Cliff Collette, of Hyde Park, Vermont says: "The new Homelite Finance Plan has helped me greatly in selling more chain saws. I like the promptness with which they forward my check for the customer's unpaid balance. No need now to fool around waiting for local banks to pass on contracts."

Another booster is Charles Ingram of Baseline Machine Works, Highland, California. "The new Homelite Finance Plan is excellent. Since using it, I've been able to make 9 sales I couldn't have made without it. The service from Port Chester is prompt and efficient."

And from Lancaster, South Carolina, Mr. Crenshaw of the Lancaster Chain Saw and Plumbing Co., writes, "I'm tickled to death to have the plan! Wish they had had it years ago when I first became a dealer. Homelite has been prompt in forwarding the checks to me on the 7 contracts I put through its Credit Department."

These enthusiastic reports are rewarding proof that the Homelite Plan is doing what it was intended to do: help the dealer sell more Homelite chain saws!



## Little Man With BIG Ideas

Who says the younger generation is getting soft? An enthusiastic owner of a Homelite model 17 chain saw, Roy L. McNeil of Smyrna, N. Y. sends this picture of his 4½ year old grandson to prove that his Homelite saw "is one of the easiest chain saws to operate."

Young Kyle McNeil, "Terry" for short, with a *small* amount of help from his grandmother, father and mother and a neighbor and his wife, cut all the winter's wood supply for their camp on Stoney Lake in the Adirondacks. And John Blanchard, Homelite chain saw dealer in Smyrna, obviously has another satisfied customer.



Ed Crane, a successful broiler raiser of St. Johnsbury, Vermont, doesn't worry when the temperature drops to 20 below zero. He simply hooks a scoot to his crawler tractor, places his Homelite Model 17 in the specially made box and heads for the woods. A few hours later,

he's back with a cord or so of wood, ready cut for his hot air furnace.

Depending on the season, he uses about 30 cords annually, so at \$15 a cord, it costs him less than a penny a bird for heat for year round brooding. That's cutting costs—thanks to Homelite.





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PORT CHESTER, NEW YORK

No. 41 MARCH, 1956

## NEW HOMELITE EZ SAW TO OPEN BIG NEW MARKET

Designed especially to give Homelite dealers a bigger share of the farm and "occasional user" market, the new EZ direct drive chain saw is winning rave notices at its first public appearances.

There's good, sound reasoning behind the bid for this market. Since 1946 the number of trees cut each year for pulpwood and lumber has been mounting steadily. The sale of chain saws during that same period has jumped to five times the 1946 figure! Even more interesting is the breakdown of just who is buying the saws. In 1946 only 20% were bought by farmers, sportsmen, estate owners, etc. In 1955 these buyers accounted for 60% of the purchases! If the present trend continues, by 1960 the occasional user will be buying 75% of a chain saw output nearly double its present volume.

Every feature of the new EZ was worked out with this newly important market in mind—the farmer, the estate owner, the sportsman, the orchard man, the tree surgeon, the construction worker.

Homelite dealers will now be able to sell prospects who wanted to buy a chain saw but put it off because of price. They'll be able to attract many new prospects because of increased interest and increased need for this type of chain saw. They'll be able to sell men who already

own other Homelite's—17, 5-20, 5-30—and can use an extra saw.

All the new features—lighter weight, increased cutting speed, greater economy—are great selling features. Added to Homelite's proved qualities of advanced design, careful workmanship and interested follow-up service they will make the new EZ the easiest chain saw to sell . . . the biggest moneymaker the dealer has ever handled.

### Ads To Tell Story

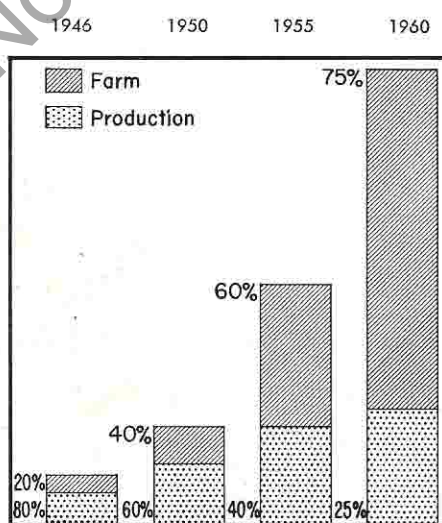
Leading off with a big two page spread in color in the March 31st issue of the *Saturday Evening Post*, Homelite will launch the most extensive advertising campaign in chain saw history.

Announcement ads will also appear in the April issues of fifty-seven other magazines, providing complete coverage of the farmer, sportsman, lumberman and construction markets. Follow-up ads in all of these periodicals will carry on this carefully planned, well coordinated campaign throughout the year.

The success of the advertising will be measured by the interest it creates, the customers who will want demonstrations of the new EZ. It is vitally important, therefore, that these customers know where to come for these demonstrations. The dealer must use every method in his power to make sure that he is known as *the Homelite dealer* in his community.

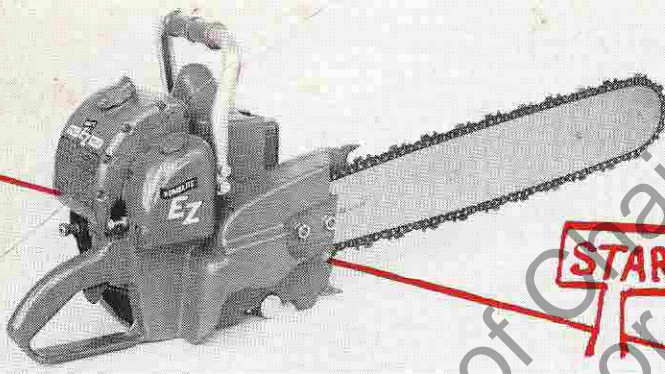
Homelite has prepared and sent to the dealer a wealth of material, newspaper ads, radio and TV scripts, posters, display material. Homelite has gone all out to give the new EZ a big send-off. There's plenty of room on the bandwagon for all alert Homelite dealers to cash in on this biggest campaign in chain saw history!

Chart of Chain Saw Sales



Here's what's happened to chain saw sales in the past ten years and what will happen by 1960.

# ON YOUR



On your mark! Get set! Go! And Homelite's new *EZ* is off to a good start in the race to capture the title of "world's fastest selling direct drive chain saw"!

There's always big excitement at the start of a race, especially among the ones who have been grooming their candidate for the big moment. They've put a lot of hard work into getting this new *EZ* ready

The starting gun has been fired! The makers of the new *EZ* feel confident that they have a winner and have given their winner a big send-off. You, the Homelite dealers, are not only the main cheering section but you share the prize when our contender wins the race.

## Kit Provides Spurs

You've been given the material to take a very active part in the *EZ* promotion. You'll want to take *full* advantage of it for many reasons, all of them selfish.

Margaret Marcussen of Homelite's Advertising department is shown with some of the items from the Promotion Kit. The new *EZ* is displayed on its colorful carton . . . reproductions of some of the ads are mounted for counter display. The streamers can be used for outside or indoor decoration.



First—you have strong, colorful, material to catch the prospect's attention, to make him aware of you as the Homelite dealer. The bright vinyl banner, the 8 luminous feather streamers, the colorful counter cards and blow-ups of the major ads are all designed as attention getters.

Second—you have a selection of prepared ads and publicity stories to use in your local papers. These will reach a wider audience *right in your own community* . . . tie in directly with the nationwide publicity. People pay attention to what they read in the papers. Be sure they read about the new Homelite *EZ*! Notice that the mail reprint sheet included in the kit has a special group of contest ads. Mats #EZ-26, EZ-27 and EZ-29 are designed to be used as teasers when you run a regular ad about the contest on another page. The rest of the contest mats, with the exception of EZ-21,

can be used alone or at the bottom of a regular one- or two-column ad.

Third—you have radio and TV scripts all ready to be used as spot announcements and station breaks over your local station. There's no doubt about the effectiveness of radio and TV advertising. People believe what they see, remember it and are influenced by it.

Fourth—you have a terrific contest to promote sure-fire interest . . . to get prospects in for a demonstration . . . to help you close more sales! Make use of every part of it . . . the self-mailers, the banks, the demonstrations . . . to catch and hold the interest of every prospect in your area, every possible customer.

## Contest and Contest Rules

The purpose of the contest is to broaden your markets and open up more business. It lets you keep your present share of the market (as represented by the 17, 5-20 and 5-30 models) and opens up profitable chunks of the farm and occasional user markets.

The plan is to get demonstrations and build a prospect list quickly. To do this Homelite will give away 24 *EZ* chain saws each month through April, May and June—a total of 72 in 90 days!

*Who is eligible?* All your prospects, whether or not they already own a Homelite chain saw.

*What do they have to do?* Only one thing! Have a demonstration of the New Homelite *EZ* chain saw.

*How do you enter the names?* Give each prospect a blank, fill out the stub with his name and address, detach it and enter it for the drawing. (Be sure to write your own name and address on the back of each stub!)

*Where do you send the stubs?* To your Homelite District Office, every week.

*When and where are the drawings to be held?* Once each month, in each Homelite District. You will be notified of the exact time and place by your District Manager. Be sure to give full publicity to these events in your local papers.

# MARK! GET SET!

# GO!

Does a prospect have only one chance to win? No, once entered, the prospect is eligible for the full 90 day drawing period. He has 3 chances to win if he gets his name in at the start of the contest.

What does the dealer get out of the contest? More prospects, more sales and a chance to win a \$100 U. S. Savings Bond if one of his prospects wins the Homelite EZ.

Now come the most important questions, the ones that count the most:

Have you ordered your supply of banks? You will want to be ready to enter your prospects in the contest at the earliest possible date. If you haven't ordered them yet, use the enclosed post card for quick action. And be sure to order your free post cards at the same

time. All you have to do is address, stamp and mail them.

Have you brought your list of prospects up to date? Be sure to add the names of as many farmers as you can. And don't forget the sportsmen, orchard men, tree surgeons, contractors and occasional users. Put back on the list all these prospects who have shown an interest, but have not purchased a saw because the price was too high. Make your list as complete as you can!

Let's all be in on the finish of this race. The big, exciting advertising campaign, the attention-getting contest, above all the new EZ itself; all have been designed to bring more people to your place of business . . . to bring you more sales, to increase your profits.



This colorful cardboard bank may entitle its owner to win a new Homelite EZ chain saw. If he doesn't win, he can save his money in it and buy himself a saw! He can't lose!

FOR FASTER, EASIER, MORE PROFITABLE WOODCUTTING:

## Try the FLOATING POWER of the NEW HOMELITE



Direct-drive Chain Saw

Full 5 Horsepower  
Only 19 Pounds  
New Low Cost

You'll feel the floating power of the new Homelite EZ direct-drive chain saw the instant the chain bites into the wood . . . a floating power that cuts in any position and does it with so much less effort on your part.

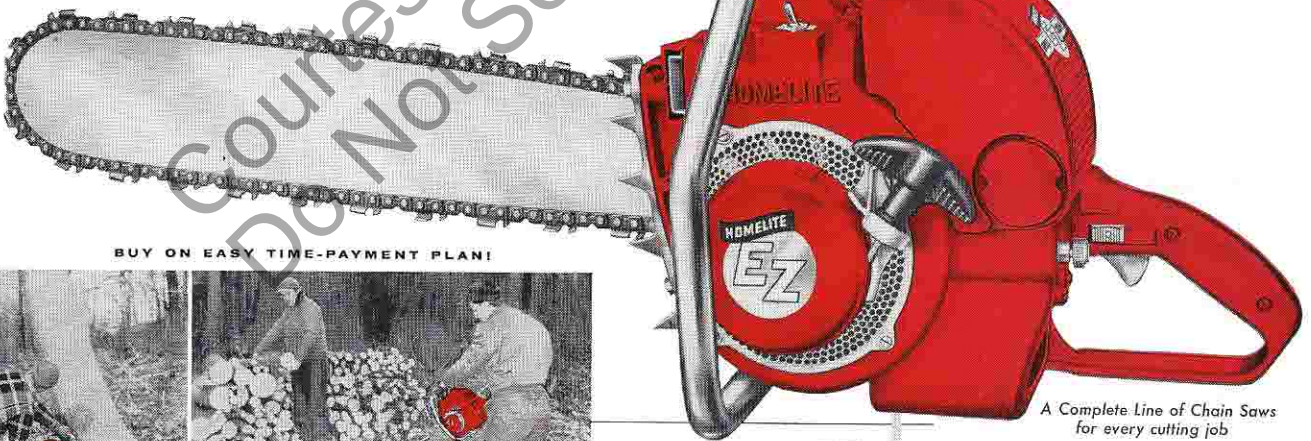
You'll feel the faster cutting speed as soon as you trigger its quick-starting 5 horsepower engine . . . prove it as the EZ rips through 8" Oak in 5 seconds and 18" Pine in 14 seconds. With a choice of 17", 21", and 25" bar lengths you can easily handle any tree up to 3 feet in diameter.

You'll feel the lightness of its easy-to-handle 19

pounds, whether you're felling trees or sitting cordwood . . . much lighter than any other 5 horsepower chain saw!

You'll feel the new low cost in your budget, not just a low first cost, but low maintenance and operating costs as well.

See it! Feel it! Try the floating power of the new Homelite EZ, the chain saw that makes it easier than ever to cut firewood, make profitably, ask your Homelite dealer for a free demonstration.



BUY ON EASY TIME-PAYMENT PLAN!



A Complete Line of Chain Saws for every cutting job

Win a HOMELITE EZ Free!

24 Homelite EZ chain saws given away each month! Nothing to buy! Nothing to write! No obligation. Just ask your Homelite dealer how you can win. See him today!

## HOMELITE

4403 RIVERDALE AVE., FORT CRESSLER, NEW YORK  
A Division of TEXTRON AMERICAN, INC.  
MANUFACTURERS OF CARRYABLE CHAIN SAWS - PUMPS - GENERATORS - BLOWERS  
In Canada: Terry Machinery Co., Ltd. - Toronto, Montreal, Vancouver, Ottawa, Edmonton, Winnipeg

This is a reproduction of the two page spread which will launch the advertising campaign for the new Homelite EZ in the March 31st issue of the Saturday Evening Post. This is the first time in history that any chain saw manufacturer has ever used a two page spread in a national magazine.

Follow-up ads will appear in seven more issues of the Post to bring the story of the new EZ to the attention of its five million readers. Fifty seven additional magazines will also carry announcements and follow-ups: national and regional farm papers, sports magazines, trade and professional journals.



**WASHINGTON**

ABOVE—A huge fir tree, 77" across the butt, was felled and bucked by James L. Luttrell, a timber feller of Ashford, Washington, using a 5-30 with a 44 inch bar. He writes "I have used my saw for one season, which in this part of the country is six months. I think the saw is one of the best made for my type of work." The 5-30 looks very small against the enormous trunk of the felled tree.

**MAINE**

BELOW—One of the largest of the historic elms which line the streets of Farmington, Main, had to be cut down because a split in the trunk made it potentially dangerous to the home of Ray Magna, right. Lewis Rackliffe, left, did the job with a Homelite 17. According to Mr. Rackliffe, "the saw is about 16 months old and still runs good. It has been working all the time in the woods. We do about all the tree work in town, whenever they want any done, so you see I have to have a good running saw. That is why I take a Homelite. Several of the boys here are going to buy saws like mine."



# LETTERS FROM HOMELITERS

From north, south, east and west, Homelite continues to receive letters and pictures from proud owners of Homelite chain saws. The letters tell of especially big or difficult jobs done speedily and efficiently with the aid of the trusty Homelites.

The writers are mostly lumber men who use their saws constantly and will still be the main buyers and users of the 17, 5-20 and 5-30 units. The fact that they are satisfied with the quality of their Homelite saws and the service that goes with them provides the kind of word-of-mouth advertising which can not be measured in terms of money or market coverage, but which is invaluable in building repeat sales through customer confidence.

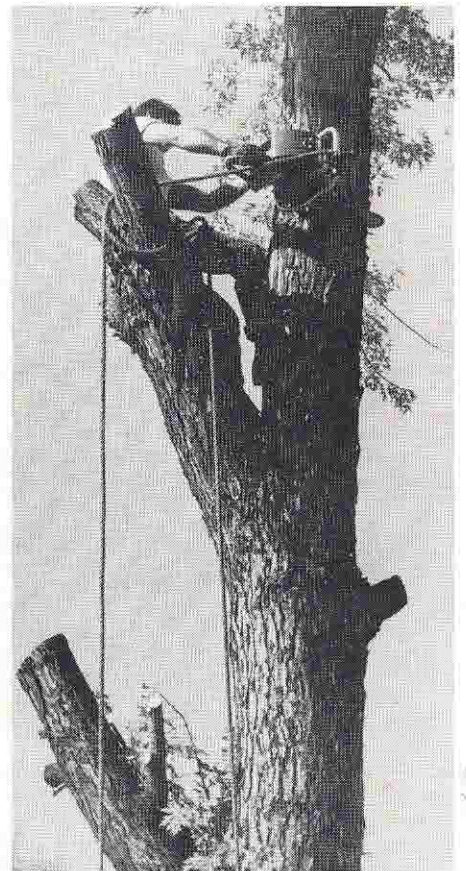


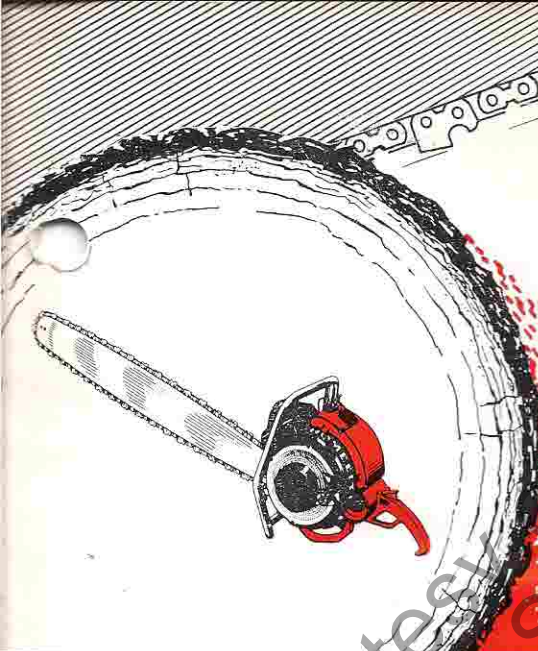
**FLORIDA**

ABOVE—J. V. Varnadore of Oak Hill, Florida, is a one man lumber company. After using his Homelite 5-30 for nine months he says, "I am writing you to let you know how well-pleased I am with my Homelite saw. In the first nine months use of the saw I cut 19,860 trees, limbed them and topped them. I have run it regularly, five days a week with very little expense other than new chains."

**COLORADO**

BELOW—Tree removal in a city requires speed and super efficiency so that traffic will not be blocked. Here Horace Duran of Denver is shown topping a 32" maple tree. He explains "Without power equipment for off-the-ground use, this portion of the job would have taken almost half a day. As it was, it took about 20 minutes." Lloyd's Equipment Co., Denver Homelite Distributor, sent in the picture.





# SAWDUST

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

No. 42 APRIL, 1956

## Rush of Orders for New EZ Breaks All Homelite Records

Immediately after the official launching of Homelite's great new direct drive *EZ*, the orders started pouring in and the factory has been working at full speed to keep up with them. The Production line is working overtime, day and night. The Shipping Department is rushing orders to all parts of the country by truck, fast freight and even by plane! The Office personnel is filling hundreds of requests for banks, mats and other publicity material. Everybody's caught up in the excitement of a big, successful operation. And judging from dealer reaction, they've caught the excitement, too.

### Thousands of Banks!

Best indication of the great response is the fact that over 300,000 give-away contest banks have been ordered so far! We've had to obtain another quarter of a million to take care of the requests that will continue to come in. This terrific rush has meant that orders were delayed a few days. The banks are now being imprinted and sent out at the rate of 40,000 a day and every effort is being made to keep up with the orders.

The last 50,000 banks ordered by the dealers will be held up until after the middle of April while the extra banks are being printed. After that there should be no delay. Although this volume of orders is more than expected it is all part of the exciting success of the new *EZ*.

Several questions have come up about the contest which were not answered completely before.

*What does a dealer do if he gives demonstrations of the EZ before his supply of banks arrives?* He keeps a record of the names and addresses of all the prospects who witness a demonstration. When his banks arrive he fills in the name and address on the stub, which he tears off and sends into the District Office. Then he mails or gives the corresponding bank to the customer.

*Why haven't Dealers in Nebraska received banks?* The State laws of Nebraska prohibit such a contest so residents of Nebraska are not eligible as contestants. Sorry!

### Advertising Branches Out

Requests for advertising material and mats as well as radio and TV commercials, indicate that the Homelite *EZ* is being promoted on the local level as well as in the national and regional magazines. Dealers are setting up eye-catching displays with the colorful material received in the Promotion Kits. The luminous feather streamers are particularly effective in attracting attention and putting over the selling points of the new *EZ*.

### EZ Floating Power Wins Raves

Biggest cause of this rush of orders is the new *EZ* itself! Homelite salesmen and dealers have been attending Dealer Meetings all over the country during the past month. There they discussed the features of the new *EZ*; analyzed the tremendous market that exists for this lighter, powerful, less expensive Homelite; were shown the saw in action; actually handled and used it themselves and experienced the truth of the descriptive phrase "floating power."

These power saw experts all agree that the *EZ* is a great value, appeals to a wider market and is sure to be an additional money maker in the Homelite line of fine chain saws! And they are backing up their opinion with orders and more orders!

### Farm Census Data A Gold Mine

One of the most important sales tools suggested in the Dealer Plan of Action for the new *EZ* is the Farm Census of the U.S. Department of Commerce. Bob Straetz, Sales Manager, reminds dealers to take advantage of this valuable free material which Homelite will send them on request. The Census Report gives specific market information for *each* county, facts and figures such as; number of farms and their sizes; income level; number of acres of woodland; number of fence posts cut; cords of firewood cut; board feet of sawlogs and veneer cut; cords of pulpwood cut; dollar value of all wood cut. The dealer who wants to plot his sales campaign for the new *EZ* to match the location of the occasional user market will find this information really useful and profitable.



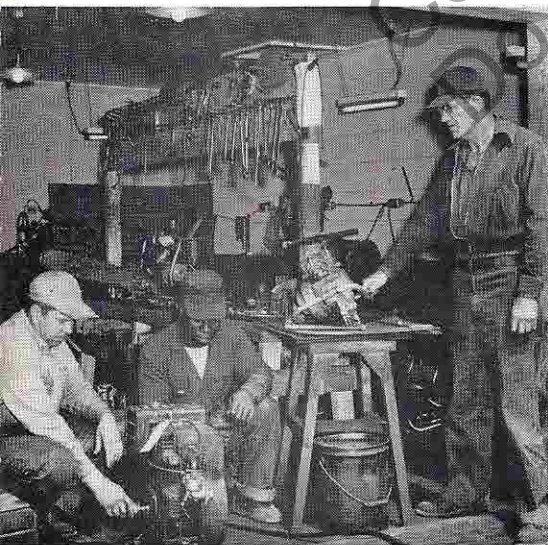
# MEET HOME RAYMOND

## A Man who Good

First EZ in the Savannah area is given the big rush. Mr. Raymond L. Towles removes the chain saw from his plane after bringing it from the Jacksonville District Office. He flies his four-place Taylor Craft into Jacksonville frequently for emergency parts to take care of customer's urgent needs.

"I will make these chain saws the most important line in my area," boasted Raymond L. Towles of Port Wentworth, Georgia, when he took on the Homelite dealership a little over two years ago. His attitude covered a great deal more than an idle boast, however. All the elements of sure-fire success were present when Homelite and Ray Towles joined forces.

Repair shop of Towles Service Center is equipped to handle any chain saw problem. Here Harold Girardeau, left, and Raymond L. Towles, Owner, right, confer with customer Jack Williams.



First element — *the right man*, with a broad mechanical background, a highly successful career as a service station operator and unusual business ability . . . a sincere, forceful, hardworking man who says what he means and means what he says.

Second element — *the right time and place*. It was becoming increasingly evident that power saws were destined to play a very important role in the Georgia economy. In the first place Georgia, in the heart of the great Southern Forest belt, was leading all other southern states in pulpwood production by a big margin. In 1954 Georgia produced 3,370,474 cords or 19% of the total.

The demand for pulpwood to meet the needs of the American people for paper and paper products has increased faster than any other forest product and there's no doubt that it will continue to increase during the next twenty years. In order to insure a continuing supply of wood for these products, our forests must be protected, replanted, cultivated and used wisely and Georgia is doing an outstanding job in this most important phase of conservation. There are more acres of wood lots which can display the sign

"Member—Tree Farm—American Tree Farm System" in Georgia than in any other state.

Important to Ray Towles and to Homelite was the fact that the newly developed, lightweight, powerful chain saws made this big job easier and more profitable for all concerned. Which leads directly to the third element for success.

Third element — *the right product*. Mr. Towles was very particular about the make of chain saw he wanted to handle. He had to be assured that he was selling an honest product, that he was dealing with a reliable company and that he was thoroughly sold himself in order to be sincere in selling to his prospects. He looked the field over carefully and elected to take Homelite. Needless to say, Homelite wanted a man of his stature and comprehension in it's corner so the deal was signed.

The elements of success got together and the results have more than backed up Ray's boast! He not only made Homelite the most widely used saw in the Savannah area, but also opened a branch in Ludowici under the management of James Dasher. They started taking in competitive equipment in trade

# HOMELITE DEALER RAY L. TOWLES

## is as as his Word

the opening day! Evidently the Homelite name is becoming a potent selling point.

Base of operations for Ray Towles is his attractive, neat-looking shop at Port Wentworth, on the northern outskirts of Savannah, right on U.S. Highway #17. Making full use of all the material provided or suggested by Homelite's advertising department, he proudly drives home the point that he represents Homelite . . . by signs and displays inside and outside his station.

He adds a lot of his own ideas, too! Striking example of his ingenuity is a jar of clean air filters placed on the counter in his shop. Any customer may take one free and leave his old one to be cleaned and returned to the jar.

"My customers know by this service and others that I'm interested in their problems," says Ray. "It also helps me to promote preventive maintenance at the customer level. The better the owners treat their Homelites the better performance they'll get from them."

This attitude is typical of the factors that make Ray Towles an outstanding Homelite dealer. He knows his entire market, including professional and occasional cutters; he covers this market aggressively demonstrating to pulp cut-



This neat and well-equipped shop is truly a "service" center. And always ready to give service are the crew above. From left to right, Mrs. Ouida Byrd, Bookkeeper, Raymond L. Towles, Owner, J. P. Collins, Parts Manager, and Harold Girardeau, Mechanic. A customer, R. D. Davis is at the right.

ters, loggers, contractors, farmers and government agencies, in fact to anybody who has the remotest possible use for a chain saw. The service he renders is top grade, including special flights in his four-place Taylor Craft into Jacksonville for emergency parts to take care of customers' urgent needs. His station wagon, with the Homelite chain saw decal to identify it, is a familiar and welcome sight.

Most important, Mr. Towles knows Homelite saws inside and out and so do his men. He is never without a new story to illustrate the superiority of Homelite and is so convinced himself of that superiority that he is a very effective salesman.

Knowing his product so well he is quick to detect and report any unusual mechanical problem to the factory, sometimes offering his own valuable recommendation for correction. This kind of

constructive suggestion from dealers, close to actual on-the-job problems, is most helpful to the factory.

There's no special secret to account for the kind of success which Ray Towles has brought to himself and Homelite. A top quality, reliable product in an area where chain saws have become not luxuries but necessities is being handled by a man with experience, enthusiasm and integrity. Mr. Towles deals fairly and squarely whether buying or selling. To him fairness comes ahead of profit, but profit comes automatically.

Towles Service Center will defy you to point to an unhappy customer in or near Savannah and customers continue to trade where they are well treated. All this enabled Mr. Towles recently to point to his earnings for 1955 and say, with emphatic meaning, "This is a business, not a sideline."

Just north of the city limits of Savannah, Georgia, on U.S. Highway 17 stands this attractive and well identified Towles Service Center. Mrs. Byrd, Bookkeeper, is standing at the door. The Homelite name is displayed proudly and excellent use is made of the promotion material supplied by the company.



## Homelites Spark Winter Sports Carnival

Ever wonder what people do on a long winter week-end when the snow is four feet deep and the temperature way below freezing? In Ely, Minnesota, up in the north east end of the state, they go fishing, eat free pancakes and have log-cutting contests in which Homelite chain saws win all the prizes!

According to Frank Rom, Homelite Dealer, the log-cutting contest on Saturday afternoon, Feb. 3rd, was the highlight of the Sixth Annual Winter Sports Carnival, sponsored by the Ely Junior Chamber of Commerce. This was the second year for the log-cutting event and it drew twice as many contestants as last year. The enthusiastic audience was composed of visitors from near and far, among them reporters and photographers from several big city papers and magazines. The Minneapolis Tribune has already published a three page layout with pictures in its Sunday Picture Magazine and Look Magazine is due to have a story in the near future. As all the winners were using Homelites the resulting publicity is unexpected and very gratifying.

Many of the spectators had never seen or heard a chain saw in operation and found the contest exciting and interesting. Bundled up against the cold, they stood in the snowy street as the well planned contest went off like clockwork. 46



This prize, a Homelite 17 is just for being lucky! Frank Rom, left, Homelite dealer who donated the saw, presents it to a smiling Oliver Thums. All contestants were eligible for this drawing.

entrants in 7 different divisions sawed their noisy way through 17" Norway pine as if they were cutting cheese.

Homelite saws really racked up the records! Most of the contestants were lumberjacks, pulp-cutters, drivers and pulp-skidders competing for over \$2,000 worth of prizes donated by the sponsors of the Sports Carnival. The only woman entry, Mary Pleaugh, turned in a very good performance with her Homelite.

The contest stirred up so much enthusiasm that there is talk of a National or North American Contest to be held at Ely in 1957. The official results of the 1956 contest, with the records made by the three top men in each division will give other sawyers a mark to shoot at—or cut at!

But to get back to the free pancakes

## Second Annual Power Saw Contest

*Rules of Contest*—Two cuts on opposite ends of a log tapering from 17" to 15.5". Average time for the two cuts to determine the final time.

<i>Officials-Contest</i>	<i>Officials-General</i>
Starter-Edward Buckley	Chm.-Art Murphy
Timer-Bill Braun	Harry Homer, Jr.
Timer-John Perko	Sheldon Klobuchar
Timer-Gerald Ludvigson	Jerry Chernivec
Timer-Bill Drescich	William Mills, Jr.

<i>Men's Division—5.5 Horsepower</i>		
<i>Name</i>	<i>Make</i>	<i>Average Time</i>
Carl Peters	Homelite	9.95 seconds
Thomas Bildeau	Homelite	11.1 seconds
Kermit Nelson	Homelite	11.9 seconds

<i>Men's Division—5. Horsepower</i>		
Frank Reese	Homelite	11.9 seconds
Robert Reese	Homelite	12.1 seconds
Wayne Murphy	Homelite	13.35 seconds

<i>Men's Division—4. Horsepower</i>		
John Vesel	Homelite	18.4 seconds
David Edinger	Saw "A"	19.9 seconds
Vince Vesel, Jr.	Homelite	21.5 seconds

<i>Men's Division—3.5 Horsepower</i>		
Fred Deauble	Homelite	18.8 seconds
Wayne Allman	Homelite	23.35 seconds
Edward Yungworth	Homelite	23.6 seconds

<i>Women's Division—5 Horsepower</i>		
Mary Pleaugh	Homelite	29.95 seconds

and fishing in February! Over 2,500 pancakes were served by Aunt Jemima and her committee and more than 600 fishermen entered the fishing contest! They landed 48 fish, too, ranging in size from 4 lbs. 11 oz. to a 2 oz sardine.

The Winter Carnival was a big success in every way. Frank Rom can go off fishing, at the proper season, with a pretty certain feeling that everybody in his part of Minnesota, and beyond, has heard of the performance and speed of Homelite chain saws and will eventually want to buy one.

Carl Peters, makes the sawdust fly as he wins the 5.5HP. contest in an average time of 9.95 seconds. A piece worker for the Tomahawk Lumber Co., he uses his professional skill and the power of his Homelite 5-30 to cop the first prize of a pair of logging boots.



Setting for the Log-cutting Contest is this platform of a truck, parked in a blocked-off street. Here, Judges, Timekeepers and a news photographer (in western style hat) look on with interest as Ferdinand Deauble shows his winning style in the 3.5 HP. division. His prize, a \$50 wrist watch.





# SANDUST

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

No. 43

MAY, 1956

## Sales Continue To Climb As EZ Contest Enters 2nd Month

As it nears the half-way mark the big EZ Contest is still going strong. There has been a terrific response to the advertising, both national and local. Dealers have been kept busy giving demonstrations which have led to sales, not only of the new EZ, but of the other chain saw models as well. April sales broke all Homelite records!

Orders for the banks continue to pour in, over \$30,000 having been received so far. Many dealers have given out all the banks they received and are reordering. There will be no delay in filling the additional orders. There are still two more drawings to get in on.

Most Districts have had their first drawings in a nice glare of publicity. The first lucky winners of 24 EZ saws have been notified and the dealers who sent in the names have received their \$100 U. S. Savings Bonds. Congratulations to them all. And to all those who didn't win—remember you still have two more chances!

Even though they didn't get their new EZ's free in the contest, those who bought them are sending in very enthusiastic letters in their praise. Here are a few excerpts illustrating many different phases of the new EZ's immediate popularity.

"Woodcutting is now a pleasure instead of a chore. If we had to hire someone by the hour to do the work it would have cost as much as the original cost of the saw." Lauren Woodruff, Cattaraugus, N. Y.

"The EZ is the best saw for the price, has the best quality, engineering, durability and light weight. They make it the number one saw for me." Harry German, Richmond, Indiana.

"With the new EZ an old man can do a young man's work." Tom Walker, Rutherfordton, North Carolina.

"I use my new EZ more as a hobby, keeping a twelve acre wood-lot in apple pie order." Fay F. Wilson, Port Austin, Michigan.

"When I saw the Homelite direct drive I just had to own one. It's a pleasure to run, far more useful and half the work." Joseph P. Figgin, Port Orchard, Washington.

"I started using the saw the day I bought it and have used it 8 hours a day, 6 days a week for the last 3 weeks without a breakdown. Yes, sir, it's a real saw and I don't know how I ever got along without it."  
William S. Pinette, Kettle Falls, Washington.

Armed with this type of enthusiastic customer response and the continuing national advertisements for the new EZ and the Contest, Homelite dealers are using every method at hand to keep the interest high. Ads in local and farm papers, spot announcements on radio and TV, brightly colored displays all play a part in keeping the dealers name and the Homelite name in the public notice. At this rate more records will be shattered for the month of May!

Kenneth Shippee, left, Manager of the F. A. Bartlett Tree Co., and Robert Jamieson, Downingtown, Pa. Branch Manager, draw the first winning stub in the North Arlington Territory. Harry Lindale of Greenwood, Dela., wins the free EZ and Dealer W. I. Pase of Harbison, Dela., the \$100 U. S. Savings Bond.





# HOMELITE FORESTRY AWARD WINNERS for 1955-1956

## MICHIGAN STATE UNIVERSITY

Richard C. McDonald, Vice Pres., Manufacturing, (right) returns to his alma mater to present awards to Marvin Bengelsdorf of Monroe, Mich., 28 yr. old married veteran and Jerry Clutter of Pittsburgh, married and the originator and 1st Chairman of the Big Ten Annual Forestry School Day.

Homelite is proud to present on these pages the fourteen young men who received the 1955-56 Homelite Forestry Scholarships in the name of Homelite Chain Saw Dealers. They were selected by the authorities of the eight leading universities to which the annual grants of \$500 each had been given. The purpose of the grants is to help deserving and competent students to complete their forestry training. In some cases two grants of \$250 each were made and in one case three students shared the grant.

These young men come from many parts of the country, many different backgrounds. Some are very young, others, having completed their service, are older. Several are married. One has two children. However, they all share certain qualities. They are all excellent students, leaders in Forestry activities in their schools, members of honorary Forestry Societies and most of them have had to work their way through college. A lot of hard work, studying and sacrifice has brought them into the final stretch of

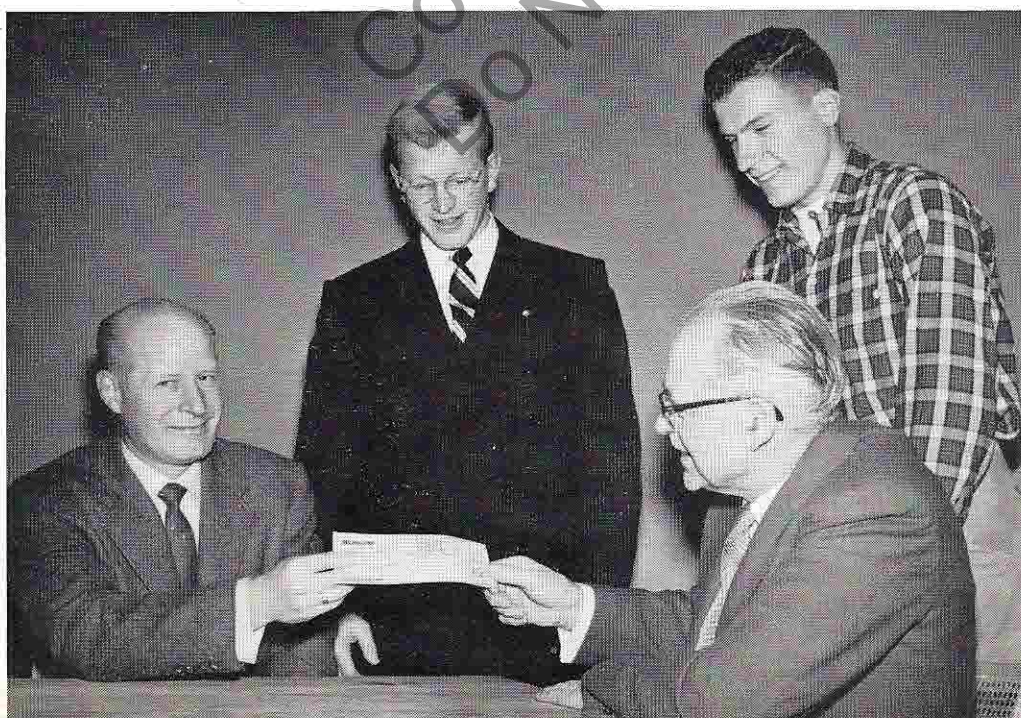
their educational careers.

The presentations of the awards were made by Homeliter in person who took time out of their busy schedules to represent the Homelite dealers in this pleasant duty. The method of presentation varied with the occasion, whether a dinner, banquet, luncheon or private meeting.

In each case the recipient was surprised, honored and very much pleased according to the appreciative letters they wrote. They were unanimous in expressing the hope that they would live up to

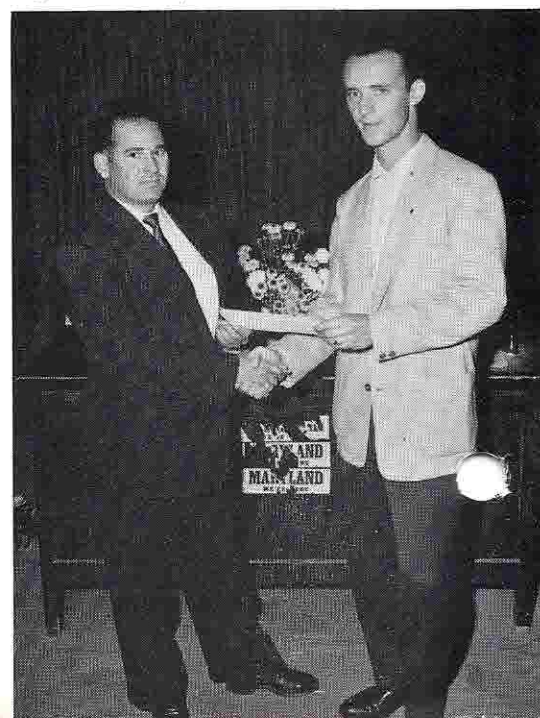
## UNIVERSITY OF MINNESOTA

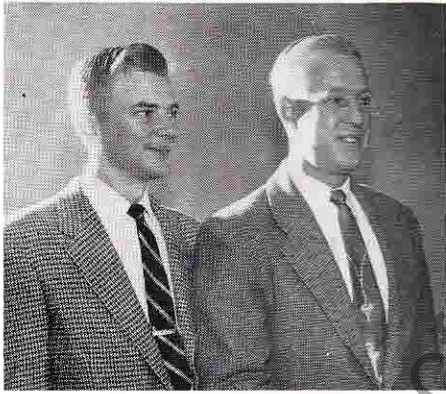
E. S. Spencer, St. Paul District Manager, seated left, and Prof. R. M. Brown, right, give check to Remington Kohrt, Senior Forestry student, majoring in Forest Management and Timothy B. Knopp a Junior, majoring in Wildlife Management.



## LOUISIANA STATE COLLEGE

Art Adams, Chain Saw Specialist of New Orleans, congratulates award winner R. Rodney Foil of Bogalusa, La., 22 year old Senior, (right).





**NORTH CAROLINA STATE COLLEGE**

Willie Rogers Curtis of Otto, Macon County, Georgia, and Charles Donald Webb of Asheville, N. C. were given their awards by District Manager J. W. Thompson of Charlotte.

**UNIVERSITY OF GEORGIA**

Odell Lee Riley, Jr. (left) from Aiken, S. C., rifle expert and R.O.T.C. officer, shares the award, which Dean Weddells and Norman Supove, Jacksonville, Fla. District Manager hold, with Davis Roberts, (right) from Vienna, Ga., Honor student and member of the Student Council.



Homelite dealers' expectations.

University authorities, too, were very grateful and appreciative of these awards. As Assistant Dean A.A. Dowell, Director of the Institute of Agriculture at the University of Minnesota expressed it, "I know of no investment that will return greater dividends over a long period of time than scholarships for worthy and needy college students."

Homelite can feel very proud to have a part in helping these brilliant and deserving young men in their Forestry careers. The conservation of our woodlands through good forestry practice is important to everyone in America but especially important to the Homelite dealers and their chain saw business.



**UNIVERSITY OF MAINE**

Al Orcutt, 2nd from left, Chain Saw specialist and U. of Maine graduate presents Homelite awards to Kendall Bassett, Pleasantville, N. Y., Robert Brown, Orono, Maine and Eugene Putnam, North Amity, Vermont. Prof. Robert I. Ashman, left, and Warner Shedd, right, Xi Sigma Pi, look pleased.

**PENNSYLVANIA STATE UNIVERSITY**

Robert Ross, Altoona Branch Manager, presents the award to Hans T. Bergey, senior, (right). Born in Danbury, Conn. Mr. Bergey attended school in Pa., and has been wholly dependent upon himself for college.



**UNIVERSITY OF WASHINGTON**

A. D. Sherwood, Seattle District Manager, gives check to Clinton W. Morrow, a married veteran with two little daughters. Dean Gordon D. Marckworth of the University is at the right.





A typical picture used to create interest in Jesse Newsom's column is of Mrs. W. D. Walden entitled "The Lady does a Man Size Job with a Homelite."

## Dealer-Columnist

Readers of the Sandersville, Georgia, "Weekly Progress" look forward each week to the lively, well-written column that Jesse Newsom, Homelite dealer, has contributed since January 1946. He figures that 90% of the 2,500 subscribers read his column and results are far better than any other medium he could use for any amount of money.

Touching on everything from ammunition to wire rope cable, he tells stories and gives tips and advice on what and when to plant and what equipment to use on various jobs. He's been running a series of pictures which he took himself of Homelite saws in action and from the response he says "I believe that ten or fifteen homemade, handmade pictures will establish me as Mr. Homelite in this community."

Jesse has highlighted the EZ Contest by having a log and an EZ on the porch of his store and inviting his readers to take a few minutes to stop by and have a try at using a Homelite with the chance of winning one free. The response has been very good.

From the sample columns we've seen, it looks as if a lot of thought and care had gone into the writing, also a good understanding of what people are interested in. His readers, feeling that he's their friend, are more apt to follow his suggestions and buy his wares because of this personal touch. Good work, Jesse!

# HOMELITE STRIKES OIL

It's a very special oil, perfect for two cycle Homelite engines. As a matter of fact it's perfect for all two-cycle engines. That's why Homelite decided to market it.

There's a real need for a special oil. The kind which has been used for the past ten years doesn't provide top performance in our newly engineered chain saw engines. The new "high detergency" oil was developed for the 1956 high compression automobile engines which are four-cycle, water-cooled engines. When used in our two-cycle, air-cooled engines this "high detergency" oil is not very satisfactory as it tends to form a residual ash which fouls spark plugs and exhaust ports.

So, Homelite tested and tested and came up with a modern oil with the additives precisely balanced to prevent ash formation and provide a self-cleaning detergent action. It's just right to improve the performance of our saws and keep maintenance to a minimum.

It is also recommended for use in outboard motors, powermowers, generators and pumps as well as all makes of power saws. For display purposes, colorful, die-cut cardboard cards to hold a can of oil are now being printed. These will be available free to all dealers, shortly.

The oil comes in  $\frac{3}{4}$  pint cans to take the guesswork out of measuring. One can mixed with each gallon of gas is just right for all our current saw models.

The red and green printing on the oil cans themselves and the Homelite name on the cases provide good advertising wherever they appear. If every dealer tries to sell the oil with each new saw and impresses the customer with the importance of using Homelite oil, he'll have them coming back to his shop more frequently. This will provide the dealer with additional possibilities for sales of accessories and equipment.

The oil should be a good money-maker for the dealer, too. A case of 48 cans costs \$9.00 — or \$8.10 if bought in 10 case lots or more. The suggested list price is 27¢ a 12 oz. can or \$1.50 for a "carry-home" carton of six cans.

Everyone benefits from this oil deal — the customer because his saw will perform better, require less repairs; the dealer because he is promoting good will, advertising the Homelite name and making a nice profit for himself.

To tap this new oil pipeline all the dealer has to do is send in his first order for a case or more of Homelite Chain Saw Oil or the enclosed return card.



Four of these handy, cardboard "carry-home" packs come with each 48 can case of Homelite Chain Saw Oil. Excellent for display purposes, they will also prove attractive and easy-to-sell items, offering a saving of 12 cents over the single can price.

# SAWDUST

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PORT CHESTER, NEW YORK

No. 44

JUNE, 1956

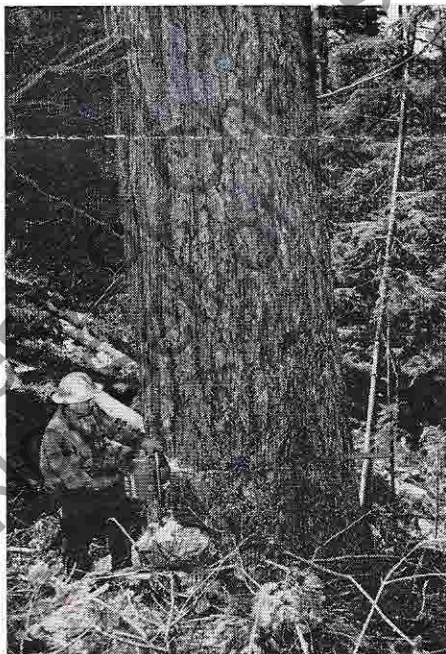
## Now! Most Powerful One Man Chain Saw

With the introduction of the new 7-29, the most powerful one-man chain saw you can own, Homelite now offers a full line of modern, top-quality chain saws.

It's a terrific chain saw, this 7-29! Any sized tree, even one 10 feet or more in diameter can be felled by its powerful 7 horsepower engine! Yet it is light, only 29 pounds, perfectly balanced, easy to handle! Any type of cut is easy with this all position, all angle wizard.

The 7-29 is a professional saw for professional cutters who appreciate the dependability of Homelite products, the service Homelite dealers expertly give. In production cutting areas like the Pacific Northwest or the Southern Pulpwood areas, logging companies and individual cutters will welcome the extra power, the low operating and maintenance cost of the 7-29. They need a chain saw that will do any job more quickly, more easily, more profitably. That saw is the 7-29.

Other potential professional customers for the new saw are Contractors and Highway Departments who need powerful, dependable chain saws for land clearing in road building and construction; Utilities and Railroads who prefer a powerful chain saw for right-of-way maintenance; Park Commissions and



The 7-29 at work in the hands of a skilled sawyer in Valsetz, Oregon, makes a neat, easy job of felling this huge Douglas fir.

Tree Surgeons who want the power of the 7-29 for park and shade tree work. These are all heavy users of chain saws and offer steady repeat business. Every dealer has a market for the 7-29 in two or more of these selective, professional fields. And demonstrations will capture their interest and help to sell them.

## People Will Be Hearing About The New 7-29

The new saw is something to shout about! Homelite will shout about it with big colorful two-page spreads in all production and professional-wood cutter publications.

The 7-29 will shout its own praises with a big attached Tell-all tag and with its own colorful green, black and white carton, ready to set up as a display.

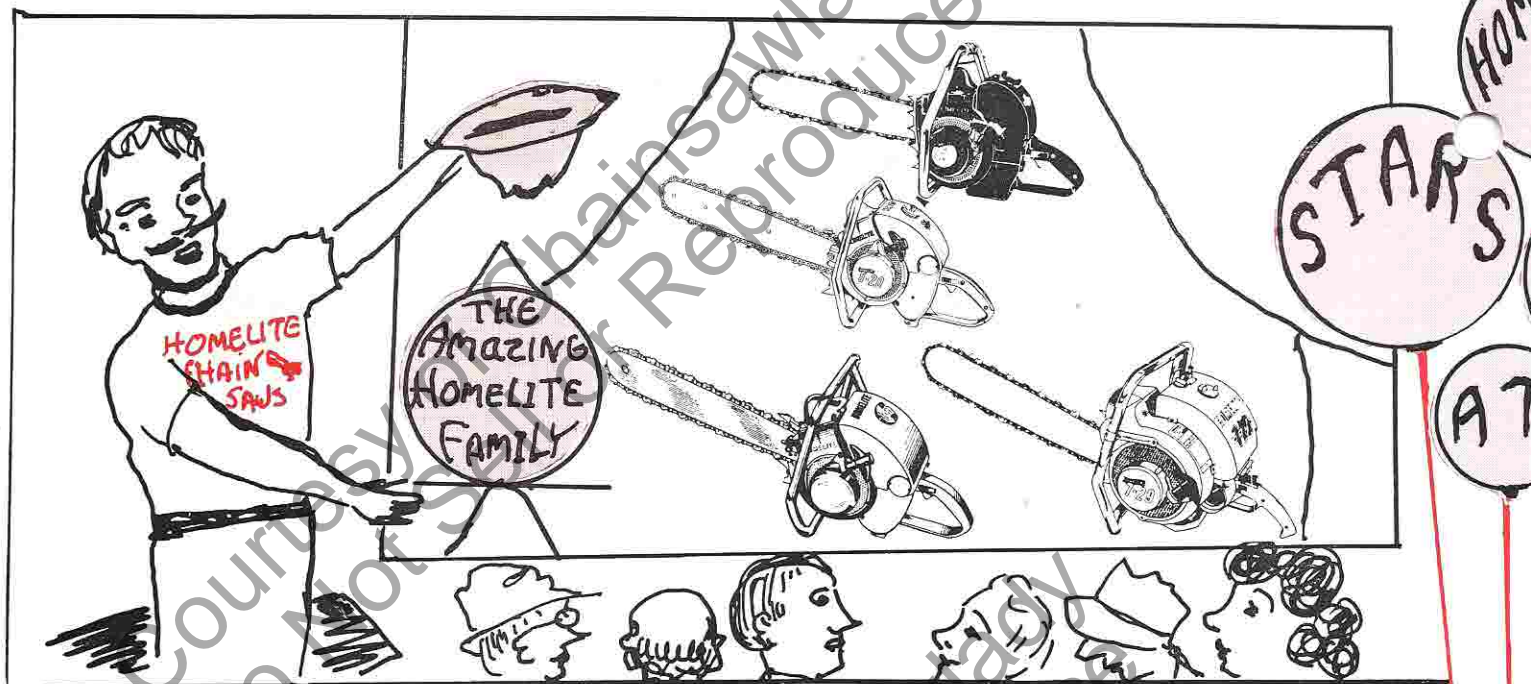
Dealers will be able to join in the chorus by making full use of the material supplied in the 7-29 promotion kit; the radio and television commercials; the prepared publicity releases; the professionally written newspaper mats; the free bulletins and envelope stuffers which tell the full product and application story of the 7-29. They'll think up original ways, too, to tell their friends and neighbors.

Billboards and banners (especially the new giant, free 7-29 banner described below) will spread the news about the "most powerful chain saw you can own" to professional users everywhere.

Following so closely on heels of the amazing Homelite EZ, the great new 7-29 will create a big impression, make a big reputation, bring big profits to the Homelite dealer who now has a full line of the best chain saws on the market.

### NEW SAW — NEW FREE BANNER

To every dealer ordering a new 7-29, Homelite will send free a giant 8 foot by 4 foot banner! Printed in three brilliant colors on white nylon, this waterproof banner is ideal for inside or outside use! Order your 7-29 now . . . get your mammoth banner FREE!



From coast to coast, Homelite dealers are getting set to present a bigger and better chain saw act with exciting new stars in the leading roles. This year they expect *capacity* audiences at fairs and field days—everyone eager to see the new developments and new products.

Homelite's new stars are living up to their advance billing in a big way! It's hard to realize that in just eight short months Homelite has introduced not *one* but *three* new models to its world-famous chain saw line—last fall the 5-20; in March, the *EZ*; and now, the new 7-29, the most powerful one man chain saw on the market!

To show off the complete Homelite line to best advantage, a lively, well-planned, colorful show is a *must*. Early entry is the key to obtaining a choice location and may mean the difference between a hit and a flop. The best spot is usually on one of the main arteries, in a section of the fair grounds where farm equipment and other makes of saws are shown—not off in a dead-end corner of the lot!

To attract the crowds, advance publicity and regular local advertising should announce the when and where. It will arouse interest, make people say to themselves, "I must remember to go see the Homelite chain saw display." Then when they get to the fair, and are greeted by a gay, colorful booth decorated with

ballons, streamers and banners strung up on high poles, they'll say, "This is the place!" And the bright red hard hats and Homelite T-shirts worn by the exhibitors makes them *positive* of it.

To hold the crowd's interest, the enterprising exhibitor does all he can to make his booth interesting and pleasant. He supplies plenty of useful give-aways—matches, yardsticks, pens, pencils, ballons, banks—all well-marked with the Homelite name and the dealer's name and address. They'll serve as memory-joggers all year long. A few chairs for foot-weary wives to occupy while husbands take their time examining the saws and trying them out . . . plenty of literature with descriptions and pictures of the saws in action: a water cooler to provide a cool drink—these are added considerations which pay off in good will.

The spotlights however, are on the *actual* saws and accessories. The new pegboard display stand with shelves and hooks on both sides, offers the perfect way to get visitors to pick up and handle the equipment.

Where regulations permit, a chain saw demonstration at a fair draws more attention than honey draws flies! All the equipment necessary for such a demonstration is a good supply of logs for cutting and some Homelite saws in prime running condition! Log-sawing contests are noisy and exciting, for contestants

and audience alike. Watching an expert do some fancy cutting amazes even those familiar with chain saws. Letting the prospect handle a saw himself convinces him that here is a saw that can do many jobs, save him time, money and effort.

Dealers know how important demonstrations can be to turn prospects into chain saw owners. At a fair, however, instead of spending the time to take the saw to the prospects, *his prospects come to him*—hundreds of prospects in a good-humored and receptive frame of mind, anxious to get into the act. Not too many actual sales result at the fairs themselves, but if the names and addresses of all interested visitors are recorded, a prompt follow-up in the home territory usually produces quick and gratifying results.

Fair time is almost here. To get into the act, be sure to order your supply of Homelite promotional aids *NOW!*

Here is a terrific assortment to choose from. Black-starred items may be ordered direct from Homelite by filling in the enclosed card. Order red-starred items direct from the supplier on the enclosed self-mailer. Prices include free imprint and free postage, except for the Hard Hats and T-Shirts. Remember, with lively displays, useful give-aways and with your *complete* line of Homelite Chain saws as headline attractions, Fair time can be the start of your most profitable selling season!

ELITE  
FAIR

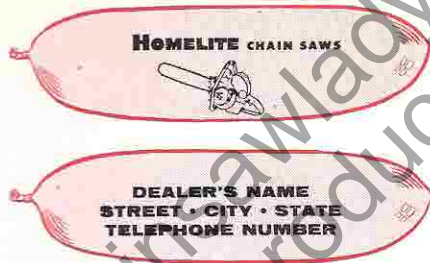
# Give Them Something To Remember You By!

**BONUS BANNER EXTRA!**  
FAIR SPECIAL! Free EZ Banner to each dealer ordering any of the black-starred items; free 5-20 Banner to each dealer who orders any of the red-starred ones. Supply limited. Order today!



★ **Hard Hats** . . . Good-looking, red Safety helmets of indestructible aluminum with adjustable headband . . . lightweight, only 12 ounces . . . Homelite decal on front. Wear one yourself, resell them or give them away . . . only \$4.00 each, f.o.b., New York. (minimum order: 2)

★ **T-Shirts** . . . wonderful attention-getters of fine quality, white cotton, washable, color-fast . . . "Homelite Chain Saws" silk-screened on back . . . handy pocket on front . . . sizes medium and large . . . \$7.00 a dozen (minimum order) f.o.b., New York.



★ **Gay Balloons** of assorted colors, sure to draw crowds to your booth! Sausage shape, 20" long when inflated. Your 3-line imprint in black on one side, picture of Homelite saw on other side. Use them to decorate your booth and as a very inexpensive give-away for all. Imprint and delivery free. 500 for \$12.25 (minimum order) . . . 1,000 for \$24.00.

★ **Ball Point Pens** . . . attractive two-tone, red and green with smooth writing, retractable point . . . guaranteed mechanically perfect. Ideal gift for your better prospects . . . will be used and appreciated all year long! Price includes 3-line imprint and free delivery. 100 for \$18.50 (minimum order), 250 for \$45.75, 500 for \$91.50.



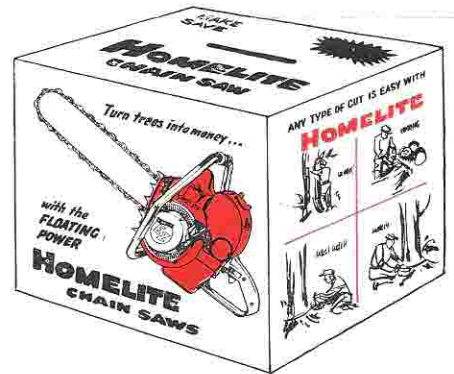
★ **Wood-cased Pencils** . . . have universal appeal . . . popular, round shape . . . white with red and green printing . . . red rubber eraser in brass ferrule. 3-line imprint and delivery free. Prices, 500 for \$15.00 (minimum order), 1,000 for \$29.00.



★ **Bullet Pencils** . . . one of the most practical give-away items for Fairs . . . will be used by every prospect. Red and green printing on white plastic barrel . . . large red rubber eraser and metal tip . . . long-lasting, wood-cased stub pencil. Free delivery, free 3-line imprint. Prices, 250 for \$14.00 (minimum order), 500 for \$25.75, 1,000 for \$50.00.



★ **Homelite Matches** . . . new 3 color design . . . new prices. . . Terrific inexpensive give-aways to keep your name in front of prospects day and night. Prices include free delivery and 3-line imprint . . . each case contains 2,500 match books.  
1 case for \$13.50 (minimum order)  
2 cases: \$21.75,  
3 cases: \$29.25,  
4 cases: \$34.00,  
10 cases: \$80.00.



★ **Banks** . . . excellent give-away items for fairs, insure positive, long-lasting identification. Same two-piece cardboard bank used during the successful EZ Contest . . . each bank packaged in individual white envelope. Limited supply still available. If all three drawings are over in your district, be sure to detach and destroy stubs before giving bank to prospects. Prices include 3-line imprint and free delivery. Only 5 cents each, minimum order 250 at \$12.50.

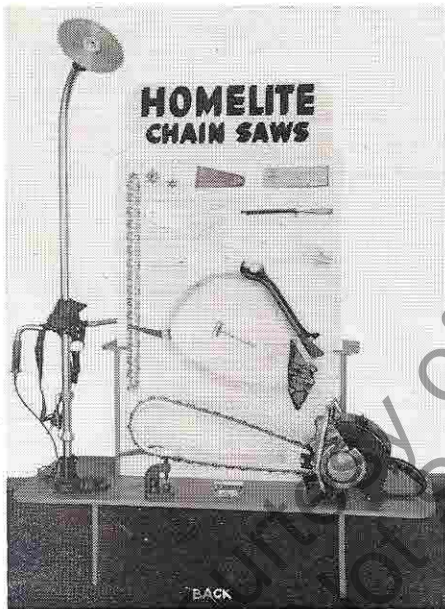
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35

**DEALER'S NAME • STREET • CITY • STATE • TELEPHONE NUMBER**

**Yardsticks** . . . Guaranteed good-will builders, these "walking advertisements" feature your name and address and phone number in bright red lettering on 3 feet of display space . . . "Homelite Chain

Saws" on back. Useful inexpensive gift for every member of the family. Prices include 3-line imprint and delivery. 250 for \$15.50 (minimum order), 500 for \$26.50, 1,000 for \$49.00.





A PLACE FOR EVERYTHING! Hooks and hangers for tools and accessories can be used in a hundred and one ways. Ideal for fairs as well as show-rooms, it saves floor space, adds display space.

## NEW ISLAND DISPLAY EFFECTIVE, SPACE-SAVING

A handsome new Island Display Stand, rugged, roomy and compact is the answer to every display problem. Although only 5 feet wide, 2 feet deep and 6 feet high, it has room enough to display 3 saws *plus* attachments *plus* accessories *plus* literature! Pegboard construction, 3 extra adjustable shelves, an assortment of hooks and hangers and a 3-tier literature rack make this possible.

*Good looking* — all lacquer finish, white pegboard, blue-gray shelves and legs, red and black lettering on white top panel. *Easy to assemble* — one man can put it up or take it down in less than two minutes! *Costs only \$35.00 delivered.*

Use business reply card to order yours now! Delivery: 4 weeks from receipt of order. Be ready for a big season!



A TWO-SIDED DISPLAY — it promotes a better flow of traffic, allows people to move around instead of crowding in front of the stand. Notice literature rack, roomy shelves, neat appearance.

## HAVING A FIELD DAY!

Dealers are making hay while the sun shines, these days, cashing in on the big increase in business which the new EZ and the EZ Contest are bringing them. They find that they're selling not only EZ's but other models as well, more of them than ever, at a time of year which is usually pretty slow.

In addition to the demonstrations and drawings for the big nation-wide EZ Contest, some districts report that dealers are having contests of their own. The Field Day pictured here was put on by Wilkes Power Saw in N. Wilkesboro, North Carolina, and features door prizes, refreshments, demonstrations and a

chance to try out various Homelite chain saw models. The dealer gave a free EZ to one of the prospects who registered that day. Since the winner had to be present to collect the prize, everybody stayed around and tried out the saws and became sold on Homelite! It helps to have a pretty girl make the drawing and present the saw!

Thousands of people all over the country have watched such demonstrations, many for the first time, and have entered the contest in the hope of winning an EZ. The names and pictures of the official winners will appear in a coming issue of "Sawdust". There's still almost a month left to keep the Contest going and the sales coming!



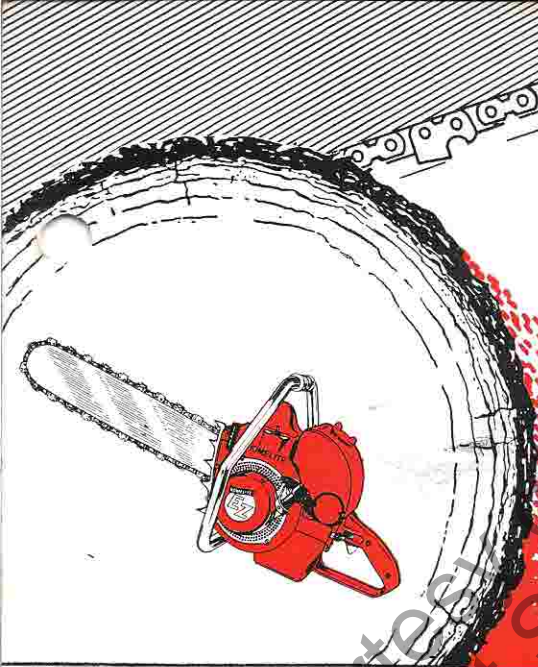
All this and an EZ, too! Miss Wilkes Power Saw — sometimes known as Mary Helen Waddell — presents saw donated by Wilkes Power Saw Co., of N. Wilkesboro, N. C., to William DaBerry.

## NEED A BRUSH-UP?

"From now thru the summer is a good time to sell brush cutters," Bob Straetz, Sales Manager, reminds dealers. In districts where dealers have continued to demonstrate, the sales have continued to climb. In others, there is need for some planning to bring brush cutter sales to life. "Dust off your demonstrator and line up some prospects," Bob urges. If we don't sell them, our competitors will!"







# SAWDUST

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PORT CHESTER, NEW YORK

No. 45

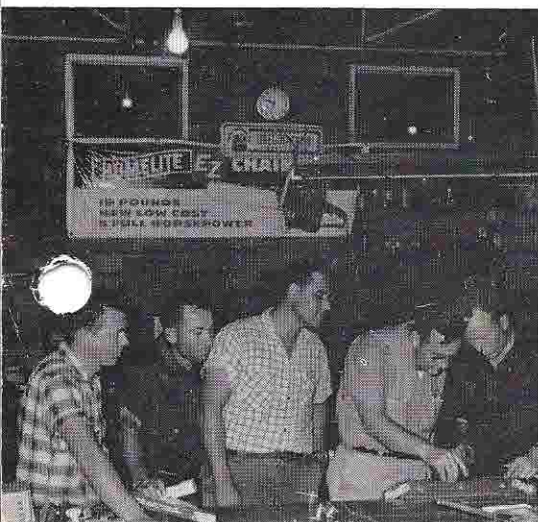
JULY, 1956

## Saw Chain Clinics Offer Key To Good Will . . . Future Sales



BOSSIER CITY, LA.—Jim Anderton, (above) District Manager keeps his hand in and gets right up on the bench to file the chain. At these meetings the emphasis is on doing not watching.

LUFKIN, TEXAS—An interested group (below) pick up some fine points of filing from an expert. Some found they had to unlearn some old habits before learning the new methods.



A series of Saw Chain Clinics, with capable specialists from the Oregon Chain Co. to lead the way, have been held recently, in many of Homelite's Districts and Branches. Eventually it is planned to bring the latest information on proper chain filing to the Homelite dealers and then to aid the dealers in every possible way to bring this information to the chain saw user. After all, the user is the one who benefits by it.

With the introduction of the direct drive EZ, the badly-neglected subject of chain maintenance has become very important. The direct drive has more than twice as much chain speed as other types of chain saws, which greatly exaggerates any imperfection in the chain filing and therefore makes the proper filing of the chain of utmost importance.

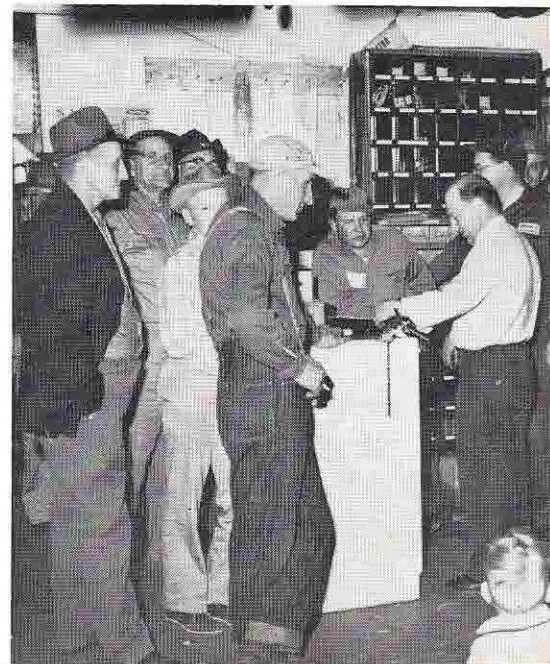
Homelite engineers put months of work and engineering know-how into adding a fraction of one horse power to an engine, only to have that extra power, and more besides, thrown away if the user has neglected to have his chain sharpened properly. As most users do their own filing, they must be taught the correct way. That's what the Saw Chain Clinics are for.

Some of the groups already trained have started to share this training with dealers and their customers at Dealer Days, Field Days and regular Saw Chain Clinics. Homelite and the Oregon Chain Co. are formulating plans, to be an-

nounced soon, which will provide qualified men to assist dealers at this type of gathering.

If Homelite users can be taught the best and most effective way of maintaining top performance from their top-quality Homelite chain saws, they will be more convinced than ever that Homelite is the best chain saw on the market. That attitude builds ever-increasing sales for the dealer. A Saw Chain Clinic is a sure way to train, help and sell the customer!

GLADSTONE, MICHIGAN—A Chain Clinic, which was held at the Bero Implement Company, reached a group of Homelite owners who were interested in learning how to file their own chains.





PAPER WORK is only a part of the busy life of Bill Campbell, co-owner of the Campbell Tractor and Equipment Co. He makes it as easy as possible for himself by having a place for everything and by keeping everything in its proper place.

Bill Campbell has found that there are drawbacks to operating his Homelite chain saw business in Summersville, West Virginia, especially when he's busy! "We are located near the County Court House," he explains, "and, during the last Court term the Judge sent the Sheriff down with a message that if we didn't shut those saws off and leave them off, during court sessions, ours would be the next case on the docket!"

Some compromise was evidently reached, because the Campbell Tractor and Equipment Company has been going along at a great rate with no interruptions. Bill Campbell and his father, Eugene, own the business together. Mr. Campbell has a farm and various other interests and Bill concentrates on selling and servicing tractors, farm equipment and Homelite chain saws.

Summersville is located in the center of Nicholas County, primarily a farming district, which also boasts some big logging operations. The Cambells estimate that 75% of their customers are professional lumbermen, 25% farmers. Many of the farmers cut wood for the lumber companies in the off season, others only cut their own wood for fences, building material and firewood. These make up the potential customers that

Campbell Tractor and Equipment are set up to handle.

They have quite an outfit. Bill has eight men working for him in his good-sized, well-maintained building. He has two 2-ton trucks, a pick-up service truck and a station wagon for sales work. With all this activity to direct, Bill still has time to do most of the selling himself! And, as can be imagined, he doesn't just sit around and wait for business to come to him. He goes out after it, in more ways than one!

### Out To Get Business

To begin with, he follows up all sales leads immediately, not just by letter or telephone alone, but by a personal call and demonstration. Sometimes it takes quite a few calls on the same prospect, but Bill finds that patience and actual demonstrations pay off. "Get them to try it for themselves and they're half-sold already," he says.

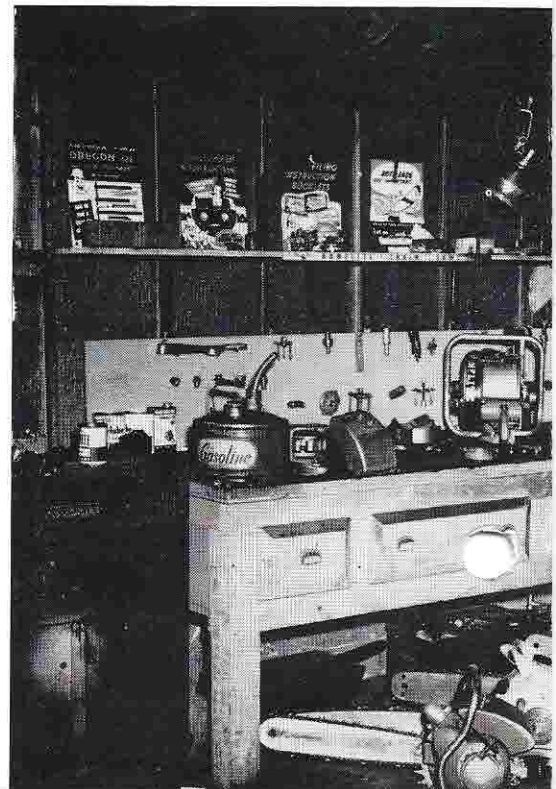
Bill doesn't believe in hiding his light (maybe we should say "his Homelite") under a bushel. He wants everyone to know he's a Homelite dealer, so he uses as many ways as possible to tell them; — newspaper advertising in the weekly newspapers to the tune of \$3 to \$5 a week; spot announcements on radio and

# FOUND GU OF OPE A BUSY

TV; billboards with colorful Homelite signs; decals and signs on trucks and store. The show room itself is decorated with attractive and eye-catching Homelite displays. All-in-all, this program, plus the increasing use of national advertising by Homelite, is making the area around Summersville Homelite-conscious, which is precisely what Bill is aiming for.

The annual Nicholas County Fair is the traditional get-together gathering of neighbors and kinfolk from all over the

SURROUNDED BY SAWS! This busy Repairman goes to work on chain saws, at which he is an expert. He's working on a Homelite saw, but there are a lot of other makes of saws at his feet.



# NO GUILTY RATING SHOP

county. Last year, the Campbells put on a display of Homelite chain saws that just about stopped the show. "A chain saw running can draw a crowd quicker than a dozen carnival barkers", Bill explains. "When a farmer sees a chain saw in action for the first time he just stands and stares!"

Having attracted these potential customers by various means, the next step is actually making a sale. Bill Campbell lets the saw speak for itself in demon-

stration, then follows up with names of friends and neighbors who are satisfied Homelite users. Finally, he emphasizes to his potential customer the big advantage of Homelite service. The fact that Homelite considers service of vital importance and feels a responsibility long after the point of sale is a very good selling-point to the buyer of an expensive piece of equipment such as a chain saw.

stration, then follows up with names of friends and neighbors who are satisfied Homelite users. Finally, he emphasizes to his potential customer the big advantage of Homelite service. The fact that Homelite considers service of vital importance and feels a responsibility long after the point of sale is a very good selling-point to the buyer of an expensive piece of equipment such as a chain saw.

## Sells Service With Saw

Bill isn't out in the field all the time, although sometimes he'd like to be twins, there's so much to do! His show room is tidy and well-arranged and there's no clutter of spare parts lying around. Parts are stored in metal bins just off the show room. Perpetual inventories are kept so there is no reason to be out of parts or to keep customers waiting.

"There's no substitute for good service", says Bill, and he does everything he can to provide it. He has one man who handles all the chain saw service work, with expert skill. He was trained by a Homelite Branch Representative and knows how to spot and cure pretty well all the troubles that afflict chain saws. He trains the owners in the proper methods of sharpening their own chains, so they won't have to waste the time to bring them in whenever they need attention.

## Saw Trading Takes Skill

Often the sale of a Homelite involves taking a used, competitive-make saw in trade. This business of trading requires a touch of horse-trading skill. Bill, evidently a pretty good trader, tells an amusing story about this.

"Once a customer brought in a competitive saw to trade. I offered him \$125 and he turned me down. A week later he was having trouble again and tried to trade and I offered him \$75 but he refused. A few days later he was back and I dropped to \$60. A week later I offered him \$50 and he took it! He had spent considerable on the saw between the first and last visit but had got no service out of it." Somehow that deal seemed to go in reverse! Perhaps if he'd waited another week the customer would have paid Bill to take it.

It's always interesting to know what "sold" a business man on taking on the Homelite dealership. In Bill Campbell's case he says, "We were called on by a Branch Representative who showed more interest in helping us sell than in making a fast sale for himself and getting out. Homelite has the kind of quality product we could be proud to sell, too, and an outstanding service policy."

## Evidence for The Defense

Bill is a hard-working, serious-minded young man, doing a bang-up job of establishing a fine reputation in his community for himself and for Homelite, in spite of a Judge who's afflicted with too-keen hearing! Typical of the qualities which make him such an outstanding dealer are his answers to some questions



ALL READY TO SKIP TOWN and get out in the field to do some selling! Bill Campbell spends a great deal of his time making calls, following up sales leads, clinching sales.

we posed. We offer them in evidence, Judge!

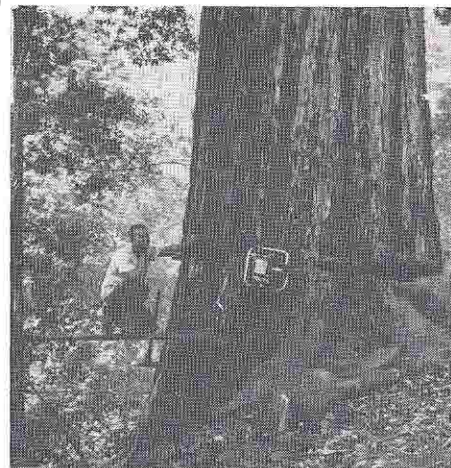
When asked if he had any selling tips to pass along to fellow dealers, he said, "A good reputation is a salesman's greatest asset." When asked how a Homelite saw reacted on a particularly difficult job, he announced proudly, "No timber cutting job is difficult for a Homelite!" Selling Homelite saws shouldn't be a difficult job either, for anyone with Bill Campbell's combination of industry, organization and enthusiasm. On the basis of the evidence, case dismissed!





**Homelite  
Rides High,  
Wide  
And  
Handsome  
In Alaska**

The Kenai Lumber Co. of Seward, Alaska, forwards this picture of one of the largest trees ever felled in the area. Evidently Homelite rates high for accomplishing this and other great logging feats for they write, "At the present time we have six logging companies working for us and since the Model 5-20 came out, all logs brought into our mill are felled by Homelite saws."



Living Dangerously. This picture of Vernon Roberts, a logger with the Anderson Bros., Logging Co. of Anchor Bay, Cal. was sent by Bob Glidden, San Francisco District Manager. He perches carelessly on a spring-board which has been driven into this 8 foot tree to provide a working platform. The 5-30 appears to be finishing the cut all by itself! Don't lean too hard, Vernon! It might topple over.

## ARKANSAS CLAIMS YOUNGEST HOMELITE USER



Vernon Wehunt, with his Model 17, in front of the O'Neil Butane & Equipment Co., Inc. he stands by car he drove to town.

The O'Neil Butane and Equipment Co., Inc. of Glenwood, Arkansas, Homelite dealers, believe they've found the youngest Homelite user in the United States. Vernon Wehunt is 11 years old, weighs 80 pounds. He not only uses the Homelite 17 regularly to cut logs for his uncle, he drove the car into town to have the saw repaired! Comes from a Homelite-using family, too. His father now owns two new 5-20s.

We confer the title "The Mighty Mite" on Vernon and declare him "Champion Youngest Homelite User in the U. S." Any dealers who wish to challenge this must supply details of age and weight plus the photos to prove it!



Warming up for the main event, on some demonstration logs, Vernon shows how he captured his title.

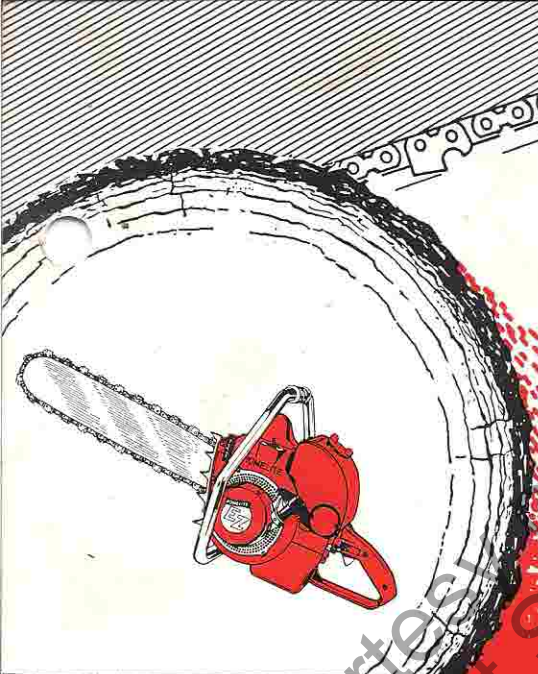
## OKLAHOMA — WHERE THE DEALER BLOWS HIS OWN HORN

Mr. Marlin W. Williams of Williams Engineering and Supply Co., Locust Grove, Oklahoma, has aggressive and original ideas for advertising Homelite Chain saws. His car and trailer are seen and heard, demonstrating in neighboring towns, at picnics and County Fairs. In the trailer is a small, portable generator. On a small table behind the front seat of the station wagon is a 30-watt amplifier, a radio, a tape-recorder and microphones. Works beautifully, too.

"When I took the Homelite chain saw dealer agency," says Mr. Williams, "I took it seriously. I think you have a marvelous product and I think I can introduce it to the mutual advantage of all concerned." Mr. Williams isn't waiting for prospects to come to him. He's going right out to meet them.



In front of his fiesta-red station wagon, with public address system mounted on top, stands Mr. Williams, left, with Lou Roy Faylor, Oklahoma City Branch Manager. Hitched on behind is the two-wheel trailer, with a large signboard on each side, advertising the new EZ Flashing red, white and blue lights attract attention, even when the loud-speaker is silent.



# SAWDUST

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

No. 46 AUGUST, 1956

## Homelite Takes Top Spot With Pacific Northwest Farmers

The spectacular rise-to-the-top of Homelite in five short years as shown on the chart on this page is typical of the enthusiastic welcome being accorded Homelite chain saws by farmers in all parts of the country.

The continuing survey from which these figures were compiled is conducted in January of each year by a group of farm papers known as the "Pacific Northwest Farm Quad". Farm and ranch families are sent questionnaires and asked to check the things they expect to buy during the coming year, and to indicate the brand they prefer. Over the past seven years, rechecks have been made to determine if the "intent to buy" resulted in actual purchases. Almost always it was found that they actually purchased *more* than they had planned. Thus, this preference survey can be taken as a true picture of the relative popularity of the various brands of saws in this area.

Homelite appeared on this list for the first time in January 1952. Considering the fact that Homelite only began to expand its sales into the Northwest part of the country in 1951, 3% was not a poor showing. From that time on, the percentage of Northwest farmers preferring Homelite chain saws almost doubled each year, until in January of 1956 Homelite rose to the top of the list with 39% of the farmers who planned to buy a chain saw, wanting a Homelite.

As the 1956 survey was taken in January *before the EZ was introduced,*

it will be very interesting to see the effects of the intense local and nationwide publicity in next year's survey. The immediate popularity of the EZ, designed especially for the farm and occasional user market, will undoubtedly produce an additional increase in preference.

And reports coming in from other sections of the country confirm the fact that the Northwest is not alone in preferring Homelite. Wherever farmers have discovered the outstanding quality of Homelite saws and have been treated to that special brand of service that the Homelite dealer is proud to give, the desire to own a Homelite has been spreading.

There are over 5,382,000 farms in the United States — farms with woodlots to

be cared for, fence posts and firewood to be cut, veneer and pulpwood to be harvested. Farm Census Reports of the U. S. Department of Commerce give specific market information and figures for *each county*. This information is free and will be sent by Homelite to all dealers sending requests.

Surveys similar to the one summarized here are conducted by farm papers in other sections of the country. They indicate that this year about 4% of farmers plan to buy chain saws. 4% of over 5 million is over 200,000 — and that's a lot of chain saws! The dealer who makes the effort, who uses all possible sales tools and *goes out after this lucrative market* is sure to reap a rich reward!

CHAIN SAW BRAND PREFERENCE\* WITH PACIFIC NORTHWEST FARMERS OVER THE PAST 5 YEARS

	1952		1953		1954		1955		1956
McCULLOCH	48%	McCULLOCH	44%	McCULLOCH	49%	McCULLOCH	40%	<b>HOMELITE</b>	39%
MALL	23%	MALL	23%	MALL	23%	<b>HOMELITE</b>	25%	McCULLOCH	34%
TITAN	11%	TITAN	20%	<b>HOMELITE</b>	11%	MALL	18%	MALL	11%
DISSTON	6%	<b>HOMELITE</b>	5%	TITAN	9%	TITAN	10%	TITAN	5%
I.E.L.	5%	DISSTON	4%	SEARS	4%	SEARS	5%	SEARS	5%
<b>HOMELITE</b>	3%	I.E.L.	3%	DISSTON	2%	I.E.L.	2%	I.E.L.	4%
SEARS	2%	SEARS	1%	I.E.L.	2%			CLINTON	2%
VON RUDEN	2%								

\*Statistics taken from a continuing survey of the buying intentions of farmers in the states of Washington, Oregon, Idaho and Utah conducted by the Northwest Farm Quad Publications.

# FIELD DEMONSTRATIONS AND FIELD DAYS SPREAD HOMELITE FAME

## for LeRoy W. Thomas of Wilson, N. C.

Every two or three weeks, as regularly as the milkman on his route, the specially equipped truck belonging to Leroy W. Thomas of Wilson, North Carolina, visits the loggers and pulp cutters in the woods round about. At the wheel is jovial salesman, James Scott, a welcome visitor whenever he appears, and inside the truck is a complete line of parts, saws and tools — tools to tackle any type of repair, from a minor one like replacing a worn sprocket to a complete overhaul.

This isn't just a part time occupation. The truck and Mr. Scott are on the road every day and the lumbermen count on his visits and look forward to them. He's an expert repairman and enthusiastic Homelite roofer. He's so sold on Homelite chain saws himself that he has no trouble selling them to other people.

Leroy Thomas feels that this travelling Homelite salesman is a very vital part of his organization. He says, "We try to call on all professional cutters every 2 or 3 weeks on the job, in the woods. 20% to 25% of all parts sold are sold in the field."

### Home of Good Service

There's somebody minding the store, however! Mr. Thomas and his crew maintain an up-to-date, well-stocked shop, for he believes in Service with a Capital S. "I try to carry a very complete line of parts," he explains. "Sometimes, speed counts more than anything else when a customer has a repair problem. I often ship parts to other dealers who've run out of them. We all share in the customer's good opinion of Homelite."

"You could have a complete line of parts and still not give good service," he continues. "Our repairmen really understand chain saws and problems. They know how to trouble shoot and put their finger on the cause in a very short time."

His store is a busy place, for in addition

to selling and servicing Homelite chain saws he sells Logging and Mill supplies. Most of the customers are old friends of Mr. Thomas — a decided advantage.

"I've been in the timber and logging business since 1946", he recalls. "I was the log buyer for three furniture and veneer mills for four years and in that way I met just about all the loggers in the southern half of Virginia and the eastern part of North Carolina. In 1950, I started my own logging operation, using the old type of two-man chain saw. In the latter part of 1950 I met Mr. Bill McDonald who had just moved to Raleigh, N. C. and was setting up Homelite dealers. I had never seen a one-man chain saw operate until he carried one into the woods we were logging. That was the old 20MCS model, but I much preferred it over the two-man saws and I bought one."

"After I'd used it for several months, Mr. McDonald approached me about a dealership in his territory. Seeing the

possibilities in the one-man chain saw I decided to take it on. At that time it was hard to convince a man on this type of chain saw. It sometimes took two to four demonstrations to sell a prospect a Homelite. Usually we had to sell the operator on the saw and he would sell the boss."

"Of course those days are gone, now", continues Mr. Thomas, proudly. "The one-man saw leads the market. We are still giving as many demonstrations as ever and by doing so we are outselling all competitors in our area. Demonstration of our product in the field is the important part of making and keeping Homelite the "King" in our area."

Every customer who buys a Homelite chain saw from Mr. Thomas gets a special-added service which isn't paid for with money but with future goodwill! "We send a dealer representative to accompany every new saw to the new owner in the woods," explains Mr. Thomas. "There he gives a private lesson in the care and



Proud to line up under the Homelite banner are, left to right, Leroy Thomas, left, Homelite Dealer, James Scott, Salesman, Russell Page, Supt. and James Nixon, Serviceman.

use of the saw." The results — a competent, satisfied user, — a well-cared for chain saw — fewer emergency problems and repairs.

Another service which Mr. Thomas is able to give stems from his long-time acquaintance with most of his customers.

### Keeping Old Friends

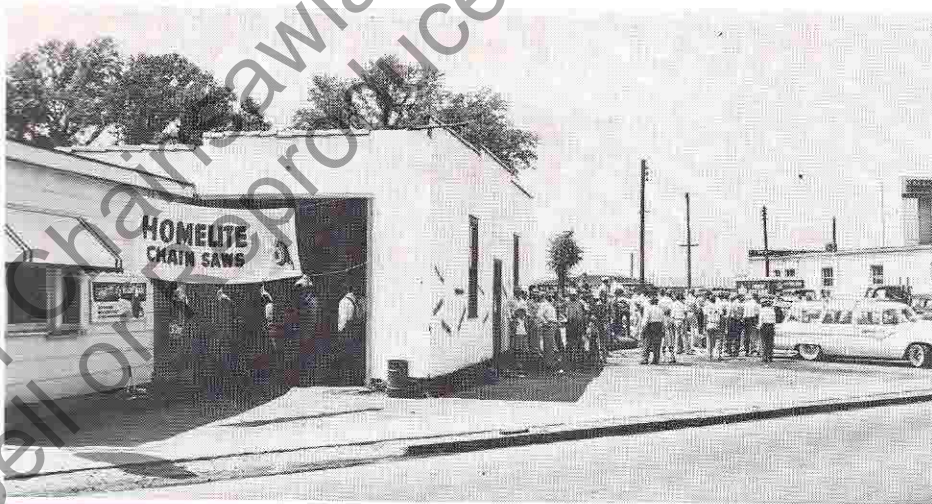
He is able to finance and carry the accounts of the loggers, himself. He doesn't have to clear credit with the bank or Finance Company. This has been a burden on operating funds at times but has certainly helped sales.

Incidentally, the regular calls of Salesman Scott make it possible to finance even pretty risky accounts with a better assurance of collection or at least repossession. Mr. Scott must be an accomplished man!

Although Mr. Thomas has carried many repair and service accounts and still does, he doesn't recommend it. "There's not much to repossess if a customer doesn't pay for repairs," he cautions.

Satisfied customers are the main part of a successful business of any kind. Even with the best service in the world if the product wasn't good to begin with, the customers would go somewhere else. A typical satisfied customer is Leon Pierce who owns the first model 5-30 sold by Mr. Thomas in September, 1953. Lloyd Taylor, the operator of the saw, says he has cut over 3 million board feet of lumber with only minor repairs.

Many others in the area have found the 5-30 most durable for large swamp



Crowd gathers outside Leroy Thomas's shop to watch a chain saw demonstration, recently.

and sandy timber prevalent in Eastern North Carolina. However, according to Mr. Thomas, the 5-20 and the EZ are also in good demand by farmers and pulpers.

### Making New Friends

It's good business to keep old friends and customers happy, but also important to make strangers into friends and customers. Leroy Thomas makes wide use of newspaper and radio advertising to let these strangers know where he is located and the products and services he has to offer. He uses roadside signs to tell the passer-by that he's the Homelite Dealer in the territory and he sends his two panel trucks out marked with bold Homelite decals to do a selling job for

him and Homelite wherever they go.

One of the best ways to make new friends is to entertain, and this Mr. Thomas does every year, in a big way. A day-long Field Day is held on a Saturday in May. Plans are well-laid, and salesmen from the branch office in Charlotte are on hand to help with the demonstrations and contests. Invitations are sent out to regular customers and ads in the newspapers and over the radio issue an invitation to all those interested in chain saws to come and join the fun.

### EZ Party a Big Success

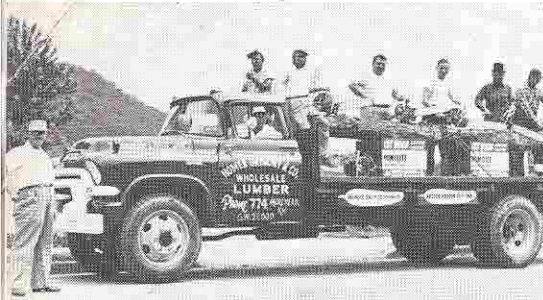
This spring the big national EZ Contest was a fine thing to play up in publicity stories and on May 26th a large crowd gathered for the festivities. They had a grand time, too. There were cutting contests and demonstrations, movies and refreshments and as the high point, the awarding of door prizes to the lucky ones whose names were drawn. The top prize was, naturally, a new EZ, donated by Mr. Thomas, and it was won by Mr. Roscoe Roundtree, a logger of Wilson, who was very happy indeed with his prize. Some people handled a Homelite chain saw for the first time and marvelled at the lightness and power; others had a fine time swapping stories about "Homelites I have known". New friends were made and future customers attracted. A good show!

Net result of all this activity in the field, these demonstrations, the care with which the stock is kept, the expertness of the service given, and above all the friendly interest shown to customers and the real pride shown in Homelite — a successful, thriving Homelite dealer.



Proud to accept a new EZ from Mr. Thomas, left, is Mr. Roscoe Roundtree who held the lucky number for the saw given by the dealer. Mr. Roundtree is a professional logger.

## T-SHIRTS WITH WINGS FLY OVER CANADA



TO BEAT THE BAND — this float with six Homelite chain saws in action captured all the attention in the Fireman and Forestry Day Parade, recently. The occasion was the Morehead-Rowan County Centennial held in Kentucky May 23. Entered by Homer Gregory & Co., Homelite dealer for Rowan County, the truck carried a big log which was cut up during the parade by the smiling, bewhiskered gentlemen pictured above. From left to right, Dave Thomas, Ewell Razor, Bob Dehart, C. L. Armstrong, F. Herbert, F. F. Cristiano (Homelite District Manager), Omer Trent and George Elam.

### Just the Spot for Homelite

Seeing is believing, as all Homelite dealers have found. Once a prospect sees a Homelite chain saw in action, he's on the way to being sold. The problem is how to reach all the potential new customers while taking care of old customers and running an active sales and service business.

Almost everybody watches TV these days. If you have a TV station in your area, why not let the viewers see a Homelite chain saw in action, let them know that you're the Homelite dealer?

Homelite has prepared a series of four 16mm, black and white spot commercials for use on television. To keep production costs to a minimum, all four films — two 11-second and two 21-second — are grouped on one reel. These reels are available now, at \$6.00 a reel.

Each film shows a 5-20 chain saw in action, but the sound track makes no mention of any particular model. The narration stresses the ease of handling, light-weight power and versatility of the Homelite chain saw.

These films are ready for use and the dealer need only have his TV station prepare a slide showing his name and address to be used immediately after the film. In this way, for a 30 second commercial, the TV station could run one 21-second film plus 9 seconds of live audio while the slide is on the screen.

A chain saw is a "natural" on television, with plenty of action and attention-getting sound. Here's one commercial the viewers can't miss! Use the enclosed post card to order the 4-film reel right away. The more people who see a Homelite chain saw in action the easier it will be for the dealer to sell more saws. Let television help do your demonstrating!

The roar of a plane is heard coming down low over the trees in the dense, wooded country of Newfoundland in Canada. Loggers in camps look up with surprise, recognizing that it's not the mail plane or the Ranger. Suddenly as the plane swoops by, clouds of leaflets drift down, some of them right at the feet of the men. They scramble to pick up the papers, glance quickly at them and then wave a friendly greeting to the pilot as he circles back and off to the next camp.

This was Terry's solution to the difficult problem of bringing the news of the new EZ and the big Canadian EZ Contest to the men in the 180 isolated logging camps in the vast 42,734 square mile territory of Newfoundland. Many of the towns can be reached only by boat or plane. The 15 Homelite dealers could not hope to cover the whole area in the one month period of the Contest so it was imperative to get prospective customers to come to them.

Each leaflet entitled the bearer to a T-shirt, (made of Terry cloth naturally!) value \$1.25 for only 25 cents. He was also entitled to see a demonstration of the new EZ and enter his name for the Contest if he presented it to one of the dealers whose names and addresses were on the leaflet.

In the space of 36 hours, early in June, EZ saws were delivered to all the Terry-



HOMELITE'S WINGED MESSENGER — the float plane which carried the new EZs and contest news to the 15 Terry-Homelite Newfoundland dealers and to many isolated logging camps usually reached only by boat.

Homelite dealers in Newfoundland and 10,000 leaflets were dropped! By the end of June, when the Contest was over, more than 2,400 demonstrations had been given by these 15 dealers!

The success of "Operation Bombing" as it was called, shows how teamwork and imagination has helped to build up a list of red-hot prospects in a difficult-to-reach area. This will surely pay off in more sales and bigger profits for Terry-Homelite dealers in Newfoundland.

FLOATING POWER was demonstrated in more ways than one when this colorful coupon fell from the sky in "Operation Bombing". The reverse side featured a picture of the EZ, with its special selling points and a list of Terry-Homelite dealers in the Newfoundland area.

**THIS COUPON PLUS 25 CENTS ENTITLES BEARER TO**

**ONE T SHIRT**  
(RETAIL VALUE \$1.25)

Bring this coupon to one of the Homelite Dealers listed on the reverse side. He will gladly give you a T shirt for just 25 cents.

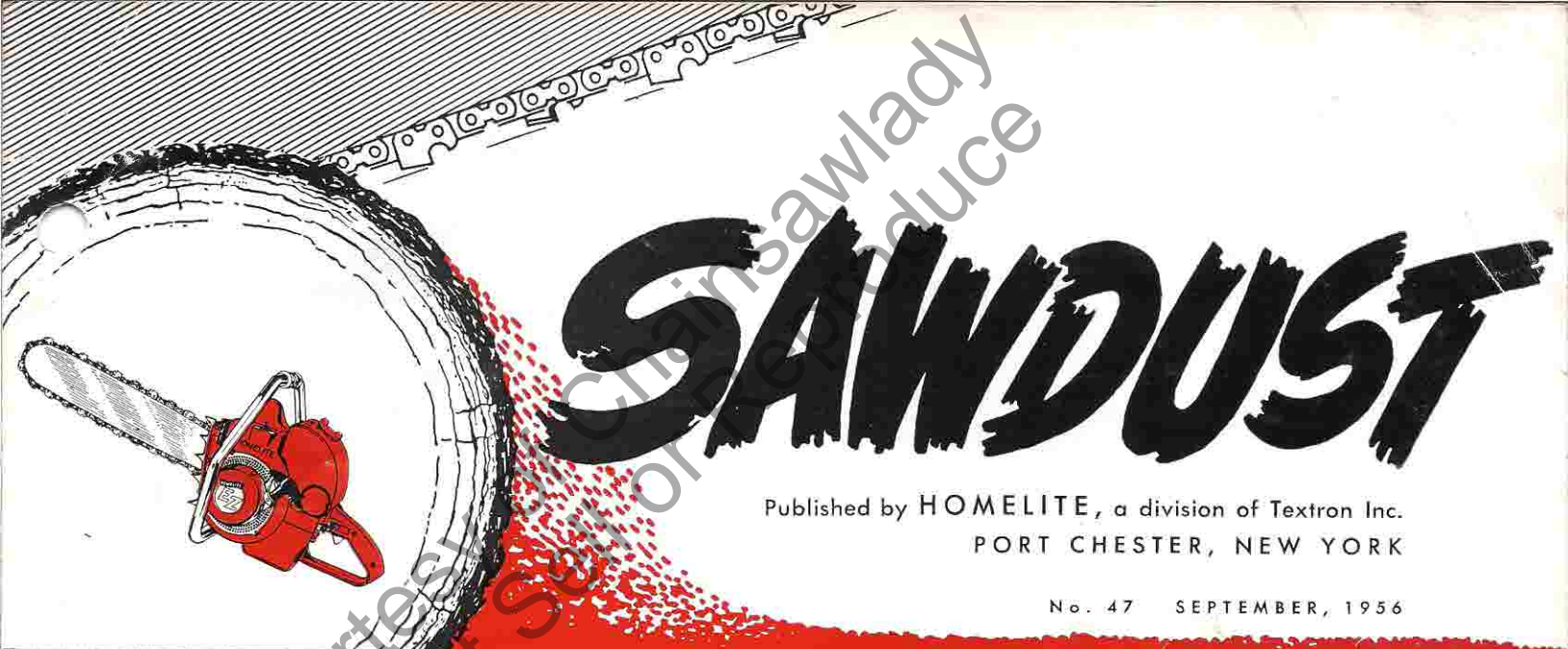
**also the opportunity**  
to

**WIN a HOMELITE EZ Free!**

By asking for a demonstration of the new Homelite EZ Direct Drive you become eligible to win an EZ saw which will be drawn at the end of this month.

BE CAREFUL — PREVENT FOREST FIRES





# SAWDUST

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

No. 47 SEPTEMBER, 1956

## A Big New Chain Saw Plant To Be Built Soon by Homelite

News of great interest to all Homelite dealers is the announcement made on Sept. 6th that Homelite will start construction on a new modern chain saw factory in Gastonia, North Carolina, in November. At the present time, additions are being made to the main office building in Port Chester to provide room for the enlarged office operation necessary to handle the increased business.

It has become more and more evident that these changes were sure to come. The sales of chain saws have surpassed even the most optimistic predictions. The chart on this page clearly indicates the sky-rocket trend of the past few years.

This rise is a result of the outstanding sales job being done all over the country by Homelite dealers. The company, of course, has made every effort to build the finest possible units, to create new models, to improve old ones. They have advertised extensively on a national and regional basis so that the name "Homelite" has become well-known all over the country. However nothing can detract from the excellent job turned in by the Homelite dealers; a job of local advertising, demonstrating, giving top-notch service. They're so sold on Homelite themselves that the orders really pour in!

In spite of increasingly cramped quarters, the factory has worked very hard to keep up with these orders. They have been turning out thousands of saws where only a few years ago they were turning out hundreds. But there is no

more room to expand in Port Chester.

A leading engineering firm, Ford, Bacon and Davis, made an extensive survey of possible sites for the new factory, locally as well as farther afield. Richard C. McDonald, Vice President, Manufacturing, visited dozens of the suggested places before Homelite settled on the site in Gastonia as the final choice.

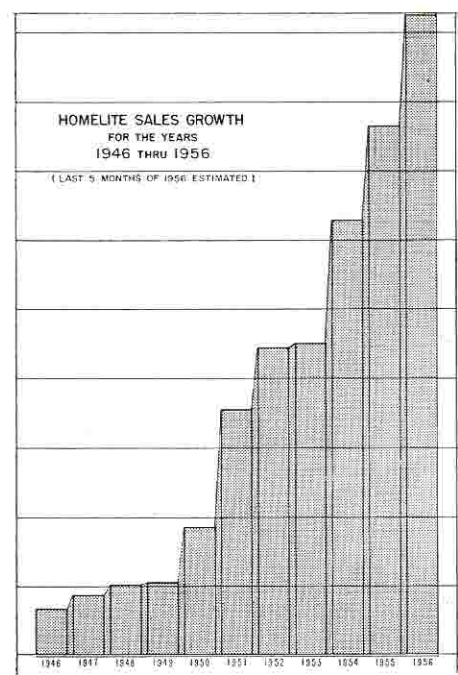
Gastonia is a small industrial town with good transportation facilities, a healthy industrial climate, plenty of skilled workers. It is in a section of the country which is becoming more and more important in the chain saw market.

The Gastonia plant will be a one-story, modern building, 135,000 square feet in area. The property on which it will be built is a sixty-two acre tract of land two miles south of the town, formerly farm land but now more than half covered with pine trees. It is planned to develop this into an experimental tree farm at some future time. The plant will have all new equipment and machinery and will employ about 500 local people.

A major factor in the decision to build the plant in Gastonia was the fact that it is only about twenty miles from Charlotte, North Carolina, which is rapidly developing into a major shipping and distribution area. Easily reached from the Atlantic States, the South and the Middle West by truck, rail and air, Charlotte has been chosen by many nationally-known concerns as a distribution center.

Building a new plant for the sole manu-

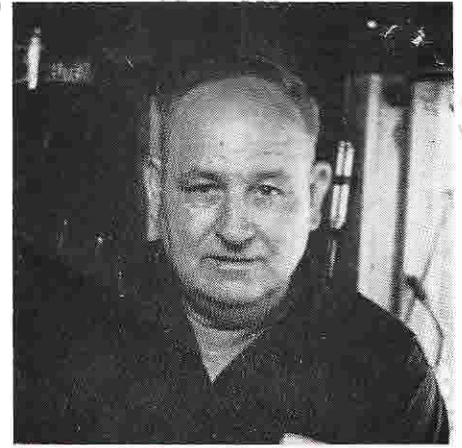
facture of chain saws is a big step for Homelite. Made possible by steadily increasing business and the association with Textron, it greatly strengthens Homelite's position in the chain saw field. With the increased efficiency promised by the new plant in Gastonia and the continuing enthusiasm and aggressive selling of the Homelite dealer organization, chain saw sales will undoubtedly climb to new highs.





Charles McHale, Homelite Dealer of the Month

## The McHales Work 'Round the Clock — To Bring Service



Howard McHale, Brother and Partner

One bitter cold morning in January, 1950, when the other loggers on the job were still asleep in their beds, Charlie McHale, of Port Leyden, N. Y. jumped into his clothes and hurried out to a wind-swept meadow where the temperature was 35 below zero. There was his new Homelite 20 MCS where he had left it in the most exposed place possible. On the third pull of the starter the motor caught with a roar, thus passing another of the many tough tests that Charlie gave that first Homelite saw of his.

"I wanted to be sure of what it could do myself, before I started telling other folks about it," he explains. "For the records, that same saw is still going strong. It's been traded quite a few times, had at least six owners. It's been repaired, repainted and redecorated but it still has the original cylinder and engine and it's cut over 7 million board feet of hard wood! Not bad!"

A logger by profession, who had used chain saws, Charlie read an ad about the Homelite saw and wrote in at once, saying that he felt able to demonstrate the saw and knew he could repair it. One week after he had written for the franchise and sent in his initial investment, Charlie was in business. He didn't try to sell that first saw until he'd tested it under all conditions. Then he felt ready to talk about it.

"When the muddy season stopped the logging work, in March, I took that saw in my car and drove over 5000 miles," Charlie recalls. "I wasn't just trying to make immediate sales — I wanted to talk to everyone I could find and demonstrate what the saw could do. I'll bet I talked to every farmer and logger for miles around!"

### Homelite Big Favorite

How well Charlie succeeded in convincing the surrounding countryside is shown by the fact that about 90% of the chain saws now used in his territory are Homelites! The region is just west of the Adirondack State Forest and is famous for its large dairy farms which supply New York City with milk. About 50% of the McHale customers are farmers who use their chain saws to cut pulp and fire wood on their large farms, and 50% are loggers from the many logging operations nearby.

It would be quite impossible for Charlie to get around to all these customers. Besides, his customers really like to come and see him and his brother Howard and Howard's wife, Madeline. The shop which they operate in Howard's former garage behind his house, is a friendly, welcoming spot. Both brothers, born and brought up in Port Leyden, worked in the woods in their young days and a third brother Bill is still in the logging business. They know everybody for miles around.

Howard, who has been busy with various other local activi-

ties and who was County Superintendent of Highways for 18 years, hasn't devoted as much time to the chain saw business as Charlie, but he's planning to in the future. Howard's wife is a very active part of this family business, too, acting as book-keeper, ordering the parts, helping to repair and paint up the used saws so they'll look good as new. She spends as much time in the shop as she does in her home, but it's only a step away and she can keep her eye on her three children and manage the housework and cooking between customers.

"I had to get interested in Homelite chain saws in self-defense," she explains. "The boys are so wrapped up in it, it's all they talk about. But I like it almost as much as they do!"

### A Place for Everything

There are two things that you notice right away when you enter this Homelite shop. Everything is exceptionally neat and tidy. The pine floor looks freshly scrubbed, the windows shine, the counters are polished and uncluttered. The wall cupboards hold neatly stacked parts and tools, each in its proper place.

The other thing you notice is the number of new Homelites — usually between 20 and 25, and the completeness of the

Mrs. Howard McHale expertly puts the finishing touches on a used Homelite chain saw to give it that "just-like-new" look.



stock of spare parts. This small shop carries an inventory of nearly \$30,000! It's one of the largest stocks of spare parts carried by any Homelite dealer in the country.

Charlie explains his thinking on this quite simply. "When someone comes in to ask for something, we don't like to say 'We're sorry'. We hate to turn a customer away at any time."

And they never do! Their shop is literally open 24 hours a day. Charlie feels that even a good product is secondary to service, and they aim to provide service of the very best kind. Charlie McHale is a real expert when it comes to saws, he knows them inside out and upside down. He can assemble a complete unit from parts. In fact, after the 26LCS was discontinued he made several of them himself from spare parts.

He can repair any make of saw, no matter what condition it's in. Many a saw has been brought in a basket after being smashed by an accident, and within an hour and a half it has been fixed and ready to go to work! The hours of work would faze a man less interested in his job, but it doesn't seem to bother Charlie McHale. "Often a logger will come in late at night with a saw that he needs for work the next day, so we stay up until it's fixed," Charlie explains.

"We've closed shop many morning when our neighbors are just going to work," adds Howard. "Some of the loggers are working way back in the woods. Maybe they have to pack their saws five or six miles to get to a road. If they come to us for help, we're going to give it to them."

### Traffic in Chain Saws

As with all active Homelite dealers, the McHales take in a great many used saws in trade, Homelites as well as other makes. Charlie regularly has about 40 used saws in the shop. He does all the reconditioning and repair work on them and moves them out as fast as he can. He is well equipped with all the proper tools to do this job and he has a complete bar shop on the second floor where he can repair any type of bar. He says it's no trouble to sell used Homelites especially when they're all repainted and shined up to look like new. And he usually gets very good prices for them.

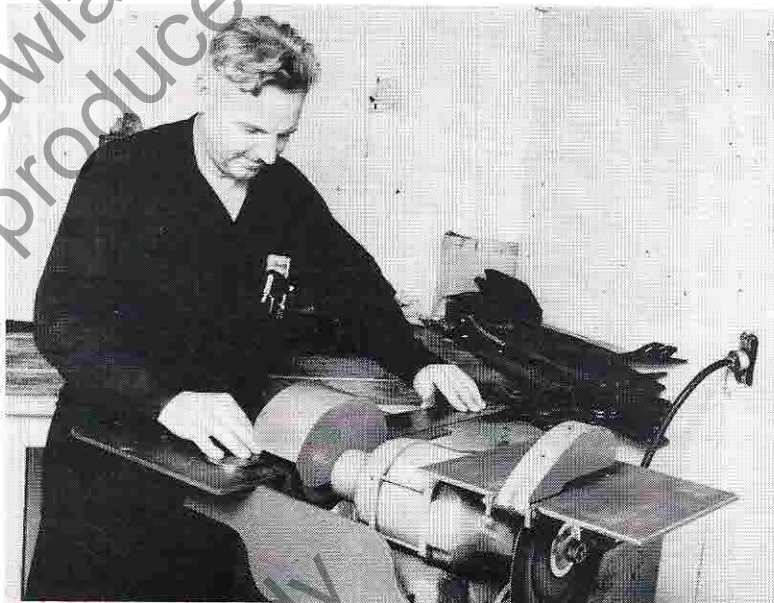
"Competitive saws take a much bigger mark-down, even after only a few weeks of use," Charlie recounts. "One man called up for a used saw, cheap, and I told him about a real good buy I had. He asked how the owner of the saw had come to trade it in and I told him, because the owner wanted a Homelite. So he said, 'Well, then, send me a Homelite.'"

Charlie McHale, in his outstanding job as a Homelite dealer, points up the important responsibility that the dealer has to his customer. His customers trust his judgment and his willingness to stand back of what he sells. Charlie gives his personal guarantee on top of the Homelite guarantee. He really is Homelite to his customers and he's a fine Ambassador of good will!

### Spreading the Good Word

The Oneida County Fair, held in Booneville, N. Y. each summer is a big event and the McHales usually have a fine Homelite display there. This year the display won 3rd prize. Pine trees were set up back of a display stand, with spotlights trained on the shining red-and-green chain saws and the bright banners; a colorful, eye-catching exhibition. Each day of the Fair, the McHales gave away a \$25.00 Savings Bond in a drawing, and they received not only honors and publicity but the names and addresses of several hundred interested prospects.

The McHales do an all round good job of publicizing Homelite. They advertise regularly in the papers and on the radio. They make the most of display materials, posters and banners. A couple of years ago they put up six roadside signs on the



Charlie McHale is using his Bar Shop to extend the life of a guide bar. With this equipment he can surface grind, slot, repair and make special bars. In fact he can do almost anything except mix drinks with it!

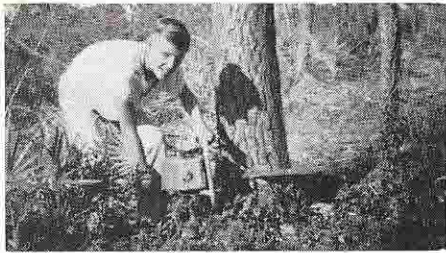
main roads leading into Port Leyden, and now everybody around knows that McHale and Homelite go together.

To show how far this fame has spread, Charlie tells a story about one of those roadside signs. "We noticed one of the signs was missing," he explains. "We figured that someone had taken it to repair a truck or something. Well, a young couple from here were on their honeymoon, driving to the west coast, and going through Montana the bride was looking at the scenery and reading the signs along the road. 'Homelite, McHale, Port Leyden, New York' she read out loud. The groom speeding along, told her she must be crazy. Maybe it said 'Homelite' but not 'McHale!' She insisted, so they turned the car around, went back, and sure enough, there was our lost sign, carefully placed by the side of the road 2,000 miles from Port Leyden!"

You can't keep a reputation for service, hard work and great enthusiasm from spreading all across the country. That's why Charlie McHale and Company has been chosen as "Dealer of the Month" and why they're doing a fast, profitable business of selling more Homelite chain saws than they've ever sold before! It pays to give this kind of service.

"All I want for Christmas is a new EZ" Kenneth Lyndaker, right, is telling his wife as Charlie watches. The Lyndakers, logging contractors, are real Homelite fans who won't even hire a logger unless he uses a Homelite. Mr. Lyndaker got a 5-20 for his birthday!





They Start Young in Florida. At 13, Robert Davenport of Palm Harbor is a professional logger.

## Title Challenged

Homelite, a division of Textron Inc., Port Chester, New York

Gentlemen:

In your Sawdust #45 July 1956, back page, O'Neil Butane & Equipment Co., Glenwood, Arkansas, claim they have the youngest Homelite user in U.S.A.

Arkansas may have the youngest Homelite user but we here in Florida have the youngest logger. He is Robert Davenport, age 13, weight 90 lbs. Robert cuts about 1000 feet a day with his Model 17, drives his own caterpillar tractor and trucks.

Attached are snapshots to prove our claim. Robert and his father log for the Palm Harbor Lumber Co., Palm Harbor, Florida. They have been Homelite users for the past three years.

Very truly yours,

Epperson & Company  
Tampa, Florida  
Larry C. Earle, Salesman

## Monkey on a Stick



The brush grows high out on the Pacific Coast but with a Homelite ways will be found to cut it down. Al Blindheim of our Seattle office sent in this photograph of a Homelite Model 17 with brush cutting attachment. It's being used by a man perched high on a rig called an "industrial monkey". As the car goes slowly down the road the brush cutter cuts a wide path in the overhanging trees.

This use might be suggested to Park and Highway departments as well as Professional Tree Men. It looks easy!

## HOMELITE KEEPS ON WINNING

Reports keep coming in from all parts of the country about log-cutting contests from fairs and carnivals. Homelite continues to rack in most of the prizes. (Some of these took place several months ago and have been held up, waiting for pictures, which never came.) Actually, pictures are unnecessary. The figures tell the story!

From Albuquerque, New Mexico, comes the report of a Southwestern Sawing Exhibition held by Homelite Dealer D. A. Foil at the Log Cutters Supply on May 11th and 12th. A Homelite 17 won in the 3½ horsepower contest and Homelite 5-20s won the first three prizes in the 5 horsepower class. The 7-29s had not made their appearance yet so Homelite had no entry in the 7 horsepower class. After the contest, however, Lou Roy Faylor, Oklahoma City Branch Manager, with a 5-20 demonstrator, beat the time of all the entries in this class except the winner who had a 4 second edge. "Everyone was amazed at the power of the 5-20 and the fast cutting in comparison to weight as the other saw weight about 50 pounds complete," writes Mr. Faylor.

From Broken Bow, Oklahoma, comes a detailed report of the Forest Festival

held on June 9th. The story of the part that Homelite dealer Garland Anderson played will appear in a future issue of "Sawdust". The sawing contest, before a large and interested audience resulted in a big victory for Homelite. This year Homelite won three out of the four first prizes and took many smaller prizes. In the 6 horsepower or over Contest, the 7-29 lost out by only 2 seconds after the operator, unfamiliar with the 7-29 had lost several seconds getting it started.

### Homelite wins in the East

From A. J. Eck & Son of Williamsport, Pa. comes a report of a Fireman's Carnival and Log Cutting Contest on July 4th. They've been having it for five years and Homelite has always won! This year the new 7-29 was the big attraction. In the contest the winning 7-29 sawed through a 20" oak in 11½ seconds, 6½ seconds ahead of the only competition that came anywhere near the Homelite. Even our model 5-30 beat this other 7 horsepower chain saw. Homelite came in first in all contests, won all four prizes.

From North Arlington comes the report on the final standings in a chain saw cutting contest at the Gladfelter's Picnic, June 19th, at Spring Grove, Pa. Homelite 7-29s took all five top places in a field of 32 entries which included five of the best known competitive saws.



Photo by Ross Photos, New York

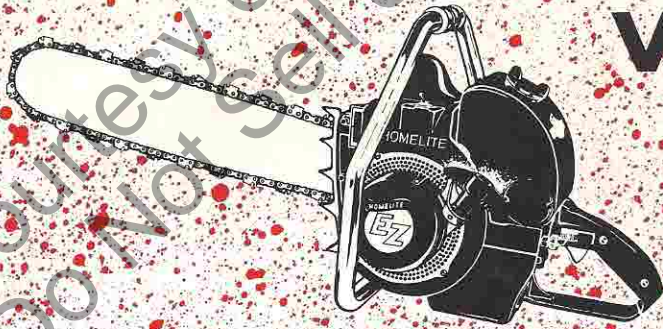
## Matches Win for Homelite

The Homelite match books, which many dealers give out to their customers, are not only a good buy for the dealer and very good advertising for Homelite, they're also considered so effective in design that they recently received the

third Annual Award offered by the American Match Industry. In the picture above a Salesman of the Lion Match Co., left, is present as the Mayor of Port Chester, N. Y., Anthony Zaccagnino, center, presents the award to Howard J. Maxwell, Homelite's Advertising and Promotion Manager.

October, 1956

# HOMELITE EZ CONTEST WINNERS



**PICKING A WINNER** Mayor Dunn of Fresno, California, 2nd from left, draws a lucky number as Bill Rankin, left, Lamar Cheney, center right, and Tom Terry, right, of the Fresno Office assist. Seventy-one other drawings were made for Homelite by mayors, sheriffs, prominent tree experts, pretty secretaries and even by little children, in all parts of the country.



WIN! A No. 0000

**HOMELITE**  
**EZ**  
**CHAIN SAW**

NAME E. Z. Sawyer

ADDRESS 729 Forest Street

CITY Woodland STATE USA.

GIVE THIS COUPON TO YOUR HOMELITE DEALER  
SAVE AND USE THIS BANK — YOUR NUMBER IS ON THE TOP

This special edition of "Sawdust" contains the names and in most cases the pictures of all the lucky people who were winners in the big, nation-wide EZ Contest launched by Homelite in April. It was a great contest, with interest high from the very beginning. Over twelve hundred Homelite dealers ordered over 300,000 banks and participated in other phases as well. There were winners from thirty-three states and seventy-two communities, resulting in a fine amount of publicity. The winners were mostly farmers, loggers and professional tree men but also included a school

teacher, a retired mail carrier, two ladies and a young boy.

Some of the winning dealers were well-established, with a large following of loyal Homelite customers. Others were very new, as new as the EZ itself. Over half of the winning dealers showed greatly increased business from the day they demonstrated their first EZ. All over the country, the sale of EZs as well as 5-30s, 5-20s and 17s, was amazing, especially at a time of year which is usually considered slow for selling saws.

In addition to the lucky seventy-two who won a free EZ in the nation-wide Contest and the many others who won free EZs offered by wide-awake dealers at Field Days and Logging Contests, there were literally thousands who bought EZs as a direct result of a demonstration. Judging by letters and comments from users, they feel they got their money's worth. To quote a typical letter, "It is the best saw I ever used and sawing is a pleasure instead of a task since I purchased it. It is the best!" That goes for the Contest, too. It was the best!

#### WINNERS OF EZs

Arkansas; B. Potter, Mountain View  
Arkansas; John Snider, West Fork  
Arkansas; Dan Drummond, Winslow  
California; Fred Pentilla, Coalinga  
California; Don Leedom, Highland  
California; Hansel G. Hammons, Lindsey  
California; R. H. McConnell, Petaluma  
California; Mrs. Dorothy Carozza, San Jose  
California; Kenneth Wilson, Tahoe City  
Colorado; Dennis James Miller, Paonia  
Colorado; Frank Hardin, Rye  
Colorado; Frank Jackson, Monte Vista  
Delaware; Harry Lindale, Greenwood  
Florida; Marvin Strickland, Bunnell  
Georgia; Robert Doswell, Fitzgerald  
Georgia; W. C. Jackson, Tennille  
Idaho; Jerry Wright, Hagerman  
Illinois; Willard Kapplin, Altamont  
Illinois; Martin Twenhafel, Gorham  
Illinois; Hershell M. Black, Mt. Carmel  
Indiana; Donald Greer, No. Manchester  
Iowa; Homer Parcell, Brighton  
Iowa; The Peterson Brothers, Dow City  
Iowa; Carl Welter, Epworth  
Iowa; Rudy Miller, Kalona  
Kansas; Elmer Hall, Havana  
Kentucky; E. G. Peery, Hazard  
Kentucky; John King, Leon  
Louisiana; Morris Leeper, Winnfield  
Louisiana; Mrs. Verna B. Craig, Zwolle  
Maine; Roy Freeman, Wells  
Maryland; Frederick Vantz, Hancock  
Massachusetts; Casey G. Kulas, Cheshire  
Massachusetts; Joseph Florindo, Rochester  
Michigan; Kenneth Hallstrom, Chatham  
Michigan; Archie Tompkins, Grand Haven  
Michigan; Ralph Brownell, Watersmeet  
Minnesota; Arthur Birk, Mankato  
Mississippi; C. S. Cresap, Iuka  
Mississippi; Willis Jordan, Pachtuch  
Mississippi; Shelby Amacker, Poplarville  
Missouri; J. D. Lewis, Birch Tree  
Missouri; Jesse McGinnis, Clinton  
Missouri; Myrel Dake, Iberia  
Missouri; R. O. "Archie" Fraser, Salem  
Missouri; Ernest Johnson, Westboro  
New York; Clifford Hill, Malone  
New York; Jess Underwood, Massena  
New York; Richard Ott, Victor  
New York; Morris Gay, Warsaw

North Carolina; D. C. Summerlin, Goldsboro  
North Carolina; Fred Gaither, Miller's Creek  
Ohio; Clyde Miller, Akron  
Ohio; David J. Davies, Ashland  
Ohio; William G. Calvert, Lewisville  
Ohio; Paul French, New Paris  
Ohio; Amos Wagner, Uniontown  
Ohio; Ralph Jenkins, Wayne  
Oklahoma; John Ed Odel, Salina  
Oregon; Melvin Bergerson, Vernonia  
Pennsylvania; William A. Nemo, Roulette  
Pennsylvania; Leslie Sheesley, Vintondale  
South Carolina; Paul Giles, Union  
South Dakota; James Fidler, Rapid City  
Virginia; Paul C. Bennett, Doe Hill  
Virginia; John H. Mason, Mineral  
Washington; Arthur Calvin, East Stanwood  
West Virginia; John Baring, Bayard  
Wisconsin; John L. Steffan, Malone  
Wyoming; Carl H. Anderson, Elk Mountain  
Wyoming; Harry Davoy, Newport  
Wyoming; W. L. Anderson, Smoot

#### WINNERS OF \$100 BONDS

Arkansas; Ben & William Thomas, Fayetteville  
Arkansas; O. D. Meadors, Mountainburg  
Arkansas; C. K. Lancaster Jr., Mountain View  
California; C. E. Russell, West Side Pipe Co., Coalinga  
California; Charles I. Ingram, Highland  
California; William Turner, Petaluma  
California; R. Howard & C. Dodge, Porterville  
California; Martin V. Kearns, Farmers Union Hardware, San Jose  
California; Robert J. Wray, Tahoma  
Colorado; C. E. Corning, Corning  
Colorado; W. L. Peckum, Del Norte  
Colorado; Andy Feil, Hotchkiss  
Delaware; W. I. Pase, Harbison  
Florida; L. E. Wadsworth, Bunnell Timber Co., Bunnell  
Georgia; J. W. Martin, Fitzgerald  
Georgia; Jesse Newsom, Sandersville  
Idaho; Frank Parsons, Priest River  
Idaho; Mr. & Mrs. Vernon Ravenscroft, Tuttle  
Illinois; Elmer H. Miller, Altamont  
Illinois; Rudy Christy, Deck Hill Battery, Mt. Carmel  
Illinois; Richard E. Kennedy, Murphysboro  
Indiana; Noah Longworth, Richmond  
Indiana; Russel Kerlin, Silver Lake

Iowa; Max Jones, Denison  
Iowa; Herbert Koelker, Dyersville  
Iowa; Frank Brown, Fairfield  
Iowa; Jeff L. Ropp, Kalona  
Iowa; Lloyd Brush, Shandoah  
Kansas; Kent L. West, Sedan  
Kentucky; Guyn E. Hayden, The Sterling Hardware Co., Hazard  
Kentucky; J. S. Hudgins, Leon  
Louisiana; J. E. Davis, Many  
Louisiana; Charles Alford, Winnfield  
Maine; William Syvinski, South Berwick  
Maryland; C. C. Mason, Mountain Lake Park  
Massachusetts; Walter Tripp, Acushnet  
Massachusetts; Mrs. Walter Piekos, Berkshire Power Equipment, Cheshire  
Michigan; Hugo Hallstrom, Eben Junction  
Michigan; Wyner N. Maki, Iron River  
Michigan; Merlin Gundy, Muskegon  
Minnesota; James Stewart, N. Mankato  
Mississippi; D. O. and J. C. Jourdain, Iuka  
Mississippi; H. B. Hawthorne, McNeil  
Mississippi; G. E. Ivey, Quitman  
Missouri; J. L. Powell, Birch Tree  
Missouri; James Long, Clinton  
Missouri; A. M. Robertson, Iberia  
Missouri; Troy Land, Salem  
New York; Jack Hanna, Hancock Falls  
New York; DeWitt Hutchins, Malone  
New York; Douglas La Point, Massena  
New York; William Dubois, Pavillion  
North Carolina; Bill Boyer, J. M. Edgerton & Sons, Goldsboro  
North Carolina; Clarence Benton, Wilkes Power Saw, N. Wilkesboro  
Ohio; Kenneth Funk, Ashland  
Ohio; Gene Damschroder, Clyde  
Ohio; Dan Coblenz, Hartsville  
Ohio; Roy Leppo, Tallmadge  
Ohio; A. J. Cline, Woodsville  
Oklahoma; Wildcat Williams, Locust Grove  
Oregon; T. F. & Hilda Keasy, Vernonia  
Pennsylvania; W. Steele Shaw, Blairsville  
Pennsylvania; J. C. Jones, Bradford  
South Carolina; G. M. Boughman, Union  
South Dakota; Zoel L. Couture, Rapid City  
Virginia; Henry Gilbert, Orange  
Washington; Bert Robinson, Mt. Vernon  
West Virginia; Harold Largent, Berkeley Springs  
West Virginia; Robert Boserman, Franklin  
Wisconsin; L. J. Baker, Fon du Lac  
Wyoming; Don Wood, Afton  
Wyoming; Ray Lefforge, Hanna

# WINNERS



Left, William Syvinski, dealer, of South Berwick, Maine, Roy Freeman, winner, and M. G. Lemoine, Boston District Manager (All pictures are identified from left to right).

Right, W. S. Bifler, Jacksonville Office Manager, Louis Wadsworth, dealer, of Bunnell, Florida, Mechanic Booth and M. C. Strickland, winner



Above, Douglas LaPoint, dealer, of Massena, New York, and Jess Underwood, winner



Above, DeWitt Hutchins, dealer, of Malone, New York, Arnold McClay, Homelite Salesman and Clifford Hall, winner



Above, dealer Vernon Ravenscroft of Tuttle, Idaho, and winner Jerry Wright of Hagerman, Idaho



Above, C. C. Mason, dealer, of Mountain Lake Park, Maryland, and winner John Baring of Bayard, West Virginia

Below, Harold Largent, dealer, of Berkeley Springs, West Virginia, Frederick C. Vantz, winner, and Robert Woods, Chain Saw Specialist



Above, Wallace Hingtgen, Chain Saw Specialist, Arthur Calvin, winner, Mrs. Calvin and Harry Lindbeck, Manager of Robinson Hardware, Mt. Vernon, Washington



Left, J. W. Martin, dealer, of Fitzgerald, Georgia, Robert Doswell, winner, and Richard Hanselman, Chain Saw Specialist

At right, Fred White of Lloyd's Equipment, Denver, and winning dealer W. L. Peckumn of Del Monte, Colorado





Above, John Ed Odle, winner, Senator Langley, Wildcat Williams, dealer, Mary Jo Langley and Lou Roy Faylor, Oklahoma City Branch Manager, in Radio Station KOLS, Pryor, Oklahoma



Left, Ernest Johnson, winner, of Westboro, Missouri and Lloyd Brush, dealer, of Shenandoah, Iowa



Above, Max Jones and Harold Lavery, dealers, of Denison, Iowa, and the Peterson Brothers, winners, of Dow City, Iowa



Above, Lynwood Tripp (now Baltimore District Manager), Harry Lindale, winner, and W. I. Pase, dealer, of Harbison, Delaware



Above, John L. Steffan, winner of Malone, Wisconsin, and L. J. Baker, dealer, of Fon du Lac, Wisconsin



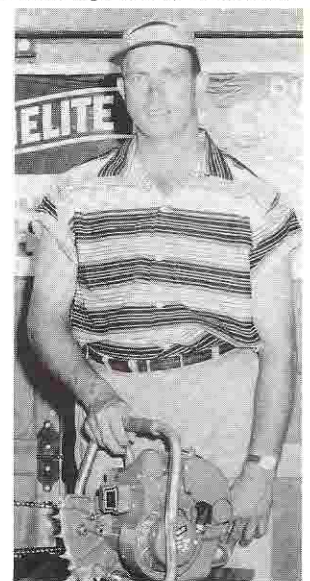
Above, in front, Mrs. Riner, O. E. Cook, Atlanta Branch Manager, W. C. Jackson, winner, Louie Riner. In back, J. G. Hatcher, instructor, and John Mize, principal of local high school, Sandersville



Above, R. O. "Archie" Fraser, winner of Salem, Missouri



Above, Frank Parsons, dealer, of Priest River, Idaho, and Henry Davoy, winner, of Newport, Wyoming



Above, Martin Twenhafel, winner, of Gorham, Illinois





Above, Ralph H. Brownell, winner, Nico Van de Ryn, Chain Saw Specialist and Wyner N. Maki, dealer, of Iron River, Michigan



Above, Lamar Cheney, Fresno Branch Manager, Fred Pentilla, winner, and C. E. Russell, dealer, of Coalinga, California



Above, James Long, dealer, of Clinton, Missouri, Jesse McGinnis, winner, and John Haldeman, Kansas City District Manager



Above, John Snider, winner, Ben and William Thomas, dealers, of Fayetteville, Arkansas, and Bob Tilley, Chain Saw Specialist



Below, Gene Damschroder, dealer, of Clyde, Ohio, and A. Gruettner, Detroit District Manager



Above, Clyde Miller, winner, and Roy Leppo, dealer, of Talmadge, Ohio



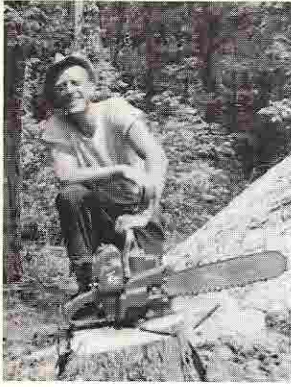
Above, Robert J. Wray, dealer of Tahoma, California, Mr. Wilson, Kenneth Wilson, winner, and Richard Dodelin, Sacramento Branch Manager



Above, James Fidler, winner, and Zoel L. Couture, dealer, of Rapid City, South Dakota



Below, Archie Tompkins, winner, Merlin Gundy, dealer, of Muskegon, Michigan, and Charles Kessler, Chain Saw Specialist



Above, Ralph Jenkins, winner, of Wayne, Ohio



Above, Morris Gay, winner, of Warsaw, New York, and Daniel Pike, Chain Saw Specialist



Above, Detroit District Manager A. Gruettner, Kenneth Hallstrom, winner, of Chatham, Michigan and Hugo Hallstrom, dealer, of Eben Junction, Michigan



Above, J. D. Lewis, winner, of Birch Tree, Missouri



Above, Homer Parcell, winner, and Frank Brown, dealer, of Fairfield, Iowa



Above, Wilbur M. Gay, Salesman, Elmer Hall, winner, and Kent L. West, dealer, of Sedan, Kansas



Above, Mayor Zeno Gebhart, Carl Welter, winner, and Herbert Koelker, dealer, of Dyersville, Iowa



Above, Lamar Cheney, Fresno Branch Manager, Hansel Hammons, winner, Ralph Howard and Clarence Dodge, dealers, of Porterville, California



Above, Willard Kapplin, winner, Elmer Miller, dealer of Altamont, Illinois, and Ted Skroch, Indianapolis District Manager



Above, Fred Cristiano, Cincinnati District Manager, and Guy Haydon of the Sterling Hardware Co., Hazard, Kentucky



Below, Kennard Jones, Salesman, Mrs. Dorothy Carozza, winner, her son and Victor Kearns, dealer, of San Jose, California



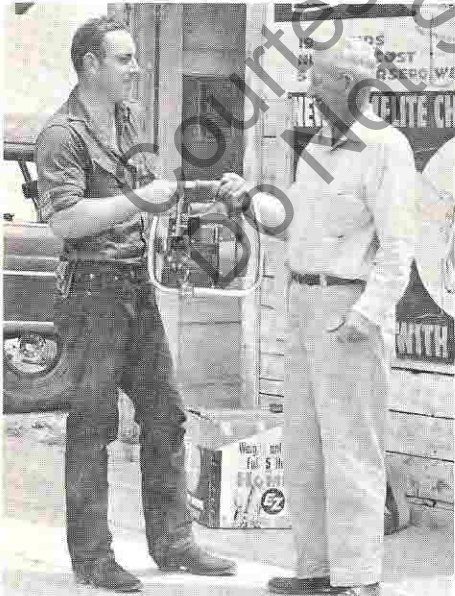
Above, L. Roy Bowman, Chain Saw Specialist, Henry Gilbert, dealer, of Orange, Virginia, and winner John H. Mason



Above, A. J. Cline, dealer of Woodville, Ohio, and winner William G. Calvert of Lewisville, Ohio



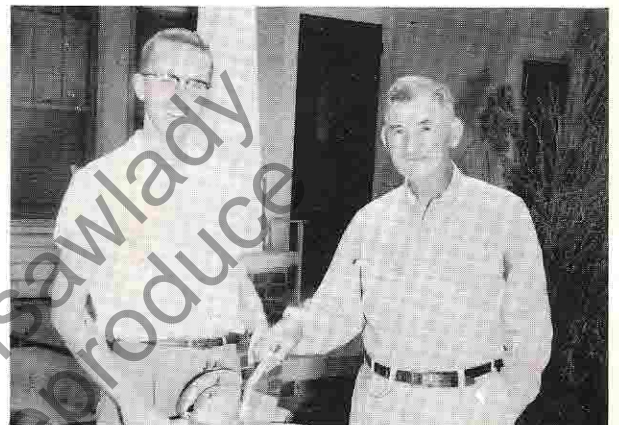
Above, David J. Davies, winner, and Kenneth Funk, dealer, of Ashland, Ohio



Above, Andy Feil, dealer, of Hotchkiss, Colorado, and Dennis James Miller, winner, of Paonia, Colorado



Above, winner B. Patter and C. K. Lancaster, Jr., dealer, of Mountain View, Arkansas



Above, D. O. Jourdain, dealer, of Iuka, Mississippi, and winner C. S. Cresap

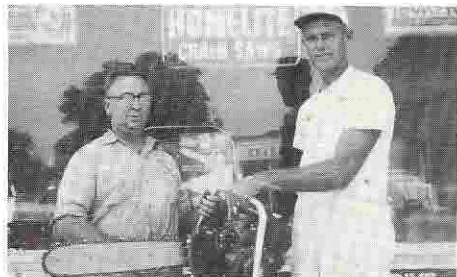
Below, Donald Greer, winner, of North Manchester, Indiana, and Russell Gerlin, dealer, of Silver Lake, Indiana



Above, H. Throckmorton, Chain Saw Specialist, C. Albrecht, St. Paul Office, Arthur Birk, winner, and James Stewart, dealer, of N. Mankato, Minnesota



Above, S. B. Patterson, dealer salesman of Blairsville, Pennsylvania, and winner Leslie Sheesley



Above, Hershell M. Black, winner, and Rudy Christy of Deck Hill Battery, dealers, in Mt. Carmel, Illinois



Above, Dealer J. E. Davis of Many, Louisiana, Mr. Craig and Mrs. Verna Craig, winner, of Zwolle, Louisiana



Above, E. G. Perry, winner and Mr. Hurt, dealer-salesman for Sterling Hardware, Hazard, Kentucky



Above, Paul Giles, winner, G. M. Boughman, dealer, of Union, South Carolina, and Tom Jones, Chain Saw Specialist



Above, Carlos Alford, dealer, of Winfield, Louisiana, and Morris Leeper, winner

At right, D. Farthing of the Wilkes Co., North Wilkesboro, North Carolina and winner Fred Gaither, Millers Creek, North Carolina



Above, O. D. Meadors, dealer, of Mountainburg, Arkansas, and Dan Drummond, winner, of Winslow, Arkansas

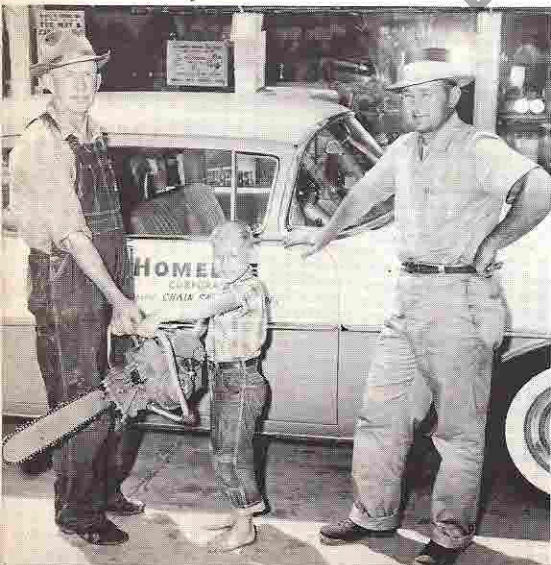


Below, Ray Leffarge, dealer, of Hanna, Wyoming, and Carl H. Anderson, winner, of Elk Mountain, Wyoming

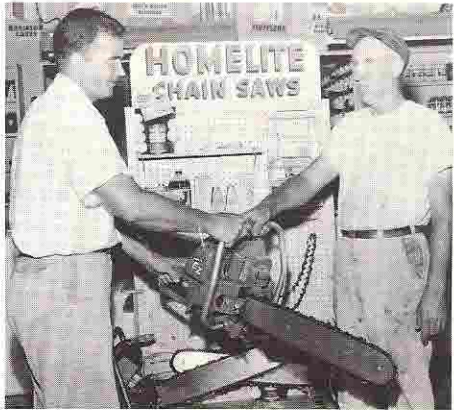


At left, Don Leedom, winner, and Wayne Ledford, dealer, of Highland, California

Below, Shelby Amacker, winner, Master Hawthorne and his father H. D. Hawthorne, dealer, of McNeil, Mississippi

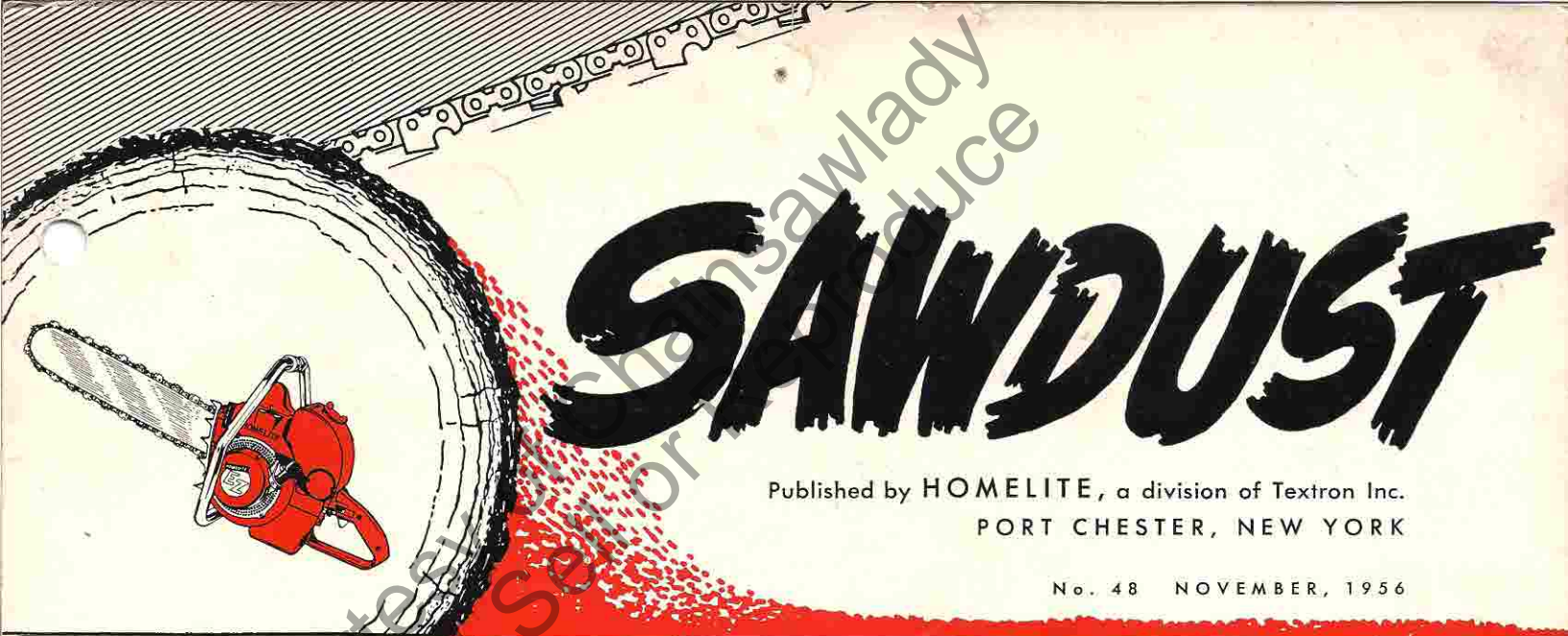


Below, Bill Boyer of J. M. Edgerton & Sons, dealers of Goldsboro, North Carolina, and winner D. C. Summerlin



Below, C. E. Corning, dealer, of Carning, Colorado, and Frank Hardin, winner, of Rye, Colorado





# SAWDUST

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

No. 48 NOVEMBER, 1956

## Homelite New World Leader In Saw Sales and Production

HOMELITE's spectacular rise to the top in a few short years is a typical American success story. In October, 1949, when Homelite introduced its first model — the 20MCS — thirteen other companies were making chain saws. Some of these were old, established concerns; others were new and eager. Since then several of these have dropped out, but new entries have joined the race and there are now twenty-six in the field. And of all these, Homelite — after only seven years — is the largest producer of chain saws in the world. How did this happen?

FIRST, Homelite has a *better product*. As a result of Homelite's engineering skill and experimental know-how, the chain saw design is outstanding. The lightweight engine, developed and improved for Homelite's carryable pumps and generators has been made even lighter, without sacrificing either power or dependability. In fact the power has been increased to the point where Homelites have more power per pound than any other chain saw on the market. And the quality has been maintained, even as production has been stepped up from a few hundred a month to thousands. Continuous quality checks during manufacture and rigid on-the-job tests in the field keep the standards high and the customers satisfied.

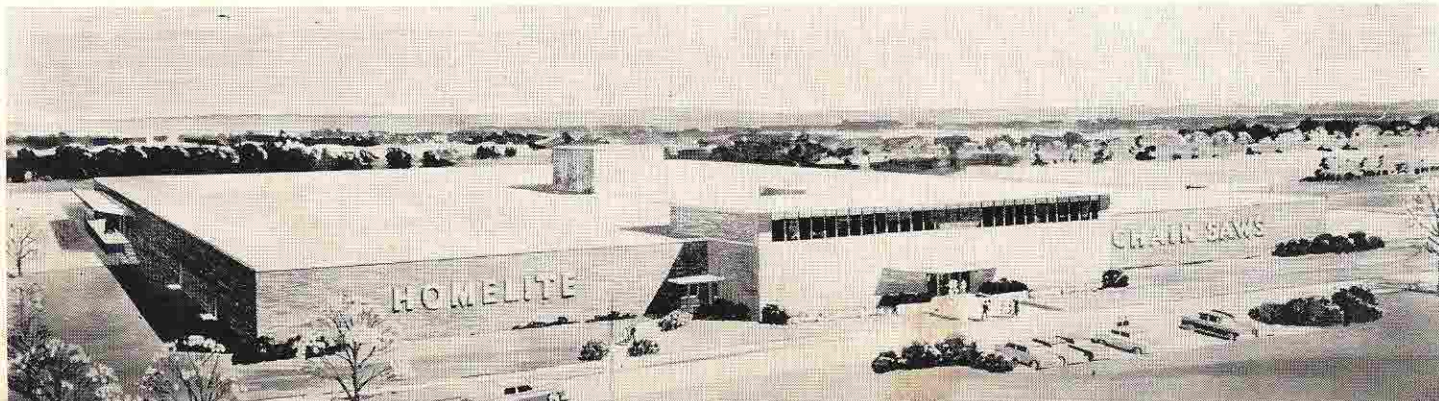
SECOND, Homelite has a *better sales organization*. There is an unusually solid relationship between the factory, the branch and the dealer on the Homelite team. Homelite salesmen have high mechanical skill, proven selling ability and in most cases specialized forestry training. With this background and

because they concentrate their efforts on Homelite products exclusively, Homelite salesmen are especially qualified to help their dealers effectively. In their turn, Homelite dealers do an outstanding job of knowing their customers' needs and problems and recognizing that good service and a high volume of sales go hand in hand.

THIRD, Homelite has a *better promotion program*. The name and fame of Homelite chain saws have been spread far and wide with hard-hitting, consistent ads in magazines and farm papers and with the most comprehensive point-of-sale program in the industry. Taking advantage of this program, Homelite dealers have made themselves known in each community and have identified themselves with the Homelite name.

Complimenting the Homelite dealers on their part in achieving this record performance, Mr. J. Allan Abbott, President of Homelite, said, "When a peak is reached, an ambition realized, there is a temptation to sit back and rest on our accomplishments. In this case it would be fatal as we face a much stiffer competitive race in the future and we want to be strong enough to keep the lead we have taken. To this end, as a member of the Textron family of diversified industries, Homelite is building a new, modern chain saw factory in Gastonia, North Carolina. This new factory will be a very important factor in insuring our continued lead in the field by providing more economical and efficient production of chain saws on an even larger scale. We're on top now, and we plan to stay there!"

Artist's sketch of new Homelite Chain Saw Factory in Gastonia, North Carolina



## Quality Products

THE STRANGE-LOOKING tree on these pages bears the seven models of Homelite one-man chain saws which have been spreading through the forests and wood lots in increasing numbers during the past seven years.

The seeds were planted nine years ago when Homelite decided to go into the chain saw field. First a very thorough study was made of the markets and conditions in the lumbering industry. It became evident that loggers wanted a lightweight saw, powerful enough to cut the largest trees and rugged enough to stand up under hard and constant use. These three qualities — lightness, power and ruggedness — have been the constant goals in the development of Homelite chain saws.

A very important decision was made at this time by Mr. Abbott. In a report on the subject he wrote, "I decided to concentrate our efforts on the one-man saw rather than the two-man type predominantly accepted at the time. If we had entered this field with the two-man saw, our success would have been very limited as the trend towards the one-man saw has been so great and so sudden".

Before the first model was put on the market, factory salesmen with equipment built in Homelite's experimental department went out into the field to demonstrate the new chain saw and line up dealers to handle it. Finally, in October of 1949, the 20MCS began to come off the production line. The red and black saw with the swivel handle was studied with curiosity and interest, which turned to enthusiasm when the performance was so outstanding.

### CONTINUING DEVELOPMENT

The 26LCS replaced the 20MCS in April, 1951, and was an immediate success. These two models laid the solid groundwork of quality and performance on which the future sales growth was to rest. Many of these are still in use.

In August, 1953, the mighty Model 5-30 was introduced, weighing only 30 pounds and capable of developing 5.5 horsepower. This was followed in March, 1954, by the Model 17, called "The Mighty Mite of Chain Saws", weighing 20 pounds and producing 3.5 horsepower. This was another great success which resulted in a big jump in sales volume.

In the fall of 1955, the Model 5-20, in a blaze of publicity, took the spotlight. Within three months, this lighter, 5 horsepower chain saw had broken all sales records!

By now, Homelite's triple threat team of quality product, sales organization and sales promotion were in high gear and the

customers responded with enthusiasm. In 1956, the direct drive EZ, designed especially for the farmer and occasional user and heralded by Homelite's most extensive advertising campaign, made an immediate hit and shot the sales up in the spring and summer. July, usually a low point in sales, produced an amazing record—a rise of 125% from July, 1955, and higher sales volume than any previous month, even the fall months! In addition, last summer, came the Model 7-29, world's most powerful one-man chain saw, and Homelite had another winner to round out the line.

The current models, the 17, 5-20, EZ and 7-29 provide a fine Homelite chain saw for every need, from heavy professional production cutting to light pruning, limbing and clearing. It's no wonder that this Homelite chain saw tree is the tallest tree in the stand and with proper care and attention, will continue to top the forest.

## Quality Dealers

While new chain saws were being developed and promoted with increasing vigor, the Homelite dealer organization was growing in proportion.

In 1949, when the 20MCS was ready to go into production, Homelite had to decide what kind of a sales organization to set up. It would have been easy to turn to the distributors who could have provided a large number of outlets in all parts of the country in a short time. There was always the chance in this kind of distribution that this new product would be lost in the shuffle — not presented to the customer with any clear understanding of its potentialities. So Homelite decided on a course which, in the long run, has proved much more satisfactory. Using the hard-hitting and well-established Homelite Sales Organization as a nucleus, specially trained men went out into one section of the country at a time, selecting established farm equipment and logging dealers and training them to represent Homelite.

The dealers thus became an integral part of the Homelite organization, appointed directly by Homelite and receiving all the necessary encouragement and help. Although it took many months to establish, the result was a well-knit, well-trained, loyal and enthusiastic group of nearly 1,000 dealers by 1952.

As new models have been introduced and sales have increased by leaps and bounds, a continuing policy of strengthening, and increasing the organization has brought the number of dealers to approximately 2500 and has resulted in good coverage of all the farm and forest

areas in the country. The Homelite Sales Department is working constantly to make this even more comprehensive, to strengthen each link in the chain.

Training these hundreds of new dealers each year has been an important project handled, primarily, by the Chain Saw Specialists, working out of Homelite's 65 branch offices. These men are all carefully picked for their background of forestry or lumbering experience and are factory trained in all the vital elements of the maintenance and servicing of Homelite saws. Their main job is setting up and training new dealers and assisting all dealers in their territory in all types of problems, from how to file a chain to how to operate a Homelite shop.

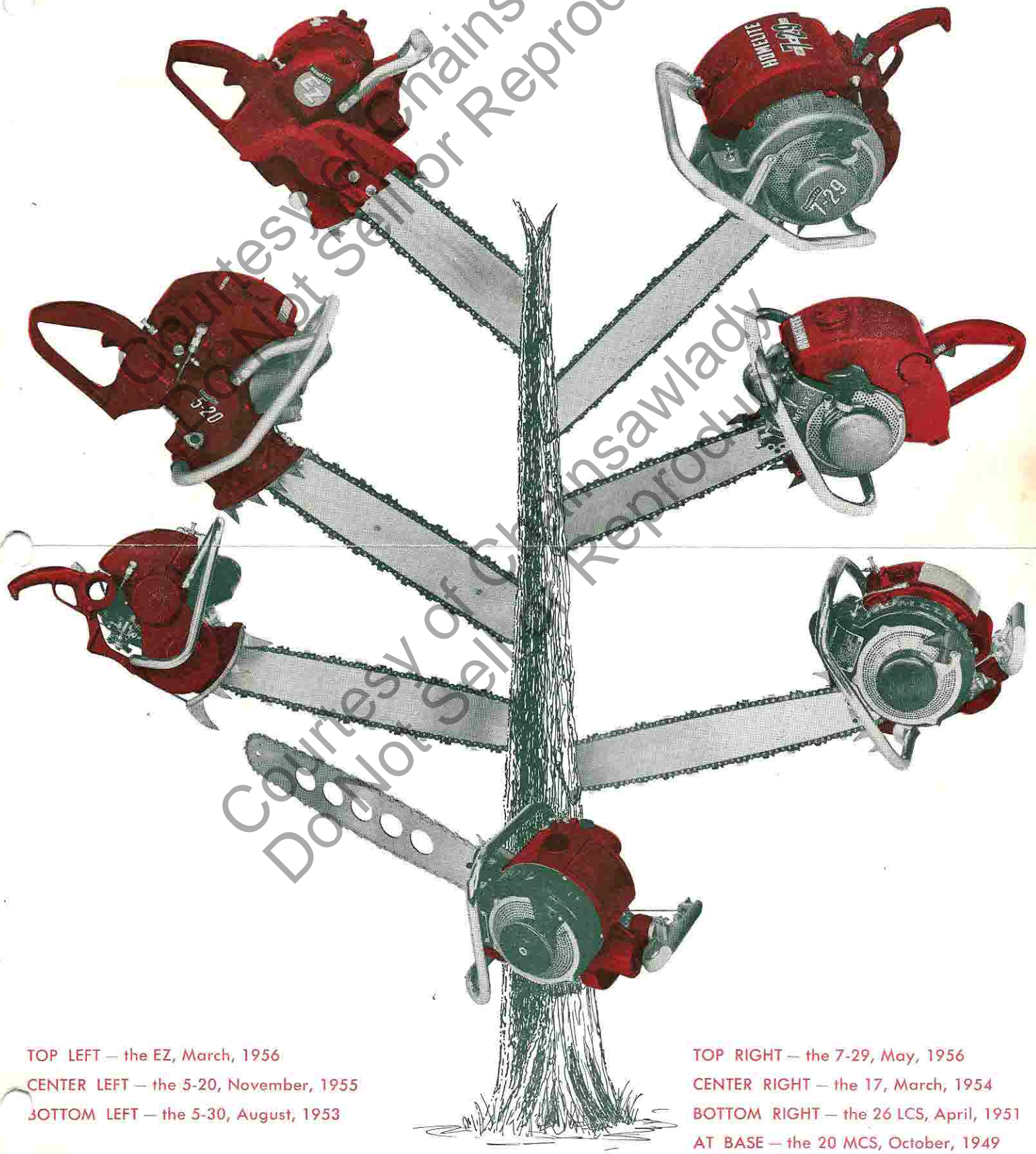
In this close-knit type of organization, there's a chance for an unexcelled two-way flow of ideas. Dealers, who have every-day contact with the product in the users' hands, have made valuable suggestions for improvements and changes. These are studied with great interest by the factory and adopted if they are considered to be practical and of universal application. On the other hand, the Sales Department and the Sales Promotion Department are constantly passing on ideas and material which will help the dealer do a better selling job and increase his profits.

### ON-THE-SPOT TRAINING

In addition to the training given by the Chain Saw Specialists, many branches hold dealer meetings to discuss mutual problems and exchange constructive ideas. In one district a bus has been converted into a mobile "Service School" which goes out into different communities and logging camps. The seats of the bus have been removed, work benches installed and experienced and inexperienced chain saw users "learn by doing". Other branches have used other types of mobile instruction units. Customers as well as dealers are welcome at these sessions and learn how to service Homelite saws, how to file a chain to get the best cutting results and how to trouble shoot the unit. Reports indicate that this type of training is very popular and successful.

This is the sales organization which has brought the sales of Homelite chain saws to the top. Though "Sawdust" sometimes features a "Dealer of the Month" there is no such thing as a typical Homelite dealer. Some have good-sized establishments with several employees, others work alone. All, however, are part of the whole Homelite picture, contributing, through courteous and interested service, salesmanship and keen knowledge of the chain saw market, the vital secret of Homelite's success.

# The Homelite Chain Saw Family



TOP LEFT — the EZ, March, 1956

CENTER LEFT — the 5-20, November, 1955

BOTTOM LEFT — the 5-30, August, 1953

TOP RIGHT — the 7-29, May, 1956

CENTER RIGHT — the 17, March, 1954

BOTTOM RIGHT — the 26 LCS, April, 1951

AT BASE — the 20 MCS, October, 1949



"The Sky's the Limit with Homelite", according to Dealer Bob Wray, left, of Tahoe City, California. Here, at Squaw Valley, 8,800 feet above sea level, he is presented with a \$100 Bond by Dick Dodelin, right, Sacramento Branch Manger. The EZ was presented to award winner Kenneth Wilson, who, with his father, made the difficult ascent with the Homelite men, by chair lift!



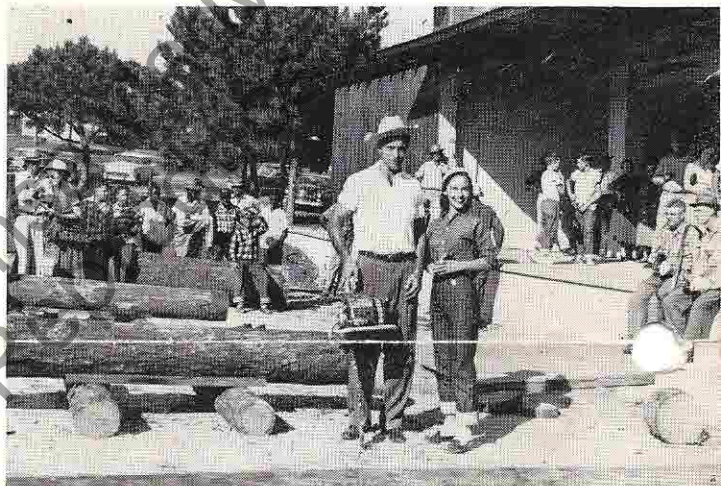
Future Forester, Harry A. Houghton, (center right) University of Georgia recipient of a 1956-57 Homelite Forestry Scholarship is complimented by (l. to r.) Gene McClellan, Atlanta District Manager, Billy Daniels of the Russell Daniel Dealership in Athens, Ga. and Acting Dean B. F. Grant. Mr. Houghton is an outstanding student with a fine personality and great future potentials. He was very happy to receive the award, especially since his two year old son just had a baby sister!

### STORIES FROM ALL OVER

Interesting stories and pictures are coming in from all over these days. Letters from enthusiastic owners of new Homelites sparkle with friendly words like "It far surpassed our expectations," "I just can't express myself how grand it is", "You should furnish roller skates to keep up with the Homelite", "For day after day trouble-free production cutting, the Homelite can't be beat." Nice kind of letters to get!

Homelite displays are drawing the crowds at Fairs; Homelite floats are awarded prizes in parades; Homelite chain saws keep winning sawing contests. Here are a few of the pictures which illustrate the kind of activity taking place all over the country, with dealers, salesmen and customers.

(At right) Prize-winner C. M. Smiley poses with pretty Forest Queen Eleanor Cammack at the Louisiana Forest Festival in Winnfield, Louisiana, which was attended by 60,000 people in October. Mr. Smiley won the \$50 first prize in the 4 to 6 horsepower cutting contest with his Homelite 5-30. Homelite users carried off most of the prize money, with the 7-29s taking all the top places in the over 6 horse power class.



New Kind of Guessing Game was played at the White County Fair in Arkansas recently by 7,348 people who were asked to guess how long it would take to reassemble the Homelite 7-29 shown in the glassed-in counter. Guesses varied from 15 minutes to 24 hours. Actual time it took Homelite mechanic Robert A. Walls, left, to put it together and make a cut in a 24" log was 2 hours, 1 minute, 23 seconds. Dave Southerland, center, Homelite dealer of Searcy, Arkansas, assists at the two hour broadcast which was aired over KWCB. The fifty silver dollars in the case went to the winner!

A Fair Return for Interest is what Mr. Alvin E. Fry (below) feels he received when he won a Homelite saw at the South Lebanon Fair in October. He was one of many who visited the interesting displays set up by Elmer E. Plasterer, Homelite dealer of Lebanon, Pa. This active dealer also entered a beautiful float in the Halloween parade, complete with a pretty girl and Homelite chain saws. It won first prize, naturally!





# SANDUST

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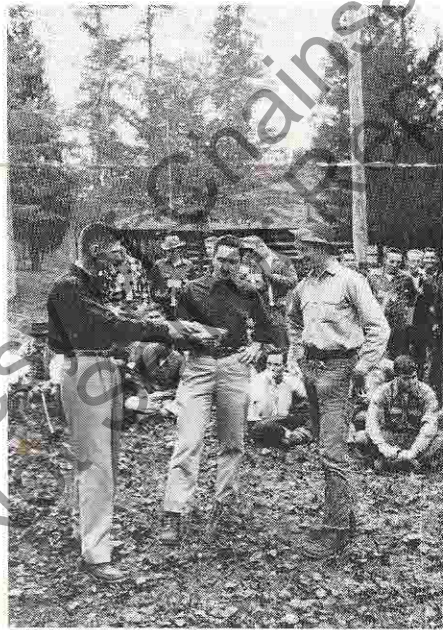
## Dealers Present Christmas Gifts To Eight Leading Forestry Schools

Two years ago at Christmas, a message was sent to all Homelite dealers telling them of a generous gift which was being given in their name to the whole country. Instead of sending individual gifts of no permanent value to each of the 2000 Homelite dealers, the first Homelite Forestry Scholarships were presented. An award of \$500 was sent to each of six of the country's leading forestry schools, at the University of Georgia, Louisiana State University, the University of Maine, the University of Minnesota, Pennsylvania State University and the University of Washington.

Committees from these schools selected juniors or seniors to receive the awards on the basis of scholastic ability, financial need, extra-curricular activities and future promise.

Last year two more scholarships were added and distributed through Michigan State University and North Carolina State College. The same eight colleges received the awards for the year 1956-57.

So far, thirty young men have shared these Christmas gifts from Homelite. Their expressions of gratitude and their desire to live up to Homelite's faith in them have been very sincere. To quote from a few of the letters. "I have been trying to work my way through college and at times, of course, the way is difficult. This help from Homelite is greatly appreciated and I will try to live up to this award by endeavoring to make a good record in the field of forestry." "I was very much surprised and pleased to receive this honor." "I hope I can make



Christmas came early for John H. DeCoste, center, and Theodore O. Hillbourn, right, of North Carolina State College. Dirk S. Slikker, Raleigh Branch Manager, hands them their Homelite Forestry Scholarship Awards.

a contribution to wood-using industries for payment of the faith Homelite has put in my abilities."

These young men are more than promising youngsters. They are already upper classmen, specializing in forestry, determined on careers which Homelite is able to help them attain. Most of them will undoubtedly stay in the forestry field which is in crying need of trained people.

Those who have studied the situation say that there is a shortage of trained foresters, with no improvement in prospect for several years. There is a brisk activity in the purchase of timber-bearing lands by big companies and small investors. Seeding nurseries are committed far beyond capacity in many cases. Industry is fast bidding up remuneration for foresters while mechanization in the woods and wood yards is proceeding rapidly.

Homelite regards itself as a partner in the forestry field as well as the forest products industries, for their success or failure closely affects Homelite's future. Of great interest, therefore, is the advance that has been made in forest management and preservation in the last 35 years. Now, at last, this country is growing more wood each year than it uses, utilizing more of each tree, finding many new uses for wood and wood-pulp. The future looks very bright. All this has come about because there has been an organized effort to solve these problems, sponsored by industry and private groups as well as by state and federal agencies.

Homelite dealers, by giving a Christmas gift which helps some of these future foresters with their education as well as by selling high quality chain saws which are such vital tools for the farmer and lumberman, are an integral part of the whole picture.

Watch for an interesting announcement to be issued soon which will widen even farther the dealer's share in the future of forestry.



Ed Smith of Tupper Lake, New York

A welcoming greeting of "Bien venu! Entrez!" from cheerful Ed Smith, Homelite dealer of Tupper Lake, New York, as you step into the cozy warmth of his shop, has a mighty pleasant sound — especially if you're a French Canadian and speak only French!

Ed didn't always speak French. He decided to learn it about five years ago after he witnessed what seemed like a tragedy to him. A French Canadian with cash



# From Christmas Tree Homelite Dealer of the Sends Greetings in Two

money in his hand and a need for a chain saw in his mind came into a chain saw shop (not Homelite) and couldn't make himself understood. Result — no sale. Ed Smith determined then and there that he'd never lose a sale that way, or any other way, so he set to work to learn the language. As nearly 75% of his customers are Canadians, working in the logging crews, it proved to be a very smart move. His shop is the meeting place for all the lumbermen when they come to Tupper Lake. They swap stories, experiences and feel completely at home. And they share a common bond of enthusiasm — for Homelite saws. Letters or packages are sent to the lumberjacks by Ed Smith, Tupper Lake and are picked up there by their rightful owners eventually. Ed has become a very well-known and important member of the community.

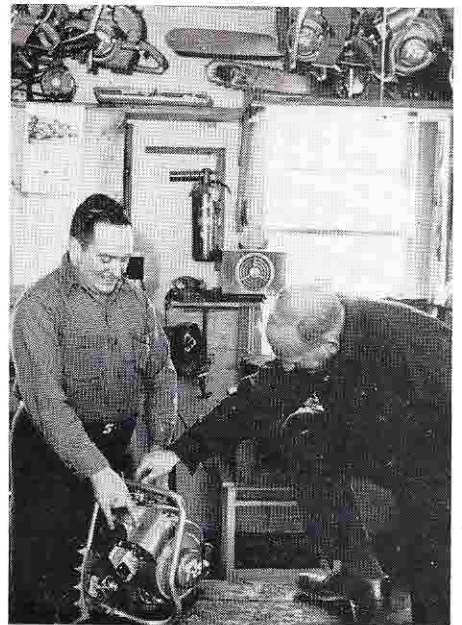
It wasn't always like this and Ed will be the first to tell you about some of the struggles and trials he went through. He was born and brought up in this Adirondack region of wooded mountains and blue lakes. He had to start working in

the woods at the age of thirteen, first as a peeler, then later as a lumberjack. He used a cross-cut saw first, then in 1945 he began using a chain saw and became a real expert and authority on them. That's why he can sell with real conviction the speed and easy-cutting qualities of a Homelite!

Leaving the woods, Ed got a job as a clerk in a hardware store which sold many brands of chain saws. He learned how to service and repair them, how to make deals and trades, how to know a good chain saw when he met one. Therefore, when Gene Carey and Jim Swan were touring the area, giving demonstration of the 20 MCS and trying to line up dealers, he was immediately interested — although it was his boss, not Ed, whom Homelite was trying to get. After the boss had turned down the idea, Ed asked for the dealership and was given it, several months later.

Ed recalls with humor those first months trying to get his own business started. Cash was very scarce and very necessary! "I was always two jumps ahead of the finance man with my 1946 Ford and always two payments behind!"

The customer looks a little doubtful as Ed Smith points out some of the superior features of the Homelite 7-29, below, while Fred, the repairman, tunes up an engine. He quickly catches the spirit of enthusiasm, at right, and points out what he likes. (Note the new units on shelves above the windows, to utilize all available space!)



# Country Dealer of the Month Languages



he recalls. "One night I just had to get some cash so I walked across the ice to a camp on an island at 12 o'clock at night to pick up a trade-in. I knew where I could sell it and I needed the money!"

"It's an ill wind" as the saying goes, and Ed Smith credits the start of his success to the terrible blow-down of 1951, which leveled great stands of timber, causing untold damage and destruction. There was an instant need for chain saws to help in the clearing and clean-up work and Ed tried to provide as many Homelites as possible, overnight. The factory had a hard time keeping up with the orders from him. He evidently made many fast friends at that time for himself and Homelite—friends he has kept ever since.

Ed Smith gives a full share of the credit for his success to his wife, Doris. "If it wasn't for Doris", he says. "I wouldn't have a thing. She's helped keeping the books and records, taking care of the accounts. I couldn't have done it without her!" Their success includes three lovely children and a beautiful new home. "It's quite a change from that ancient Ford to my new Buick (and all paid for, too!) plus a four-wheel drive jeep which I use to get into the woods for demonstrations, service and deliveries."

To insure this success Ed says, "You have to get out in the woods and show the saw and you have to give service." Ed does everything within his power to give this service. His shop is equipped to make all kinds of repairs. He saves money for his customers by repairing carburetors, tapping out defective jets, welding magnesium and aluminum castings. This isn't just an 8 to 5 operation. His shop is open at all hours of the day or night in case of an emergency.

Ed is one of the experienced and observant Homelite dealers who frequently suggest improvements in Homelite units. Some of the changes which resulted from this interested attitude were improvements in the carrier handle brace and the throttle shaft.

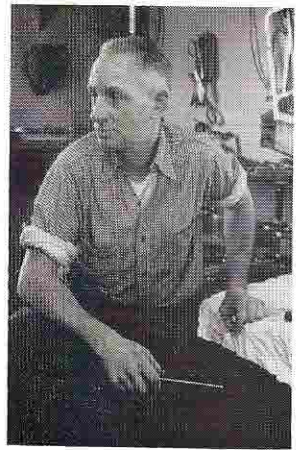
In his early days, Ed Smith used to do a lot of demonstrating in the field, often staying for days in a lumber camp, work-

ing with a Homelite saw to prove what it could do. He says, "You never can tell what kind of business you will do. You know how they say, 'he'll give you the shirt off his back?' Well, I've given the shoes right off my feet in the name of Homelite service! A lumberjack liked my shoes so much that he had to have them. I wanted to keep a prospective customer happy, so I gave him my shoes in exchange for ones that were much too small for me. I darn near crippled myself getting home!"

Ed's Shop at Tupper Lake is really quite a place now, and so many customers come to him that he doesn't have time to get out in the woods the way he used to. He carries a tremendous stock of parts and plenty of new and used Homelites. During the day, he and his repair man, Fred, work on major repairs and reconditioning of chain saws turned in for trade. Then, late in the afternoon, after work, the lumberjacks begin to congregate in his shop, some wanting service on their saws, others wanting to buy or trade and many others just wanting to hang around in a congenial atmosphere. Ed takes care of them all so well that Doris has a tough job getting them to clear out and go home after the business is long since completed.

When he first became a Homelite dealer Ed had to battle stiff competition in the form of other makes of chain saws, but no more! There just isn't any competition! Around Tupper Lake, Homelite is considered the Cadillac of chain saws and everybody wants one. If they can't have a new Homelite then they want a used one. Consequently, Ed does an exceptionally profitable business on trade-ins. He does such an expert job of reconditioning

Fred is an expert at fixing up a used saw to look and act like new.



that he's able to give a "new saw guarantee" on any used Homelite saw he sells.

It goes without saying that Ed does a fine promotion job as well. Although he is unable to use roadside signs, (being in the Adirondack Park area where they are prohibited) anywhere you go in the vicinity you will be given Homelite matches! At the annual Tupper Lake Field Day, Ed Smith sets up an exciting Homelite display and gives away hundreds of balloons, yard sticks, matches and even T-shirts and helmets. He always has a colorful float in the parade and in the log cutting contests Homelite has consistently been the winner.

His enthusiasm for Homelite is catching! He keeps reminding people that Homelite makes the best chain saw in the world and Ed Smith is the man who sells them. Whether he sells them in English or French Canadian, he's doing an outstanding job. So "Merry Christmas to Dealer of the Month Ed Smith and his family and also Joyeux Noel!"

There's a warm welcome waiting for friend and stranger alike from Ed Smith and his wife Doris at Tupper Lake, N. Y. The trusty four-wheel drive, sporting the Homelite name for all to see, takes Ed into the woods, when necessary, for demonstrations and service.





## Where Are Your Scrip Dollars?

Are your Scrip-Dollars out working for you or are they stuffed in the back of a drawer? It's getting near the end of 1956, remember, and your 1956 Scrip-Dollars will only be honored for advertising appearing before Feb. 15, 1957.

The time is getting short so lay your plans to use every last one of your 1956 Scrip-Dollars. Remember, for every dollar you invest, you're getting two dollars worth of advertising! You are doubling your chance of interesting the right prospects, informing the right people, making additional sales. So get those '56 Scrip-Dollars working for you before it's too late!

This year, to make the Scrip-Dollar deal even more workable, you'll be getting 1957 Scrip-Dollars for your November and December purchases. These will be valid until Feb. 15, 1958, but those 1956 ones are approaching the finish mark. Make the best possible use of them for better Homelite identification and more sales . . . use them NOW!

## SPREAD The Good Word

The good word is "Homelite" of course, and there's a new, inexpensive method available to spread the word! For dealers who know the value of reminding people over and over again, one of the best methods we've hit upon is the new Homelite Tacker Sign.

With the words "Homelite Chain Saws" in white on a brilliant red background, these colorful embossed metal signs are 12 by 24 inches in size. They have six holes for tacks (3 top and 3 bottom) plus all four edges turned for added strength and rigidity. They're weather resistant, sturdy and durable.

Homelite Tacker Signs are easy to hang on fences, trees and barns. They're small enough to fit almost anywhere, yet large enough and bright enough to be seen for a long distance.

Homelite Tacker Signs are packaged in lots of 100 and may be ordered on the enclosed post card for \$28.00 a package F.O.B. St. Louis, Missouri. For quantities less than 100, dealers should contact their Homelite Representative. Supplies are limited, so get your order in today!



Homelite Tacker Sign



Prize Winners, left to right, Don Dille, Obie Dickie, Ralph Dickie and Nestor Trujillo pose proudly after claiming their share of \$200 in prizes at Monte Vista, Colorado.

## Homelite Saws Take The Lion's Share

Dealers and local merchants of Monte Vista, Colorado, made up a purse of over two hundred dollars for prizes for the winners of the second annual chain saw cutting contest held in conjunction with the San Luis Valley Pure Seed Show in Monte Vista on October 27, 1956.

All chain saw dealers and users in the area were invited. Homelite was very well represented by Bill's garage of Del Norte, Colorado, and Homelite chain saws won the greatest majority of the contests, coming in first in the under 4 HP. class, first in the 4 to 6 HP. class and second in the over 6 HP. class. Fred White of Lloyd's Equipment, Denver, sent a series of excellent pictures which he took himself and which reflect the excitement and interest such contests create.

## DEALERS GET HOMELITE TRAINING COMING OR GOING

Dealer Meeting Sparks New Ideas. An all day meeting at the Hotel Severs in Muskogee, Oklahoma, was attended by 31 live-wire dealers in September. It was carefully planned in advance by Lou Roy Faylor, Oklahoma City Branch Manager. Bob Anthony, Assistant Sales Manager, Chain Saws, was on hand to explain new promotional material among other things. A most successful meeting!



In the Chicago area, training is brought to the dealers in the form of a mobile "Service School". Work benches, tools and equipment are installed in a remodelled bus. Seated, left, is Ray Marschalk, Chicago District Manager. Instructor Dan Cook is standing, right, and a serious group of dealers are paying close attention.