

# SAWDUST

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## Launch 4-H Scholarship Plan To Help Win Big Farm Market

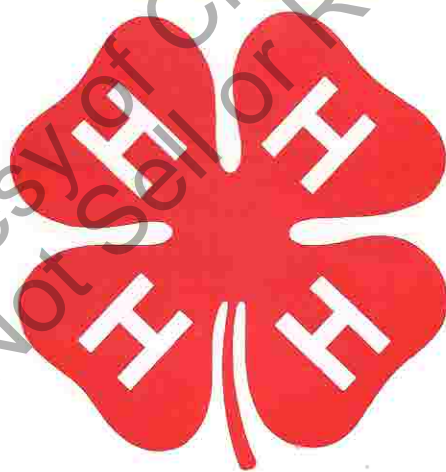
The Homelite 4-H Scholarship Plan, described in detail in the promotion kit sent to dealers this month, is creating exceptional interest and enthusiasm all over the country. Four Homelite Scholarships of \$1600 each—the largest ever offered in the 4-H program—will provide four years of college for the boy or girl in each Extension District who is judged to have submitted the best 4-H forestry project and shows the most promise.

Homelite is offering these because it considers the farm market a very important one which should be cultivated carefully. Rather than making hit or miss efforts to gain the loyalty of this market, the Homelite 4-H Scholarship Plan will have a far-reaching effect in training young farmers in proper forestry techniques. In addition, the new plan will acquaint them with Homelite chain saws and establish strong brand loyalty.

Over 62,000 4-H members were working on forestry projects in 1956 and, undoubtedly, more and more members will take up these projects to compete for the Homelite Scholarships. No one needs to be reminded that these young people, who agree to "Learn by Doing" and whose slogan is "To Make the Best Better", are the cream of the rural crop. Their influence on their families and their communities is extensive. "Farmers who have children in 4-H clubs and vocational agriculture tend to adopt more approved practices than others", according to a recent report from Iowa State College.

Believing this to be a true picture,

Homelite feels that an increase in interest in modern forestry practices will undoubtedly include an increased use of chain saws in these forestry projects.



What part does the dealer play in this campaign and what will be the resulting advantages to him?

First he will be able to make *local* use of the exciting story of these awards, told nationally in Farm Journal and other publications. In rural areas this will be an important news item. The dealer can capitalize on it by using news stories and ads in the local papers; radio and television commercials on local stations whenever possible.

Second, he will be able to identify himself and spread the story of the awards by the use of the counter cards, stuffers,

window streamers and blow-ups included in the promotion kit.

The dealer is not being asked to handle the details or administrative work on these awards. This will all be done by the County and Extension Agents who will be in direct contact with 4-H Club members. However, to get the most out of this Scholarship Plan, the dealer should establish contact with these agents in his community and offer to help him or the applicants in every possible way by furnishing counsel and advice on their forestry projects . . . by giving chain saw demonstrations . . . and by offering application help in cutting wood lots.

The last five years have shown an important trend in the chain saw industry. Sales of chain saws to farmers have gone up steadily, even in predominantly logging areas. The lighter, more powerful chain saws are making it very profitable for farmers to cut their own wood, and more of them are buying Homelites for that purpose.

The competition for this rich farm market is becoming increasingly active. The Homelite dealer is in a very strong position, however, to capture the lion's share of it. By demonstrating the great, new, direct drive EZ—the perfect chain saw for the farmer—by utilizing to the full, the nationwide publicity resulting from this 4-H Scholarship Plan and by helping the applicants for these Scholarships in every possible way, he will make new friends for Homelite and new customers for himself, now and in the future.





Frank S. Parsons

They couldn't exactly accuse Frank S. Parsons, Homelite dealer of Priest River, Idaho, of falling in love with a Homelite chain saw at first sight although he admits he was very much attracted. By the second time, he was sold!

"In 1951" recalls Frank, "I was managing a chain saw shop for the Far West Equipment Co. of Spokane, Washington. One day a stranger came in and asked me what I thought of the Homelite. I was definitely puzzled because I didn't know who he represented or what he meant. He told me his name was John Cram, that Homelite was making a chain saw and he wanted me to come to his shop in Spokane and take a look at one."

"The next Sunday on my day off I dropped in at his shop," says Frank. "He wasn't expecting me but he gave me my first look at the 26LCS motor. I say 'motor' because that was all he had — no bar or chain. I must say that day I would have said it wouldn't cut hot butter because I was used to a motor that really got up and howled in order to get its power. Due to the fact that the 26LCS had a governor on it, it sounded like a motor that was

# LOVE AT SECOND SIGHT

for

## FRANK S. PARSONS

### Homelite Dealer of the Month

flooding and wouldn't pull the hat off your head."

Not a very good impression, on the face of it, but Frank must have been very curious because he dropped in again the next Sunday to try out the saw with the bar and chain on. That's all it took!

"I was really impressed," confesses Frank. "So impressed that I gave Far West notice that I was quitting and going into business for myself, selling Homelites. The owner told me that I was foolish and so did a lot of my friends and customers. They told me that a new make saw didn't have a chance in that territory. I just trusted to luck and went ahead anyway and it was the best thing I ever did!"

Five years later the competition is out of business in that area and Frank Parsons has two shops, one in Priest River, Idaho and one in Libby, Montana — a fine new 32' by 40' pumice block shop with lots of display windows!

Frank thinks that he was the first Homelite dealer in the Spokane area. John Cram and Bob Straetz came up to Priest River and lent him a factory saw to let his customers try it out.

"The first day they tried it," he recalls, "they broke off the spade grip handle. But they'd already found out that the saw was extremely easy to start (which was something the competition couldn't brag

about) and that it really cut. That started the boys thinking and buying. Within a month we broke into the last cross-cut camp in the area, something I'd been trying to do with my old saws for a long time. From then on we really started showing the competition that we could sell saws."

Frank makes it sound very easy but from his stories and those of others who knew him in those days, it took a lot of hard work and ability.

"My father, Frank R. Parsons, started working with me," explains Frank "and we fixed saws at all times of the day and night and built our shop when we could find time. We were starting out on the proverbial shoestring — no shop, very little money but lots of time. My family and I lived in a trailer and until we got a block building built we fixed saws outside, rain or shine. It showed the customers we meant business."

And business began to come in! By 1955 they were selling about 90% of the chain saws to the logging camps of the area and most of the farmers were using Homelites, too. By 1956, the competition, not only in Priest River, but in Spokane as well, was out of business!

This fine record is no lucky accident, although Frank Parsons frequently uses the word "lucky" to describe things that



Exterior of the new shop in Libby, Montana. Mr. Parsons writes, "I'm sorry the Libby Store wasn't completely painted at the time of the picture and that the Homelite outside electric sign wasn't erected but we hadn't quite finished the shop. All Homelites will get a warm welcome if they even pay us a visit."



happen to him. Still a young man, only 27 years old, Frank is married and has four children. He smokes a pipe constantly, leads a very busy, interesting life selling and servicing Homelite chain saws as well as pumps and irrigation equipment, and supervising his two well-equipped shops and a staff of four full-time employees and one part time mechanic. He describes his staff as "some of the most faithful and hardworking fellows that anyone could hope to find."

The Priest River Shop services an area in Idaho of about 1625 square miles. It is open from 8 A.M. to 6 P.M. every day and often until late in the evening if there is an emergency service job. All the necessary tools and equipment are at hand — a chain grinder and bar shop among other things — to take care of any kind of repair. Mr. Alvin Barker, a former customer, has been with Mr. Parsons for two years and Mr. Gerald Coy is the shop mechanic.

The new shop in Libby is similarly equipped and services an area of about 3,000 square miles. This shop, under the management of Mr. Alfred Youso is open from 10 A.M. to 11 P.M. and often later! Mr. Youso's wife, Doris, does all the bookkeeping for the firm and Johnny Van Held works part time as a mechanic.

Frank Parsons finds that he does very little service work in the field. They can do a better job in the shop where they have the tools and spare parts, of which they carry a large stock. On the rare occasions when they can't find the trouble, they go out into woods with the operator to observe the actual working conditions and the cutting habits of the operator.

That usually provides the clue.

As Frank does most of his selling in the shops, too, he wants to be sure that the customers come to him. He has a lot of Homelite roadside signs to attract attention and point the way. He also uses extensive newspaper and radio advertising and puts decals on his panel trucks and on his customers' cars. Some of the best advertising he gets is the word-of-mouth kind from satisfied Homelite owners. Frank follows up all leads, personally, and makes sure that the prospective buyer gets a real demonstration so that he can see for himself the advantages of owning a Homelite.

Frank thinks it is important to exhibit at local Fairs, primarily to show the public that he is interested in community projects and also to keep Homelite in the limelight.

All this adds up to a very successful operation. Through a combination of hard work and a little luck, Parsons Sales & Service did very well last year in the matter of Homelite contests.

As Frank reports it "I was lucky to get one of the fine watches that were presented to those West Coast dealers who reached 100% of their quotas. When the Homelite Dealer Display contest was judged, our Libby Manager, Mr. Alfred Youso, won a \$100 Savings Bond and in the National EZ Contest, one of my customers, Mr. Davaz, won a new EZ, and I was awarded a \$100 Savings Bond. Last but not least, I received a Bell and Howell movie camera from Mr. Doug Sherwood in the 12th District Sales Contest."

Certain policies which Frank Parsons adheres to closely, are important to a



Congratulations are in order. Frank Parsons, left, receives his \$100 U. S. Savings Bond from Allan Campbell, Homelite Salesman. His customer, Harry Davaz, of Newport, Wyoming, won a new EZ.

profitable operation of his business, he feels. He advises other dealers to follow them also. "Don't cut prices!" is his first piece of advice. "If you cut your profit margin, you'll go broke! And don't sell without a sensible down payment. If you sell that way you'll find you get too many bad risk customers."

Summing up his career as a Homelite dealer, Frank Parsons says, "Though all has not been a bed of roses, I can say that my experience with Homelite has been profitable, interesting and a lot of fun and I'm looking forward to many more years of interesting and profitable times with the Homelite organization." This is one time when love at second sight turned out to be a very good match.

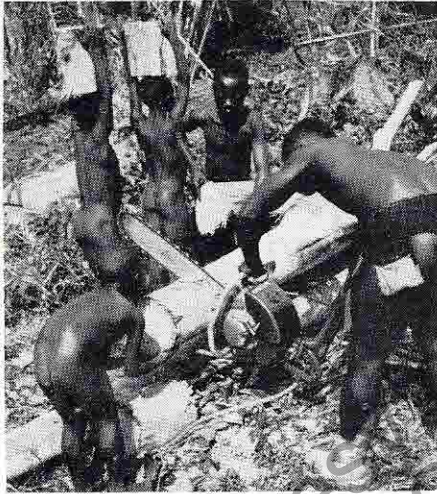


All set for Service in the Priest River Shop, Gerald Coy, Mechanic, Frank Parsons, Owner and Al Baker, Manager, (left to right) have all the tools and equipment at hand to take care of any sales or service problem. After the early years of repairing saws in the open, this shop is a dream come true.



Same Man, different State! The manager of the Parsons Sales and Service Shop in Libby, Montana, Al Youso, confers with Owner Frank Parsons on details of running the fine new shop. Mrs. Doris Youso is an important part of the business, too, as she handles all the bookkeeping.





JUNGLE JOB is made easy with a Homelite! The logs which these native boys are carrying on their heads will be used for stoking the stoves of the mission in Monrovia, West Africa.

## FROM MICHIGAN TO DARKEST AFRICA

When Charles Ritter of the Alto Equipment Company of Alto, Michigan sold a Homelite chain saw to the Reverend Walter Kronemeyer, he didn't realize that the next time he heard about it would be in a letter from Monrovia, Liberia, West Africa! Rev. Kronemeyer, who is a Baptist missionary writes, "We use the chain saw quite regularly. It surely amazes the native people to see it cutting down a tree so quickly. The only food these people get is from their rice farms and each year they must clear out a new spot in the jungle for a new farm. That means first brushing out all the small stuff and then cutting the big trees, letting them dry and then setting fire to them . . . Again thanks for all you have done."

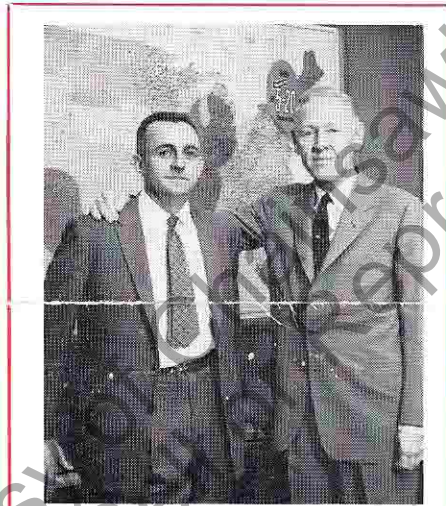
It is hoped that the disregard for one of the most important safety rules for the use of chain saws, "Wear protective clothing" will not result in any accidents!

Homelite Branch Office in Knoxville, Tennessee, pinpoints all of the chain saw dealers in the area in this interesting and eye-catching window display. J. C. Lowery, Branch Manager, finds that it pays to advertise, both for the Branch and for the individual dealers.

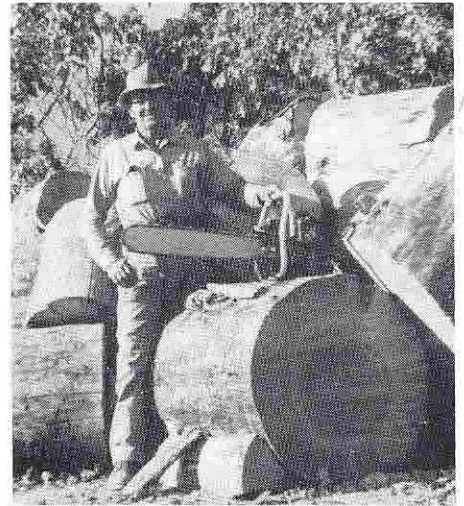


## MEMO ABOUT MEMO BOOKS

- ✓ Hundreds of dealers have already ordered them.
- ✓ Just right size for dropping into mailing envelopes.
- ✓ Those tips for chain saw users are really helpful.
- ✓ Plenty of room for jotting down notes.
- ✓ Memo books stress preventive maintenance and dealer check-up.
- ✓ Customers will appreciate receiving them.
- ✓ Prospects will remember Homelite favorably.
- ✓ Dealer can stamp his imprint on each one.
- ✓ Cost is small — benefits great.
- ✓ Return the enclosed order card.
- ✓ Do it now!



Homelite Dealer of the year, Everett Perrault, of Fort Kent, Maine, left, is congratulated by Homelite President Allan Abbott, during his recent surprise visit to the plant. He decided to postpone the big party which the Sales Department wanted to give him until he returned with his wife later this year. Mr. Perrault sold more Homelite chain saws in 1956 than any other dealer. Quite a record!



Proud as Punch of the job done with his new EZ, Mr. Diesslin poses beside his wood pile.

## It's Easy With EZ

Sometimes, one of the many enthusiastic owners is so proud of his new chain saw and the jobs he has accomplished with it that he sends not only a testimonial but a picture as well.

Mr. Gus Diesslin of Big Creek, California, feels that way about his new EZ. He writes, "I am very well pleased with the saw. I have my winter's wood all cut. We have a nice large fireplace in our home which takes 3 foot wood. I get my wood from the U. S. Forest Service. Mountain oak, pine, cedar and tamarack are all plentiful in this location. I think the EZ is the best chain saw made. I have sold 4 EZ models here in Big Creek for you already."

Mr. Diesslin works for the Southern California Edison company and lives in the beautiful community built by the Company at Big Creek. Not a lumberman or a farmer, he is one of the ever increasing number of occasional users who find the Homelite EZ a wonderful tool. As Mr. Diesslin expresses it, "I say EZ does it the easiest! It's a wonderful chain saw."

Homelite Dealer F. M. Miller, left, is very happy that Mr. T. R. Hicks won the 5-20 which the Miller Saw and Tool Co. gave away at the DeSoto Parish Fair at Mansfield, Louisiana. Mr. Hicks, center, formerly not a Homelite user, now thinks that Homelite is the tops. Mechanic, Willie Blackwell, right, agrees.







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No. 51 FEBRUARY, 1957

## Every Homelite Dealer to Receive Factory-Field Training This Year!

Homelite is aiming high in 1957, as usual. Last year, the chief aim was to round out the line of Homelite chain saws to provide a saw for every user and every purpose. In accomplishing this Homelite broke all records of production and sales.

"This year," according to Gene Carey, Manager of Chain Saw Dealer Sales, "the chief emphasis is going to be on *service*. The goal — training and retraining all Homelite dealers in the latest service techniques. We feel that such training will help us maintain our position of leadership in the face of aroused and active competition . . . make it Homelite's best year."

"Just as a dealer asks himself 'What does a customer want in the way of service?'" continues Mr. Carey, "we ask ourselves 'What can we, here at Homelite, do to help a dealer become a highly successful dealer?'"

Homelite can supply him with a quality product to sell, and can make the proper tools and equipment available to him as inexpensively as possible, but there's more to it than that. He must also be given the extra know-how of service and maintenance developed by Homelite's experimental and test departments at the factory.

The ideal way to accomplish this would be to have each dealer spend a week at the factory in Port Chester. Obviously, distance and numbers make this impossible. The present Factory-Field Training Program is the answer.

This program began last summer when all Homelite Factory Chain Saw Specialists came to Port Chester for intensive service training. The emphasis was on trouble shooting, having adequate tools and testing equipment, and maintaining ample parts stocks. Actual experience in disassembling and assembling engines made expert trouble shooters of the men and pointed up the importance of preventive maintenance. When they were

through they really knew their Homelites — inside and out.

These factory men conducted the same kind of classes for District and Branch personnel. Over 300 Homelites have already received this important factory-field training.

The program to pass this factory-field training on to the dealers is already in full swing and will continue until *all* Homelite dealers have participated in it. *Service Meetings* at District Offices and *Services Schools* conducted in the field from specially equipped buses, trailers and vanettes are the two main methods of bringing this important material to the dealer.



Dealer Ed Smith of Tupper Lake, N. Y. is typical of the successful Homelite dealers who find that service pays in good will and sales.

In one District, 68 dealers were trained in 4, one-day meetings. In another District, 55 dealers were instructed in the special service tools and in the art of trouble shooting at 3, two-day Service Meetings. The two-day meetings were found to be the most effective and future sessions will be of this type wherever possible.

"The enthusiasm of those who attended the meetings is very gratifying", says Gene Carey. "Many dealers say they learned more about Homelite in two days than they learned in a year of selling Homelite chain saws."

The dealer who makes full use of this training will be able to give his customer *superior* service. He knows that many a customer depends on his chain saw for his living and appreciates prompt, interested service. Nothing is more important than this sincere interest in the customer and his problems. It creates the kind of customer who comes back, year after year, and turns naturally to the Homelite dealer for a new saw when he needs one.

In a highly competitive field such as the chain saw market, Homelite's high quality products plus high quality service will be an unbeatable combination for Homelite in 1957.



# SERVICING DEALER AWARDS TO TELL THE WORLD

As a major feature of the 1957 Service Program, Homelite dealers who meet factory standards will be awarded handsome plaques, inscribed with their names and the year. Homelite wants to be sure that the individual customers and the whole community know that their Homelite dealer is qualified to give them top-notch service and supply their chain saw needs.

Just as the Doctor or Dentist proudly displays his diplomas and certificates, the Homelite dealer will be able to point to this plaque as a proof that he is ready to give the best and most up-to-date service on Homelite chain saws.

The qualifications of each dealer will be carefully reviewed on the basis of the five points illustrated on these pages. It is felt that they represent the equipment and training necessary to do a complete service job. These are the five points:

- 1 Possession of a complete set of special service tools—the Master Equipment Kit.
- 2 A Factory-Field trained mechanic, either the dealer himself or someone in his employ.
- 3 A Parts Stock in keeping with the number of Homelite saws in the territory.
- 4 An attractive unit display.
- 5 Adequate Dealer Identification.

A great deal of thought and discussion lies behind the establishment of these standards. A thorough analysis of "service" was made by Walter Herold, Homelite's Service Manager, on the basis of the hundreds of letters he has had from customers and dealers. "We must recognize," he says, "that the *quality* of service plays an important part in making loyal customers. We must also recognize various service needs and requirements as they appear to the customer."

The customer wants *instruction* and *demonstration* at the time of purchase. He wants to be taught how to use and care for his Homelite unit, so that he will get the most *dependable performance* from it. Service-minded dealers find that the time spent in this type of instruction and demonstration prevents trouble later and lets the customer enjoy his new Homelite from the first time he uses it.

The customer wants *replacement parts* and *expert repairs* when necessary, as promptly as possible. Service-minded

dealers find that having the parts on hand and being able to diagnose the trouble and make repairs skillfully, not only keeps the customer happy but brings in a substantial added income. The customer is willing to pay for this type of service, just as he pays to have a car or other machine fixed. Expert handling makes him feel that he's getting him money's worth.

The customer wants someone to *understand* his chain saw problems and to *take a genuine interest* in solving them. Letters from customers bring up this point of view over and over. If the customer feels he has received interested service he is generous with his praise—"The greatest

The awarding of these plaques will be carried out by the District and Branch Offices in the next few months. Recommendations will be made by the Chain Saw Salesman in each District, the man who knows the individual dealer and the kind of job he is doing. He will fill out a form, evaluating the dealer on the basis of the five points described here. The District Manager will add his approval and then send the request to Port Chester where the dealer's name will be individually imprinted on the plaque.

The date of 1957 will also appear on the plaque. It is planned to have a yearly evaluation and those dealers who con-



This 9" by 12" simulated bronze plaque comes complete with handsome frame and is suitable for hanging on a wall or in a window to proclaim to all that the dealer has won a Homelite Award.

thing about the saw is the service we get from your dealer here . . ." "We feel that the splendid cooperation we have been getting from your local dealer should be called to your attention" . . . "The dealer that you have here is as nice a fellow as you can care to deal with."

A top-notch Homelite dealer takes into account *all* of the above customer requirements and is well qualified to receive the Homelite Servicing Dealer Award. The standards are not beyond the reach of the average Homelite dealer. Many dealers are fully qualified at this time and will undoubtedly receive their awards before long. Before the year of 1957 is over, many, many more will be able to point with pride to their own plaques.

continue to live up to the high standards which first won them the awards will be given a new date tape each year.

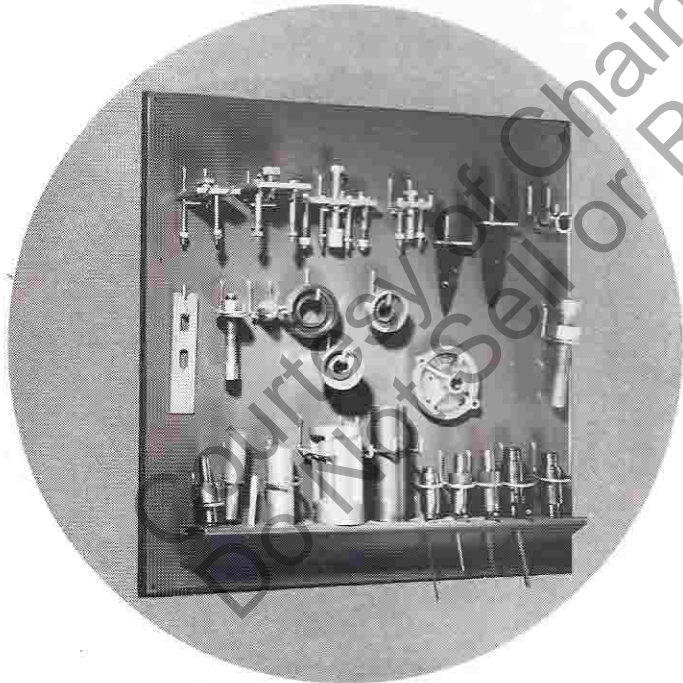
The actual presentation to the dealer will be made by the District or Branch Manager in person. Pictures of the ceremony will be taken and in practically all cases the dealer will be able to secure local publicity for the event in the local newspaper and possibly the local radio station. It is interesting and newsworthy when a local dealer receives a national certificate of qualification. Homelite is very proud of its outstanding dealers and wants to share this pride with the dealer's friends and customers. Homelite hopes that all its dealers will qualify for this plaque . . . the symbol of top service.



# ABOUT HOMELITE SERVICE

1

Below, a complete set of special service tools in the Tool Board, designed especially to provide a neat, convenient holder for each tool.



2

Group of Factory-Field trained experts, at right, using a hydraulic pump to test a chain saw and make sure the repairs they made on it are effective. Bill Wahl, right, Factory Chain Saw Specialist, instructs.

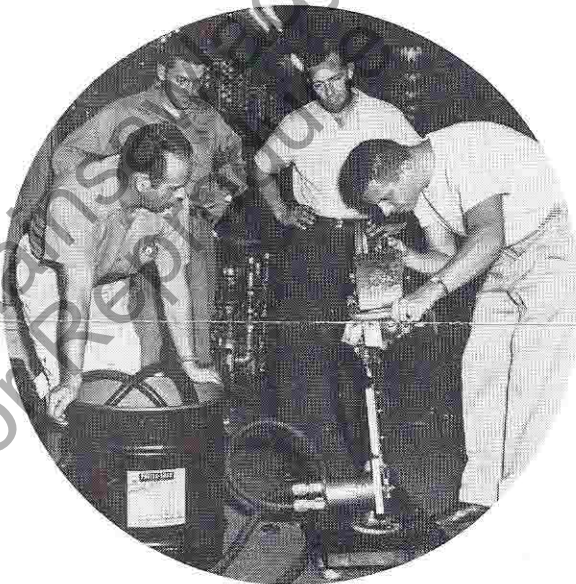


3

Above, Homelite dealer H. C. Davis takes new fuel tank from the well-stocked shelves of his company, H. C. Davis & Sons, Jackson's Gap, Alabama.

4

Above, an attractive unit display in Stub's Saw Shop, Gearhart, Oregon, catches the eye and arouses interest with a good selection of Homelite saws, literature and accessories.



5

Below, good dealer identification is provided by outdoor electric sign and Homelite name prominently displayed on Towles Service Center, Port Wentworth, Georgia.







Dr. and Mrs. William Charteris, Christmas, 1956.

## WARM WELCOME IN THE COLD NORTH

Who says the ladies aren't practical? This picture of Mrs. Charteris thanking her doctor-husband for his Christmas gift of a Homelite chain saw was sent from Sitka, Alaska by Homelite dealer Stockton Webb of Webb Marine Sales & Service. In a letter to Gordon Forsythe, Seattle Branch Manager, he thanks him for speeding the Christmas chain saw

order on its way by plane so that it arrived on Christmas Eve.

Mr. Webb writes, "Since she is probably one of the very few women in the country to receive a chain saw for Christmas, I'm enclosing a series of pictures snapped Christmas morning as Dr. Charteris brought the saw in the door."

"Mrs. Charteris was evidently delighted with her gift", to quote Mr. Webb. "Mrs. Charteris knows how to operate a chain saw and has use for one at their summer place, and this being a small town, practically, everyone knows that she has been agitating for a chain saw for more than two years. Last summer, one of the local wags sent her a broken hacksaw blade with key-chain attached."

"With this background, the publicity this saw achieved is that invaluable word-of-mouth kind, in that it has tickled the fancy of a lot of people who wouldn't see a chain saw ad if it reached right out and bit them."

A Homelite chain saw is certainly a practical and Christmasy-looking gift for the lady of the house. With only about 225 Shopping Days left until Christmas, it might not be a bad suggestion to make to forward-looking customers.



## CHRISTMAS DECORATIONS

Don Troxler, owner of Lowrence Implement Company, Concord, North Carolina, makes one thing very clear in the above picture of a display which he worked out at Christmas time. He's selling Homelites! From the gift wrapped EZ, resting at the base of the tree, to the banners and signs on the building, every conceivable space is taken up with some eye-catching Homelite unit or promotional aid. He makes another thing clear, too. He has an eye for beauty, as evidenced by the young lady on the right.



## Child's Play to a 7-29

This imposing truck-load of huge logs on its way to the Saw Mill was cut by Mr. Carl Teal of Hinston, Louisiana, with his Homelite 7-29. It took him only 1 hour and 38 minutes to accomplish this and the lumber scaled 3,480 feet! He says, "Let me say, in my honest opinion, I don't believe you can beat the 7-29 for hard use. I am a Southern Hardwood Log cutter and have worked with and around the three major saws used in this Southern district. I think I have the best rugged, dependable, low cost chain saw I could own, my Homelite 7-29."

At right, Mr. L. N. Daniel of Hillsboro, Tennessee, proudly accepts the Homelite 17 he won from Homelite Dealer, in McMinnville, Tennessee.

## NO BOX TOPS TO SEND IN!

Homelite dealers who are in the lumber business as Saw Mill Operators or Lumber Yard Managers, find many interesting ways to keep Homelite in the public eye and to keep the orders coming in.

Some have found that Field Days offer a fine chance to get their customers in a buying mood. A most successful affair of this kind was held on November 3, by the Drew Brothers Lumber Co. at Greenville, Ohio. Over 200 people were present to watch the cutting contest and get a chance to enter the drawing for a new Model 17.



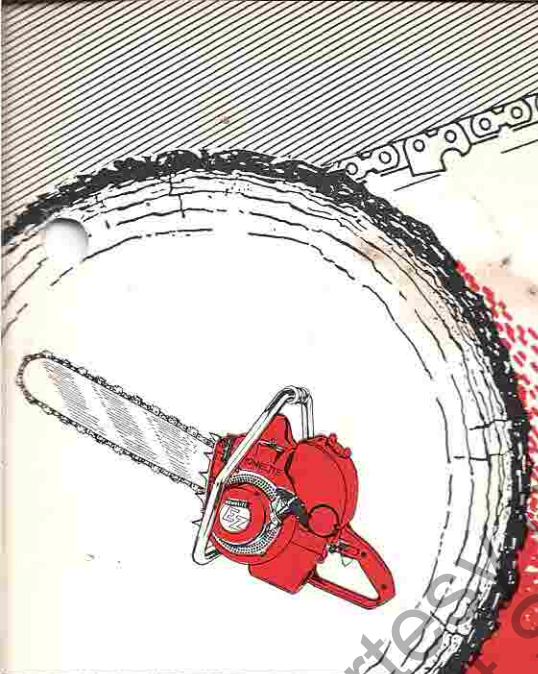
Refreshments were served and Fred Cristiano, District Manager, and Dick Kloth were on hand to help keep things going smoothly.

The McMinnville Manufacturing Co. of McMinnville, Tennessee, had its third annual Christmas Homelite give-away during the month of December. For every 2,000 feet of lumber brought into the yard, a chance was given on a new Model 17. The drawing was on December 22, the results were highly satisfactory because of the good interest it aroused and the winner was pleased and proud of his new Homelite. Sounds like a fine idea.



Above, Robert Stump, of Union City, Indiana, winner of a new Model 17, poses with Martin Drew, left, and Walter Drew, of Drew Brothers Lumber Co., Greenville, Ohio.





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PORT CHESTER, NEW YORK

No. 52

MARCH, 1957

## HOMELITE SWEEPS FIELD IN 7th ANNUAL CARNIVAL



Dealer Frank Rom of Ely, Minnesota, left, can be justly proud of Homelite's showing in the Contest. Howard Frazier, the happy winner of the Homelite 7-29, is already a Homelite owner.

### CONTEST RESULTS

| Name                                     | Make         | Average Time in seconds |
|--|--------------|-------------------------|
| <b>7 H.P. Event 15" log 2 cuts each</b>  |              |                         |
| 1. Howard Frazier                        | Homelite     | 8.7                     |
| 2. Wally Ulrickson                       | Saw A        | 9.6                     |
| 3. Owen Meier                            | Homelite     | 12.0                    |
| <b>3½ H.P. Event 15" log 2 cuts each</b> |              |                         |
| 1. F. Deableaux                          | Homelite     | 21.5                    |
| 2. Julius Markovich                      | Homelite     | 26.5                    |
| 3. Einard Johnson                        | Homelite     | 36.6                    |
| <b>4 H.P. Event 15" log 2 cuts each</b>  |              |                         |
| 1. John Vesel                            | Homelite     | 19.5                    |
| 2. Vince Vesel                           | Homelite     | 22.0                    |
| 3. H. Jacobsen                           | Homelite     | 27.8                    |
| <b>5 H.P. Event 15" log 2 cuts each</b>  |              |                         |
| 1. Wallace Hartshorn                     | Homelite     | 12.1                    |
| 2. Walt Altman                           | Homelite     | 13.2                    |
| 3. Al Bagnischi                          | Saw B        | 13.5                    |
| <b>5½ H.P. Event 15" log 2 cuts each</b> |              |                         |
| 1. Pete Samuelson                        | Homelite     | 10.9                    |
| 2. George Meier                          | Homelite Tie | 11.5                    |
| 2. Stan Wisneski                         | Homelite Tie | 11.5                    |
| 3. Don Gibbs                             | Homelite     | 11.6                    |

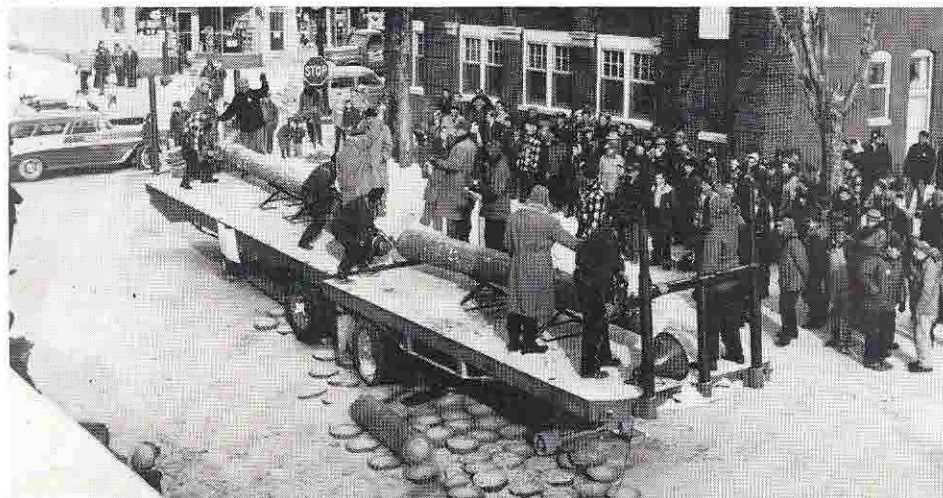
Homelite again captured all the firsts in the log cutting contest at the 7th Annual Winter Sports Carnival in Ely, Minnesota! This affair, sponsored by the Junior Chamber of Commerce, with Ray Pertulla, Chairman, and Pete Pryatel, co-chairman, has a growing reputation as a major sporting event. The log cutting contest was called the "International Power Saw Championship" for the first time this year and it is hoped in the future that it will draw top loggers from all over the United States and Canada.

There were plenty of good contestants this year, among the more than 100 men who tuned up their trusty chain saws and tried to beat the clock and their fellow

sawyers. A crowd of over 300 braved the cold to cheer them on. The fact that there were many more Homelites than other kinds of saws was not surprising because Frank Rom, Homelite dealer in Ely, has done an outstanding job of selling and servicing Homelite chain saws in the area.

The winners received fine prizes of watches, boots, fishing poles etc. donated by the Junior Chamber of Commerce. Then came the drawing, open only to contestants, for a Homelite 7-29, donated by the St. Paul District Office and a 5-20, donated by Frank Rom. There was great excitement as the two winners, Howard Frazier and George Meier, turned out to be Homelite owners.

The stage is all set, below, for the 1957 International Power Saw Championship in Ely, Minn. Two flat trucks put the action where the audience can see it. Official starters and Time Keepers are on hand to give split-second accuracy to the results. The winners are the International Champions!





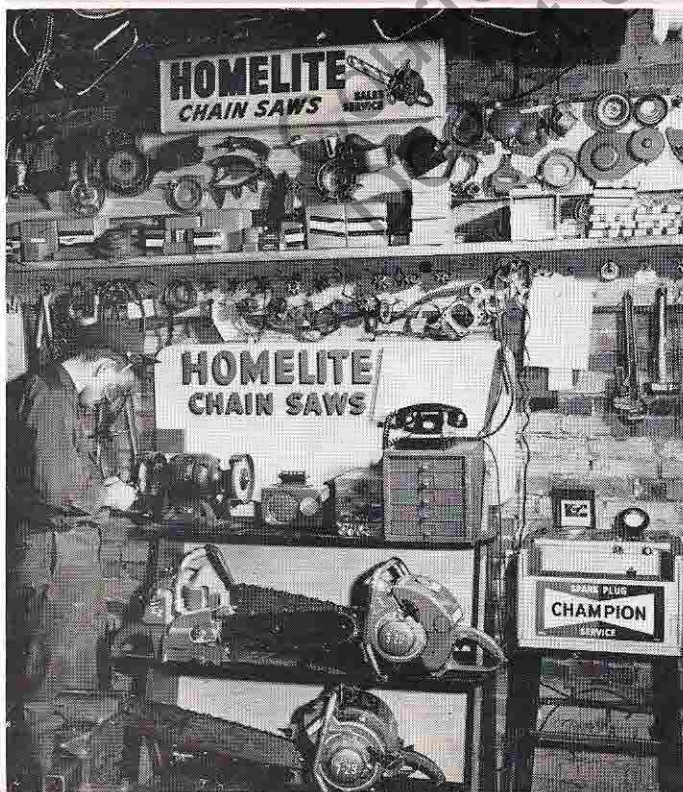


He's got 'em on a list! Gene Damschroeder adds the latest name to his complete roster of customers who have bought their Homelites from him. One of the best ways Gene has found to sell a prospect is to point out the names of friends and neighbors who are Homelite owners.



This new EZ is selling itself, with a slight assist from Gene, to an interested customer. If this customer came in for service on another make of saw, he may walk out owning a Homelite.

As a Man of Parts, it's easy to see, below, why Gene has never had to disappoint a customer looking for a Homelite part. He has complete service facilities including a spark plug tester, magneto coil condenser tester, tool lathe, drill press, electric and spot welding equipment.



# "BEST DEAL I

Says Gene D

## HOMELITE DEALER

When he moved to Clyde, Ohio, Gene Damschroeder wanted to become a farmer. He'd been quite a few other things,—a navy flier during the war, a manufacturer with his own shop, "Rex Machine Tool Co." in Detroit and the "Cocoa Machine Works" for three years in Florida. However, he and his wife, Lulu, thought a farm would be the best place for a growing family. It may have been nice for the kids, but for Gene it turned out to be a dismal mistake.

As Gene says, "The ground was so poor I couldn't even raise a healthy weed. When Homelite was looking for dealers, I was easy prey." After seven years as a Homelite dealer, he doesn't regret it a bit. "This is the best deal I ever got into," he repeats. "I live Homelite, sleep Homelite, dream Homelite, think of a thousand things a Homelite can do beside cut wood."

In those early days, the only Homelite Gene had to sell was the 20 MCS in an area where there are no logging or pulpwood operations. Luckily the other farmers were more successful with their farming than Gene had been. He could prove how necessary a chain saw was to them and how economical for cutting the fire wood with which they heat their houses. His customers are all farmers.

"One summer day," recalls Gene, "Tony Gruettner, Detroit District Manager, loaded me up with a carload of saws and parts. I had to rob a local bank to keep the saws but I decided I'd find a customer and I did! I convinced this man that Homelite was the only chain saw on the market, even though he'd never heard the foreign word before. To this day, seven years later, he has cut all his firewood, done some logging and spent less than five bucks to keep the old girl running. Would he trade? No! He'd rather get rid of his wife than his Homelite!"

"My first year I peddled 18 saws, buying one at a time, always thinking that I'd have to eat the second saw if I couldn't find a buyer. Every year I figured if I could only do as well as last year, I'd be happy. And each year since, I've just about doubled my saw sales. I suppose there's a saturation point but I haven't reached it yet, luckily!"

Gene makes it sound very easy, but he's done an amazing job of salesmanship, creating a demand for a product where there was none. It has become a mark of distinction among the whole countryside to own a Homelite and to have one's name up on the ever growing list in Gene Damschroeder's shop.

Here are some of Gene's ideas on how to sell—ideas which have proved successful and profitable for him.

"I believe the best way to sell is to *advertise until it hurts*. I want to tell everyone in Ohio about Homelite. The old saying 'Keep advertising and advertising keeps you' has proved true all right. And with Homelite footing half the bill, the other half is worth it to me. The splendid job that Homelite is doing in the way of national advertising is a big help to me, too. Most of my saws are pre-sold."

(Gene does more than \$1000 worth of radio and newspaper advertising a year. He keeps changing the ads and makes sure that they are larger than competitive ads. He has 26 large Roadside Signs at strategic points in the area. He does no direct mail



# EVER HAD"

Damschroeder

## OF THE MONTH

advertising but puts decals bearing his name, address and phone number on every part, every saw and every repair job.)

"I believe you have to *sell yourself to your customer* first—make him like you and trust you and he'll buy your product."

"I believe you have to *be sold on the product yourself*, before you can offer it to customers who do trust you. Every competitive saw company wants me to sell for them and I have tried most all of them, but they can't stand up to Homelite for a minute. They tell me I should have cheap saws to sell. My answer to that is—I do have cheap saws to sell, the carload of trade-ins I take in every year."

"In a small business like mine", continues Gene, "my aim is to keep my customers happy and that means *immediate service*, up to 2 o'clock in the morning. I service all make saws, but only Homelite gets immediate service whenever possible."

"I believe you should always keep *plenty of spare parts*. I've never had a customer have to wait for a part for his Homelite yet," says Gene proudly.

All these sound business principles are put into effect on "Homelite Hill" in Clyde, on Route 19 between Freemont and Greensprings, Ohio. His is a one-man operation or rather a one-family operation. Gene's wife, Lulu, helps out in the shop with bookkeeping, sales and minor repairs and in her spare time takes care of their home and five, handsome children. She gets a little annoyed with her husband when he puts Homelite decals on everything, even their brand new car, and she feels she's "a Homelite widow—not a golf widow", but she's really almost as Homelite-minded as he is!

Since Gene can't be in two places at once, he almost never goes out into the field for either service or sales. He finds, in his case, it just doesn't pay.

He finds it *does* pay to display Homelite chain saws at Fairs, however. He has had 9 displays, complete with colorful backgrounds, cutting contests, drawings for free saws, even a wood-choppers band to keep the customers happy. At one Fair where he gave away a Homelite, over 2,000 people, including 50 girls and women, started the saw, and made a cut with it. "It was wonderful advertising", according to Gene, "but I'm getting tired of it. I've got to figure out something new!"

Gene is a salesman, first, last and always! A customer who owned a competitive saw came in to have the chain sharpened on a Sunday. Gene said to him, "I don't work on Sundays". Then, just as the disappointed customer was leaving, he called him back. "That new Homelite has a sharp chain on it" he told him. The customer picked it up, liked the feel of it and bought it then and there!

This sounds like luck but it's really the result of practicing the theories that he preaches. His policy of constant advertising made the customer aware of his shop. He has obviously sold himself so that his word and recommendation is to be trusted. He is so sold on Homelite that he gives a year's guarantee on every new saw he sells. His well-stocked shop is ready for any customer's needs. In fact, Gene has put a good deal into making "the best deal I ever had" pay off handsomely for him.

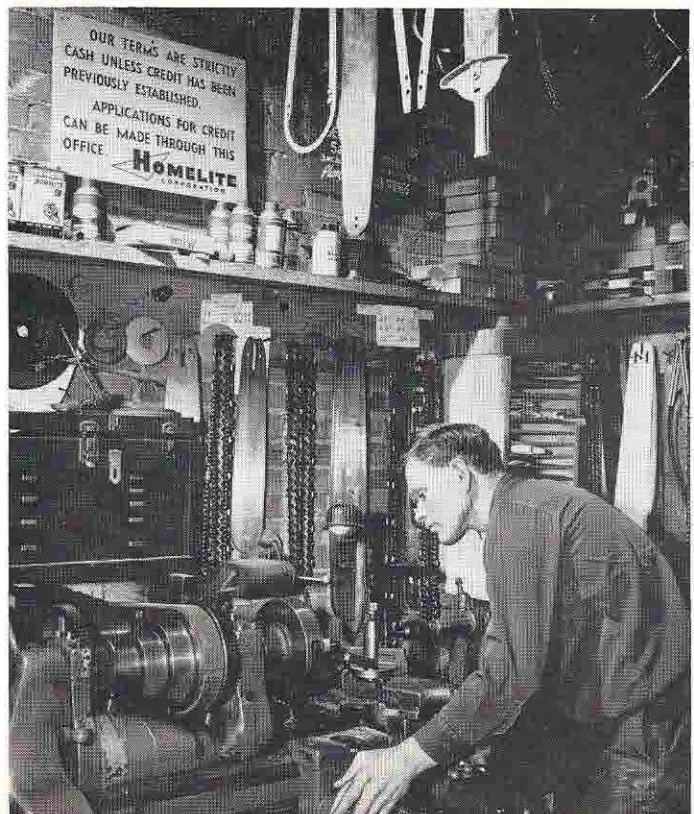


Six good reasons for this dealer's success surround him in this handsome family portrait. From left to right, Rex, 7, Cheri, 4, Mrs. Lulu Damschroeder, David, 2, Gene, Annette, 9, and Bonnie, 11, standing. It's no wonder that Gene says that one of his hobbies is "kids".



As pilot and navigator, Gene flew for the Navy during World War II. Above, he poses by his plane in 1943. He hasn't changed much in 14 years, to judge by these pictures.

This Jack-of-all-trades seems to be master at all of them, too. Not only does Gene operate a bar shop to recondition guide bars for his customers, but he also has not lost his skill on the lathe. His credit policy is stated clearly for all to see on the sign above the neatly stocked shelf.





## Homelite Exhibits at BIG Texas Show



Texas never does things in a small way! The Fat Stock Show in Fort Worth, Texas, from January 26 to February 3 was one of the big events in surrounding farm circles and Homelite had a big exhibit there. It looks as if the business resulting from it will be big too!

In nine days, Homelite demonstrated to more than 5,000 people, 400 of whom signed up for a chance on a free Homelite saw. At least 100 of these are good sales prospects and 40, excellent prospects.

Above, Paul Leal, Dallas Salesman, Earl Etheridge, also from the Dallas Office, and Miss Fort Worth of 1957, Doris Sue McCollum, set the scene for the drawing. Winner was Mr. J. E. Weatherford, of Greenville, Texas. Below, manning the Homelites, left to right, Dub Ballard, Earl Etheridge and Paul Leal.



## TENNESSEE DEALER THROWS A PARTY

Everybody likes a party, so when James Tarkington, of the Tarkington Implement Co. of Centerville, Tennessee, invited his customers and friends to a showing of Homelite Chain Saws and International Farm Equipment, on February 22, he planned a real wing-ding.

There was music from a string orchestra, fiddle, bass viol and banjo. There was good food, plenty of barbecued pork, and drinks and to top it all off, there was a drawing for a free Homelite Model 17 complete with 18" bar and chain.

More than 500 people accepted the invitation and the party was a big success. All the guests registered, hoping that their cards would bring them luck. The draw-

ing for the saw was handled by Master of Ceremonies John McDonald, Farm Director of Station WSM, Nashville, Tennessee. He called on Brenda June Morgan, aged 6, to come up and draw the lucky ticket. Mr. Douglas Gossett, of Centerville, was proud to accept the Model 17 from James Tarkington.

Three men from the Memphis District Office, W. L. Hanna, Carrell Graves and J. D. Scott were on hand to help greet the guests and answer questions about Homelite chain saws. It was a great party.

At right, W. L. Hanna, Memphis Salesman, looks on as Douglas Gossett, the winner, center, receives his Model 17 from James Tarkington, Homelite dealer, before a colorful Homelite display.

## WISCONSIN CITY GOES HOMELITE

Three years of rugged performance from a Homelite 17 and cheerful, expert service from Russell Shambeau, Homelite dealer, convinced officials of the City of Manitowoc, Wisconsin, that they'd be smart to trade in the other brand of saws they were using and get five more Homelites. The Fire Department, Public Utilities Department and Park and Cemetery Department all were pleased to testify to the dependability of Homelite products and Homelite service. Tip for other dealers—that first Homelite you sell to a town is the important one!



New Homelites being delivered to the City of Manitowoc. Left to right, Dan Curley, Milwaukee Branch, Harold Haberman, Utilities Foreman, Les. W. Markwardt, Purchase Agent, Louis H. Norteman, Supt. Park Dept. and Russ Shambeau, Homelite dealer.



Putting the new equipment to work, a member of the Utilities Crew of Manitowoc, finds it easy to clear an aerial path with a lightweight Homelite.





# SAWDUST

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No. 53

APRIL, 1957

## National Ads Plug "Yellow Pages" To Back Up Dealers' Local Efforts



Beginning with the April 6 issue of the *Saturday Evening Post*, the "yellow pages" emblem will be featured in all Homelite national ads.

"In this telephone age, more and more people look in the yellow pages for sales and service information," says J. Howard Maxwell, Jr., Sales Promotion Manager. "The Telephone Company is waging a gigantic campaign to remind the public of this service and to assure people that the firms listed in the yellow pages are dependable and reliable."

"We want to be certain that potential chain saw customers will be able to find

the nearest Homelite dealer listed in the yellow pages when they are in the market to buy a saw or service a saw. That's why we decided to use Homelite's national advertising to back up the dealer who uses this effective medium."

This new national tie-in should encourage all Homelite dealers who have not already done so to take advantage of Homelite's offer to place their ads and share half the cost of directory listing.

Dealers everywhere will find it *very easy* to do. Forms have been sent out, and additional forms are available through the advertising department, on which the dealer merely indicates whether he wants a Trade Name Listing or a Trade Mark Heading, and in which directory.

All details of preparing the ads, placing them in the local directory, checking closing and renewal dates, figuring the cost, etc. are taken care of by Homelite's advertising department.

Paying for the listings is easy, too. Dealers send Homelite their checks for half the cost of the advertising and enough Scrip-Dollars to make up the remaining half. There will be no additional cost to the dealers, no monthly billings.

As Homelite becomes increasingly well-known as the world leader in chain saws, and every national Homelite ad urges readers to look in the yellow pages for their nearest dealer, local yellow pages advertising will prove even more valuable and even more productive.

### NEW CLOCKS — NEW DESIGNS

The clean, modern design of these two new electric clocks is outstanding; the brilliant red and green Homelite colors are set off with black numbers, black hour and minute hands and red sweep second hands. They're specially designed for use with or without imprint.

Both models are 15" in diameter, with lifetime aluminum case, convex glass front, hand rod at bottom of clock for ease of adjusting. Both have 8 ft. rubber cord . . . and use A.C. current. And best of all, both have two 15 Watt bulbs, *guaranteed in writing to last a full year!*

The model without imprint is priced at only \$10.95 each. The *imprinted* model offers an exceptional buy. If a dealer orders five of these clocks to be imprinted at the same time, the total price is only \$49.95 . . . less than \$10 apiece. Placed in busy spots in the community, each eye-catching clock will be a 24-hour-a-day good will ambassador for the local Homelite dealer. Fill in the enclosed order card, today!

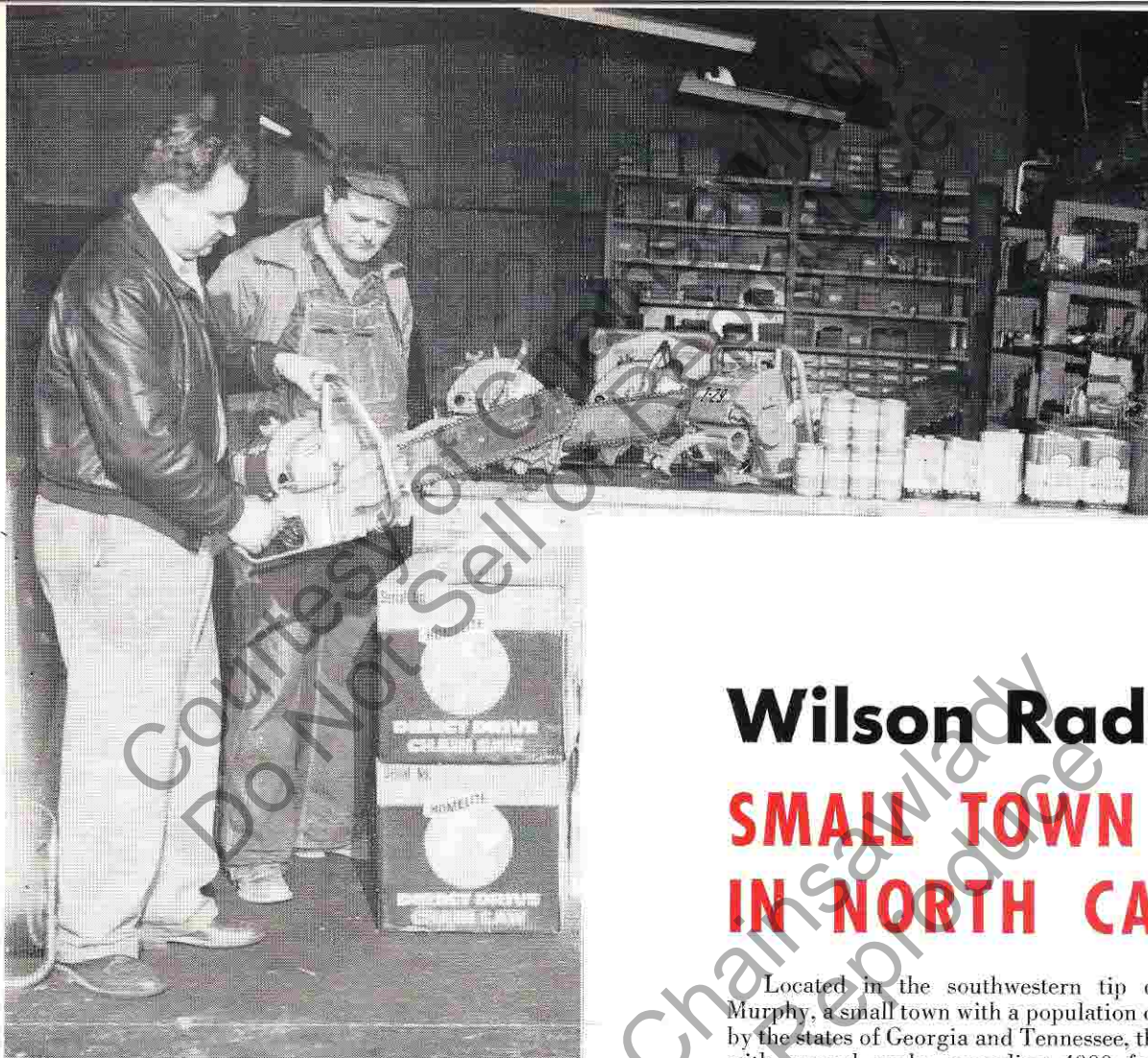


Homelite Illuminated Clock . . . without imprint, \$10.95 each. The red and green chain saw and the bold red of the Homelite name tell the Homelite story, day and night.



Homelite Illuminated Clock . . . with dealer name imprint. Available only in lots of five, complete with imprints for \$49.95. A fine way to build good will in the community.





Convincing The Customer that this EZ is the saw for him is all in a day's work to Wilson Radford, Homelite Dealer. Powerful sales aid is the saw itself, backed by Homelite's reputation for performance and quality.

## Wilson Radford... SMALL TOWN DEALER IN NORTH CAROLINA

Located in the southwestern tip of North Carolina is Murphy, a small town with a population of only 3,500. Bounded by the states of Georgia and Tennessee, the land is mountainous with several peaks exceeding 4000 feet. The Great Smoky Mountains National Park forms a natural boundary to the north and west.

Who would think that nestled in this small community you would find one of the most active Homelite dealers in the Charlotte, North Carolina district? Radford Saw Service is the center of activity in Murphy and its owner, Wilson Radford, is a congenial and well-liked member of his community.

Associated with the saw business since the first chain saws were introduced in the North Carolina area shortly following World War II, Wilson started as a saw user, cutting timber, pulpwood, and "acid wood." Shortly thereafter, he became a saw mechanic and worked in shops in the town of Murphy and the surrounding area. During these years Wilson gained a reputation as a top notch mechanic, and satisfied customers followed him from one shop to another for the kind of service he was known to render.

As time and work saving chain saws became more popular in the surrounding community, Wilson decided to open a shop of his own to sell Homelite chain saws. With borrowed money, a new station wagon, and plenty of obstacles ahead, Wilson decided to really get into the saw business by contacting every farmer, pulpwood cutter, and logger in the community — showing them what a Homelite saw could do. His time and efforts paid off . . . he now leads his territory in new saw sales and has literally run competition out as a result of his good service and helpful advice.

Murphy is located close to many of the country's top producers of pulpwood. The supply of soft and hard wood in the area is not excessive but by careful cutting and proper management, the people have cut and sold thousands of feet of wood to Champion Paper Company, Canton, N. C.; the new Bowaters



Servicing The Saw is Harvey Powell who has been with Mr. Radford for a year and a half. Spotting and replacing worn parts before they break down is a specialty of this efficient and service-minded shop.



## AUTHOR

"J. C." Lowery, who sent in the article and pictures about Wilson Radford on these pages, mixes writing with being a Homelite Branch Manager in Knoxville, Tennessee. Born in Knoxville, 32 years ago, "J. C." graduated from the University of Tennessee with a B.S. in Science Education. After three years in the Service, he returned to do some teaching and to hold down a selling job with Sears Roebuck. "J. C." came to Homelite as a Salesman in 1953, is married and has a little boy and a little girl. Several of his articles (about Homelite, naturally) have appeared in the Knoxville News Sentinel recently.



J. C. Lowery, of Knoxville, Tennessee

## Homelite Dealer of the Month Places Emphasis on Good Customer Service

Plant, Calhoun, Tenn.; and the Meade Plant in North Georgia. Wilson estimates that 50% of his new sales are to pulp cutters. "Homelite EZ saws are fast becoming the favorite of area farmers and I expect my sales of EZ saws alone to increase 40% over my last year's volume," he states.

Wilson says, "Selling chain saws is like being a politician — you have to convince a prospect that your saw is the only saw for him, and my job is a lot easier because Homelite's outstanding performance and quality speaks louder than words. Once I've sold a Homelite, I keep in touch with the owner. Nine out of ten times he will put me on to another buyer."

Radford service is known throughout the area and special saw problems are solved by actual trouble shooting on the woodlot or stand. Wilson stays with the faulty saw until he knows what is causing the trouble. Fixing it is a cinch when he gets back to his shop.

Having sold about 200 new saws last year, Wilson expects to move at least 225 this year. All of these saws were sold on Homelite's Finance Plan with very few instances of returns or credit losses. On most new saw sales Wilson takes an old saw in trade. He estimates that on 60% of his total sales last year a used saw was traded in, repaired, and easily sold at a profit. Only about 15% of Wilson's trade-ins are junked for parts, etc.

When asked how he managed to do so well within the confines of a rather limited dealer territory with small population, Wilson without hesitating replied, "I sleep with my trousers on and give my customers service."

Wilson's stocks of parts, used saws, and new saws are kept ready for immediate sale to customers. "We keep in stock from 8 to 10 new saws and our parts stock is checked daily. Needed parts and new saws are ordered weekly," Wilson added. At the present time Wilson is selling three, 100 ft. rolls of chain a month. His parts move quickly, too, for they are prominently displayed where customers can see and buy them.

Emphasis is placed on top mechanical service in Radford's

shop. His men are trained to spot and replace faulty parts before they break down and cause costly work stoppages on the job. Mechanics trained in Radford's shop have been placed with other dealers throughout the territory with great success.

"Repeat business is a vital part of the chain saw business, and our satisfied customers are our most valuable assets," says Wilson. "The whole saw business revolves around a good shop and almost all of my customers are sure prospects for a new Homelite saw when their present one wears out or when they feel they need a new saw of larger size."

Unlike many small dealers, Wilson has very few means of advertising available to him. His weekly newspaper carries his ads regularly, but other than that he really has to use his imagination in finding ways and means of reaching new prospects in his area. Local Taxi posters, road signs, match books, and Homelite rulers are a vital part of his advertising program.

In working with the local high school's agricultural training program, he has provided demonstrations, classes in the proper method of cutting timber and good conservation practices. Homelite displays and demonstration booths at the Cherokee County Fair are always centers of popularity.

Wilson Radford has adapted his whole Homelite operation to the needs of his community. He is doing a big job in a small town and he's finding that it pays off — for his customers and for himself.

Crowding Out The Competition is a day-in day-out job for Wilson Radford. Here he starts out to give one of his many demonstrations . . . giving service in his community and promoting Homelite at the same time.







Mr. Jonathan Karas, Professor of Physics and TV Producer, right, is visibly amused as he watches the unequal struggle between the 5-20 welding Doug Rankin and the cross-cut efforts of Mike Gaich, both of Homelite's Boston District Office.



Homelite take the stage on TV in the window of Station WSLs in Roanoke, Virginia.

## Homelite Stars on TV and Radio

As sponsor, star and window dressing, Homelite chain saws have been very busy in the radio and television fields lately.

In Boston, Homelite was invited to perform on the popular Science-Fiction Spectacular TV Program, "2,000 A.D.", by the producer, Mr. Jonathan Karas. Doug Rankin and Carl Biffen, Homelite Salesmen, and Mike Gaich, of the Boston Shop had the honor of appearing for Homelite. Doug gave a stirring demonstration of modern methods as opposed to the old, cross-cut hand saw, operated by Mike. It took Doug only 15 seconds with his trusty 5-20 to cut through the log which Mike unsuccessfully sawed

away at during the half hour program. Carl ably assisted as property man.

In Roanoke, Virginia, Homelite was permitted to use one of the windows of Station WSLs for display purposes because Homelite often advertises on the radio. Since this station is located in the downtown business district, it draws considerable interest, according to Lynn Tripp, Baltimore District Manager. "A morning program similar to Dave Garroway's 'Today' is broadcast from the window right next to it. All the people who gather to wave and have their picture taken on TV find a Homelite chain saw staring them in the face." Lynn also

advises that they have been featuring Homelite ads in the TV section of the Sunday paper, too. He writes, "If that seems an odd place, just remember that people keep that section all week."

In Louisiana, the dealers and Branch personnel have joined forces to sponsor the TV debut of that popular radio star, Eddy Arnold. He'll be appearing on Station KSLA-TV, Channel 12, with his talented cast and Homelite will be sponsoring the half hour program for a 13 week period. Eddy Arnold has been presented by Homelite before on radio, in the Pacific Northwest and in other places with very good results for Homelite.



Arnold Dost, left, Manager of the Implement Dept. of Hancock Co. Farm Bureau Co-op of Greenville, Indiana, shows happy winner, Don Kingan, how to use his new Homelite EZ.

Mr. H. A. Hite, center, of Ackworth, Georgia, holding his new Model 17, had always wanted to own a Homelite. Renting or borrowing was the best he could do before. Now he's in business!

## Most Happy Fellas

It would be hard to say which is the happier, the dealer who is giving away a Homelite saw or the lucky fella who wins it! Don Kingan won a new EZ at a woodlot meeting of the Hancock County Farm Bureau Co-Op in Greenville, Indiana, on January 21st. The affair drew a crowd of about 200 people and Arnold Dost, Manager of the Implement Department, sold 5 Homelites that day and signed up a lot of good prospects.

In Rome, Georgia, Mr. H. A. Hite won a Homelite 17 when the Rome Chain Saw Co. co-sponsored the grand opening of a new Pulp Yard, operated by the Hiawasek Land Co. For each unit of pulpwood brought in, a ticket with a chance on a Homelite was issued. Gene McClellan, District Manager, and Roy Daniell, Dealer Salesman, joined with dealers Elliot Evans and Bob Blankenship in making the affair a big success.







# SANDUST

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

No. 54

MAY, 1957

## A Great New Service Manual To Solve All Repair Problems

Everyone who has seen the new Homelite Service Manual is very enthusiastic about it. Some are impressed with the clear, step-by-step instructions for assembly and disassembly, complete with pictures. Others are amazed at the wealth of chain saw information, so conveniently organized. Still others are getting a chuckle out of the cartoons which make a chain saw seem almost human!

A manual is a lot harder to write than an article or story. The purpose of this manual was to cover every subject related to the care, repair and maintenance of Homelite chain saws and yet make it easy to read, easy to use and easy to handle. It was a tall order!

The editor, Rod Ferguson, technical writer and photographer, was assisted by experts from all the Homelite departments; by the Field Men and Chain Saw Experts; by our major suppliers. They all had good ideas of what to include.

When the material was all written down, there were enough words to fill 500 pages! The big job was to condense, to make outlines, to cut out all the extra words. A lay-out artist and cartoonist was called in and briefed very carefully on the whole subject. The Drafting and Experimental Departments gave invaluable advice and help in setting up the assembly and disassembly routines.

Before the final form of the manual was accepted, each section was gone over with a fine tooth comb by the men who knew that particular subject the best. In some cases, where there were two or three ways to do a thing, a decision was

reached as to the very best method.

Finally, everything had to be brought together. Words, drawings and cartoons had to be laid out on the page so that the result would be technically correct but interesting and easy to read. It was decided to use offset printing on a special kind of bleached kraft paper, extra strong so that the pages wouldn't tear out easily.

At last it came off the press and the results you will see for yourselves! It is a quality job in every sense of the word.

So much information has been compressed into less than 100 pages! It has been made so clear by the use of 113 line drawings and cartoons, dozens of detailed tool drawings and 8 color plates! It is so well planned that when additional material is sent out from time to time, it can be added without the necessity of revising the present material. It's a tool that will be used again and again by every Homelite dealer, to his great advantage.



One of the many clever cartoons by Tom Parker which spark the new Homelite Service Manual.





Partners in Everything, Mr. and Mrs. William Pase stand in front of their shop in Harbeson, Delaware. They do a brisk business in Homelite chain saws, attend to all the servicing and repairs themselves.

# Husband and Wife Make Fine Homelite Team

**DEALERS OF THE MONTH  
MR. AND MRS. PASE**

"Service while you wait" is the policy that is bringing a secure and comfortable living to the husband and wife team of Mr. and Mrs. William I. Pase of Harbeson, Delaware.

It's fine to find people doing what they enjoy, happy in their chosen work and doing an outstanding job. That describes the Pases, who have been Homelite dealers for over four years.

Mr. Pase has followed the lumber business in various capacities since he started milling with his father when he was eighteen years old. He still finds it interesting after 45 years of saw-milling, log-

ging and saw servicing and selling!

Mrs. Pase, after raising three children and seeing the grandchildren start to come (there are five of them now), evidently didn't like the idea of sitting around with too little to do. When her husband took on the Homelite line four years ago she decided to learn the business from the beginning. That she has succeeded is proved by these words of praise from her husband—"She has learned to service the Homelite as well as I can. So far we have no other help."

Homelite was not the first chain saw that Mr. Pase sold. He handled other makes for two years, five others as a matter of fact, but not until he became a Homelite dealer about four years ago did he begin to prosper.

"It has built up our business just nice for my wife and me", he says. "We enjoy our work and have made many friends and customers with the help of Homelite saws and the Homelite company. We expect to stay in this business the balance of our working life, and of course expand if possible."

That phrase "expand if possible" shows that the Pases aren't content to sit back

and let the business take care of itself. In their well equipped shop, "The Pase Tool Service", they sell logging tools and lawnmowers but principally Homelite chain saws.

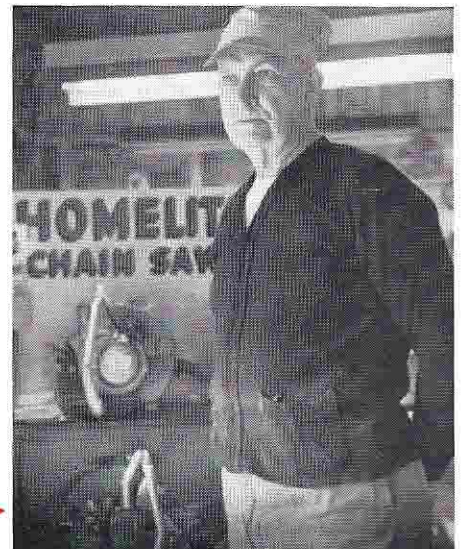
To bring customers to the shop, the Pases advertise in local newspapers and on the radio, use roadside signs to call attention to their Homelite operation. They keep plenty of give-away items to hand out to customers and prospects who come into the shop.

It is on *service*, good, quick service, that this hard-working couple concentrates above all. "Service while you wait



Never Underestimate the Power of a Woman! Mrs. Pase does her full share of repairing and servicing saws at her neat work bench.

Or the Power of a Good Name! A pair of good names like William Pase and Homelite make a good business team.





—open twelve hours a day” is the way Mr. Pase describes his service policy. He doesn't have the set-up to go out into the field on service calls, but customers can be assured of speedy, efficient service when they bring in their saws for repair.

The Pases service all types of chain saws and find that many a repair job of a competitive saw leads to the sale of a Homelite. It's easy to point out the superiority of a Homelite if they have the opportunity to demonstrate it.

“If you do good job,” says Mr. Pase, “you can make your repair work pay. They don't mind the prices if they get their saws back promptly and get good use out of them.”

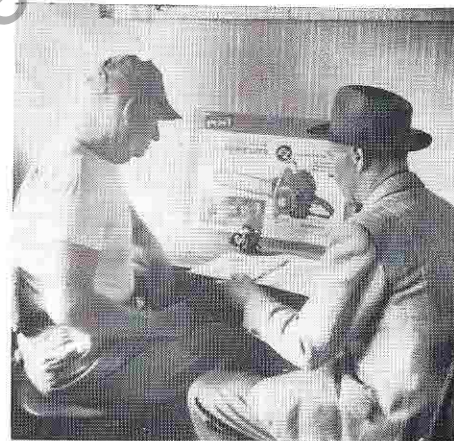
“One of the best ways to get a good name in a community is to have people talk about the kind of service you give them,” according to Mr. Pase. He doesn't mind the way his satisfied customers bandy his name around. “The more they talk about me, the better I like it. In fact I even tip them for doing it and for bringing in new customers.”

Always ready to go along with new ideas—a rare quality in all except the

very young—Mr. Pase seized on the EZ Contest as a good chance to promote Homelite and, incidentally, his own business. He ordered the banks, publicized the contest and gave demonstrations wherever and whenever he could.

As a happy result, one of his customers, Mr. Harry Lindale of Greenwood, Delaware, was the winner of a new EZ in the first drawing of District # 2. That meant that Mr. Pase received a \$100. U. S. Savings Bond for having sent in the winning ticket. It was quite an event when Lynwood Tripp, at that time Chain Saw Expert in the North Arlington district, presented the winners with their prizes at Harbeson, last May.

It is no coincidence that quite a few of the Homelite dealers who won bonds in the EZ Contest have been featured as “Dealer of the Month” in Sawdust. The more active the dealer, the greater his chances of winning. If he sends in 600 stubs with his name and a prospect's name on each, he has ten times as much chance of winning as the one who sends in only 60 names. He also has ten times as many prospective customers!



Concentrating on the Carburetor, Mr. Pase, left, gives his full attention to Robert Hood, Chain Saw Specialist, as he explains the fine points.

Most of the credit for this successful operation should go to the top quality service and the fine spirit for which Mr. and Mrs. Pase are known. With all the friends and customers they have made and are making for themselves and Homelite, they can't help looking forward to an even more successful future.

## HOMELITE DEALER WINS NATIONAL AWARD

Elmer E. Plasterer of Lebanon, Pa. who handles Homelite as well as other major lines of farm, lawn and garden equipment, has been awarded a Certificate of Distinction for second place honors in the 9th annual Brand Name Foundation competition.

The presentation to Mr. Plasterer was one of 118 awards made at a dinner, climaxing the national observance of Brand Name Week, at the Waldorf Astoria in New York on May 3. More than 1500 business and civic leaders attended.

Mr. Plasterer was entered in the Farm Equipment Dealers category, one of the 24 retailing categories for which thousands of entries were submitted.

The business which he owns and operates was founded by his late father, Jacob Plasterer, in 1912. The original small farm implement store has grown into one of the finest lawn and garden supply service centers on the east coast. Twenty six employees and a fleet of 14 trucks and cars (equipped with two way radio) help maintain this large establishment.

Although Mr. Plasterer has been a Homelite dealer for only two years, he has done an aggressive job of advertising Homelite in weekly newspapers, and on the local radio as well as using the Telephone Directory Yellow Pages to publicize his Homelite dealership. He gives a mammoth Open House each year for



It Pays to Advertise Brand Names as Elmer E. Plasterer, pictured holding saw, has discovered. Aggressive use of these names in displays, advertising and promotion by this Homelite dealer brought him a Certificate of Distinction for second place in a nationwide Brand Name Retailer contest.

farmers and their families which draws a crowd of over 1200 people who join in the fun and inspect the latest equipment.

According to a recent article in the Farm Journal, “Mr. Plasterer is a canny, level-headed business man who deftly balances modern promotion and merchandising devices with old-time, well

tested formulas like heavy canvassing, well-rounded repair stocks and complete service of everything sold.” These qualities are undoubtedly responsible for the high honor which Mr. Plasterer just received. Homelite is proud to be represented by a man of Mr. Plasterer's experience and fine reputation.



## Thailand Story

Homelite is proud to be doing its part in the global program recently launched by President Eisenhower, by exhibiting with other industries and the U. S. Government in the large trade fairs held in far-off parts of the world. In Afganistan and Thailand, among other places, extensive displays helped people of other lands to come to know us better, to see the results of our system of free enterprise and what this system means to the welfare and living standards of Americans.

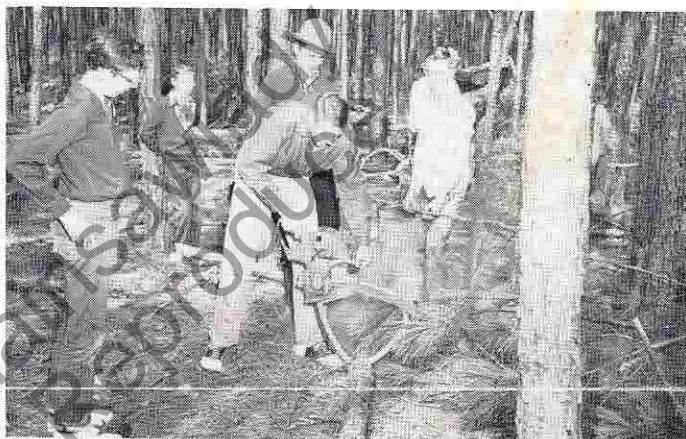
The American exhibits have been jammed with interested people at these fairs. At Constitution Fair in Bangkok, Thailand, held from Dec. 7-22, 1956, over 1,017,630 fairgoers crowded in to see the central exhibit of the U. S. A. designed to show "Many Things for Many People" under the theme, "Products of Freedom for All Free Men". The Homelite exhibit was staged by our distributor in Thailand, Chavanich Co. Ltd. of Bangkok.



No Brush-off for this Homelite Brush Cutter. Prime Minister H. E. Pi-bulsonggram of Thailand, second from left in background, and other distinguished visitors are interested spectators at a demonstration of performance of a Homelite Brush Cutter. The place is the Constitution Fair in Bangkok, Thailand.



"The Saw for me is the Homelite EZ" writes David Swenson of New Richland, Minnesota, shown here with the huge tree he cut down recently. "The EZ one man saw can saw anything any two man saw can, and maybe even bigger. It sure is much handier to get around in tight places." We agree with Mr. Swenson that "A picture like this makes pretty good advertising!"



As the Twig is Bent— A group of Lincolnton, Georgia, boys compete in Forestry demonstrations. The boy with the saw is Grady Ivey. The man in the hard hat is Roy Daniels of the Atlanta Office. The dealer who arranged the display was J. W. Spratlin of Lincolnton. This is the kind of event which dealers could stage to promote the 4-H Scholarships.



Heading South of the Border, Jim Thomas, right, of Santa Cruz, Cal. gets his tickets for an all expense Mexican vacation for two from Ken Jones, San Francisco Salesman. They are his prize for selling more Homelite chain saws than any other dealer in his classification in the District.

## In Memoriam

Mr. Raymond Towles, Homelite dealer of Savannah, Ga. was killed on February 2, 1957, when his private plane crashed on the Georgia coast just south of Savannah. He was on his way to Jacksonville, Florida, to discuss some business with the Homelite personnel there.

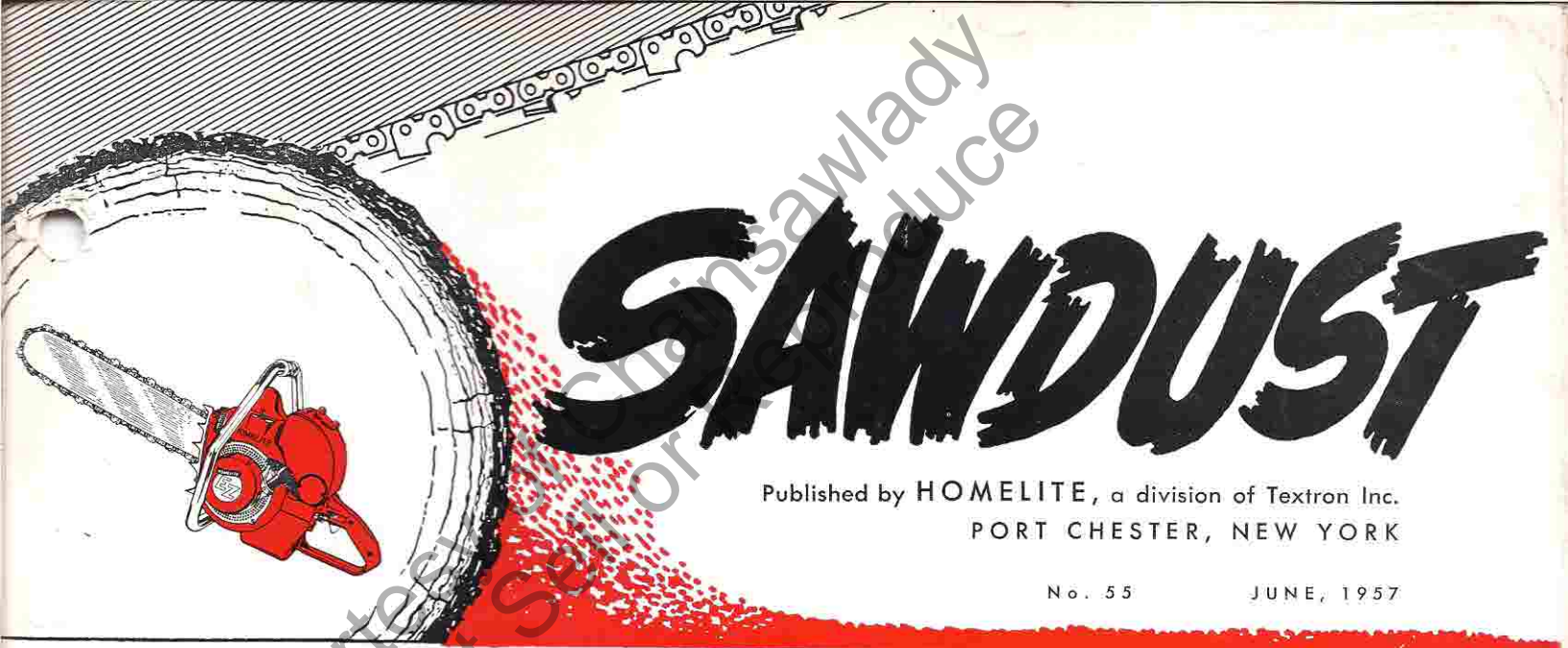
Readers of "Sawdust" will remember that Mr. Towles was featured in the April 1956 issue as Homelite Dealer of the Month.

He leaves a widow, Mrs. Daisy M. Towles, a son and two married daughters. Mrs. Towles will continue to operate the Homelite dealership. The whole Homelite organization extends sincere sympathy to the family and friends of Raymond Towles whose death was an untimely and tragic loss.



Old Friends Meet at the Northeastern Loggers Conference in North Conway, N. H. late in April. Harry Bishop, left, of Gotham, N. H. and Sumner Olsen, Portland, Me. talk things over. Their pioneering efforts, loyal support and long service have contributed greatly to Homelite's success.





# SAWDUST

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

No. 55

JUNE, 1957

## Homelite Twins Announce Twin Saws, Twin Contests



These twin hostesses, introducing the "Power Twins" and their colorful shipping cartons, make an attractive display, can be ordered for \$5 a pair from the Homelite salesmen.

The Homelite Twins, personifying the new Homelite chain saw "Power Twins", the EZ-6 and the 6-22, are going to be very much in evidence in all phases of the big "Power Twins" promotion which Homelite is launching late this month.

Pictures of these smiling young ladies have already appeared at the four Regional Sales Meetings held from June 6 to June 14 in Port Chester, N. Y., Memphis, Tenn., Oak Park Ill. and Seattle, Wash. Carefully planned, day-long sessions were put on by the sales, advertising and service departments, with Nelson Thompson, Vice President, Sales, heading a distinguished cast. The meetings were attended by all District and Branch Salesmen and Chain Saw Specialists.

The theme of the presentation was "Just a Cut Above" and the enthusiastic response to the speakers, the new saws and the whole promotion was in the Homelite tradition—just a cut above! This material will be passed on to the dealers at a series of dealer meetings, scheduled in all the districts for the last two weeks in June.

Everything goes double for this big promotion which introduces not only two new 6 horsepower chain saws but two big contests as well. The purpose of the promotion—to double the sales potential of every Homelite dealer!



Full color, life size floor displays of the twins are ready to come right into the dealer's showroom. They're free to dealers who order one of each of the new saws, the EZ-6 or the 6-22.





# "POWER

## The Homelite EZ-6

The phenomenal sales of the Homelite EZ last spring and summer, which helped put Homelite in the position of the world's leading builder and seller of chain saws, proved that there was a big market for a lightweight, powerful, direct drive chain saw.

Not content to rest on its laurels, Homelite now brings out the new EZ-6 as one of the "Power Twins", a direct drive saw which gives a full 6 horsepower—yet still weighs only 19 pounds! This makes it the fastest cutting, direct drive chain saw ever made, having a chain speed of 3300 f.p.m.

The new EZ-6 has 43 improvements in design, material and finish! Some of the improvements are so small that you might not notice them—several thousandths of an inch more plating on the cylinder bore, a longer thread on the cylinder stud, a

new loop on the starter recoil spring. Other features, such as a new magneto with fully enclosed points, a new trouble-free switch, the revolutionary new reed valve, a larger filter, to name just a few, are easy to see and appreciate. All the improvements, large and small have a direct bearing on the power and performance of the new EZ-6.

Many of the improvements resulted directly from information and comments passed on by alert dealers to their Homelite salesmen and chain saw specialists. They are, after all, in the best position to study customer reaction and to judge how the saws hold up under actual working conditions. Their experience and opinions are of great value to the whole picture and are always welcome.

As a result of these 43 improvements, the new EZ offers longer engine life, more power and smoother performance without sacrificing the floating power and light weight which have made the EZ an overnight sensation.

### Bright Future Ahead

"Homelite built its fine reputation for quality by maintaining a policy of making constant improvements," Nelson Thompson told the group at the Port Chester meeting. "The predominant color in the woods today is red and green, and we're going to keep it that way—not by sitting back and boasting about it but by good planning, and aggressive selling."

The dealer is interested primarily in the question of sales, and so one of the first questions he asks is "How is the market for chain saws right now?" Most dealers have been worried about reports of a slight slump in the sales of lumber and wonder how it is going to effect the sale of chain saws. "Does this mean that the industry is over supplied? Will there be less use for wood and pulp products?"



Way Out On A Limb . . . (above) the operator of a new EZ-6 demonstrates how easy it is to prune with the new powerful, light weight direct drive Homelite.



Bucking Along Like A Breeze . . . (right) Walter Gorski, Experimental Engineering, gives the EZ-6 a good work out, finds it tough, dependable, easy to operate.



# TWINS"

## The Homelite 6-22



Quite the contrary, according to the experts! The pulp, paper and paperboard industry is second among the nation's manufacturing industries in rate of growth. Lumber production has shown a steady, consistent growth also. Add to this the big increase in population—it began in the early 1940s and shows no signs of decrease—and you get a future picture that is very bright. The first wave of this increased population is in the late teens now, and in a few more years they'll be getting married and raising families of their own. They'll need homes and furniture and more and more paper products, newsprint, paper bags and boxes. If they're like their parents they'll be "do-it-yourself" fans which means more paper and lumber products! All these things are made from wood and that wood will be cut by more and more Homelite chain saws if Homelite keeps its present place "just a cut above" the competition in advanced design, highest quality and superior service.

### The 6-22

The "Power Twins" were developed and introduced at the same time because, between the two of them, they will enable the Homelite dealer to satisfy every type of customer in every part of the country.

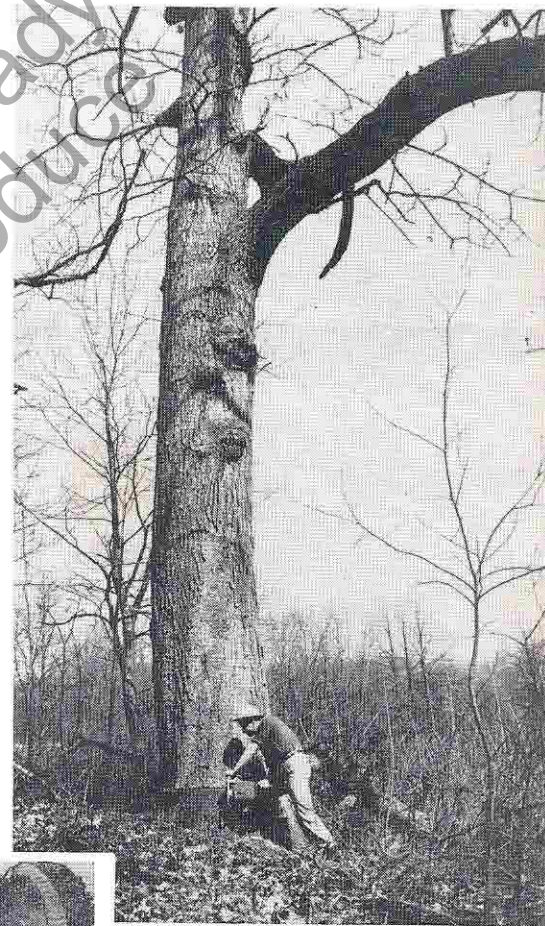
For the professional logger and others who give a chain saw heavy-duty, constant use, the new—all new—6-22, with its powerful gear drive, should be an instant success. It offers big power for fast cutting of all kinds plus dependable performance and low-cost operation. Professional loggers replace their equipment often, not just because of wear but because new, improved saw designs make their old ones obsolete. Homelite has something special to offer them!

The new 6-22 offers 71 improvements to add to the power, durability and low

maintenance cost features . . . heavier sprocket shaft, larger bearing, new sprocket, to name only a few. The new magneto with fully enclosed points will prove to be good news for men who have to work in deep snow and who have had trouble in starting their saws due to moisture and condensation. The new switch is trouble-free under all climatic conditions. These features are all good selling points for the professional who needs a chain saw that will start the first crack out of the box . . . every time.

Another source of additional power is the new pyramid reed valve which permits greater volume of gas air mixture and results in a cooler running, more powerful engine. The new 6-22 converts in seconds with any of three attachments; clearing attachment; brush cutter or plunge cut bow. This makes it the most versatile one man chain saw—for any cutting job.

These improvements, all 71 of them, add up to performance, dependability and longer saw life. They also mean more production, more take-home pay to the production cutter, more labor saved for the occasional cutter. These powerful selling points will mean more sales for the dealer, more money in his pocket.



King-Sized White Oak . . . (above) is due for a fall as the lugging power of the new—all new—6-22 goes into speedy operation.



Cutting It Close . . . (left) Bill Wahl, Chain Saw Specialist, demonstrates how easy it is to operate the 6-22 in any position.



# HOMELITE PLANS GREATEST CO

**WIN A FREE HOMELITE CHAIN SAW**

**EVERY YEAR FOR LIFE**

Just come in today, have a free demonstration of the Homelite EZ-6 or 6-22 chain saw and register. You may win the grand prize of a chain saw for life or one of these new 6-horse-power Power Twins being given away by the Homelite District Office. Don't delay. Come in today.

**DEALER IMPRINT**

PT-22

No. 400480

**HOMELITE HOM**

**GRAND PRIZE:**

A free Homelite chain saw of your choice every year for life

**PLUS**

25 EZ-6 or 6-22 chain saws given away by Homelite District Offices

**DISTRICT DRAWING:** Oct. 10, 1957

**GRAND PRIZE DRAWING:** Oct. 17, 1957

This promotion subject to local, city, county and state laws. If, for any reason, at any time, Homelite ceases to manufacture chain saws, neither Homelite nor its parent company, Textron Inc., will be held responsible.

name \_\_\_\_\_

address \_\_\_\_\_

dealer \_\_\_\_\_

Mats for the ad above and many others are included in the "Power Twins" promotion kit, designed to meet all budgets, all markets.

Three part tickets like this one will bring new Homelites to 25 District winners and a new Homelite chain saw every year for life to the lucky winner of the National contest. Part one, above, with the rules printed on it, is kept by



This easy-to-assemble self-advertising box stands ready to be filled with entry blanks for the terrific nationwide "Power Twins" contest.

The "Power Twins" are ready and Homelite is proud to tell the world about them. In a series of sparkling, colorful advertisements, a unique, exciting national contest is being promoted that will move customers into dealers' show rooms in wholesale lots! More people than ever before will see and try Homelite saws in demonstrations all over the country.

This national contest runs from July 1, 1957 to September 30, 1957 and to enter it all a contestant has to do is to witness a demonstration of the new EZ-6 or 6-22; fill out a card; drop one part with his name and the dealer's name in the special contest box at his local dealers; go home and wait for the big day. If he buys one of the new saws and then wins, his money will be refunded at the end of the contest.

(A note right at this point is important. There are a few sections of the country which do not permit contests of this type. In those cases, the form of the contest may be changed to make it legal.)

The Big Day comes on October 10, in each of the twenty-five District Offices where the contest entry blanks have been sent by the dealers. An impartial judge, the mayor, perhaps, or a leading forester, will draw out a ticket and the lucky holder of the stub of that ticket will have his choice of a free EZ-6 or a 6-22. The dealer who sent in the winning stub will receive a \$100 U. S. Savings Bond, too. That's why it's important to have the dealers name on each stub.

And that's not all—! Next, the judge draws one more ticket and sends it on to Port Chester. The 25 tickets, one from each of the Homelite Districts will be put in a box and on October 20, the grand prize-winning draw will be made by the original twins and some extra-lucky individual will be entitled to a Homelite chain saw every year, for the rest of his life! (Of course, he agrees to turn his used one in every year, no matter how attached to it he has become!) And the dealer who sent in the ticket has another chance to win a \$100 Bond.



# CONTEST IN CHAIN SAW HISTORY

No. 400480      No. 400480  
**ELITE**      **HOMELITE**  
 BLANK      ENTRY BLANK  
 name \_\_\_\_\_  
 address \_\_\_\_\_  
 dealer \_\_\_\_\_

Dealer Cooperative Advertising Plan, it should prove inexpensive and very worthwhile.

An added attraction of this phase of the contest . . . if a dealer who has held one or more local contests has a winning contestant in the district or national drawing, he gets a \$200 Bond instead of a \$100 Bond!

## Great New Promotional Material

Special promotional material will be furnished those dealers who decide to hold local contests. A large counter card, inviting customers to "Win a Free Homelite," lists the dates of the final drawings and has a space for the date or dates of any local drawing. Many of the special newspaper mats and radio scripts combine notice of the local contest with material about the national contest. There is also a special publicity kit with a short but newsworthy story that only needs to have the winner's name and the dealer's name inserted to be complete. When this type of story is taken, in person, to the local editor, it usually gets prompt attention. A picture of the winner receiving his prize saw makes the article even better!

That's the contest! It starts July 1st and every dealer's place of business becomes a contest headquarters. The promotion kits which the dealers have received from their district offices are full of exciting material to help the contest along . . . the three part tickets . . . the contest box . . . colorful streamers . . . mobiles . . . blow-ups of ads . . . mats of newspaper ads . . . scripts for radio and television. They will be all ready to go to work for the dealer, ready to bring interested customers into the shop to see the new Homelite "Power Twins" the EZ-6 and the 6-22, ready to tell the "Power Twins" story and help the dealer turn that story into sales.

the contestant. Part two goes into the ballot box in the dealer's shop. Part three is kept by the dealer for his own customer files. The same ticket stub can be used for local contests before being sent on for the final drawings.

## All-Out Advertising Coverage

The national contest, needless to say, will be played up in all the "Power Twins" advertising and promotional material. More than 4½ million readers of the Saturday Evening Post will be reading and remembering that Homelite has just given birth to twins. There will be ads in the leading farm journals, with a readership of over 6½ million; in Sports and Popular Science magazines with 5¼ million readers; in Timber and Forestry publications with ¾ million; in technical and specialized publications which provide another million. All in all these add up to more than 17 million readers!

## Local Contests New Feature

Last year during the EZ Contest, many dealers felt that if they had been permitted to give away a saw in their own contest, it would have made the entire promotion even more successful because it would have localized it right down to the neighborhood level.

This year, therefore, with the introduction of the "Power Twins" Homelite has arranged to let any dealer who wants to, give away one, two or even three chain saws, locally. It's a simple arrangement, which will be explained in detail at the dealer meetings or on his next visit by the Salesman.

The dealer can buy these saws for give-away purposes for a very low price. The only requirement Homelite makes is that the dealer agrees to run a minimum amount of local advertising to let the public know he is running a contest and that this contest is tied in with Homelite's district and national contest. Since Homelite will match, dollar for dollar, every penny the dealer spends on local advertising under the terms of the Homelite

Try the 2 New...  
ALL NEW  
**HOMELITE**  
CHAIN SAWS  
6 Horsepower  
"Power Twins"

**6 Horsepower 19 Pounds DIRECT DRIVE**

**Easiest Handling.** The EZ-6 weighs only 19 pounds — with every ounce perfectly balanced. Falls for rugged professional use, this fast cutting 6 horsepower chain saw is extremely easy to handle — even an amateur can operate it with little or no effort.

**Powerful Cutting.** This direct drive chain saw with its first class special steel logic saws, makes quick work of trees up to 12" in diameter. Fitted with a full horsepower, 6-cast-iron, 4-cylinder, 18" free air E-cylinder.

**A Profitable Investment.** The Homelite EZ-6 starts to pay for itself the first time you use it. Three wonderful uses: big cash crops — cuts timber, pulpwood, fence posts, cordwood. The 1288-speed direct drive chain saw has enough dependability to make other full or part-time cutting profitable.

Can't work in 15 minutes, then 15 minutes, then 15 minutes, then 15 minutes, then 15 minutes.



**6 Horsepower 22 Pounds GEAR DRIVE**

**Top Production.** Rugged 6 horsepower engine with gear drive gives you the biggest power in the world. Built for hard, everyday use, the 6-22 is a well proportioned center's tool.

**More Profitable Cutting.** The search-operating Homelite design drives into slow. You get longer engine life, spend less time out of the woods, for maintenance and repairs. Less time refueling the big new gas tank. You cut more efficiently for lower profitable cutting.

**Money-Saving Attachments.** The Homelite 6-22's newest 1000 inch chain saw that has plunger bar, brush-cutting, and mounting attachments available. You can make a quick switch and be ready in seconds for any type of cutting.

Homelite builds and sells more chain saws than any other company in the world.

**HOMELITE**  
A DIVISION OF TETRON INC.  
4377 FIVEBALS AVENUE, FORT CRESSLEY, NEW YORK  
Manufacturers of portable power generators, chain saws, blowers  
© 1961, Harry W. Harkness Co., Ltd.



**WIN** \$250 Cash and 1000 Gallons of Gasoline

Just with one Homelite chain saw and one Homelite generator you can win \$250 cash and 1000 gallons of gasoline. The contest is open to all dealers who sell Homelite chain saws and generators. The contest is open to all dealers who sell Homelite chain saws and generators. The contest is open to all dealers who sell Homelite chain saws and generators.

"Power Twins" ads, mounted for use as counter cards and window display cards, attract attention, tie in the local dealer with Homelite's national advertising. The ad, above, included in the material furnished in the promotion kit, is a reproduction of an announcement ad in the Farm Journal for July.





Lined up ready for action, (left to right) William Ott, mechanic, and dealers Bob Blankenship and Elliot Evans show their Homelite colors and part of their stock of Homelite saws.

Twin powers in the chain saw field in Rome, Georgia, are Homelite dealers Bob Blankenship, Jr. and B. Elliot Evans of Rome Chain Saw Company. They share twin ambitions, too.

"Our future plans are to increase sales promotion and sales," say Bob, and Elliot agrees heartily. "We plan to do this with advertising, good service and personal contact in our territory."

This isn't a new policy for these two men have been doing an outstanding job of selling and servicing Homelite saws under the old dealership, C & M Motors. In February of this year, after moving to their present location, Bob Blankenship and Elliot Evans bought the business from C & M and changed the name to Rome Chain Saw Company.

"We knew just what we wanted in the way of an attractive, efficient and safe shop and, since taking over ownership, we've made a lot of improvements in our

working facilities," explains Elliot. "Now we can give better service and our shop is becoming a gathering place for Homelite users in the area."

Such good planning went into the layout of their Homelite shop that it's worth describing in detail. Many of the features could be used to advantage by other dealers with large or small shops.

A customer waiting room, complete with a sofa, chairs, soft drink and food dispensers and a dazzling display of new and rebuilt Homelite chain saws, greets the customer when he enters. A high counter at the back separates it from the working area. This keeps customers from getting underfoot yet lets them see what's going on if they're interested.

There's plenty to see, too. Not only the two dealers, Elliot and Bob, but also their mechanic William Ott, are real experts in the repair and servicing of Homelite chain saws. The rebuilt units they turn

out are so good it's hard to tell them from new saws!

Lots of thought and planning went into the tool and bench layouts to get them just right. Having found that poor quality tools can do real damage to units being repaired, they decided that it would pay to buy the best quality tools. Special racks to hold them were mounted over the work benches so that the proper tools are always at hand when needed. This saves time and makes for much greater efficiency—also a neater-looking shop.

A unique feature of the work area is a special shelf that juts out of a doorway, half way up in the side wall. When they want to start a chain saw to check it in action, they open the door, fasten the saw on the platform by means of special holding cleats and let her rip! A fan blows all the fumes outside and even if the guide bar and chain are on the saw, there is no danger of anyone being injured on the

# WHEN IN ROME

## Take Some Tips

### from

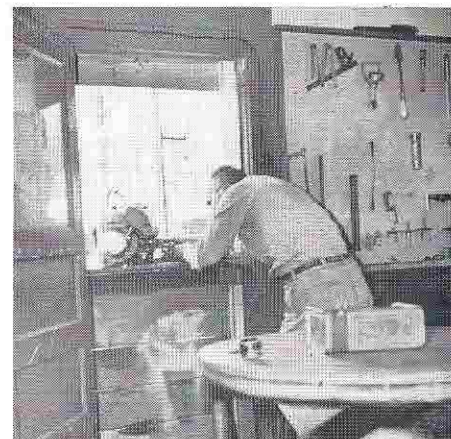
## THE ROME SAW CO.

## Homelite Dealers of the Month



The waiting room where customers can sit in comfort while their saws are being serviced, is a friendly place to gather.

Separated by a counter from the waiting room, the uncluttered work area has all the tools and equipment in apple pie order.



On a starting platform, built into a door, Bob Blankenship adjusts a unit. The fumes go outside and no one can get hurt.



moving parts, for nothing projects beyond the shelf.

"Safety is practiced in all our servicing," explains Bob. "Units to be cleaned with compressed air are taken to an outside area. There is no open heater, fire or welding equipment in the work area. This is to prevent any possibility of fire from fuel in the machines."

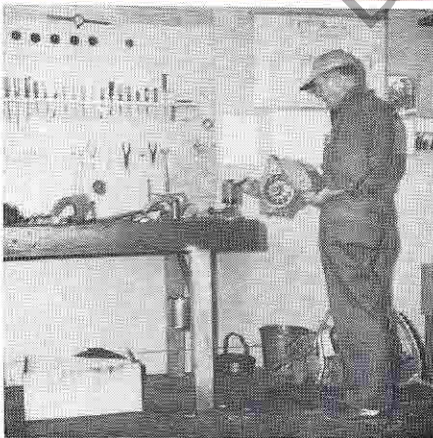
This same careful planning carries through to the enclosed office and parts shelves. The partners consider this phase of their operation so important that their chief tip to other dealers is "Keep all parts needed!" They figure there's no surer way to keep their customers loyal to them and to Homelite.

"Service, day or night" is the other main policy as expressed by Bob Blankenship. "We aim to have the best service of any other chain saw dealer in our territory. We try to treat the customer right and know his need in our line of business at all times. If we can't fix his saw in twenty four hours we give him a saw to use until his is ready. We know how important it is to most of the men, especially when they're in the middle of a job."

"We don't stop with fixing a saw, or selling one for that matter," adds Elliot. "We make sure that the customer understands the proper use and maintenance of his saw and the special features of the engine. We show him the right way to sharpen the saw and how to set the depth gauges for the longest chip possible according to the engine's horsepower and the kind of wood being cut."

"We have a special log pile out back of the shop and when we finish repairing a saw we take it out there and really try it out. We get the owner to try using it, too, and when he's completely satisfied, we figure the job is finished."

Elliot Evans works on a unit held in place by Powrarm vise. Tools, hung in neat rows are right there when he wants them.



There's been a lot of description of how well the customers of the Rome Chain Saw Company are treated but no hint about how they got to be customers in the first place! There are plenty of potential customers in the area because Rome, Georgia, in the north west corner of the state is in one of the richest lumber and pulp producing regions of the country. There are large lumber and pulp companies nearby but most of the cutting is done by farmers and wood lot owners. Georgia leads all other states in the amount of acreage under Tree Farm cultivation with 3,824,674 acres as of May, 1957! In the Southern States, farmers are finding it more and more profitable to grow trees as a regular crop. The long growing season brings trees to marketable size in fifteen or twenty years.

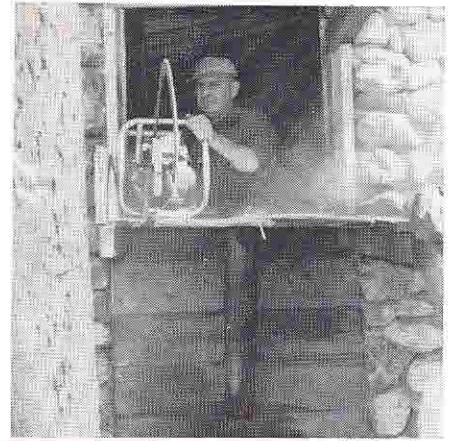
The problem was to turn these potential customers into actual customers. Bob and Elliot didn't just sit in their nice, neat shop and expect customers to find them. They went out in the woods, made friends of the cutters, studied their habits and needs. They contacted wood buyers and found out who was selling them wood. They got to know the farmers, too.

"We attend all the woodcutting contests and pulp mill outings that we can," says Bob. "We furnish the refreshments and saws and we're kept busy demonstrating the proper way to cut, thin and take care of timber. We make good friends at these affairs and often make sales right there."

"We've found that advertising really pays, too," adds Elliot. "We want to be sure everybody knows we're the Homelite dealers, so we use road signs, decals on our truck and jeep, radio and newspaper advertising and a lot of direct mail advertising. I guess every chain saw user in the area knows about Homelite and the Rome Chain Saw Company!"



In the private office and Spare Parts section, Bob Blankenship carefully checks over some parts that are getting low.



Elliot Evans is testing out a repaired unit on the special starting platform which juts out of a door in the repair area.

Usually, in a partnership of this kind, one man has the sales approach down pat while the other is an expert mechanic and serviceman, or perhaps one handles the paper work while the other goes out in the field. But not these partners! They're both equally at home in the woods making a sale or at the bench making a tricky repair or reassembling a Homelite saw.

Some partners who work well together prefer to spend their out-of-business hours separately but not Bob and Elliot! They even have the same hobbies! They and their families—Bob has four children, Elliot, two—love the water and spend all the time they can boating, fishing and water skiing.

It seems very appropriate to feature these two fine partners as "Homelite Dealers of the Month" in the same "Sawdust" that introduces the new Homelite "Power Twins". They qualify as "power twins" themselves in the Homelite dealer family!

Do-it-yourself log pile provides a proving ground for a customer to try out a repaired unit before getting it back.







A short recess from picture taking and then it's back to class in Roanoke, Va. for the Homelite dealers and mechanics attending the Service Training School. Branch personnel who assisted in making the affair a big success are standing in the rear. At the left, Helen Wade and Mrs. Wood then Bill Parrish, Parts Manager. The three at the right are John Jossey, Bob Wood, Branch Manager, and Bill McDonald.

## He Forgot To Duck

An unnamed Homelite owner has every reason to be grateful to Homelite, according to a story originating in North Wilkesboro, N.C. with the Homelite dealer, "Wilkes Power Saw Co."

The Homelite user was cutting in the woods with his Homelite hard hat on his head. Suddenly, a branch fell on top of him, knocking him out, blacking both eyes, knocking out three teeth. More important, it smashed the front of his hat quite flat! According to the doctor who examined him, it would have been his skull that was crushed flat if he hadn't been wearing his trusty hard hat.

At latest reports, he had hammered out the hat and gone right back into the woods. Rugged characters, these Homelite users!

## Back to School Movement

The first week in May was a busy week for the Roanoke, Virginia, Homelite Branch office. Two sessions of a Service Training School were held there and it was a good chance for the 31 Dealers and Mechanics who attended to see the new Branch building which opened for business on March 15th and get acquainted with the Branch personnel.

Branch Manager Robert Wood was assisted by John Jossey and Bill McDonald, Factory Chain Saw Specialists, who were very informative and helpful in their instruction. Mrs. Wood and Helen Wade, Secretary, helped too and saw that there was plenty of food for eating in addition to the big helpings of food for thought. All concerned felt the meetings had been a big success.

Comments about the meetings were very enthusiastic. "Old dealers had a chance to refresh their memories and learn how to train new personnel," reports Bob Wood. "New dealers, some established since September, received proper service training. Each mechanic had a chance to familiarize himself with the tools and their usage. Everyone had an opportunity to see and use tools he might not have in his own shop."

As a result of this, many dealers ordered the new Powrarm vice, the coil and condenser tester and the main bearing puller. They feel that they will be able to do a much more efficient job on service and repairs.

Sounds as if the Roanoke Branch has gotten off to a successful start!

## Cool, Man, Cool!



A nice, cool sight for a hot day! High in the Swiss Alps, a Homelite chain saw is used to cut big chunks of ice. Our distributors in Switzerland, Panelectra Ltd. of Zurich, report that this is a fairly common sight during the long, cold winters.

## Effort on Elk Mountain

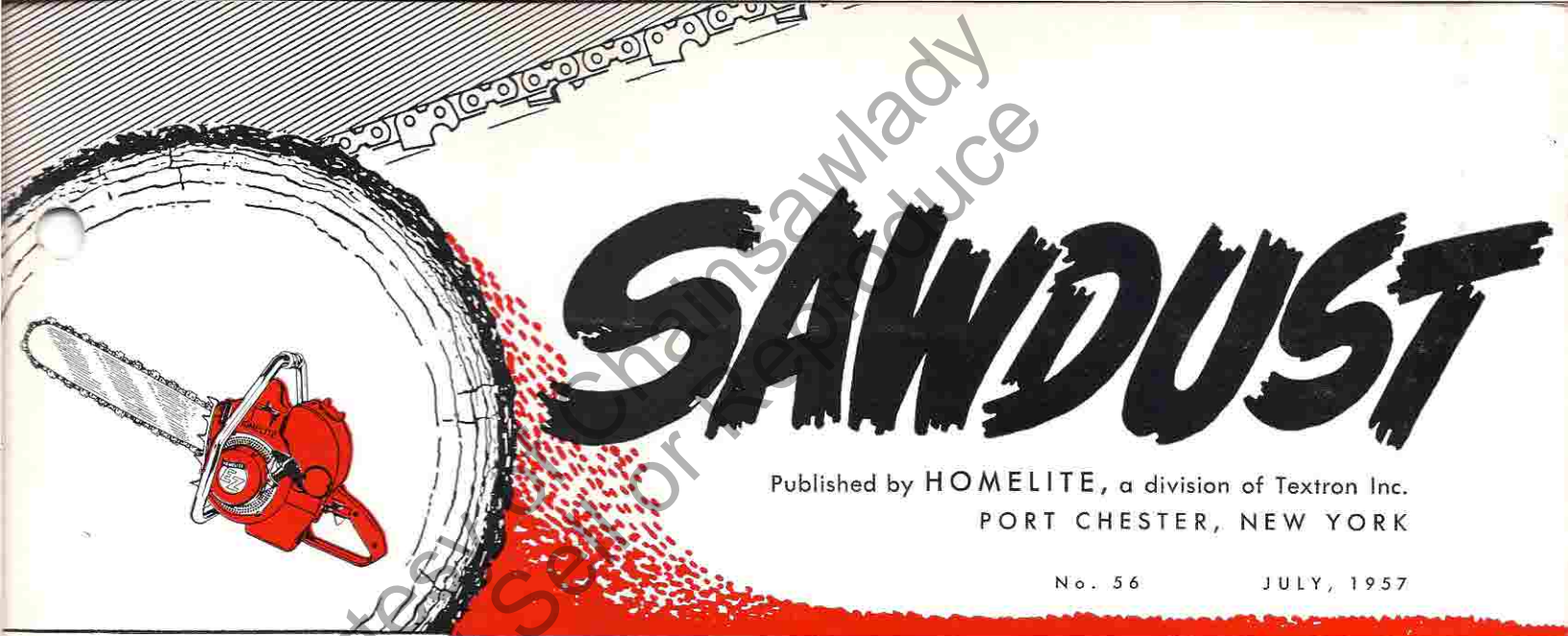
Bill Worster, a Homelite user from Elk Mountain, Wyoming, is so proud of his 7-29 that he boasts about it all the time. He bought it from the Lefforge Motor Co. in Hanna, Wyoming, last October and used it to buck timber in the Elk Mountain area. During the season he bucked 900,000 feet of lumber—over 600 trees! And with all the hard use that this record implies, the only replacement parts his 7-29 required were one belt, one condenser and 4 chains!

Enthusiastic users, like Bill Worster, are very effective salesmen for Homelite, as every dealer knows. "Sawdust" will be glad to feature pictures and stories of these modern "Paul Bunyans".



All in the day's work! Robert Ross, Altoona, Pa. Branch Manager, poses with Miss Pennsylvania in front of the colorful Homelite display at the recent Altoona Home Show. We noted particularly the copies of Sawdust on the wall and the fact that the possible loss of a few fingers doesn't seem to worry Bob a bit!





# SAWDUST

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

No. 56 JULY, 1957

## Homelite Dealers Sign Up To Harvest "Money Tree"

Instead of sitting under a tree, lazily fishing the summer days away, a great many Homelite dealers are busily cultivating a tree which promises to bring them a big harvest of sales—the Money Tree.

As pointed out at recent Dealer Sales Meetings, money does literally "grow on trees" in the chain saw business, for chain saw users as well as for those who make and sell the saws. The modern chain saw is becoming a necessity rather than a luxury for the farmer as well as the professional cutter.

Homelite dealers are in a very strong position to cash in on this ever-growing demand during the present "Power Twins" promotion. In addition to the two new saws, the EZ-6 and the 6-22, outstanding because of dozens of im-

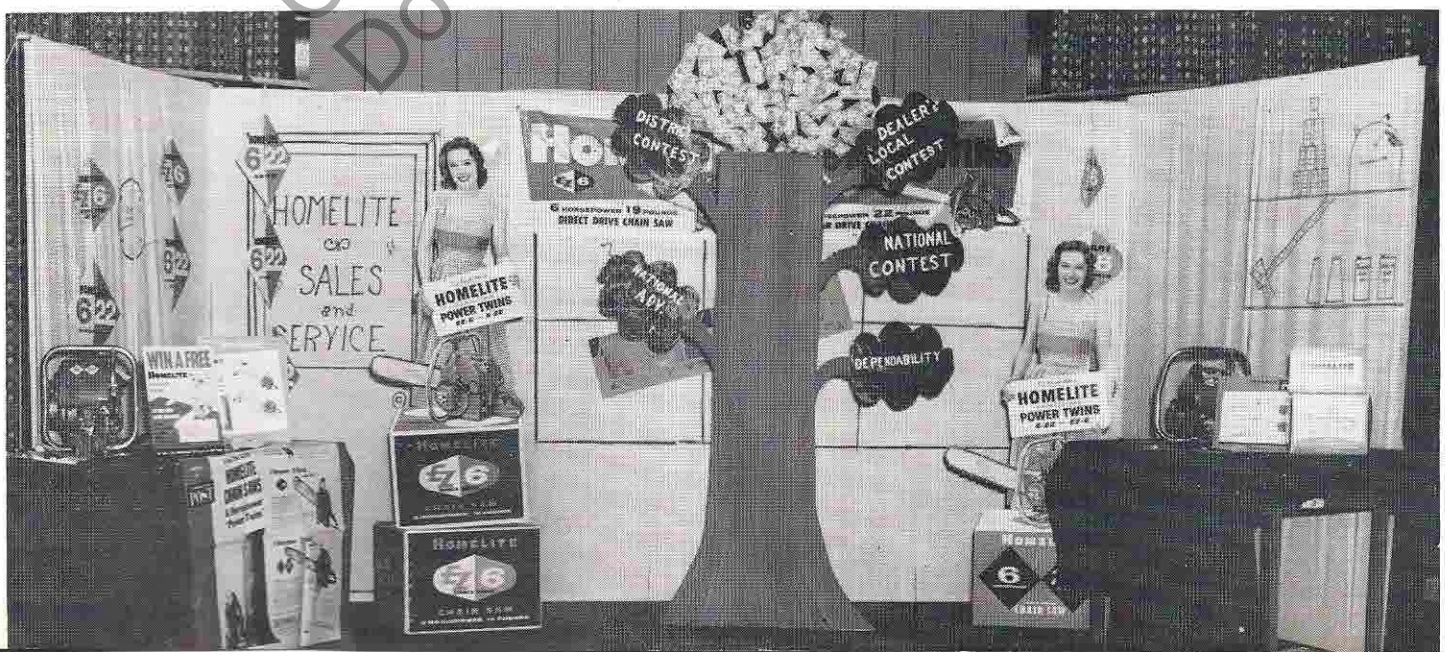
proved features, the two national contests, widely featured all over the country, offer exciting possibilities for future sales.

The fact that Homelite has launched the biggest advertising campaign in its history means that millions of people will be seeing Homelite ads in the next three months. Many dealers are taking advantage of the special offer which makes it possible for them to hold local contests in addition to twin national contests. They feel that local advertising tying in with the national advertising will have double the impact and will bring many future customers into their shops.

There has been a tradition in the chain

saw business that "You can't sell saws in the summer." Homelite has been changing all that drastically! Every year for the past few years sales of Homelites have been *increasing* during the summer. Last July Homelite did 55% more business than the year before. Evidently Homelite dealers didn't know that "you can't sell saws in summer." They just went out and sold! Judging from the number of local contest agreements being received from dealers all over the country, they're planning to do the same thing this summer. They want to make the "Money Tree" an actual fact in terms of increased business and profits.

This setting, complete with props, was used for a Dealer Sales Meeting in Roanoke, Virginia in June. It was made by Bob Wood, Branch Manager, to resemble the setting used for the Regional Sales Meetings.

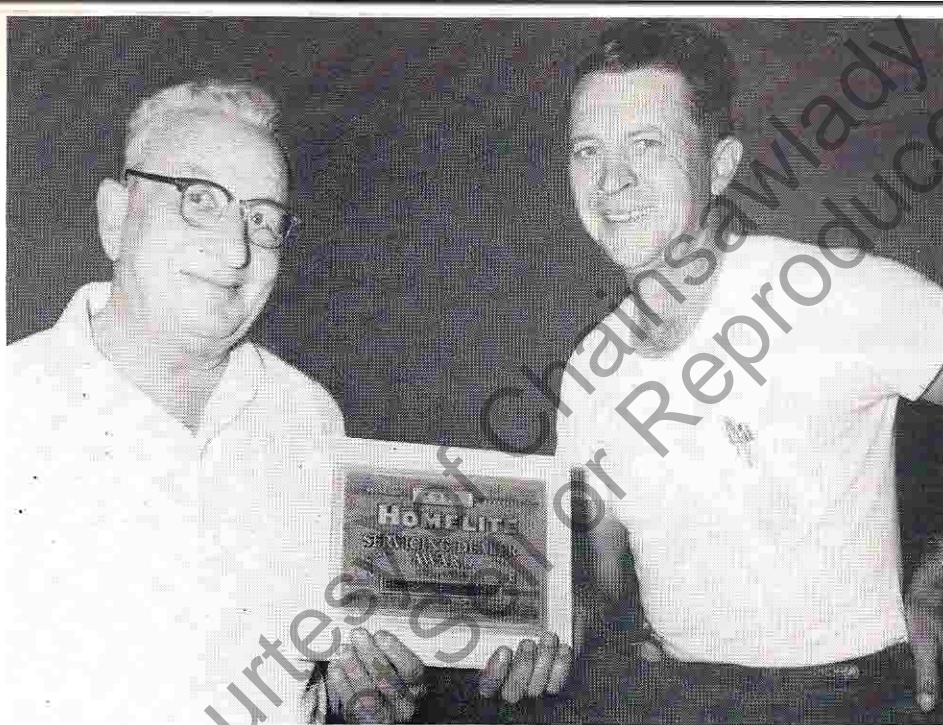




# Bossier City, La.

## "Dealers of the Month"

### Winners



The mayor of Winnfield, Louisiana, Mr. B. C. Allen, left, poses with Homelite Dealer Carlos Alford after presenting him with a Service Plaque. The Alford Saw Company has shops in Winnfield, Olla and Hodge.

Any one of the Homelite dealers who have been awarded the Servicing Dealer Plaque would be a good subject for Sawdust's "Dealer of the Month" story—in fact, many of them have been so honored. This time they are all being featured in recognition of the fine job they've been doing and the fame they have been bringing to Homelite and to themselves by their achievements.

On a recent swing-around trip to call on Homelite dealers, Ray Sarles, Factory Chain Saw Representative, found himself in a strange town. He stopped at a store to ask the way to Dealer Jones' shop, figuring he'd have to do a lot of

explaining to get directions. The local man, however, knew Dealer Jones.

"He's the Homelite dealer," he volunteered. "His shop's over on Main Street, three blocks west. He's got a factory trained chain saw mechanic and they really do a good job on service. The other fellow that sells chain saws in town, just has a tractor mechanic. Jones got a special award from his company. I saw it in the paper the other day." Ray was very pleased with this information.

This is typical of the favorable impression made by announcements in local papers of the awarding of these Service Plaques. Many such items are ap-

pearing in papers all over the country. Especially noteworthy publicity has been given to the Bossier City, Louisiana District which has made quite a ceremony of awarding the plaques. This district includes Louisiana, the southern part of Arkansas and Southwest Mississippi.

According to Alton Ellzey, Chain Saw Salesman, "We only gave these out to dealers who we believe really deserve them. We tried to impress upon them that these plaques were only given to outstanding dealers. If certain standards were maintained—such as a neat shop, signs identifying them as a Homelite dealer, saws on display, good customer service, demonstrations and an adequate supply of parts and special tools—they would be eligible again next year."

"The dealers who received the plaques really appreciated them," continues Alton. "They have them prominently displayed in their places of business."

At right—the staff of the Miller Saw & Tool Co., Alexandria, La., receive their award. Left to right, J. M. Miller, W. Blackwell, A. Ellzey and G. Carey.



Below—Alton Ellzey, presents a Servicing Award Plaque to Homelite Dealer A. Foshee of Foshee Chain Saw Sales, Natchitoches, La.



Below—left to right, Bill Ferguson, Bob Newcomer, Earl Cobb, Howard Griffin, owner, A. Ellzey and S. S. McCarty display plaque in Monroe, La.



Left—J. C. Davis, of the Pineland Saw Agency, Many, Louisiana, receives his plaque from J. A. Anderton, District Manager.



# ics Eighteen the Month" of Awards



Homelite Points With Pride to this, the first listing of award-winning dealers. It is composed of those dealers of districts 1, 2, 3, 4, and 5 who were chosen before July 1, 1957. During the coming months, lists from the other districts will be published as well as any additional dealers whose names were presented after July 1st.

On this page are pictures of some of these dealers. Unfortunately, we don't have space in "Sawdust" to show the pictures of all of these ceremonies as over 400 Homelite dealers have been awarded plaques so far this year.

That's an outstanding record, especially since the standards have been kept so high. Homelite is proud to know that so many dealers have met these requirements. The high quality of Homelite sales and service is a very necessary part of the success which makes possible the statement "Homelite builds and sells more chain saws than any other company in the world".

These Servicing Dealer Awards are just another way of telling the world that Homelite dealers, like Homelite products, are "Just a cut above."

## BOSSIER CITY DISTRICT DEALERS WHO WON SERVICE PLAQUES

Alford Saw Company, Winnfield, La.  
 Cathey's Chain Saw Sales, Thornton, Ark.  
 Chain Saw Sales, DeQueen, Ark.  
 Fitzgerald Saw Shop, Sheridan, Ark.  
 Foshee Chain Saw Sales  
 Natchitoches, La.  
 Green's Saw Co., Prescott, Ark.  
 Howard Griffin Sales, Monroe, La.  
 McDougal's Chain Saw and Supply Co.  
 Malvern, Ark.  
 Merriot's Garage, Jessierville, Ark.  
 Miller Saw & Tool Co., Alexandria, La.  
 Monticello Saw and Repair Co.  
 Monticello, Ark.  
 Northern Saw Co. Inc., Pine Bluff, Ark.  
 O'Neal Hardware & Supply Co.  
 Glenwood, Ark.  
 Pineland Chain Saw Agency, Many, La.  
 Pratt's Chain Saw Co., El Dorado, Ark.  
 Stringfellow's Chain Saw Co.  
 Hampton, Ark.  
 Tri State Mill Supply Co., Crossett, Ark.  
 Warren Trucker's Inc., Warren, Ark.

## SERVICE PLAQUE WINNERS

Districts 1, 2, 3, 4, and 5  
 Up to June 24, 1957

A. G. Electric Co., Gate City, Virginia  
 Allied Construction Equipment, Inc., Youngstown,  
 Ohio  
 Arborist and Supply, Ravenna, Ohio  
 Ayers, H. L., Middletown, New York  
 B. & W. Garage, Oakhill, Florida  
 Bainbridge Truck and Tractor Co., Bainbridge, Georgia  
 Baker Bros. Inc., Lexington, Virginia  
 Baker Bros. Inc. Roanoke, Virginia  
 Baker Bros. Inc. Staunton, Virginia  
 Baxley Chain Saw Co., Baxley, Georgia  
 Beltz Farm and Garden Supply, Akron, Ohio  
 Berger, Philip G., Clinton, New Jersey  
 Blanchard, John E., Smyrna, New York  
 Blue Grass Mercantile Co., Blue Grass, Virginia  
 Bowen Brothers, Livermore Falls, Maine  
 Boyd, Roy, Ararat, Virginia  
 Brice Loggers Supply Co., Gainesville, Florida  
 Bunnell Timber Co., Bunnell, Florida  
 Busbee Co., H. A. Ocala, Florida  
 Chandler, John, Owego, New York  
 Charleston Machine and Welding Shop, Folkston,  
 Georgia  
 Chatham Arborist Supply, Chatham, New York  
 Clinch Valley Lumber and Supply Co., North Tazewell,  
 Virginia  
 Cold Spring Service Station, Cold Spring, New York  
 Colonial Equipment Co., Wilton, Conn.  
 County Power Tool Co., Tarrytown, New York  
 Croy Motors Inc., Pearlsburg, Virginia  
 Cunliffe, Ray, Houlton, Maine  
 Day, Roy, Esserville, Virginia  
 Delhi Farm Equipment Co., Delhi, New York  
 Demerest & Son, Inc., A. W., Stamford, New York  
 Dixon Lumber Co. Inc., Galax, Virginia  
 Do-it-Yourself Inc., Whippany, New Jersey  
 Doss & Dalton, Inc., Gretna, Virginia  
 Eastern Chain Saw & Supply Co., Sellersville,  
 Pennsylvania  
 Eck & Son Garage, A. J., Williamsport, Pennsylvania  
 Epperson & Co., Tampa, Florida  
 Evans, James D., Naruna, Virginia  
 Farmers Servicecenter, Inc., Richfield Springs,  
 New York  
 Forestry Equipment Co., Jacksonville, Florida  
 Foskey Bros., Douglas, Georgia  
 Gary Trading Co., Morris, Georgia  
 Gerow Brothers, Liberty, New York  
 Goodell, Ray, Binghamton, New York  
 Hackney Bros., Lake City, Florida  
 Harman Sales & Service, Harrisonburg, Virginia  
 Harper's Service, Mantua, Ohio  
 Hodam, Jr., Edwin, Deposit, New York  
 Home & Garden Supply, Homer, New York  
 Horne Hardware Co., Thomasville, Georgia  
 Johnson, R. P. & Sons, Wytheville, Virginia

Knapp, John W., Monsey, New York  
 Kuemmerling Inc., Karl, Canton, Ohio  
 Laubach, Ralph A., Millerstown, Pennsylvania  
 Len's Service Station, Sussex, New Jersey  
 Leppo Farm Equipment, Tallmadge, Ohio  
 Long, James E., Radford, Virginia  
 Loomis, Carleton, Bainbridge, New York  
 MacClenny Cash Store, MacClenny, Florida  
 Madison Saw Shop, Madison, Florida  
 Martin Equipment Co., Albany, Georgia  
 Martin Manufacturing Co., Fitzgerald, Georgia  
 Metzler Tree Service, Pottstown, Pennsylvania  
 Milan Chain Saw Co., Milan, Georgia  
 Mineco Inc., Bartow, Florida  
 Moody's Sales & Service, Covington, Virginia  
 Neal Store Co. Inc., Blountstown, Florida  
 Neel Implement Co., North Salem, Ohio  
 Newman, Harlie, Hancock, New York  
 Outboard Marine Supply, Crestview, Florida  
 Pase, W. L., Harbeson, Delaware  
 Pashley, Ralph, Morrisville, New York  
 Patrick Hardware & Furniture Corp., Stuart, Virginia  
 Peerless Repair Service, Danbury, Connecticut  
 Penningroth & Son, H. A., Whitney Point, New York  
 Perreault, Everett L., Fort Kent, Maine  
 Perrow-Evans Harware Co., Lynchburg, Virginia  
 Pinto, Joseph L., Philadelphia, Pennsylvania  
 Plasterer, Elmer E., Lebanon, Pennsylvania  
 Pulpwood & Loggers Supply, Perry, Florida  
 River Implement Co., Inc., Middleburg, New York  
 Roy Co., The Branchville, New Jersey  
 Roy, J. C. & Son, Blairstown, New Jersey  
 Rudolph, W. H. Blooming Grove, New York  
 Runnells Lumber Co. Inc., Walton, New York  
 Sarles Sons Inc., States, Marlboro, New York  
 Sea Island Cotton Gin Co., Vidalia, Georgia  
 Shank's Garage, Floyd, Virginia  
 Shearer Farm Equipment Co., Wooster, Ohio  
 Sikes Machinery Co., Claxton, Georgia  
 Sing Oil Co. Station, Quincy, Florida  
 Sirmans Chain Saw Co., Fargo, Georgia  
 Small Engines Sales & Service, Monticello, Florida  
 Sparks—Giles Hardware Corp., Danville, Virginia  
 Talton Industries, Hubert, Deland, Florida  
 Taylor's Welding & Blacksmith Co., Lakeland, Georgia  
 Tidewater Equipment Co., Brunswick, Georgia  
 Towles Service Center, Ludovici, Georgia  
 Towles Service Center, Savannah, Georgia  
 Tractor & Lawn Mower Sales & Service, Chatham,  
 New Jersey  
 Tucker, Frances S., McDonough, New York  
 Van Brunt & Son Inc., Tallahassee, Florida  
 Walters Equipment Co., Warwick, New York  
 Warren Saw Co., E. Palatka, Florida  
 Weitz, August O., Moosic, Pennsylvania  
 West End Implement Co., Oneonta, New York  
 Williams Co., The, Meridian, Georgia  
 Woodbine Motor Co., Woodbine, Georgia  
 Zoller, Frank Sr., Croton-on-Hudson, New York





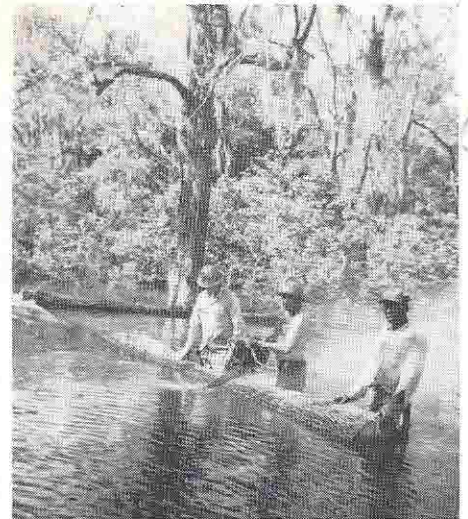
Timber! Splash! Buddy Winters fells an ash tree in a Louisiana bayou with his Homelite chain saw.

## OPERATION - HIGH WATER

The bayous of Louisiana often make a logging operator look pretty water-logged but they don't stop him. These pictures were taken by plaque-winning Homelite dealer J. M. Miller of Miller Saw and Tool Co., Alexandria, Louisiana, and Alton Ellzey, Salesman.

The logging was being done by Mr. Joe Winters who saws furniture stock. Because of the water, he was cutting only ash at this time because ash will float! He felled the trees with his Homelite, cut them into log lengths right in the water and towed them to land behind the boat. On the road, he bucked the longs into desired lengths before loading them on trucks to take to the mill.

Pretty rugged these Homelite chain saws and the men who use them!

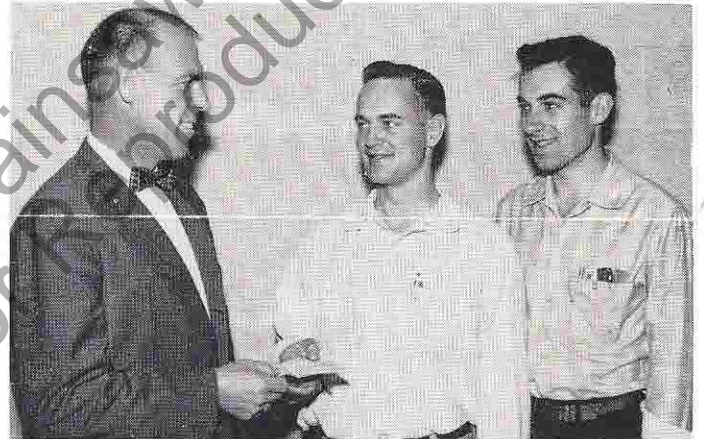


Getting along swimmingly with the job are Buddy Winters, G. Ziegler and Eugene Jones.

## Homelite — Here, There and Everywhere

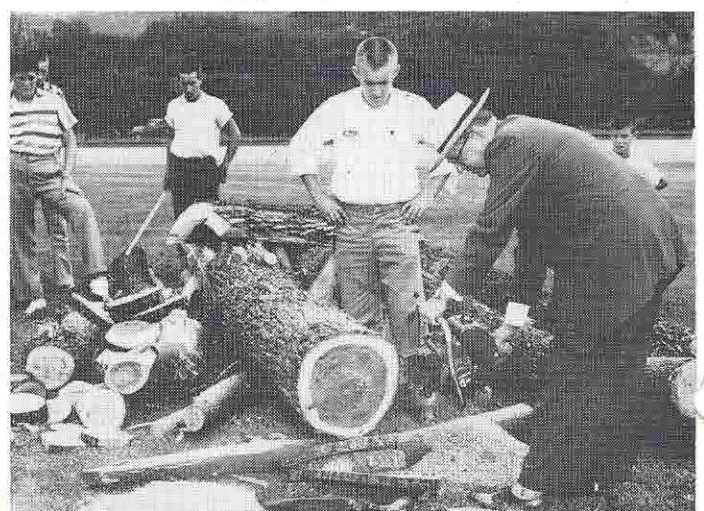


A NEW DEALER in Kalispell, Montana, Clarence H. Winkley, poses in his neat, well-arranged shop. John Cram, Spokane Manager and Harry Wicklun, Chain Saw Specialist, put a lot of thought into planning this layout.



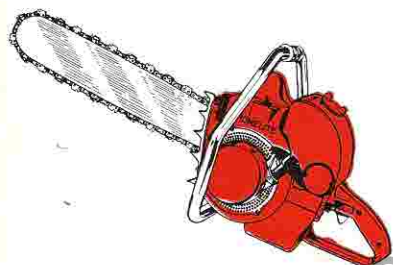
AWARDS IN MAINE, as Al Orcutt, Orono Chain Saw Specialist, presents the Homelite Forestry Scholarship Awards to Joseph F. Higgins and John M. Lane, outstanding juniors in the Forestry Dept., of the University of Maine.

A FLOAT IN PENNSYLVANIA, which Robert E. Querry entered in five Altoona parades in the past few months was seen by thirty or forty thousand people, created a great impression. The boys are demonstrating a Homelite EZ.



A V. I. P. IN TENNESSEE, Ezra Taft Benson, U. S. Secretary of Agriculture, visiting the East Tennessee Farmers Convention couldn't resist trying out a new Homelite EZ-6. Gene Warren from our Knoxville Branch supervises.





# SAWDUST

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

No. 57 AUGUST, 1957

## Demonstrations at New High As Contest Reaches Mid Point

With the August and September ads featuring the Homelite "Power Twins" Contest, and with many Homelite dealers advertising their own local contests on radio, TV and in local papers, prospective customers are hurrying to get their free demonstrations of the new Homelite EZ-6 and 6-22. After all, the fact that they have two and often *three* chances to win in local, district and national drawings and that the grand prize is a free Homelite chain saw, every year for life, is enough to arouse plenty of interest, *anywhere!*

Requests for additional entry blanks for the contest are keeping the advertising department hopping, as dealers find that their local advertising and publicity plus the national promotion is bringing in more people than ever to look at the new saws.

In one district, 53% of the dealers have decided to cash in on the "Power Twins"

Contest by holding their own local drawings, and hundreds of additional dealers throughout the country have taken advantage of the offer made by Homelite to provide a saw for a local contest, at a reduced rate, in exchange for stepped-up local advertising. And they're stirring up plenty of enthusiasm and sales in their areas.

The honor of being the first winner in one of these local contests goes to Mr. Guy O. Brock of Rexford, Montana. He drew the winning ticket in the contest sponsored by Homelite dealer Frank Parsons, owner of Chain Saw Sales and Service in Libby, Montana, and Priest River, Idaho. (Frank was featured as "Dealer of the Month" in the January, 1957, issue of Sawdust.) Frank and his Libby Manager, Mr. Al Youso, scheduled the drawing as part of the Libby Regatta on July 21st and were very much pleased with the number of people who wanted demonstrations of the Homelite units.

There is still time for other dealers to go into local contests, as the contest period continues until the end of September. That still leaves plenty of time to advertise and promote the new "Power Twins" and to reap the rewards of increased sales and longer prospect lists.

Our competitors are out after those prospects, too! They'll do their best to sell their own products, naturally, but Homelite dealers should be able to continue to build on the outstanding record which has brought Homelite to the top of the chain saw field in eight short years.

Homelite has built a solid foundation of quality products and outstanding service. And when the prospect tries the new EZ-6 or the 6-22; feels for himself the new power without any increase in weight; tests the ease of starting and handling and examines the quality construction, he'll be convinced he's found the best chain saw he can find *anywhere.*

### WIN A FREE HOMELITE Chain Saw EVERY YEAR FOR LIFE!

Register Now in the big New Homelite "Power Twins" Contests!

You may have three chances to win! Grand Prize — a free Homelite chain saw every year for life. PLUS 25 chain saws being given free by Homelite District Offices. PLUS hundreds of chain saws being awarded by Homelite dealers in their own local contests!

Nothing to buy, nothing to write, no obligation! Just have a free demonstration of the new Homelite 6-horsepower Power Twins at your nearest Homelite dealer. Fill out the entry blank and you're automatically registered for all the awards. Do it today! Limited to United States residents. Subject to local, state, county and city laws.



#### REMINDER . . .

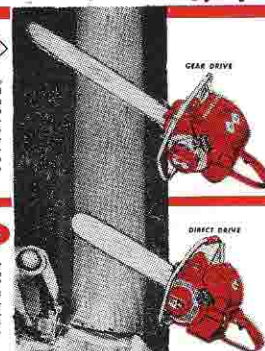
September 30th is the date for forwarding all entry stubs to the District Office. Don't send any stubs before that date. Be sure to include the dealer's name on each stub. Don't forget there's a chance to win a \$100 Savings Bond! If the lucky dealer is running a local contest, he'll get an *extra* \$100 Bond! October 10th is the date for drawing the free chain saw from the District. October 20th is the date for the grand prize drawing at Port Chester—free Homelite Saw for life to the winner!

#### 6 Horsepower 22 Pounds

You get top production in the big trees with the new Homelite 6-22. The 6 full-horsepower packed motor only 22 pounds has the lightning power to bring down trees up to 7 feet in diameter, cut through 20" trees in 30 seconds. And you get more profitable cutting because the famous Homelite direct-drive, high-compression engine stands up under the grand day in and day out with low maintenance, less downtime. Money-saving gas-treatment let you convert quickly from straight flume to plug-out saw, brush-cutter or clearing bar.

#### 6 Horsepower 19 Pounds

Fastest-cutting direct-drive chain saw made, the EZ-6 makes quick work of trees up to 6 feet in diameter. 7000 rpm. 9" cut in 4 seconds, 30" pine in 24 seconds. Light weight and perfect balance make the EZ-6 easy to handle and operate for all types of cutting. . . filling, notching, limbing, tracing, bucking. Cuts in any position. Easily converted to 14" plunge-cut bar for pulpwood production.



### HOMELITE

11517 FIVE POINTS DRIVE, PORT CHESTER, NEW YORK

Manufacturers of portable power products. Also saws, blowers, trimmers, etc.

© 1957 Homelite Division of Textron Inc.

Homelite built and sells more chain saws than any other company in the world.

This basic ad is appearing in the August and September issues of such publications as the Farm Journal, The Saturday Evening Post, American Forests, Construction Records, to name a few.



## HOMELITE'S THE BIG ATTRACTION

According to reports from Homelite dealers who have held exhibits this year, the promotional material is the best ever. They have all played up the contest in a big way and find people anxious to try the new Power Twins so that their names will go in that all-important contest ballot box.

To attract the crowds to the Homelite display, there are several brand new attention-getters plus some of the tried and true ones that have been used before. Of course, nothing catches the eye better than the units themselves, the gleaming red and green of the Homelite chain saws! There's a new, double-decker *display stand* which is ideal for showing the saws at the Fair as well as in the dealer's place of business. Light, durable and inexpensive, this new stand holds three chain saws and shows every saw from every angle. It stands 4 feet high, 3 feet wide and 2 feet deep, costs just \$15.00, is delivered free and can be assembled easily in 3 minutes!

The big 88" by 22" "Power Twins" banner, in three gay colors, on waterproof satin, can be used inside and outside the booth, costs only \$3.00 delivered.

It's often hard to provide a nice background in a fair display, so Homelite designed special *logo display material*. Attractive 3 color drapes, completely flameproof, provide the easiest way to build backdrops and displays, without carpentry, wiring, building or fitting. They can be used in the dealer's shop as well, and can be sewn, folded, fitted, tacked, hung, shaped and festooned. The price is \$7.50 a panel (94" long and 45" wide). The material, 45" wide, is available by the yard in any length at \$2.00 a yard.

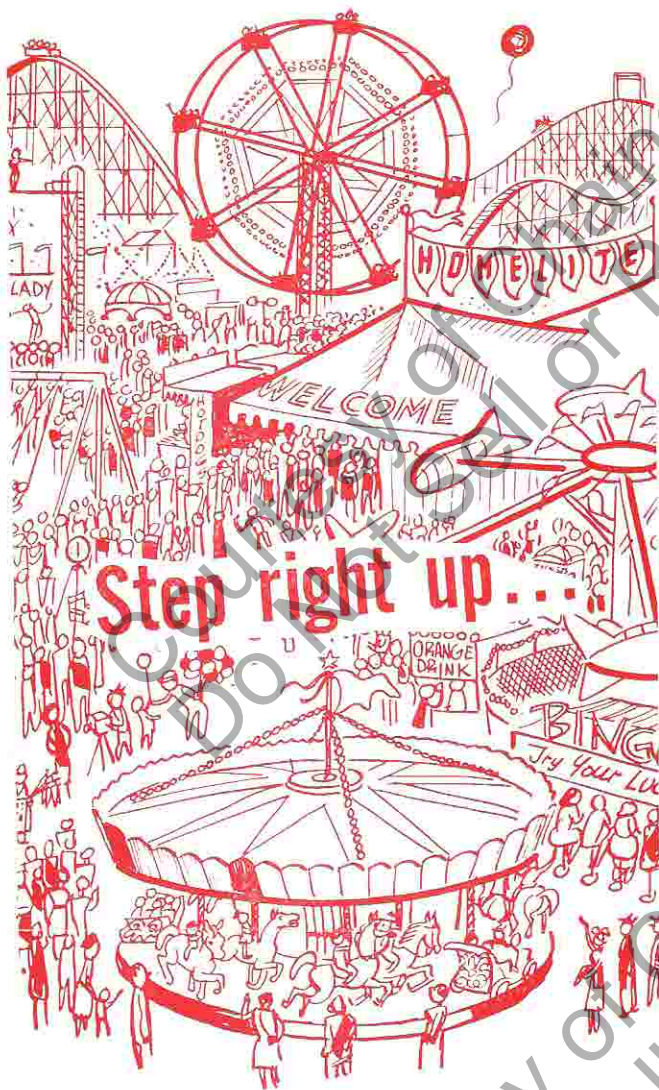
The real show-stoppers are the *twins* themselves, both the girls and the chain saws . . . life-size floor displays in full color. Used with real units and the colorful new shipping cartons, they'll focus every prospect's attention on the 6-22 and the EZ-6. These twin displays are \$5.00 a pair and are a joy to have around . . . sure to make people stop and take a second look.

Multi-use *mobiles*, shaped exactly like the emblems on the EZ-6 and the 6-22, make colorful display pieces, too, hung in a fair booth or outside to attract attention . . . (they're weather proof!). They can be used in dozens of ways.

As for *giveaways*, everything from matches to hard hats is available, imprinted with the dealer's name and address to give positive, long-lasting identification. The following items may be ordered direct from the Keystone Specialty Co., 22 West First Street, Mount Vernon, New York. A check must accompany these orders and the prices include delivery. *Gay balloons*, at 500 for \$14.50 (minimum order), 1000 for \$27.50 or 2500 for \$56.00; *Ball Point Pens*, at 100 for \$17.00 (minimum order), 250 for \$41.25 and 500 for \$80.00; *Wood Pencils*, at 500 for \$14.50 (minimum order) 1000 for \$27.50; *Yard Sticks in Natural Finish*, at 250 for \$14.50 (minimum order), 500 for \$24.50, 1000 for \$46.50; *Deluxe Enameled Yardsticks*, in red and green, at 250 for \$26.00 (minimum order), 500 for \$48.00 and 1000 for \$90.00; *T-shirts*, medium and large, at \$7.00 a dozen (minimum order).

*Matches*, *Memo-books* and *Safety Helmets* can be ordered direct from Port Chester by using the enclosed card, which lists the prices and minimum orders.\* A good supply of these distinctive giveaways, carrying the Homelite name, and the dealer's name, will make the Homelite exhibit the busiest, most talked about, best remembered booth at the fair.

\*Matches come in case lots of 2,500 match books. Prices include a 4-line dealer imprint and free delivery. 1 case: \$13.50, 2 cases: \$21.75, 3 cases: \$29.25, 4 cases: \$34.00, 10 cases: \$80.00.



## COME TO THE FAIR!

Fairs have been popular with people all over the world for hundreds of years. In America, fairs have helped build a great and friendly nation, because a fair's main function is to bring people together so they can exchange new ideas, help solve each other's problems and join in having a grand time. The American fair is the greatest show window of American progress, presenting as it does all the latest products, agricultural methods and scientific discoveries.

This year in the U. S. A., more than 85,000,000 people will throng into hundreds of individual fairs . . . fairs which will be better and more effective than ever before. Many communities have improved their fair grounds, built new buildings, arranged for more exciting features to attract and entertain the crowds.

The phrase "I saw it at the Fair", is wonderful advertising, as Homelite dealers have discovered. That's why hundreds of dealers are planning to be on the spot to give fair-goers a close-up look at the complete line of new Homelite chain saws.



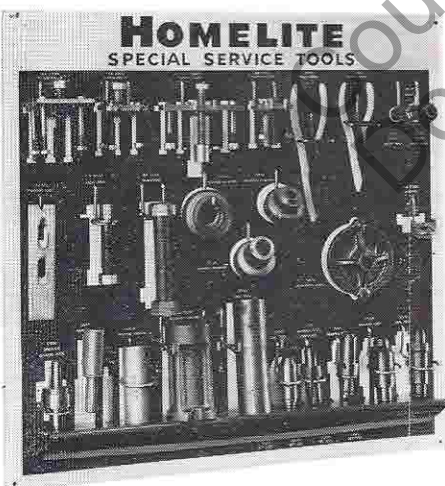
## NEW HOMELITE TOOL BOARD READY

Designed especially to hold the special Homelite Service Tools, a new Tool Board is now available which will prove a valuable time and money saver for all Homelite dealers who service and repair saws.

The Tool Board is sturdy and durable, made of a single piece of steel with 25 special, permanently attached brackets and a small shelf at the bottom. It's good looking, too, bright red with white lettering. The position of each tool is clearly marked in white, not only with the part number but with the silhouette of the tool as well. It's completely assembled... ready to mount on the wall with the four screws which are enclosed in the package.

"There are many advantages in owning the Homelite Tool Board", according to Walter Herold, Homelite's Service Manager. "Tools will be right where they belong, always easy to use and find. They won't get nicked from being loose on a work bench or stuffed with other tools in a drawer. They'll keep clean and new-looking for a long time. And, remember, a display of neat, well-arranged tools is sure to inspire confidence in a customer. He'll feel that any dealer who goes to the trouble of getting special tools and then taking good care of them, will do a good job of servicing and repairing chain saws."

Homelite Tool Boards, Part #23198, can be ordered from Port Chester by checking and returning the enclosed order card. The cost is only \$7.00, delivered. They can also be obtained from Homelite's Chain Saw Representatives who will have a supply of them.



"Neat" is the word for Homelite's new Tool Board, Part #23198. Each of the Special Service Tools has a well marked space of its own. They are not, however, included in the \$7.00 price of the Board!

# 1957 HOMELITE HONOR ROLL SERVICING DEALER AWARD WINNERS

Homelite points with pride to the following award winning dealers from Districts 8, 9, 10 and 11. They have successfully met the five stated qualifications; possession of a complete set of Service Tools; a factory-field trained mechanic; a parts stock in keeping with the number of Homelite saws in the territory; an attractive unit display and adequate dealer identification.

### SERVICE PLAQUE AWARDS

A & B Supply, Geneseo, Ill.  
Ada Auto Supply, Ada, Ill.  
Anderson Machine Shop, Conroe, Texas  
Anderson's Motors, Broken Bow, Texas  
Anderson's Inc. La Crosse, Wisc.  
Art's Ivanhoe Garage, Mt. Vernon, Iowa  
Auto Electric Service Co., Winona, Minn.

Babcock Bros. Auto Supply Store, Rusk, Texas  
Baraga Oil Co., Baraga, Mich.  
Bemidji Auto Parts, Bemidji, Minn.  
Bieganski Implement Co., Harding, Minn.  
Bingo's Garage, Wakefield, Mich.  
Borchard's Service, New Richland, Minn.  
Bowen, Vincent A., Mora, Minn.  
Breckow, Willard E., Alma, Wis.  
Bretzke & Son, Inc., O. A., Hutchinson, Minn.  
Brown Implement Co., Erie, Ill.  
Brunner, Eli, Oneida, Kansas  
Burnett Lumber Co., Heavner, Okla.

Charlie's Texaco Station, Ashland, Wisc.  
Check & Wessel, E. Moline, Ill.  
Cline, George, Belleville, Ark.  
Coast to Coast Store, Thief River Falls, Minn.

Dekker Service, Rhinelander, Wisc.  
Delhi Repair Shop, Dubuque, Iowa

Earl's Tree Service, Rushford, Minn.  
Easterlund Implement Co., LaSueur, Minn.  
Edwards & Flowers Machine Shop, Durant, Okla.  
Elmer's Store, Iron Mountain, Mich.  
Erickson's Garage, Kelliher, Minn.

Farmer's Equipment Center, Grand Rapids, Minn.  
Farmer's Equipment Co., Virginia, Minn.  
Feeney's Trading Post, Spooner, Wisc.  
Fennimore Motors Farm Stores, Fennimore, Wisc.  
Finley Feed and Seed, Antlers, Okla.  
Finney Implement Co., A. T. Cassville, Wisc.  
Frere, Donald A., Taylor Ridge, Ill.  
Frook, George R., Three Lakes, Wisc.

Gamble Store, Baudette, Minn.  
George "N" Henry, Duluth, Minn.  
Girard & Chiochi Co., Loreto, Mich.  
Goetz & Son, Belleville, Iowa  
Goldlines Trading Post, Inc., Duluth, Minn.  
Gravdahl & Robideaux, Pequot Lakes, Minn.  
Greeley Co-op Association, Greeley, Kansas  
Gresch Implement Co., Antigo, Wisc.

H & S Logging Co., Waterville, Minn.  
Hardy, Raymond K., Mass, Mich.  
Harrison Chain Saw Sales, Livingston, Texas  
Headwaters Marine, Park Rapids, Minn.  
Hillsboro Farm Service, Hillsboro, Wisc.  
Hintze Implement Co., Merrill, Wisc.  
Holertz Implement, Pine City, Minn.  
Horvath, Steve, Meadowlands, Minn.  
Hoyer Implement Co., Dodgerville, Wisc.  
Hunt Implement Co., Cashton, Wisc.  
Huntsville Machine Shop, Huntsville, Ark.

Jayhawk Welding Supply, Topeka, Kansas  
Johnson Co., Walter, Siren, Wisc.

Kenny's Sales & Service, Bagley, Minn.  
Koelker Implement Co., Dyersville, Iowa  
Kraling Company, A. E., Mahanomen, Minn.  
Kuhn Company, Paul, Fort Atkinson, Iowa

Leonard's Saw Mill, Independence, Kansas  
Librande's Trading Post, Rice Lake, Wisc.  
Log Cutters Supply Co., Albuquerque, New Mexico  
Lumbert's Saw & Sports, Winfield, Kansas

Mac's Jewelry Store, Preston, Iowa  
Maki, Wyner, Iron River, Mich.  
Matson Repair Service, Luck, Wisc.  
Meador, O. D., Mountainberg, Ark.  
Medford Motors, Inc., Medford, Wisc.  
Mel & Vi's Store, Star Route, Eastwood, Minn.  
Midway Service Station, Grand Marais, Minn.  
Minyard's Machine Shop, Jasper, Texas  
Minyard Saw Co., Woodville, Texas  
Moose Lake Implement Co., Moose Lake, Minn.

Nephew Machine Shop, Tipton, Iowa  
Ninety Six Service Station, Fall River, Kansas  
Northland Implement Co., Park Falls, Wisc.  
Northern States Power Equipment Co., Richland Center, Wisc.

P. M. Mobile Service, Black River Falls, Wisc.  
Pete's Super Service, Minoqua, Wisc.  
Peterson & Benson, Buffalo, Minn.  
Peterson Implement Co., John, Willmar, Minn.  
Peterson, P. C., Hayward, Wisc.

René Implement & Hardware, Hutchinson, Kansas  
Reppé, Richard, Lansing, Iowa  
Rhody's Gamble Store, Ogema, Wisc.  
Riley Brothers, Aitkin, Minn.  
Rom, Frank, Ely, Minn.  
Ronnerud, Augustine, Wiota, Wisc.  
Roseau, Fix-it Shop, Roseau, Minn.

Sam's Corners, Cumberland, Wisc.  
San Augustine Motor Co., San Augustine, Texas  
Schapville Garage, Schapville, Ill.  
Shull Brothers Implement Co., Chanute, Kansas  
Siewers Implement Co., Chanute, Kansas  
Skarolid Motors, Brainerd, Minn.  
Skou's Garage, Schroeder, Minn.  
Smithville Chain Saw Sales & Service, Smithville, Okla.  
Spinhirne Hardware & Electric, Winslow, Ill.  
Sport Club, Rapid City, S. D.  
Stanley Machine Works, Stanley, Wisc.  
Surgeon Garage, Angora, Minn.  
Superior Service Garage, Houghton, Mich.

Tautz Lumber Co., Mt. Carrol, Ill.  
Thomas & Son, Ben F., Fayetteville, Ark.  
Thompson Machine Shop, Amery, Wisc.  
Tripp Sales & Service, Tomahawk, Wisc.  
Twin Gin Store, Talihina, Okla.

Uselman Electric Service, Wadena, Minn.

Vandegrift's Cycle Shop, Albert Lea, Minn.

Waldron Repair Shop, Waldron, Ark.  
Western Auto Associate Store, Detroit Lakes, Minn.  
Wilson Lumber Co., Osage, Minn.  
Wolf Machine Shop, Prairie du Chien, Wisc.



## The Twins Get Around

THEY SHARE HONORS with service-award-winning dealers in Philadelphia, Pa. (L. to R. seated) Fred Myers, Jr., Medford, N. J., Samuel P. Nobles, Bayville, N. J., Albert Weber, Monroeville, N. J. (Standing) John Story, Wading River, N. J., Bob Hood and Frank Reidel, Sellersville, Pa.



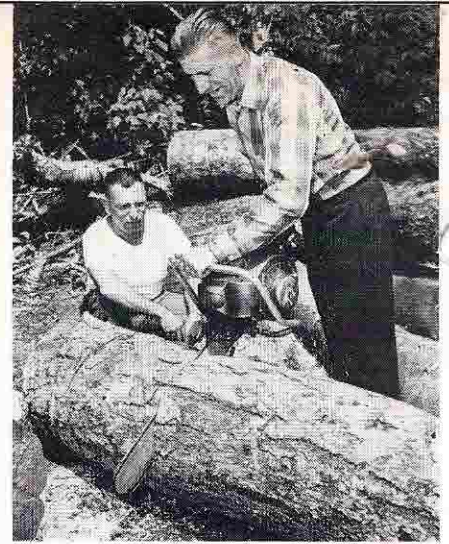
THEY HAVE RIVALS in Bossier City, La. Jerry Lynch, left, and Billie Jo Roberts, District Office secretaries, greet dealers and spark up the twin display idea at a dealer meeting. They are reported to be "just as cute as speckled puppies" by Alton Ellzey who sent in their picture!



THEY WAIT OUTSIDE the Hub Supply building in Durango, Colorado, a Homelite dealership owned by R. A. Gray and P. D. Gray. Everywhere the twins go they attract admiring glances and arouse curiosity about the saws they sponsor. These Homelite Twins really get around!



Vermont  
Logger  
Cuts  
Record Pile  
With  
Homelite  
7-29



Joseph Lulek, right, gives some bucking tips to Homelite dealer, Robert Sird, in Pittsford, Vt.

One million, six hundred thousand feet of hardwood, at last count, is the record pile that Homelite user Mr. Joseph Lulek, a logger of Rutland, Vermont, has cut since August 1956 with his Homelite 7-29!

Robert L. Sird, Homelite dealer of Pittsford, Vermont, feels sure his customer rates the title of "Modern Paul Bunyan" and sends pictures and facts to back up his boast. The 7-29 has never been out of the woods since Mr. Lulek bought it last August! He has used 7 new chains, 16 files, 53 gallons of gas, 22 quarts of motor oil but *no new parts!* In fact the original spark plug is still in it and has never been out since it was installed at the factory.

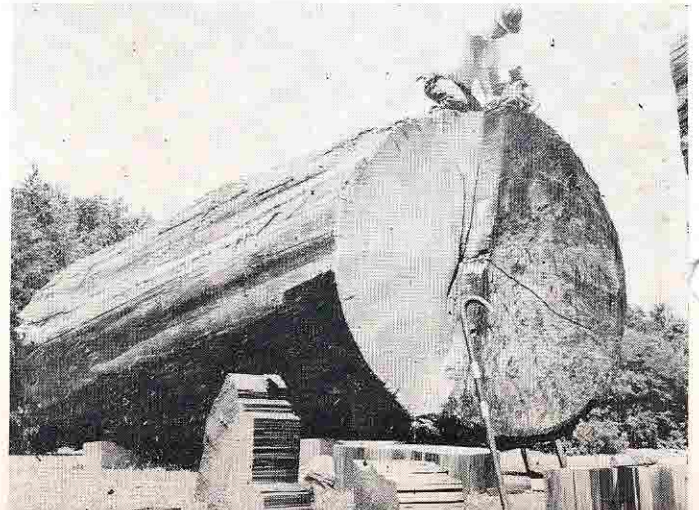
Mr. Lulek evidently knows how to take care of his Homelites. He formerly owned a 26LCS with which he cut well over 5 million feet of logs. Homelite salutes a real woodsman!

### Reducing "Undying Love" to Sawdust

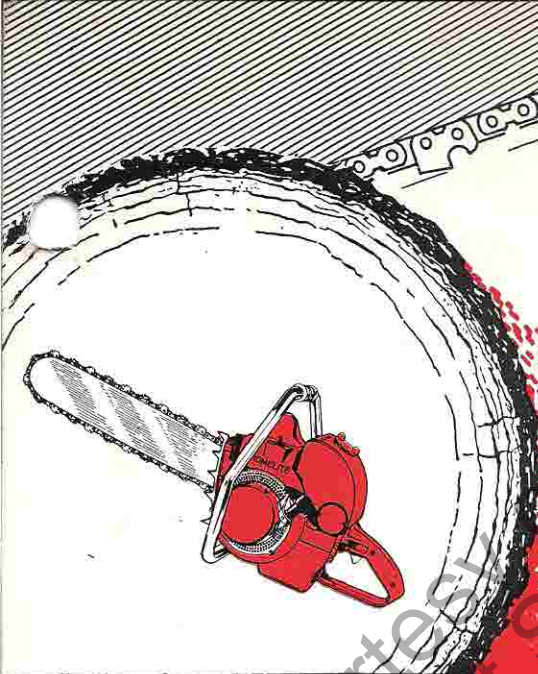
In one fell swoop, traces of hundreds of romances were erased with a 7-29 chain saw by Homelite's John Keeler, Bloomington, Illinois, Branch Manager. A huge redwood log, 9 feet in diameter and probably 1500 years old, has been a landmark in Detweiller Park in Peoria, Illinois, for over 10 years. This summer, the Park Department decided to replace the bark that has been torn off by souvenir hunters and clean the face which has been hacked and cut by many loving couples.

Homelite answered a call for help and John Keeler reported with his 7-29. It took him only a few minutes to cut off a big slice, leaving the face all smooth and new. Park employees plan to tack new redwood bark on the veteran log and hope to keep future carvings to a minimum by providing redwood boards for just that purpose!

Nine Feet up in the Air, John Keeler, Bloomington Branch Manager, slices off a piece of giant redwood with a Homelite 7-29. The Homelite dealer in Peoria, Lee Williams of Height Hardware, arranged for the assist to the Park Department. All those linked hearts are gone forever!







# SAWDUST

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## Farm Market Looms Large As Power Twins Win Raves

The new Power Twins, the EZ-6 and the 6-22 are proving to be as popular on the farm as they are among the professional cutters in the big timber country, according to J. Howard Maxwell, Sales Promotion Manager. He has just returned from a trip to the Pacific Northwest where he visited District and Branch Sales offices and dealer operations.

"This area of huge trees and huge lumber operations is thought of as a professional cutter market, primarily," says Mr. Maxwell. "However, it is also a rich farm area, with large dairy farms and world famous orchards. The modern chain saw is vitally important to the farmers in their jobs of clearing, pruning and cutting out dead and decayed wood."

Almost every Homelite dealer in this

district, although he may have many professional cutters as customers, still does a good proportion of his business among the farmers and occasional users. These dealers will feel especially proud of the latest figures released by the Northwest Farm Quad Publications on the preferences of the farmers in the area.

When the results of this continuing survey were published in "Sawdust" in August, 1956, Homelite, after only 5 years in the field, had climbed to the top of the list. 39% of the farmers answering the questionnaire said they'd prefer a Homelite to any other chain saw. *This year*, as can be seen on the chart on this page, 43% of those who said they planned to buy a chain saw indicated they planned to buy a Homelite!

In order to take advantage of the fine reputation that Homelite has built up, and turn all these preferences into actual sales, the Homelite dealer has several possible choices open to him. Of course, the ideal way would be to contact each prospect personally, analyze his special problems, give a demonstration and let the customer use the saw himself. Most dealers, however, who happen to be their own salesmen, service repairman, bookkeepers and everything else, don't have the time to get out in the field to talk to all prospective customers. They have to rely more heavily on advertising and point of sale promotion to get the customers to come to them.

It is easier to reach the farm market in this way than any other group. Farmers are settled citizens of the community and can be reached by newspaper and farm journal advertising, by radio and TV spot announcements and by road signs and local dealer identification as well.

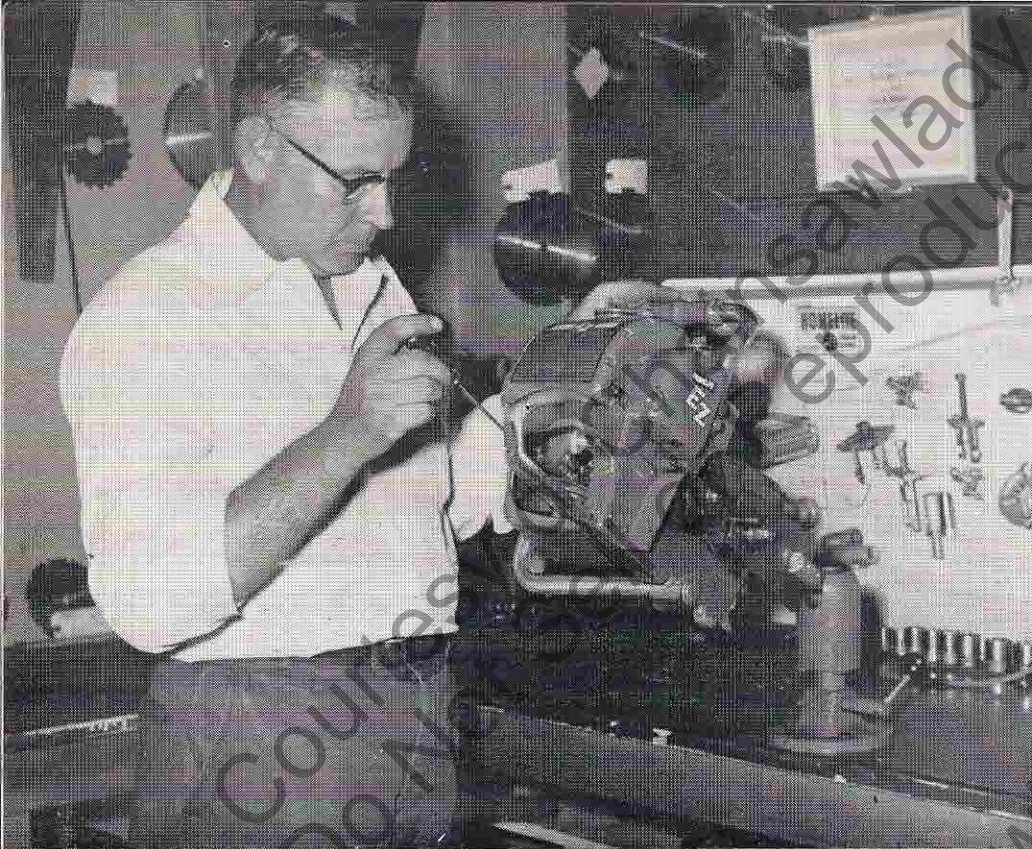
In fact, in all parts of the country, particularly in the Midwest and the South, the farm market has accounted for an increasing share of the Power Twin sales. It's been a very good season for most farmers . . . hogs, wheat and tobacco are selling very well. They can afford to buy the kind of chain saw that will combine quality, power and ease of handling—in fact, a Homelite. Homelite dealers everywhere will find this farm market well worth cultivating.

HOMELITE CONTINUES TO CLIMB IN PACIFIC NORTHWEST FARMERS BRAND PREFERENCE SURVEY\*

|                 | 1953 |                 | 1954 |                 | 1955 |                 | 1956 |                 | 1957 |
|-----------------|------|-----------------|------|-----------------|------|-----------------|------|-----------------|------|
| McCULLOCH       | 44%  | McCULLOCH       | 49%  | McCULLOCH       | 40%  | <b>HOMELITE</b> | 39%  | <b>HOMELITE</b> | 43%  |
| MALL            | 23%  | MALL            | 23%  | <b>HOMELITE</b> | 25%  | McCULLOCH       | 34%  | McCULLOCH       | 34%  |
| TITAN           | 20%  | <b>HOMELITE</b> | 11%  | MALL            | 18%  | MALL            | 11%  | MALL            | 9%   |
| <b>HOMELITE</b> | 5%   | TITAN           | 9%   | TITAN           | 10%  | TITAN           | 5%   | SEARS           | 5%   |
| DISSTON         | 4%   | SEARS           | 4%   | SEARS           | 5%   | SEARS           | 5%   | I.E.L.          | 4%   |
| I.E.L.          | 3%   | DISSTON         | 2%   | I.E.L.          | 2%   | I.E.L.          | 4%   | TITAN           | 3%   |
| SEARS           | 1%   | I.E.L.          | 2%   |                 |      | CLINTON         | 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.





Noah H.H.D.B.B.B.D. Longworth

# Living Up To His Name

## Dealer of the Month

# NOAH LONGWORTH

By RICHARD KLOTH



Noah Harvey Herman Daniel Boone Buster Brown David Longworth is the full name of the Homelite Dealer who owns the Saw Repair shop, located at 2300 National Road West, Richmond, Indiana. And Noah lives up to his name. He has a BIG name and does things in a BIG way with Homelite Chain saws.

Noah became a Homelite Dealer in 1951. At that time he was strictly in the hand saw filing and repair business which he operated in the basement of his home. Right away, he saw the value of Homelite Chain Saws. His first year he displayed at four County Fairs and built a good list of prospects which he followed up with actual "on the job" demonstrations. When he covered his list, he didn't stop there; he would go from farm to farm giving demonstrations. He also covered the tree services and saw mills.

His efforts paid off. He bought a home in Richmond for his family and devoted his old home completely to his business.

You will always see a large pile of logs at Noah's shop. And if you ask him why he has so many, he will give you this story: "In my early days as a Homelite Dealer a customer came to the shop and wanted a demonstration on a Homelite saw. I looked around for something to demonstrate on and the only thing I could find was a big beautiful shade tree in our yard. Rather than let the customer get away, I cut the tree down. When my wife saw what I had done, she exclaimed, "Thank heaven you don't sell fire extinguishers—you would probably burn the house down." P.S. He sold the saw.

Mrs. Longworth contributed a lot to Noah's success with Homelite, also. Early in his dealership when he was out giving demonstrations, she watched the shop, selling and repairing the saws as well as doing the book work. She still helps out at the shop when Noah gets extra busy. But her main job now is being a full time mother to their four wonderful children: David, age 16, Ronald, age 14, Judy age 12 and Betty age 10.

Noah's main business now is Homelite Chain Saws, most of his sales being to farmers and loggers, but he also has a complete saw repair business.

Believing that his customers should have good service, he has a complete set of service tools, a full time mechanic, who has been with him for the past three years, and a station wagon to make service calls when necessary. Noah gives all chain saw service his personal attention because he thinks it is important, both for repeat sales and to maintain good customer relations.

At left, Noah tries out a new saw which he has just delivered to Harold Adams of Adams Tree Service, Hagerstown, Indiana.





Mrs. Noah Longworth shows her husband the name of another new prospect before she drops the stub into the Contest Ballot Box.

As a tip to other dealers Noah says he banks his success on the fact that he advertises regularly, gives demonstrations and backs up this program with a good supply of saws, parts and service. He adds, "Always keep your name and the name of your product in front of your customers." Noah's method is using several roadside signs, alternately using radio and newspaper advertising, and topping it all off with direct mail as a more or less personal touch.

Even though Noah has built a good business with his Homelite Dealership he isn't slowing down. He still gives on-the-job demonstrations, keeps his roadside signs maintained, and uses the radio and newspaper media of advertising to their fullest extent. Ask him why and he says, "Because I don't want competition to catch me sleeping."

Hats off to Noah Harvey Daniel Boone Buster Brown David Longworth for the job he has done and is doing.



Mr. Ernest Miller, a farmer, listens with interest as Noah explains one of the new improved parts on a Homelite 6-22.

# 1957 HOMELITE HONOR ROLL

## SERVICING DEALER AWARD WINNERS

Homelite points with pride to the following award winning dealers from Districts 12, 13, 15 and 16. The awards are providing excellent local publicity and give townspeople a chance to know the high standing of their local Homelite dealer as a leading business man.

- |   |  |
|---|--|
| <p>Addison, Dupont, P. O. Box 365, Quincy, California<br/>Addison Farm Equipment Co., 121 E. Front St., Addison, New York<br/>Arnold's Repair Shop, Route #2, Marietta, Ohio<br/>Bickford, Roland E., Mamford, New York<br/>Bills's Saw Shop, Rt. #2 Wenatchee, Washington<br/>Bolivar Magneto Co., 65 Wellsville St., Bolivar, New York<br/>Borst Bros., 112 Clark St., Auburn, New York<br/>Bradford Power Tools, 459 Richmond Rd., Susanville, California<br/>Brizard-Mathews Machine Co., P. O. Box 386, Crescent City, California<br/>Brown, Jack, R. D. #1, Acme, Pennsylvania<br/>Central Orgeon Chain Saw, Bend, Oregon<br/>Clark, Robert F., R. D. #1, Sandy Lake, Pennsylvania<br/>Click's Tractor Co., 711 North Highway, St. Helens, Oregon<br/>Collins-Hanna Co., Honocoye Falls, New York<br/>Cory's Hardware, 1548 Lower Maple Ave., Elmira, New York<br/>Coutter Inc., R. C., Main Street, Ransomville, New York<br/>Crosby, Dick, North Clymer, New York<br/>Crosier, A. V., Route 2, Freeport, Ohio<br/>DeYoung, Ben, Mechanic Street, Akron, Ohio<br/>Dickens Bros., Savannah, New York<br/>Ed's Saw Service and Supply, 128 Gentry St., Willamina, Oregon<br/>Edwards Logging and Supply, Box 133 Willow Creek, California<br/>Engle's Saw Service, Route #1, Box OA, Tillamook, Oregon<br/>Evergreen Equipment, 505 Puyallup Ave., Tacoma, Washington<br/>Excell, W. T., Phelps Street, Canandaigua, New York<br/>F. J. Repair Service, P. O. Box 25, Fort Jones, California<br/>Felton Hardware, P. O. Box 485, Felton, California<br/>Fisher &amp; Young, P. O. Box 189, Titusville, Pennsylvania<br/>Fleets on Lake Lomoka, Bradford, New York<br/>Foster Inc., F. G., Hoquiam, Washington<br/>Fourth Ave. Garage, 423 West 4th, Olympia, Washington<br/>Fuller Lumber Co., C. B., R. D. #1, Brookville, Pennsylvania<br/>Gardners Aid, 1050 Sebastopol Road, Santa Rosa, California<br/>George, C. E., 1865 7th Street, Oroville, California<br/>George's Saw Shop, Star Route, Sandy, Oregon<br/>Glenn's Automotive and Chain Saw Service, 1550 Maint St., Willits, California<br/>Gowanda-Harley Davidson Sales, Zoar Road, R. F. D. #1, Gowanda, New York<br/>H &amp; D Loggers Supply, P. O. Box 115, Hood River, Oregon<br/>Hoffman Implement Store, E. L., Box 236, R. D. #3, Johnstown, Pennsylvania<br/>Horn's Chain Saw, 4991 Eastside Road, Redding, California<br/>Hosking Loggers Supply Co., 2495 South Santiam Highway, Lebanon, Oregon<br/>J. B. Service Shop, 543 DeiMonte Ave., Monterey, California<br/>Johnson's Saw Shop, 830 North 9th St., Corvallis, Oregon<br/>Jones Service, J. C., Box 32, Bradford, Pennsylvania<br/>Karl's Machine Shop, 1236 S. E. Grand Ave., Portland, Oregon</p> | <p>Keasey Saw Shop, Ted, Riverview at 1st, Vernonia, Oregon<br/>Kilborne Bros., Moravia, New York<br/>Klein &amp; Son, C. J., North Boston, New York<br/>Knapp &amp; Trau Inc., Fairport, New York<br/>Len's Rigging Shop, Route 1, Box 177, Eagle Creek, Oregon<br/>Lentz Equipment Co., 1746 M Street, Sweet Home, Oregon<br/>Long Motors, Emlenton, Pennsylvania<br/>M &amp; S Sales and Service, Alderpoint, California<br/>M &amp; W Chain Saw Sales, 3320 99 W., Medford, Oregon<br/>Manthe Equipment Co., 1039 California Way, Longview, Washington<br/>McFerrin, E. H., Route 3, McConnelsville, Ohio<br/>Meisel Hardware and Marine, 322 E. Horner Street, Ebensburg, Pennsylvania<br/>Mertle Bros., 160 Redwood Ave., Ft. Bragg, California<br/>Mikula, Joseph, 274 Maple Ave., Cassadaga, New York<br/>Miller Motor Mart, Addison, Pennsylvania<br/>Modern Way Supply, Box 120, Kane, Pennsylvania<br/>Moore Bros., 30791 Redwood Highway, Cloverdale, California<br/>Moore Bros., 730 South State Street, Ukiah, California<br/>Mullins Saw Shop, Orbie, Ocean and Laurel, Raymond, Washington<br/>Myrick, John R., R. F. D. 1, Great Valley, New York<br/>Nittany Timberland Inc., Clearfield, Pennsylvania<br/>Nittany Timberland Inc., Johnsonburg, Pennsylvania<br/>Nittany Timberland, Inc., State College, Pennsylvania<br/>O'Meal, J. J., East Palmyra, New York<br/>Owens &amp; Black Tractor Co., Jackson, Ohio<br/>P. D. Service Inc., Pavillion, New York<br/>Palmer, W. E., Warfordsburg, Pennsylvania<br/>Perry &amp; Son, Inc., C. J., Gasport, New York<br/>Raub, Ted, P. O. Box 1054, Chico, California<br/>Redwood Harware, P. O. Box 487, Garberville, California<br/>Robinson Hardware, Bert, 315 Main Street, Mt. Vernon, Washington<br/>Rural Equipment Co., 315 1/2 Park Ave., Beckley, West Virginia<br/>Saeger Motor Shop, 1308 Olympic Highway, South, Shelton, Washington<br/>Seaton, Lloyd, P. O. Box 694, Shasta, California<br/>See, Bert, A., 110 Pine Street, Nevada City, California<br/>Smith's Farm Store, Inc., 135 East Elm Street, Penn Yan, New York<br/>Spinetti Brothers, 84 Main Street, Jackson, California<br/>Stenerson's, 330 South Callow, Bremerton, Washington<br/>Stub's Saw Shop, P. O. Box 142, Gearhart, Oregon<br/>Tarrs Willy's Service, Box 92, Ellington, New York<br/>Thomas, A. D., R. D. #1, Holidaysburg, Pennsylvania<br/>Vancouver Saw Service, 307 W. 4th Street, Vancouver, Washington<br/>Van Weaver &amp; Hoste, Sodus, New York<br/>Ward Co., A. L., Cedar and Cherry Street, Omak, Washington<br/>Warner Lumber Mill, R.F.D. #1, Springville, New York<br/>Warrens Chain Saw Service, Morton, Washington<br/>Webb Implement Co., Avon, New York<br/>Western Chain Saw Co., 3008 Broadway, Eureka, California<br/>White's Nurseries, Ithaca, New York<br/>Wiley, Inc., Harry A., Naples, New York<br/>Woodland Implement Co., Box 386, Woodland, Washington</p> |
|---|--|

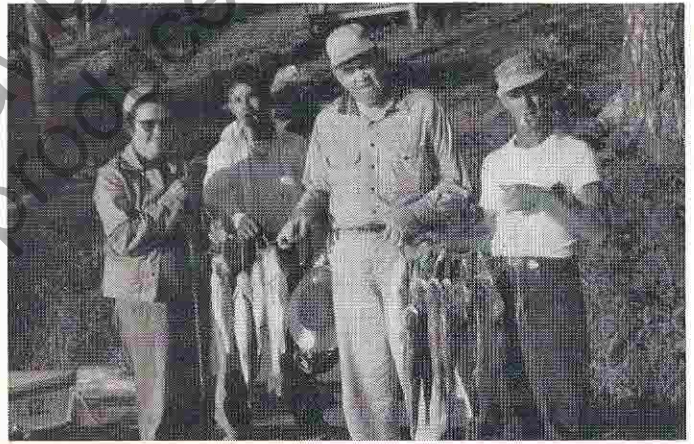


## Fishing for Business

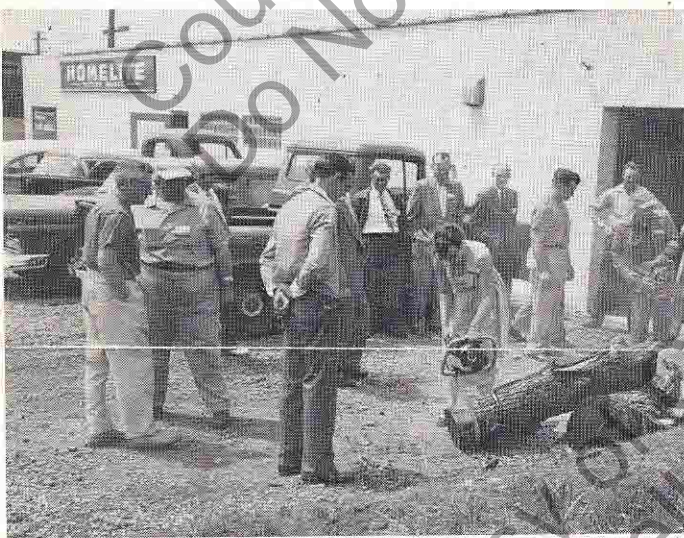
Eli Brunner, Homelite dealer of Oneida, Kansas, not only won some free publicity from doing a good job for Homelite, he also won a nice Canadian fishing trip for himself and his wife! Wilbur Gay, Kansas City Salesman, felt Eli deserved some special recognition for the fine sales and service record he had made. The Courier-Tribune of Seneca, Kansas, told all about it in a front page story headed "Homelite Saw Man is getting to See Trees."

"Eli will have work to do when he gets home," the article said. "He will demonstrate the saws at the creamery picnic at Sabetha, the fair at Wetmore and the fair at Seneca."

That's just what he did! He built a float for the parade at the Seneca fair. It was lighted with floodlights and very effective. Over 1000 people registered for the drawing in a local Homelite contest. The saw was given away from the stage of the outside free show before the entire audience. To quote Wilbur Gay's report . . . "Brunner expects to have a big saw year!"



A True Fish Story is backed up with the evidence. Looking very pleased with themselves and their Canadian vacation are (left to right) Mrs. Eli Brunner, Guide, Homelite's Wilbur Gay and dealer, Eli Brunner.



Everybody wants to get into the act! At a meeting of Buffalo area dealers at the new District office in Buffalo, New York. "Bud" Darrow, District Manager, left, watches as dealer's wife operates an EZ-6.



Forestry can be fun, the Homelite way! Here, members of the 4-H Forestry Club of Bend, Oregon, receive log scaling instructions from their leader Jim Anderson of Central Oregon Chain Saw.

## Giveaways are Big Drawing Cards

Local contests are being held all over the place now to promote the Power Twins. Lucky winners are walking away with a free EZ-6 or 6-22 and still have a chance for a District win or even the grand prize of a free Homelite chain saw every year for life.

At Del Norte, Colorado, the drawing took place at a day-long chain saw clinic. Impromptu contests were held, free lunch was served and experts, including James Siria of Oregon Saw Chain Corp., checked saws for the 35 saw owners present. Another such clinic, sponsored by Bob's Chain Saw Service of Walden, Colorado, featured cutting contest and valuable prizes. The winner of the 6-22 was John Wertz of Foxpark, Colorado.

In St. Louis, Missouri, at a Field Day and local contest held by Roy Underwood of the Lutesville Motor Co., Elmer Masters, a Homelite owner, won the new EZ-6.

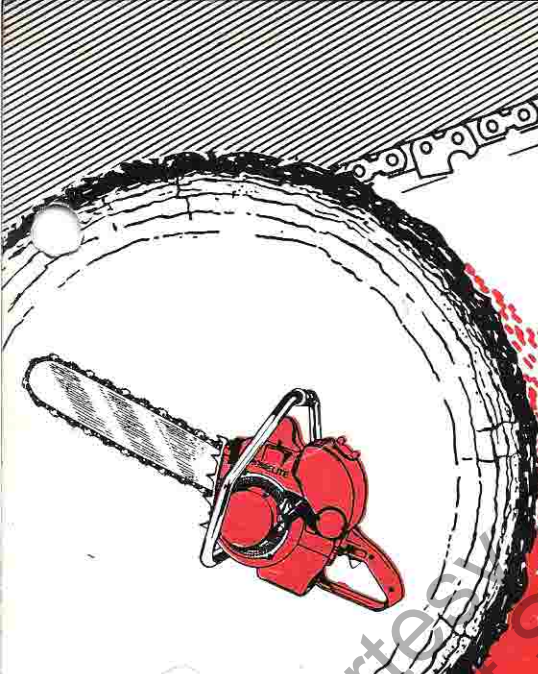
In Wenatchee, Washington, Bill's Saw Shop held an Open House which drew a good crowd and provided some speedy cutting in the contests which were all won with Homelites.

To all these enterprising dealers and satisfied winners, Congratulations!



The 6-22 Power Twin smilingly presents one of her chain saws in Del Norte, Colorado. Left to right, G. Lodge, Chain Saw Representative, J. H. Moreland, winner, B. Peckum, dealer and L. R. Faylor, District Manager.





# SAWDUST

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PORT CHESTER, NEW YORK

No. 59 OCTOBER, 1957

## Districts Announce Contest Winners

## LOCAL CONTESTS PROVE POPULAR

To Continue for 3 More Months

The "Power Twins" contest is winding up in a burst of activity in all the Homelite Branches. The District drawings were held on October 10th or shortly after and the results rushed to us for publication in "Sawdust." Drawing for the grand prize of a Homelite chain saw every year, for life, will be held on October 17th and the presentation will be made the next week. There will be pictures of the twins themselves and the winner in the November "Sawdust." Congratulations all around!

- District Winners and Winning Dealers
- 1—Winner, Harry Graham, Calais, Vt., Dealer Marsh-Allen Co., Barre, Vt.
  - 2—Winner, S. M. Bickel, Woolrich, Pa., Dealer, A. J. Eck & Son Garage, Williamsport, Pa.
  - 3—Winner, Ben Clark, Buena Vista, Va., Dealer, Baker Bros., Inc., Lexington, Va.
  - 4—Winner, Frank Strickland, Daytona Beach, Fla., Dealer, Hubert Talton Industries, Deland, Fla.
  - 5—Winner, Ed Hauser, Ravenna, O., Dealer, Beltz Farm and Garden Supply, Akron, O.
  - 6—Winner, J. H. Powell, Sparta, Mich., Dealer, Saw Mill Supply, Reed City, Mich.
  - 7—Winner, Lois Jean Bunselmeier, Osgood, Ind., Dealer, Leslie Wilson, Osgood, Ind.
  - 8—Winner, Jim Jamison, Columbus Junction, Ia., Dealer, Don Gravely's Sales & Service, Mt. Pleasant, Ia.
  - 9—Winner, Lyle Adams, Wirt, Minn., Dealer, Shull Bros., Northome, Minn.
  - 10—Winner, Gaylord Thomas, Granby, Mo., Dealer, White's Repair Shop, Granby, Mo.

- 11—Winner, Jack Alexander, Pilot Point, Tex., Dealer, Castleberry Feed and Seed, Madill, Okla.
- 12—Winner, George Koister, Garfield, Wash., Dealer, Glen Atkinson, Pottlatch, Ida.
- 13—Winner, W. K. Kirby, Bieber, Cal., Dealer, W. E. Stroup Chain Saw, Fall River Mills, Cal.
- 14—Winner, Mary Aspesi, Kingsburg, Cal., Dealer, Wagner's Hardware, Sanger, Cal.
- 15—Winner, Glen R. Eutsey, Scottdale, Pa., Dealer, Jack Brown, Acme, Pa.
- 16—Winner, Hallie H. Ehmke, Fredonia, N. Y., Dealer, Joseph Mikula, Cassadaga, N. Y.
- 17—Winner, Wardlaw Frazier, Winston Salem, N. C., Dealer, Hensel-Fuller Pulpwood Co., Elkin, N. C.
- 18—Winner, Anthony McClintock, Horsby, Tex., Dealer, Whitehurst Motor Co., Hornsby Tex.
- 19—Winner, Bryant Jarnagin, Winnfield, La., Dealer, Alford Saw Co., Winnfield, La.
- 20—Winner, Henry T. Baumer, Reynolds, Ind., Dealer, Southside Garage and General Repair, Monticello, Ind.
- 21—Winner, Arthur Anderson, Mackay, Ida., Dealer, L. R. Halverson, Mackay, Ida.
- 22—Winner, Norma Hunsaker, Kirksville, Mo., Dealer, Kirksville Saw Shop, Kirksville, Mo.
- 23—Winner, Jim Kopatich, Caille, Ia., Dealer, Mike Stam, Centerville, Ia.
- 24—Winner, Nan Humphries, Double Springs, Ala., Dealer, Tidwell's Saw Sales & Service, Double Springs, Ala.
- 25—Winner, James B. Sattisfield, Fort Collins, Colo., Dealer, Bartel Hardware, Fort Collins, Colo.

"It shore beats an axe" was the reaction of Tennessee Ernie Ford, popular TV star, when he tried out a Homelite EZ-6 at the Ohio State Fair, during the last week of August.

This same amazed and pleased attitude is typical of the many thousands of people who have used a Homelite chain saw at one of the Fair displays, Dealer Days or at dealers shops this past summer.

There are still many, many prospective customers in all parts of the country who need to be *shown*, by actual demonstrations, how useful a Homelite chain saw can be in making their woodcutting chores easier for them, in bringing in extra money and in improving their farms and wood lots.

In order to reach more of these prospective customers who may have been too busy during the summer to think about buying a new saw, it was decided to extend the local contests for the next three months.

So here's a chance for *all* Homelite dealers to hold local contests. This time, there's no minimum amount of advertising required. If the dealer holds a contest, publicizes it, promotes it and gives away a saw during October, November or December, Homelite agrees to furnish him with a saw at the "special contest" price and with a counter easel, newspaper mats and entry blanks, free of charge. Take it from dealers who have already had successful local contests—it's a great way to build up a big list of prospects—and it really shows up in increased sales.





The Homelite team in Winnfield lines up for a picture. Left to right, mechanic manager "Cooter" Morgan, Mrs. Audrey James, bookkeeper, Wayne Alford, 16 year old son of owner, coach and captain, Carlos Alford. Their goal—to insure the future of Homelite in their Louisiana territory.

At this season of the year, football terms are heard everywhere and the team that boasts a triple-threat man—one who can pass, run and kick—is pretty apt to wind up on the winning side of the game.

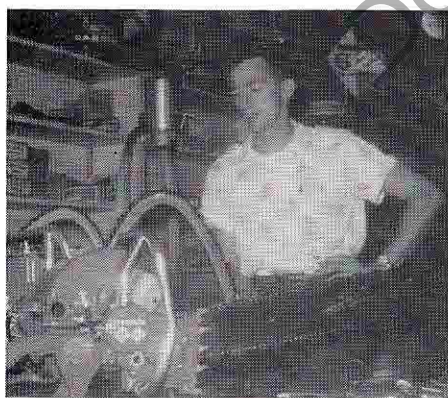
In Central Louisiana, Homelite counts itself lucky to have Carlos Alford on the Homelite team. He is not only a champion salesman (he won a trip to New York in a special sales contest held by District #19 in 1955) and an expert mechanic but also a fine organizer and manager who now has three Homelite chain saw shops; in Winnfield, Hodge and Olla.

As a young man Carlos worked at various jobs, always returning to woods work which suited him best. He wanted to find an easier method of cutting wood than two man saws and "old gappy" offered and he became a part-time demonstrator for Homelite saws. Using the one man chain saw convinced him that there was a big future in this field and he became interested in being a Homelite dealer.

After meeting Mr. Jim Anderton, Dis-

trict Manager for Homelite, in 1952, Carlos opened a complete Homelite shop in West Monroe, Louisiana. Being a woodsman himself, Carlos knew that the only way to sell saws was to demonstrate them and that's what he did. While he was out of the shop, his wife, Mrs. Odell Alford, kept the shop open and sold parts. To this team goes the credit of putting Homelite saws in the woods in this area.

After a year in West Monroe, he decided to move his shop to Winnfield where potential was greater. Here he soon became known as "Mr. Homelite". He was doing his own mechanic work, demonstrating and selling to a steadily growing list of customers. In fact, it soon became necessary to find a good mechanic who could run the shop while Mr. Alford was in the woods, demonstrating. The man he wanted, A. D. "Cooter" Morgan, was working at the time for one of Carlos' competitors. After "Cooter" was shown the cut-away models of Homelite engines as well as the other good



Lee Mack Robertson capably handles the sales and service end of the Alford Chain Saw Shop in Hodge, Louisiana.



Carlos Alford, left, looks on as Clarence Morgan, Manager of Mr. Alford's Hodge Shop, completes a neat repair job.

# TRIPLE THREAT H

## Carri

### Dealer of



Covering a fifty square mile radius in North Central Louisiana, the station wagon is constantly on the road, delivering new and repaired saws and

features, he soon saw the *light*, in *Homelite*. He is still with Carlos, doing the buying and selling as well as the mechanical work in the Winnfield shop.

In early 1955, Carlos could see the need for service in Hodge, Louisiana, so he opened shop # 2 with his father, Mr. L. H. Alford, as manager and with Clarence Morgan who had been trained in the Winnfield shop. Mr. Alford, senior, liked the whole Homelite set-up so well that he decided to open a shop of his own in Murfreesboro, Arkansas!

In order to have service and parts easily available, Mr. Carlos Alford, in 1956, opened Alford Saw Co. #3 in Olla, Louisiana. This shop was put in the capable hands of Lee Mack Robertson who also was trained by Carlos and "Cooter" in the Winnfield shop.

To help handle the increase of business from the three shops, Mr. Alford secured the services of Mrs. Audrey James to keep books and give him more time in the field for demonstration work. Also being trained as a mechanic is John E. Morgan.

When Carlos Alford is asked to give the factors which, in his opinion, contributed the most to his success he groups



# HOMELITE DEALER

## the Ball

## s the Month



na, Carlos Alford and his Homelite station wagon are con-  
getting out into the field to give demonstrations.

them into three main principles . . . that triple threat note, again.

"I believe that on-the-spot demonstrations are the most important part of selling chain saws," says Carlos. "I was able to win that sales contest in 1955 by 'hitting the bushes' as I call it. There's no better way to know what the customers really want and need."

"I believe that really good service is almost as important as the quality of the saws we sell," he continues. "And service means having the parts when the customer needs them; having the best kind of quick, expert repair work; having a large stock of new and used saws."

"Finally," says Mr. Alford, "I believe you have to advertise and keep advertising if you want to be successful." He sponsors a 30 minute program on the local station each week, carries weekly ads in local newspapers, has Drive-In Theatre ads in four theatres in the area, and runs good ads in the yellow pages of the telephone directory. The Louisiana Forest Festival each year is the occasion for a fine Homelite promotion.

It's no wonder that Carlos Alford is piloting a winning team.

# 1957 HOMELITE HONOR ROLL

## SERVICING DEALER AWARD WINNERS

Homelite points with pride to the following award winning dealers from Districts 20, 21, 24 and 25, and to additional dealers from Districts 1, 2, 12 and 19 who have been honored by receiving a Service Award plaque. Other dealers have qualified and their plaques will be presented to them in the near future. "Sawdust" will print their names in a coming issue.

(Apologies are in order for putting a dealer into the wrong state in the September list. Ben DeYoung is the Homelite dealer in Akron, New York, not in Akron, Ohio.)

### AWARD WINNING DEALERS

Bill's Garage, Del Norte, Colorado  
Black Mesa Lumber Co., Hotchkiss, Colorado  
Bob's Chain Saw Service, Walden, Colorado  
Branco Chain Saw & Equipment, Inc., Brewton, Alabama  
Brandon Tractor Co. Inc., Centre, Alabama  
Brandt & Wicklund Forest Products, Fox Park, Wyoming  
Brooks Repair Shop, Newton, Illinois  
Carter Saw Shop, Mayfield, Kentucky  
Christensen Machine & Supply Co., Richfield, Utah  
Corning Repair Shop, Florence, Colorado  
Davisson Marine Supply, Danville, Indiana  
Dubois Electric & Refrigeration, Dubois, Wyoming  
Dunlap & Ballard, Effingham, Illinois  
Green, Paul, Jackson, Wyoming  
Hamilton County Farm Bureau Co-op., Noblesville, Indiana  
Henderson Implement Co., Henderson, Kentucky  
Hochstetler Tin Shop, Nappanee, Indiana  
Hoover Engine Service, Kokomo, Indiana  
Hub Supply Co., Durango, Colorado  
Judd Auto Service, Fredonia, Arizona  
Kerlin Tractor Sales, Silver Lake, Indiana  
Ketchum Chain Saw Service, Ketchum, Idaho  
Larson, John E., Neola, Utah  
Lefforge Motor Co., Hanna, Wyoming  
Lindley Implement Co., Charleston, Illinois  
Lofgren's, Idaho Falls, Idaho  
Maple Grove Sales & Service, Galveston, Indiana  
McGee Chain Saw, Thomasville, Alabama  
McLeod Implement Co., Morgantown, Kentucky  
Mountain Electric & Refrigeration Co., Glenwood Springs, Colorado  
Neal's Westcott Service, Ashton, Idaho  
Newton Implement Sales, Vincennes, Indiana  
Norwood Hardware, Norwood, Colorado  
Outboard Haven, Marion, Indiana  
Peak Timber & Lumber Co., Evanston, Wyoming  
Pearson Auto Electric, Delphi, Indiana  
Penta Post & Trading Co., Tuttle, Idaho  
Peterman Agriculture, Peterman, Alabama  
Putnam County Farm Bureau Co-op. Association, Greencastle, Indiana  
Ray Chain Saw Service & Sales, Granby, Colorado  
Reeves Tractor Sales, Columbus, Indiana  
Salter's Sales & Service, Michigan City, Indiana  
Sam's Garage, Kellyton, Alabama  
Schindler's Garage, Pete, Evansville, Indiana  
Smith Hardware, Terre Haute, Indiana  
Spiceland Garage, Spiceland, Indiana  
Taylor & Bullock Automotive Service, Mountain View, Wyoming  
Timmons, Clifford, Rensselaer, Indiana  
Troutman Gas Engine Equipment Co., Kewanee, Indiana  
Varn's & Hoover Hardware, Middlebury, Indiana  
Wabash Portable Equipment Co., Wabash, Indiana  
Wilcox Tractor Co., Camden, Alabama  
Wood Tractor Co., Don, Afton, Wyoming  
Woods, Samuel A., Culver, Indiana  
Yoder's Garage & Farm Service, South Bend, Indiana  
Ziegler's, Pinedale, Wyoming

### ADDITIONAL AWARD WINNERS

District #1  
Brierbilt Boar Co., Belfast, Maine  
Brown, Alcid L., Perry, Maine  
Byron, Walter, West Peru, Maine  
Chambers, Claude L., Princeton, Maine  
Coffin Company, M. L., Dover-Foxcroft, Maine  
Davis, John G., Old Town, Maine  
Dube, Donat, Greenville Junction, Maine  
Dores, Outboard Chain, Skowhegan, Maine  
Ellsworth Builders, Ellsworth, Maine  
Fairbairn Equipment, Augusta, Maine  
Gardner & Johnson Garage, Machias, Maine  
Greene, Merrill K., Wilmington, Vermont  
Joe's Equipment Service, West Lebanon, New Hampshire  
Leer, Ronald N., Millinocket, Maine  
Libby's Chain Saw Service, Auburn, Maine  
Lincoln Chain Saw Shop, Lincoln, Maine  
Lowell, Lloyd B., Bethel, Maine  
Marshall-Allen Co., Barre, Vermont  
Motor Equipment Service, South Berwick, Maine  
Olesen & Son, E. G., Portland, Maine  
Otter Valley Garage, Pitsford, Vermont  
Outboard Shop, The, Springvale, Maine  
Paradis Co., J. J., Van Buren, Maine  
Payson Farm Machinery Inc., Union, Maine  
Perkins & Ballard, Patten, Maine  
Savell Farm Equipment, Brunswick, Maine  
Smith, Inc., W. H., Newport, Maine  
Smiths Harware, Jackman, Maine  
Southards of Bangor, Bangor, Maine  
Southern Vermont Chain Saw, Londonderry, Vermont  
Thompson Co., Roy C., Presque Isle, Maine  
Valley Motor Sales, Inc., Bethel, Vermont  
District #2  
Bowers & Sons, Inc. M. B., Hackettstown, New Jersey  
District #12  
Al's Saw Shop, Kamiah, Idaho  
Baker's Sales & Service, Sandpoint, Idaho  
Bill's Saw Service, Hamilton, Montana  
Buck Sales, Ron., Port Angeles, Washington  
Chain Saw Sales & Service, Kalispell, Montana  
Charlie's Saw Shop, St. Maries, Idaho  
Coast to Coast Stores, Livingston, Montana  
Council Hardware & Lumber Co., Council, Idaho  
Davies Farm Supply, Plains, Montana  
Dominion Motors, Colville, Washington  
Floyd's Saw Service, Couer d'Alene, Idaho  
George Sales, Omer F., Baker, Oregon  
Lee's Saw Service, Missoula, Montana  
Mentzer—Elliot, Pilot Rock, Oregon  
Mountain Machinery, Inc., Bozeman, Montana  
Nelson & Kansteiner, Deary, Idaho  
Orofino Saw Service, Orofino, Idaho  
Parson's Sales & Service, Priest River, Idaho  
Pioneer Tool Co., Lewiston, Idaho  
Republic Boats & Motors, Republic, Washington  
Speilman, C. E., McCall, Idaho  
State Line Lumber Co., Milton Freewater, Oregon  
Tackett's Saw Service, Grangeville, Idaho  
Two G. I.'s Supply Center, LaGrande, Oregon  
District #19  
Rollins Chain Saw, Centerville, Mississippi





An interested group of spectators watch Ross J. Davenport as he cuts his way to 2nd Place in the Power Saw Contest held in Priest River, Idaho. He is using a Homelite 5-30. Standing just beyond him, center, is Lawrence Reynolds who won a new 6-22 for coming in first in the contest with a Homelite 7-29.

## LET'S NOT GET TOO MODERN!

A Homelite dealer, eager to stock some Locktite Thread Locking Kits (Part No. A-23251) took the instructions on the return card too literally. The card says "I want to secure fasteners the MODERN way." So, he put a nice round 6 in the proper blank and mailed the card. He must have sent his address the modern way, by mental telepathy. It wasn't on the card!

Even the U.S. Mail caught the spirit and only put the edge of a postmark on the other side so there's no clue to the sender, the state and only the letters "CA" to suggest the name of the town. If you haven't received your order for 6 Locktite kits, send out an old fashioned request. We're holding your order for you!

## Homelite in Paul Bunyan Country



Don Green being presented with a new EZ-6 by Charlie Epler, right, Homelite dealer in St. Maries, Idaho. The Homelite float, with Mrs. Lou Epler and Charlie's sister, Betty, as the Power Twins, won second place in the Paul Bunyan Parade.



Thomas G. Sell carries off the prize, a new EZ-6, given by Davison Filing Shed, Coquille, Oregon, at the Coquille Fair to bucking contest winner.



Another winner at the Coquille Fair, is Henry Sturgill, above, posing beside a red and green Homelite station wagon with his new EZ-6.

## Never Too Old to Enjoy a Homelite

### USEFUL RETIREMENT

"There's nothing I enjoy more than to take my EZ and go into the woods for a few hours each day, during the winter months," writes customer Hiram Hilton of Ney, Ohio. He cut 60 cords of wood last winter and hopes to make it 100 cords this year, "if my health permits".

Mr. Hilton, a spry, 81 year old retired railroad man, finds his EZ very easy to handle and says it beats other saws he has owned in every way. He lives in a small village of 300 population "as it is much cheaper than in a large city" and finds plenty to do to keep himself busy. He has fine plans for the future and believes his EZ chain saw "will last a long, long time if properly taken care of."



Demonstrating the powers of his EZ, 81 year old Mr. Hiram Hilton finds it so easy that he can work for hours every day without feeling tired.



Her lucky number brought a new EZ-6 to Mrs. C. O. Wainscott of Pendleton, Oregon. George Elliott, left above, and Leonard Mentzen, Homelite dealers of Pilot Rock, Oregon, awarded the saw.





# SANDUST

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PORT CHESTER, NEW YORK

No. 60 NOVEMBER, 1957

## Minnesota Man Wins Top Prize New Chain Saw A Year for Life

The "Power Twins" Contest is all over, for everyone except Harvey Fadden of Buffalo, Minnesota. Harvey will remember the contest all his life for he is the man whose ticket was drawn in the national finals on October 16. Out of 25 tickets, one from each District, his was the one that the beautiful Homelite twins drew from the box and handed to Homelite President J. Allan Abbott.

A telephone call to the dealers, Peterson and Benson of Buffalo, Minnesota, brought them the good news that they would receive a \$200 U. S. Savings Bond for having sent in the winning ticket. The



J. Allan Abbott, Homelite President, inspects the winning ticket which Cynthia Lacey has just drawn from the box held by her twin, in the finals of the National "Power Twins" Contest.

fact that they conducted a local contest made them eligible to win a double prize.

Something as important as a new chain saw every year for life, deserved an important presentation ceremony—so Mr. Fadden was flown to New York, accompanied by Mr. E. S. Spencer, St. Paul District Manager. The presentation was made on TV on the Wendie Barry Show, with Robert Straetz, Sales Manager, doing the honors for Homelite.

Mr. Fadden is 31 years old, unmarried, a veteran who has been in Korea and has travelled extensively. He lives and works on his parents farm near Buffalo, is a skilled carpenter, and cabinet maker. His hobby is photography. He is very much pleased with his good fortune.

"The way I look at it," he says, "this Homelite chain saw is a valuable piece of equipment. I'll always be able to go out and earn extra money with it. It will be useful on the farm, too."

Mr. Fadden was interviewed on TV in St. Paul the following week, also, so it's been an exciting time in his life—and will continue to be exciting each year when he receives a new Homelite.

The contest has a continuing effect for Homelite dealers, too, because more people know about Homelite chain saws than ever before. Thousands of them have tried out the new Power Twins and seen how easy they are to operate.

These are all prospective customers, and the dealer has their names on the stubs of the tickets which he kept. The

names can be left in a box and never referred to again, of course, but the enterprising dealer will plan a well-organized follow-up campaign to turn these prospects into customers. After that, the quality of Homelite products and Homelite service will see to it that they remain loyal users who come back to the dealer for all their chain saw needs.

A strong echo of the contest still continues, also, in the number of dealers who are holding local contests during the productive fall months. This will insure a good, strong ending for the business year of 1957.



Harvey Fadden, left, receives the first of his new Homelite saws from Robert Straetz, Sales Manager, who explained all about Homelite to the interested star, Wendie Barry, on her TV show.



# District Drawings



Mr. Carl Blades, left, President of the North Carolina Forestry Association draws the winning ticket for District 17 as District Manager James Thompson looks on.



M. Gale Lemoine, 3rd, hands the winning ticket to his grandfather, M. Gale Lemoine, Boston District Manager, as his Homelite Salesman father, M. Gale Lemoine, Jr. looks on proudly.



A. D. Sherwood, left, Manager of District #12, reads the name of George Koister of Garfield, Washington, on the winning ticket drawn by Dean Gordon D. Marckworth, University of Washington.



A winning combination from the Detroit District, left to right, Charles Knuth and Jim Marsh, dealers, J. H. Powell, winner, and A. Gruettner, District Manager, pose with the prize.



Buffalo District Manager "Bud" Darrow, left, congratulates Hallie H. Ehmke of Fredonia, New York on winning the EZ-6 which his Homelite dealer, Joseph Mikula of Cassadaga, New York is holding.



Winning Dealer Mike Stamm of Centerville, Iowa, poses before his display which invited people to see a demonstration and enter the contest. Jim Kopatich of Caille, Iowa, held the winning ticket.



Robert Worth, North Arlington District Manager leans on the box full of stubs from which Wilbur L. Savage, Regional Forester, drew the name of S. M. Bickel, Woolrich, Pa.



In Denver, the City Forester, Mr. George Stadley, left, drew the name of James Sattisfield from the box held by Lou Roy Faylor, District Manager, Fred White, Homelite Salesman exhibits the prize.



# and Contest Winners



In front of Tidwell's Saw Sales and Service in Double Springs, Alabama, James Leath, Birmingham Chain Saw Specialist, presents his prize saw to Atlanta District winner Mr. Nan Humphries. Mr. Hollis Tidwell, dealer, will be presented with a \$200 U. S. Savings Bond for his part in the contest.



Another lady winner, Norma Hunsaker, of Double Springs, Alabama, receives her EZ-6 from Lee Markl, St. Louis District Manager. Neal Hughes of the Kirksville Saw Shop is the winning dealer.



Drawing in the Baltimore District was done by Mr. C. E. Jackmon, right, Assistant Chief Engineer of the Maintenance & Ways Division of the B. and O. R. R. Co. Lyn Tripp, District Manager, officiates.



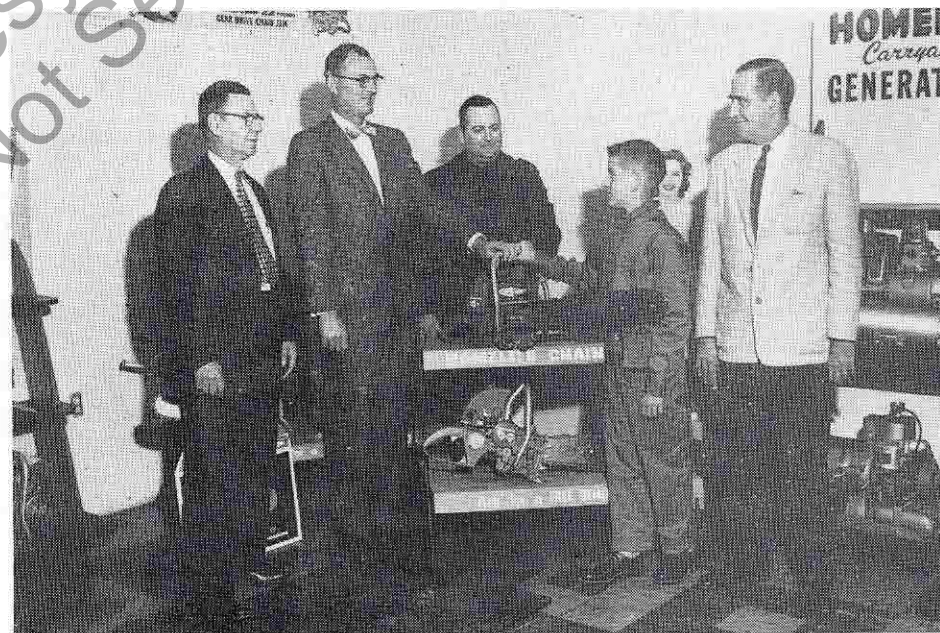
In Sanger, California, Mr. John Aspesi, left, husband of winner Mary Aspesi, accepts the 6-22 from Roger Stewart, winning dealer. Jim Harmon of the Fresno Branch holds the dealers bond.



The winner of the Jacksonville, Florida District contest is Frank Strickland, left, who is shown receiving his prize saw from the winning dealer Hubert Alton, Sr.



It's Ladies Day in Cincinnati, as winning dealer Leslie Wilson of Osgood, Indiana, presents a 6-22 to District Winner Lois Jean Bunselmeier. Fred Cristiano, District Manager, looks very pleased.



In the Memphis District where a large number of dealers held local contests, a young boy was the District winner. Left to right we see dealer T. A. Whitehurst of Hornsby, Tennessee, Bill Bedford, Atlanta District Manager, W. L. Hanna, Salesman, Anthony McClintock, winner, and Everett McClintock, Anthony's father.



# Local Boy Makes Good

All over America there's a lot of moving and relocating going on. City people are moving out to the country for a more pleasant, comfortable life and people from the farms and small towns are moving to the city where they feel they'll have better opportunities. So it's a nice change to find Bob Davies, a small town boy who is quite content to stay where he is in the town of Mazon, Illinois and make his own opportunities with his Homelite dealership.

For the past seven years, Bob has been working hard to build up a good Homelite business in this farming community in central Illinois. A year ago he bought out his partner and now he's going ahead with plans to prove how useful a Homelite chain saw can be on the farm.

Bob operates his dealership, The Chain Saw Shop, from a store on the main street of Mazon. He has a well-equipped repair shop in the rear, with an experienced service man, Frank Crane, to handle the work. A complete Bar Shop has brought in a lot of customers, too.

"I'm planning to buy a truck and equip it to handle all kinds of service jobs," says Bob. "I'll have a service man take it out on a regular route. Some of my Homelite users are 10 miles away and they don't like to take the time to come in town for maybe a minor repair."

His customers are almost all farmers, with large corn and grain farms. Bob Davies is interested in making his neighbors realize how well it will pay them to make good use of the fine stands of timber in their wood lots. This part of Illinois, in addi-

tion to oak, elm and walnut in abundance, has a lot of "osage orange" trees, which are used extensively for fences and fence posts in the area.

Two of Bob's customers bought a 5-20 between them and in one season cleared \$11,000 profit cutting hedge posts of osage orange! They figured they paid for the saw in one week.

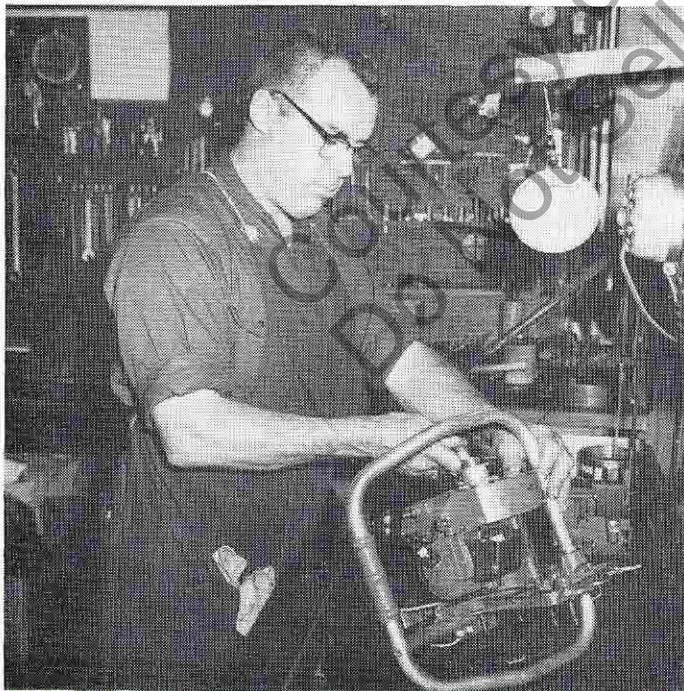
Bob has built up a real following in the Mazon area. He has 1,000 repeat customers and over 500 Homelite saws out, which means he's kept very busy with repairs and service.

"I keep a guarantee card on every saw and it stays here in the shop," he explains. "That way, I always know what's been done to a particular saw and what kind of performance we're getting from it."

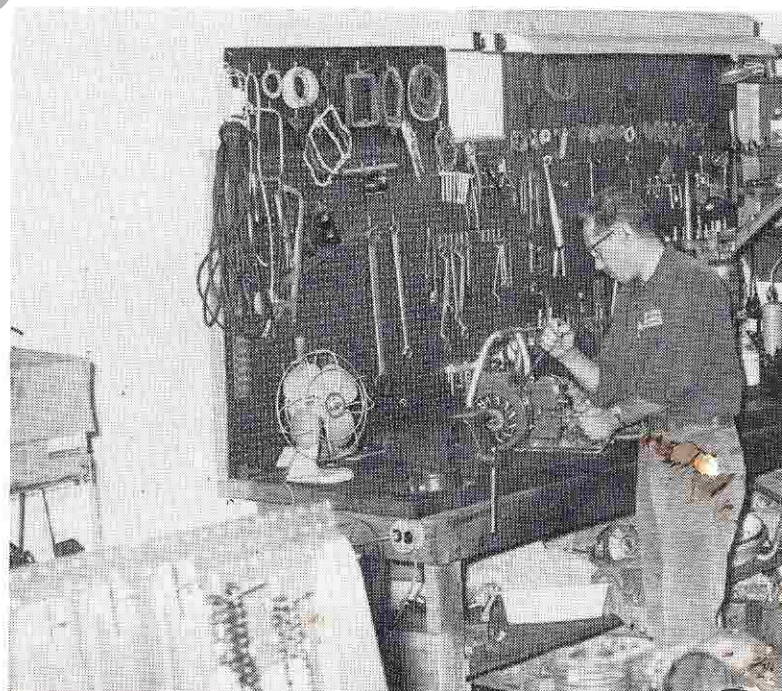
Bob has been working very closely with the Mazon County Agent in a war on Dutch elm disease which has been very destructive in the area. Infected trees can't be used commercially so it's important to cut them down and destroy them before they spread the disease to other elm trees. Bob finds that people gather to watch him in this work and are very much interested in seeing how the Homelite operates. He rents out quite a few saws, believing that a renter often becomes a buyer.

"You have to be careful who you rent them to, however," he warns. "The clearing bar attachment is the easiest for a person who isn't used to the saw."

Advertising is very important in Bob's plan of action and he finds that his displays at county fairs are always popular and good business getters.



Frank Crane, expert mechanic and repairman, can take a saw that's been smashed by a falling tree and with his know-how, the proper tools and a complete stock of spare parts at hand, can repair it so that it looks and operates like new.



The rear part of the Chain Saw Shop is fixed up to handle any kind of chain saw repair. Tools hang within easy reach for time-saving efficiency. Bob Davies, above, manages to look neat even while working on repairing a chain saw.



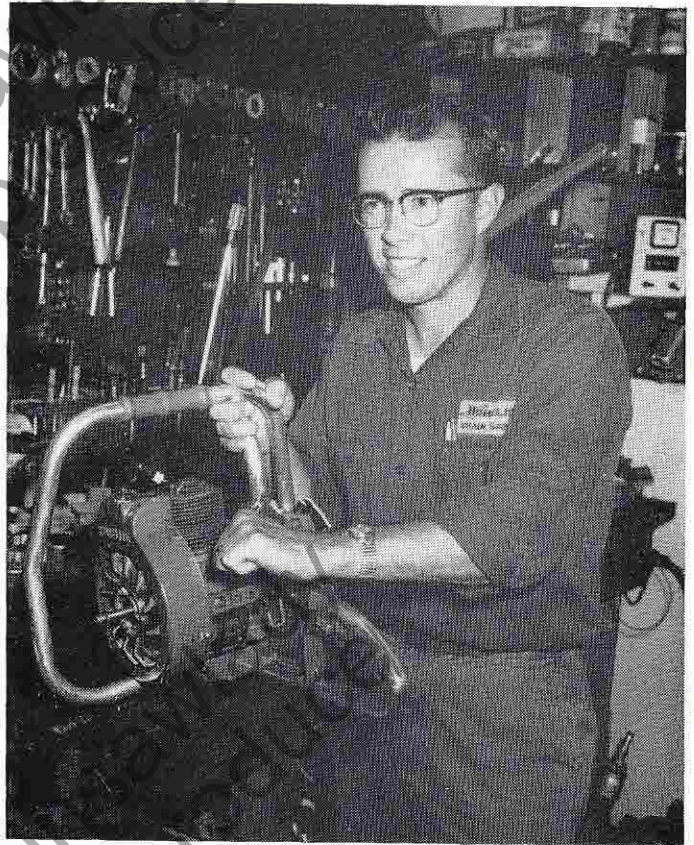
# Homelite Dealer is Home Town Boy

"I noticed that people like to pick up the 3/4 inch wafers we cut during the demonstrations," he recalls. "They evidently take them home and make plaques of them or something, so we started using wood that looked nice. We find that hackberry logs make real nice-looking wafers, a dark brown center with a white ring around it. We always use them, now."

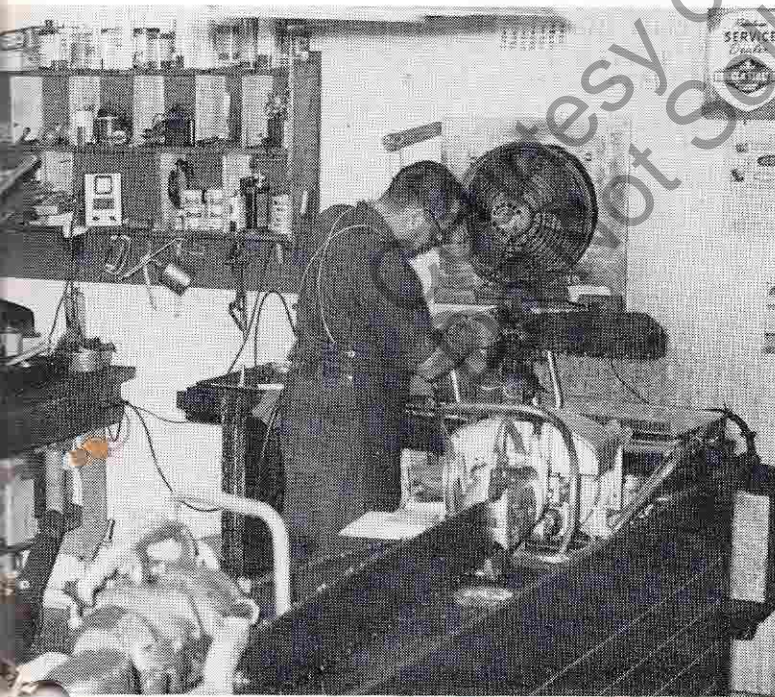
Bob is looking for some kind of a sealer he could dip the wafers in so they wouldn't dry out and crack. Anybody know of such a solution?

Born on a farm near Mazon, Bob went to the Mazon schools and is now married to a home town girl, Jane, who teaches first grade in the public school. They live with Jane's mother on her farm and Bob does what he can to help out with the farm chores, usually before he goes to the shop in the morning. He rarely gets home before 8 or 9 o'clock at night because many of his customers are tree-service men who bring in saws after 4 and expect to have them fixed and ready to use in the morning. An occasional fishing trip to Canada during the summer provides a change from this strenuous routine. Bob takes an EZ along on these trips to make things easier for the vacationers.

A man who's doing the job he likes in a community where he belongs, is a vital part of the American way of life. It's obvious that Bob Davies is a respected and well-liked citizen of Mazon. His Homelite Servicing Dealer plaque, which he displays proudly in the window of his shop, testifies that he's doing a fine job for Homelite.



Bob Davies, owner of the Chain Saw Shop in Mazon, Illinois, is also a salesman, expert mechanic and business manager. His home town friends are his customers and he keeps them friends by giving them cheerful, expert, friendly service.



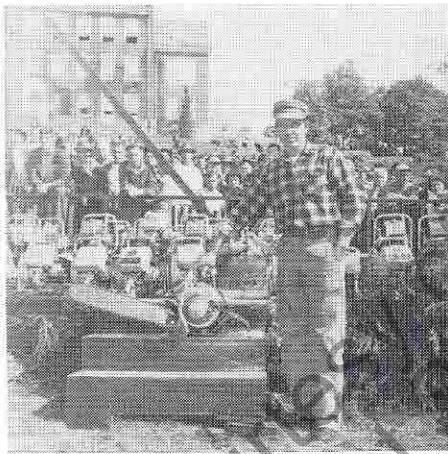
The test bench where Frank Crane is working has an exhaust fan above it to carry away the fumes from the engines. There is always plenty of work to be done and often it has to be done in a hurry if the customers are to have their saws when they need them.



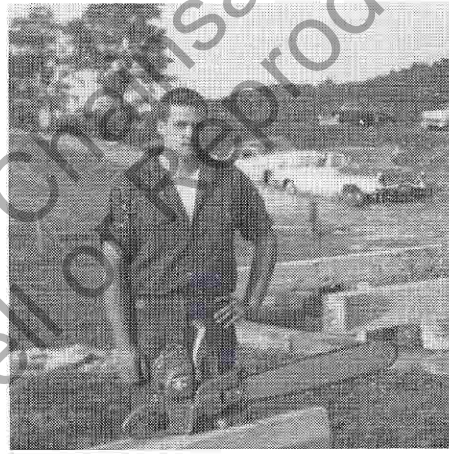
A simple little ceremony takes place outside the Chain Saw Shop when Harold Herron, left, Chain Saw Specialist from the Chicago District Office presents Bob Davies with his Servicing Dealer Award plaque. Bob qualifies on all counts as a superior dealer.



## Three Recent Champions Featured In Oregon Saw Chain Ads



Charles Lattea, winner in the 5 H. P. and over chain saw contest in Elkins, West Virginia.



Jerry Sanburgh, winner of the Northeast Loggers Chain Saw Championship at McArthur, Ohio.



Steve Bennett, winner of the 5 H. P. and under contest at the Elkins Forest Festival.

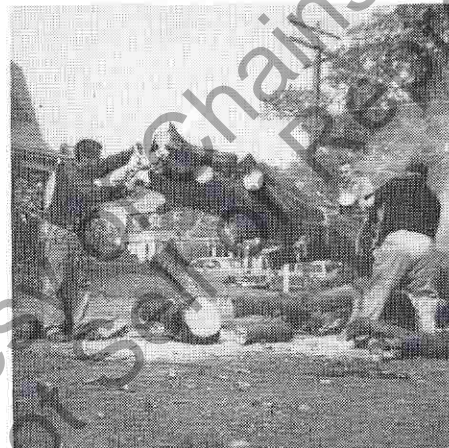
The Oregon Saw Chain Corporation has been running a series of fine ads in local papers all over the country, featuring the winners in various cutting contests at fairs and festivals and telling

about the champion cutting qualities of Oregon saw chains. Each ad has the picture of a winner with his saw and details of his winning record. As many of these winners are using Homelites equipped

with Oregon saw chains, Homelite has received some very fine publicity. Our compliments to the Oregon Saw Chain Corporation for a fine promotion and a fine product.

### THREE IN ACTION

Riddle—What makes more noise than a chain saw? Answer—Three chain saws bucking one tree! On a recent trip to Swampscott, Massachusetts, Jim Kerley, Sales Trainer from Port Chester and Doug Rankin, Salesman from Homelite's Boston office, made a call on the town officials to demonstrate Homelite equipment. Three of the town employees had a fine time cutting up a tree that had been felled on a city street. It doesn't look like the safest way to do the job, with all those limbs being cut off—it's lucky none of them were human ones! They did the job in record time though, and except for the neighbors, everybody was happy.



Three employees of the Swampscott, Mass. Municipal government, attack a fallen tree with three Homelite chain saws at the same time.

## Father and Son Demonstrate Homelites



Joe Eck, the "Son" of A. J. Eck & Son Garage, Homelite dealers of Williamsport, Pennsylvania demonstrates an EZ-6 at the Bloomsburg Fair, where they signed up many prospects.



A. J. Eck, demonstrates the cutting power of the 6-22 at the Bloomsburg Fair. One of the lucky hundreds who watched was S. M. Bickel of Woolrich, Pa., announced recently as District winner.

### POETRY CORNER

One of our customers, Rodney E. Vaughan, of Wolfville, Nova Scotia, recently bought an EZ for use on a five month, money making adventure trip to the "Lumberwoods of Newfoundland". A graduate of Acadia University, Mr. Vaughan was so thrilled with his experiences and the performance of his EZ that he sent us a poem.

Oh, saw of splendor, red and green,  
Thou art a marvelous machine.  
Thee cuts the pulpwood into junks,  
And scatters limbs in little hunks.

Thy cutter-bar supports a chain  
That sings in Homelite refrain,  
While, chiming in a little later,  
One hears the rattle-esperator.

Thy mechanism, tough and light,  
Hath toggle bobs, and teeth that bite.  
Thy monkey-shaft turns round the nut  
That keeps the perculator shut.

This joins a bolt above a screw  
Towards the valve that splits in two;  
And this, in turn, adjusts the oil,  
And doesn't let the spark-plug boil.

Oh, little saw, both red and green,  
Thou lookest good, and cuttest clean.  
Thou art a marvel of invention,  
Far past the human comprehension.



## Three Winners in Pennsylvania Contests

### A THANK-YOU NOTE

Recent winner of a local Homelite Contest in Quincy, Illinois, was Walter Wand, father of five children. He has a 120 acre farm, 55 of it in cultivation, the rest in timber, and works in Quincy "to help keep the home fires burning," according to a nice letter he wrote.

"When I go to work, I have the radio on and the Quincy Welding Company, (Homelite dealers) have a program advertising the EZ-6. I wished I had one—so when they told me I had won one—well! The EZ-6 has the correct name. It's light and easy to handle and that motor, boy, what power! I burn all wood, two heaters and a combination stove. I can't tell you how much this saw means to me. Thank you very much."

### Customers Pile Up Records

Homelite users, of their own free will, often write in proudly giving statistics of how much lumber they've sawed with their Homelite's and how little it has cost.

From Park Rapids, Minnesota, Mr. Wayne Peterson who purchased an EZ in 1956, writes that he used it for 10 months in production cutting. He cut 560 cords of pine, 40,000 feet of pine logs and in that whole period he only had to buy one new chain and spend \$1.70 for parts.

From Mt. Vernon, Iowa, R. F. Hutchinson, who owns a lumber company, sent in some pictures and a statement of the number of board feet of lumber cut with two EZ saws. In eight months, the grand total is 269,907  $\frac{2}{3}$  feet!

In his letter to Homelite dealer, Harry Nephew of the Nephew Machine Shop in Tipton, Iowa, Mr. Hutchinson writes:

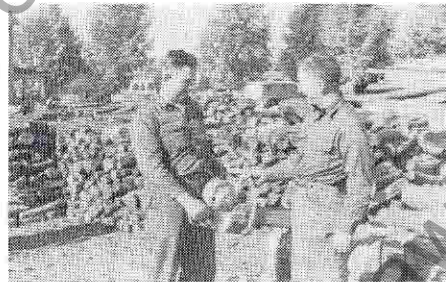
"I wish to state that in my opinion EZ Homelite saws are the fastest cutting saws on the market today, and I should be in a position to judge same as we have used them all."



The bigger they come, the easier they fall when a Homelite EZ is on the job, according to J. R. Hutchinson, right. This log measures 56".



Mr. S. B. Patterson, left, Manager of W. Steele Shaw, Blairsville, Pa. awarding an EZ-6 to Frank Chalan, a paperwood cutter of Wilmore, Pennsylvania, in a local contest.



Dean Kiger, left, a logger who has bought 8 Homelites, won a free one in a local contest, which Joe Gilmore of Nittany Timberlands Inc. is presenting to him.

### Local Contests

Pictures are coming in from all over the country of happy looking winners of free chain saws given out in local contests. We've included as many as possible in this issue and will publish the rest at the first opportunity. These winners will be powerful salesmen for Homelite and the thousands of others who entered the contests will be Homelite-conscious from now on.



Free to saw a winter's wood is Clinton Fox, left, receiving his free EZ-6 from Dealer Bob Kinder of Dominion Motors, Colville, Washington.



Trying it out for size. Thomas H. Wertz of Bedford, Pa. with the new EZ-6 which he won in a local contest is assisted by Bob Swartzwelder of East End Tractor Sales.



The whole family admires the saw won in a Clinton, N. J. contest. Left to right, Mrs. Jean Rapp, daughter Paddy, Frank R. Rapp Jr., dealer Philip G. Berger and Joe McMenaman, North Arlington.



Another local contest winner, Hillard Waller, left, with the EZ-6 which he won in a local contest held by dealer Gleen Watts of Versailles, Mo.



# Open House in Gastonia

On November 25th and 26th the new Homelite chain saw plant in Gastonia, North Carolina, is holding Open House. We want to show the townspeople and all interested friends of Homelite, what a fine modern building we have; show them how we manufacture and test our chain saws to insure the highest quality.

Big festivities are planned for the two days. On Monday the 25th, a special luncheon in the spacious cafeteria will be followed by dedication ceremonies and a speech by Luther Hodges, the Governor of North Carolina. Invited guests, and families of employees will be directed through the plant where they can see chain saws being made from the first

operations to the final, tested units. There will be displays of Homelite's other products, cutting contests for employees and visitors, gifts and surprises for everyone. On Tuesday, all the citizens of Gastonia are invited to come to the Open House and a large crowd is expected.

It is unfortunate that all Homelite dealers can't be there for the occasion, but the December issue of Sawdust will be a special Gastonia Open House edition, filled with pictures of the actual festivities and of the plant itself. And because Homelite dealers are a real part of the Homelite family, there will always be a welcome for them any time they can plan a visit to Gastonia.



Congratulations are in order at the University of Georgia. Left to right, Homelites Roy Daniell and Erad Hitchcock, Homelite Forestry Scholarship winners James L. O'Hagen and Francis Ellers and Dean of Forestry A. M. Herrick.

## FORESTRY SCHOLARSHIPS

First of the 1957-58 Homelite Forestry Awards were made at the University of Georgia, as shown in the photo above. At North Carolina State, Edward W. Barden of Amelia, Virginia, a senior specializing in wood technology and John C. Sturgill, a junior in forest management, were each awarded a \$250 scholarship. Both are excellent students, veterans and married.

Robert J. Ward and Carl W. Wolfe, both students in the School of Forestry at the Pennsylvania State University received Homelite awards at the Ag Hill student party on November 9.

At the University of Washington, Douglas S. Daniels and Wayne LeRoy Pomeroy, Jr., shared the \$500 award and at Louisiana State, Jimmy C. Chapel, a senior, received the Homelite Scholarship at the Annual Honors Day convocation. Homelite congratulates them all.



Porter Farr, Chain Saw Specialist, in center, shows local winner W. S. Gilman and District winner Harry Graham some special features of the EZ-6. Mr. Ballou of the Marsh-Allen Co., Homelite dealers, receives a bond from M. Gale Lemoine, Boston District Manager, in Barre, Vermont.



The local contest winner in Deland, Florida, was B. F. Lowery, left, here shown receiving his EZ-6 from Hubert Talton Jr. of Hubert Talton Industries, the Homelite dealership in Deland.



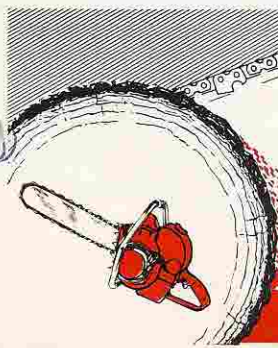
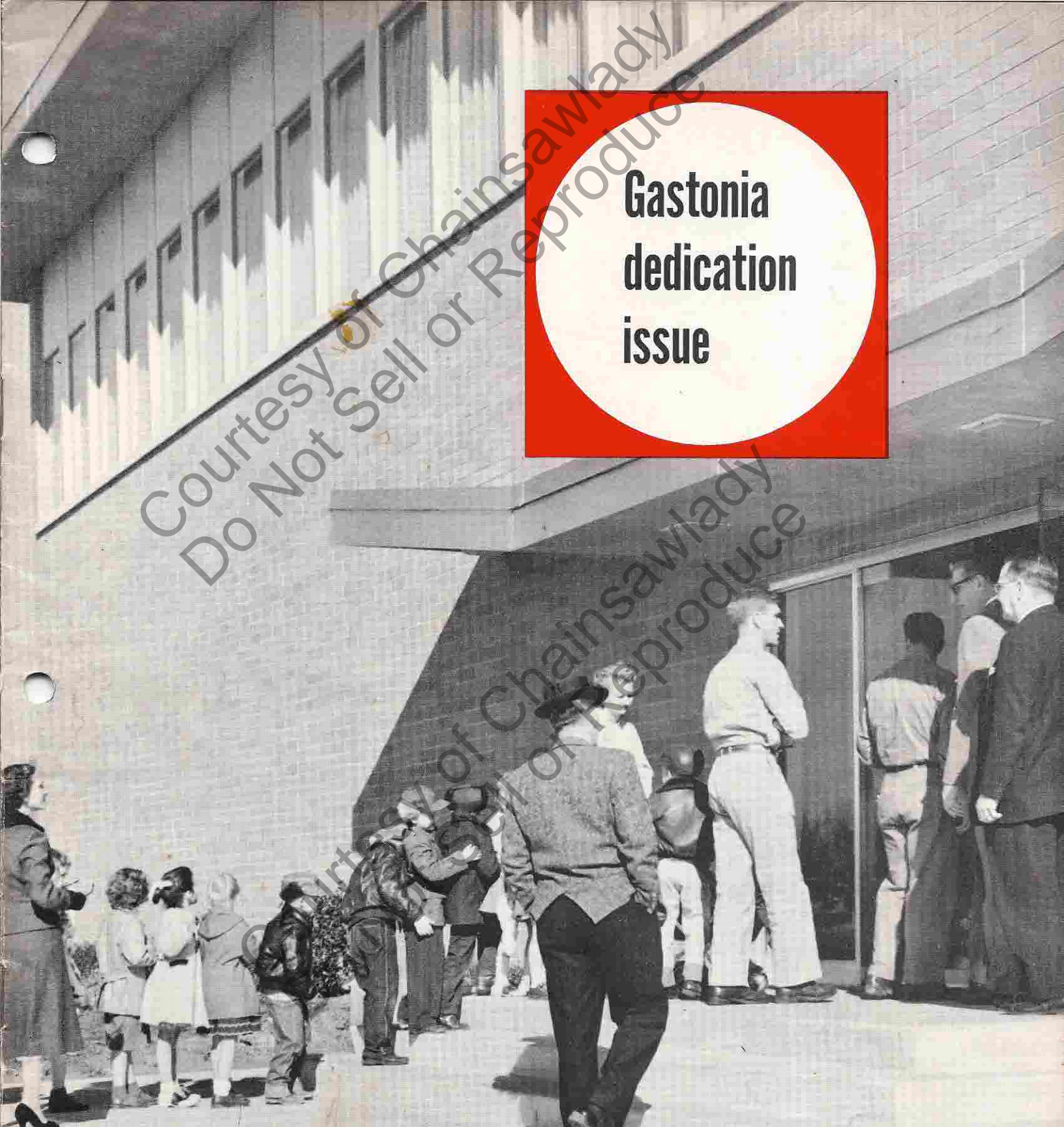
L. Hollis Tidwell, left, Homelite dealer in Double Springs, Alabama, presents a saw to local winner Elbert Johnson. By holding his local contest, Mr. Tidwell doubled his own prize.



Elmer T. Wittig is the winner of an EZ-6 in the local contest held by Harmon Sales and Service, Homelite dealers in Harrisonburg, Virginia. Here's good luck to him and all the other winners.



Gastonia  
dedication  
issue



**SAWDUST**

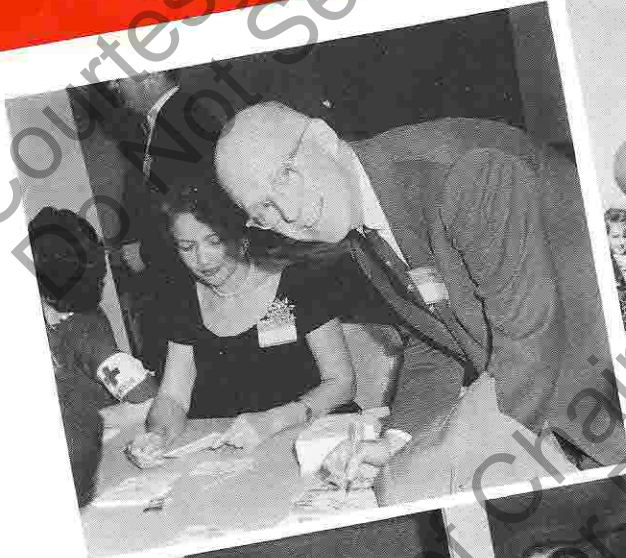
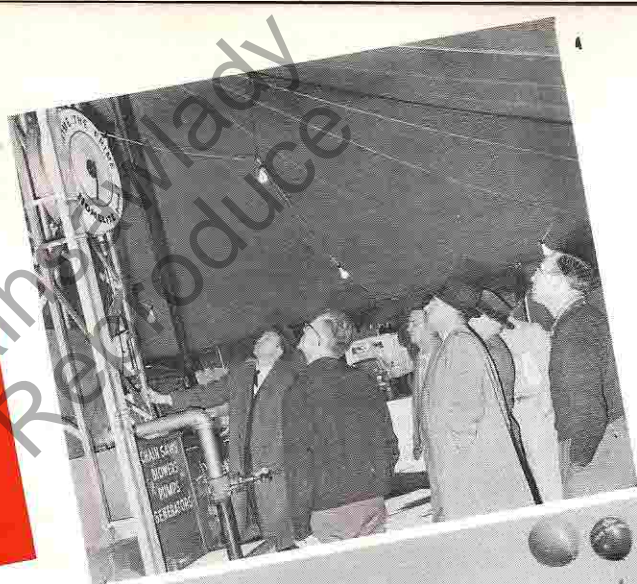
Published by HOMELITE, a division of Textron Inc.  
PORT CHESTER, NEW YORK

No. 61 DECEMBER, 1957

OPEN HOUSE NOV. 25-26, 1957



guests  
at  
**HOMELITE'S**  
open house



1. Chairman of the Board of Textron Inc., Mr. Royal Little registers with receptionist Ruth Brown, before touring the plant.

2. First men to welcome Homelite to Gastonia, Ralph Iseley, left, and Allen Smith, right, of the Gastonia Industrial Diversification Commission discuss the Open House with Bob Rhodes, plant Production Manager.

3. Homelite Chain Saw Specialist John Jossey of Atlanta, Georgia, is proud to introduce his wife and son to Bob Straetz, Homelite Sales Manager.

4. "Time the Prime" exhibit of Homelite pumps, proves interesting to a group of Gastonia men in the special exhibits tent.

5. A bright day with red and green balloons to fly and souvenir yardsticks to use as weapons, presents a challenge to this group of 1st graders.

6. "Trees grow faster than boys" as Mrs. R. J. Dean will find when she plants the loblolly seedlings that Joey, Keith and Mike are choosing.

7. Youngest visitor, enchanted with her red balloon, is Rhona Jean Shiles whose father, Ronnie, is a drill press operator in the Gastonia plant.







Homelite has taken a giant step forward with the opening of its fine new plant—the most modern chain saw plant in the world—in Gastonia, North Carolina. The spectacular rise in Homelite's chain saw production and sales during the eight years since we entered the field, has placed us in our present position of leadership. The elements which have contributed to this success are many and represent the combined efforts of all of us.

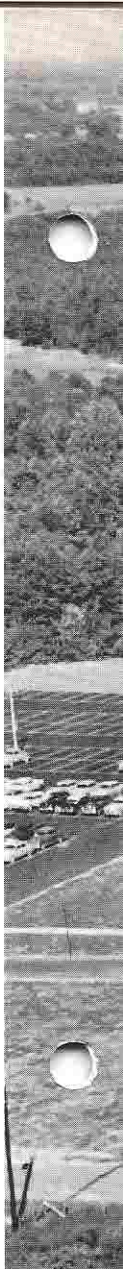
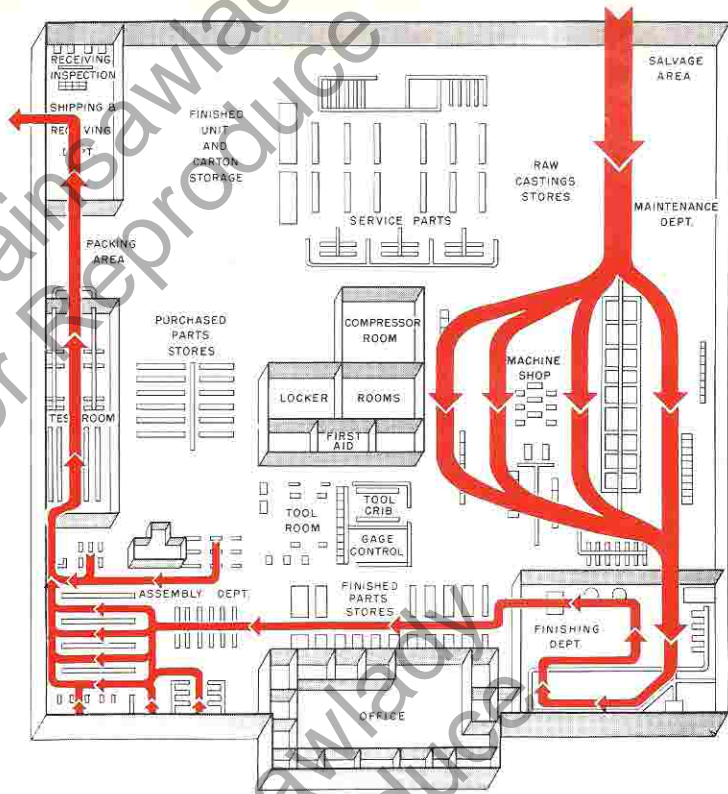
We take pride:

- in the engineering skill, the experimental care and the manufacturing know-how which have gone into making Homelite products lightweight and easy to handle, without sacrificing power and performance.
- in the fact that the quality has been maintained even as the production has been stepped up from a few hundred units a month to thousands.
- in the men and women of Homelite, many of whom have been with us for over fifteen years. Their loyalty and ability and industry have been an indispensable asset.
- in the Homelite sales organization, and the fine relationship between the factory, the branch and the dealer.
- in our hard-hitting promotion program which has spread the name and fame of Homelite throughout the country.
- in the fine cooperation and welcome extended to us by the citizens of Gastonia and the State of North Carolina.
- in the support and encouragement which we have received from being a member of the Textron family of diversified industries.
- in this Homelite Chain Saw Plant in Gastonia which was planned with such care, from the choice of the site to the smallest detail of the furnishings. This fine modern plant 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.

President of Homelite



Courtesy of Chain Saw Lady  
Do Not Sell or Reproduce



# Gastonia, North Carolina

The floor plan of the new plant shows better than a thousand words the results of intelligent planning and modern equipment. The broad red arrows indicate the flow of work through the air-conditioned, brightly lighted building. Raw materials and rough castings come in from a truck-unloading platform at the rear.

They are routed through the **Machine Shop** on rolling conveyors — where fine new machines — some so complex that they perform 14 separate operations — turn, shape, bore and drill them according to the most rigid specifications.

The machined parts are then cleaned, and some are painted by a new automatic, electrostatic painting process in the **Finishing Department**. These parts are carried on overhead conveyors through the 300 degree ovens to the **Assembly Department**, where the final unit takes shape.

Rigid testing of each unit in the special sound proof **Test Room** is the final step before the chain saws are identified, labeled and packed for shipment.

This flow of production, already in complete operation, is turning out quality chain saws in a steady stream.

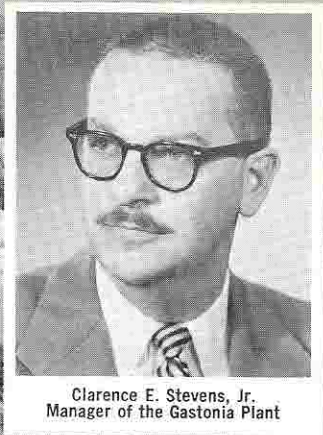


Section of the machine shop with two of the new Cincinnati milling machines and a Heald Boro-matic.

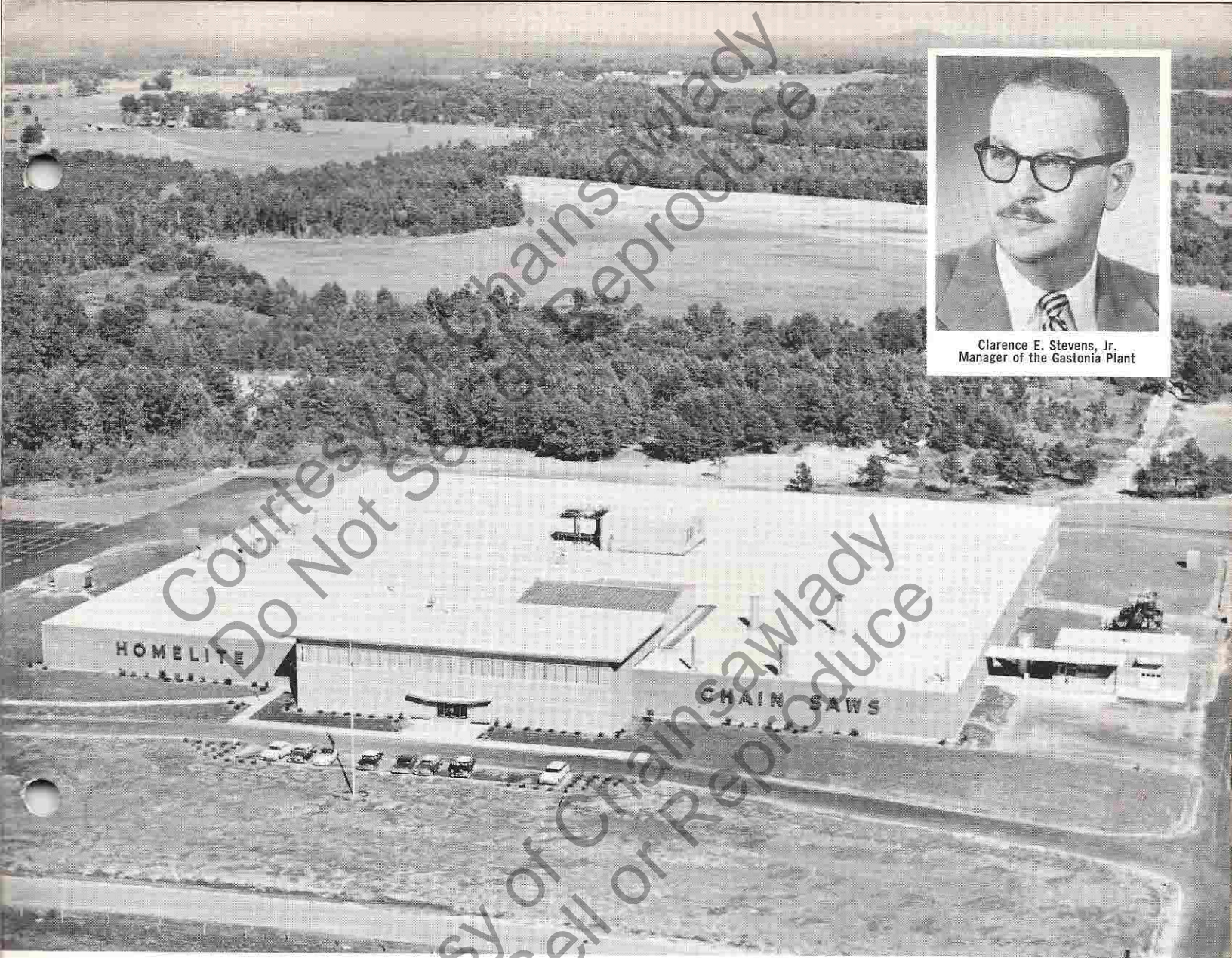


Getting the machined parts ready for the Finishing Department, these women file and smooth the rough edges.





Clarence E. Stevens, Jr.  
Manager of the Gastonia Plant



An aerial view of the new plant shows the striking, modern features of its design and construction.

It was designed by Ford, Bacon, and Davis, Engineers of New York and built by the Daniels Construction Company of Greenville, South Carolina.

Situated on a 62½ acre plot of rolling land, south of the town, this plant is eye-catching on the outside, streamlined and compact within.

In keeping with the trend towards "ranch style" architecture, it is a one-story building with a brief second story on the entrance side. It is 360 feet

square, covers 134,000 square feet of ground space and presents an almost windowless facade. The construction is of steel, concrete and brick. A completely equipped sub-station on the property supplies electric power directly from 4,400 volt high tension lines and there is a modern waste disposal plant situated in the rear of the property. A large parking lot on the north side gives adequate space for employees cars.

It's a beautiful, functional plant designed for the specific purpose of producing the finest chain saws that can be made — Homelite Chain Saws.



A section of the huge Assembly Department, showing assemblers working on units, moving past on conveyors.

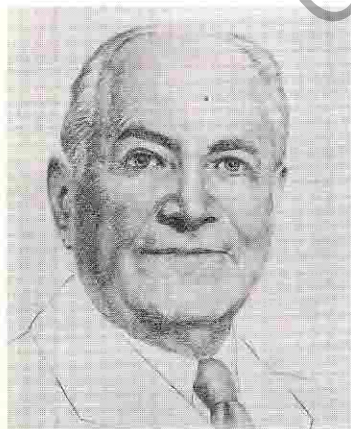
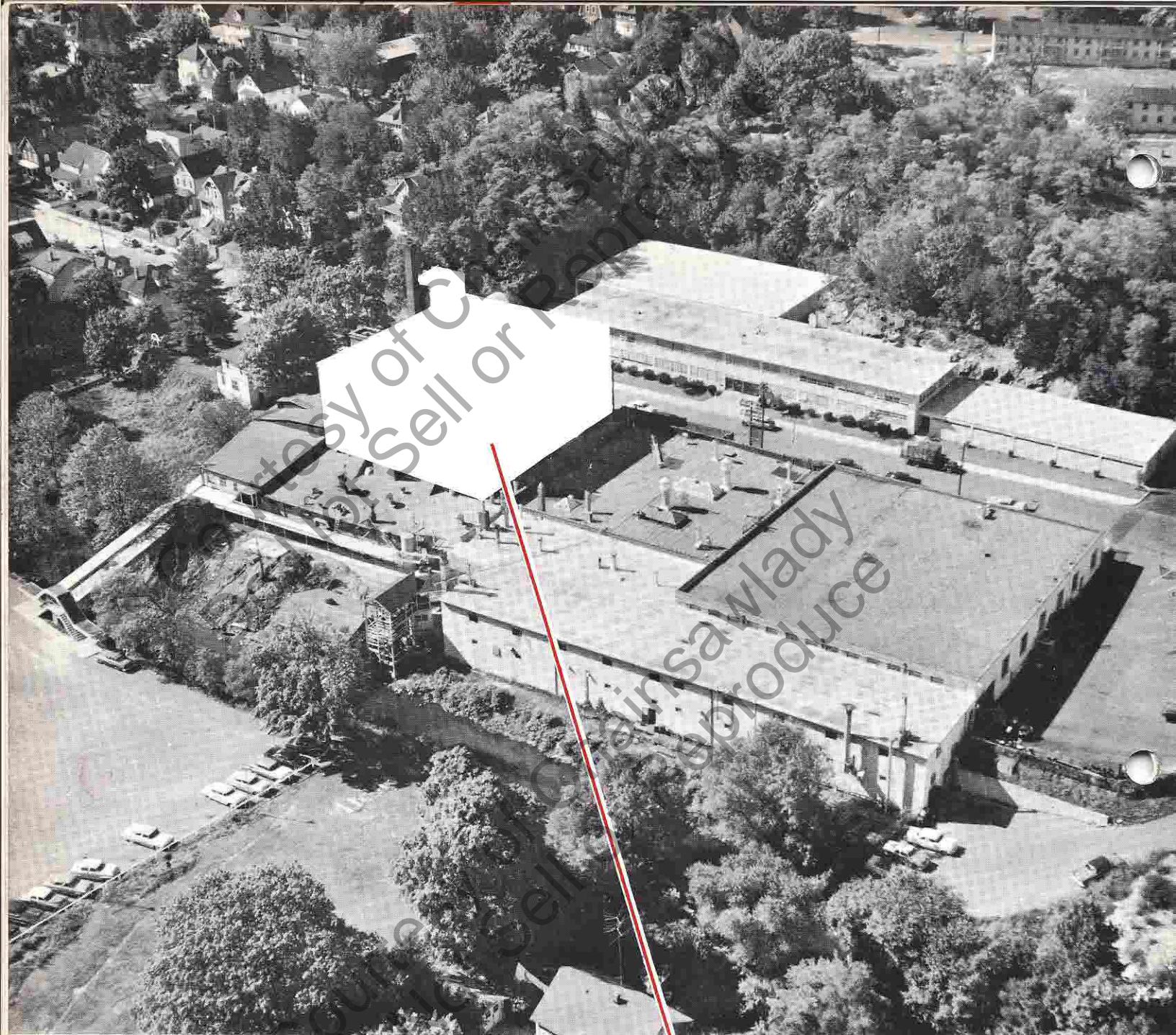


The overhead conveyor dips down at several places for easier, safer handling of the nearly-assembled units.

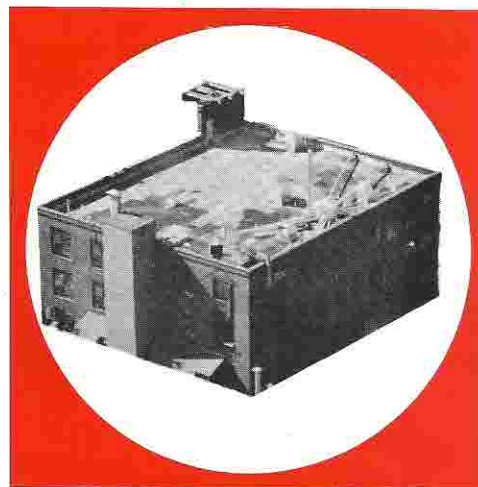


The Test Room has sound proof booths in which each unit is individually tested before final acceptance.





Charles H. Ferguson, founder of Homelite designed and built the original Homelite two-cycle gasoline-driven generator in his home workshop. It was used to light homes in rural areas, so it was called "Homelite."



In 1927, Mr. Ferguson moved his new company to the third floor of a red brick factory building on Riverdale Avenue, Port Chester, New York. Now, thirty years later, Homelite occupies 144,000 square feet of floor space in the many-times enlarged factory building and in the Ferguson Building across the street which houses much of the office departments. A covered passageway leads down to the large parking and recreation area at the rear.



# Port Chester, New York

**From 1927 to 1941** — Homelite grew from a very small company employing only a handful of people to a prosperous operation about five times its original size. The chief products were generators, pumps and blowers, all powered by two-cycle gasoline engines. During this period new models were introduced and the first factory sales and service branch offices were opened in New York and Boston. By 1937 there were offices in ten cities.

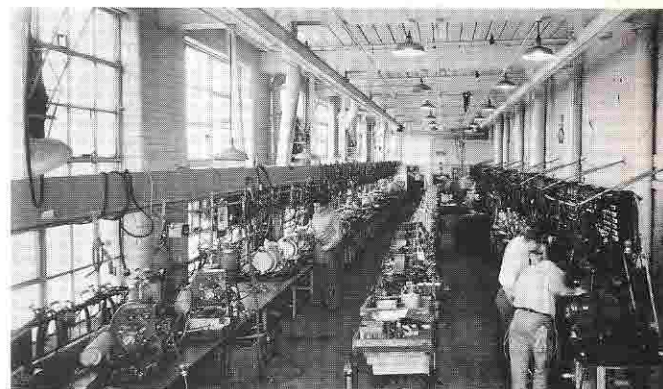
**From 1941 to 1946** — the Homelite Corporation suspended commercial sales and its entire production went to the armed forces. Four Army-Navy "E" Awards to the Homelite Corporation attest to the fine production record established.

**From 1946 to 1949** — the company designed a completely new line of two-cycle gasoline-engine driven pumps, generators and blowers. New sales and service branches were established all over the country. Design work started on a group of new products.

**From 1949 to the Present** — The development of the Homelite one-man Chain Saw after three years of experimentation sparked the phenomenal rise and expansion of the company, to its position of world leadership. The management of the company changed hands in 1954 when a group headed by President J. A. Abbott bought control from Mr. Ferguson who had retired just before the war, because of illness. In 1955, Homelite became a division of Textron and subsequently added to the Ferguson Building and built the new chain saw plant in Gastonia.

The open house celebration in honor of the formal opening of this plant on November 25 and 26 marked another vital step in the growth of the company.

1. Section of the Tabulating Department showing teams of girls working punch card machines. The machines save time, record accurately, make detailed surveys.
2. Section of the Test Room in the Port Chester factory, showing units undergoing complete tests before being shipped out to sales points all over the world.
3. Section of the warehouse in Port Chester, showing packaged floodlights going up the conveyor while the lift truck brings in a crate from the loading platform.





Courtesy of Chainsawladly  
Do Not Sell or Reproduce

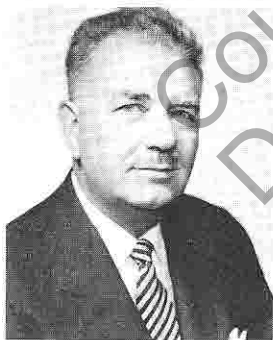
people  
of  
**HOMELITE**



1



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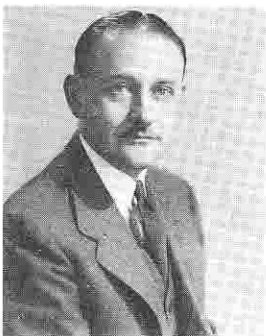


2

- 1. J. Allan Abbott  
President of Homelite
- 2. Nelson Thompson  
Executive Vice President
- 3. DeHaven Ross  
Secretary and Treasurer
- 4. Richard C. McDonald  
Vice President, Manufacturing
- 5. Albert Newman  
Vice President, Engineering
- 6. Rita Powers  
Assistant Secretary



5

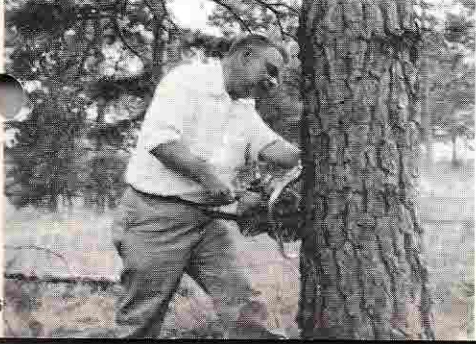


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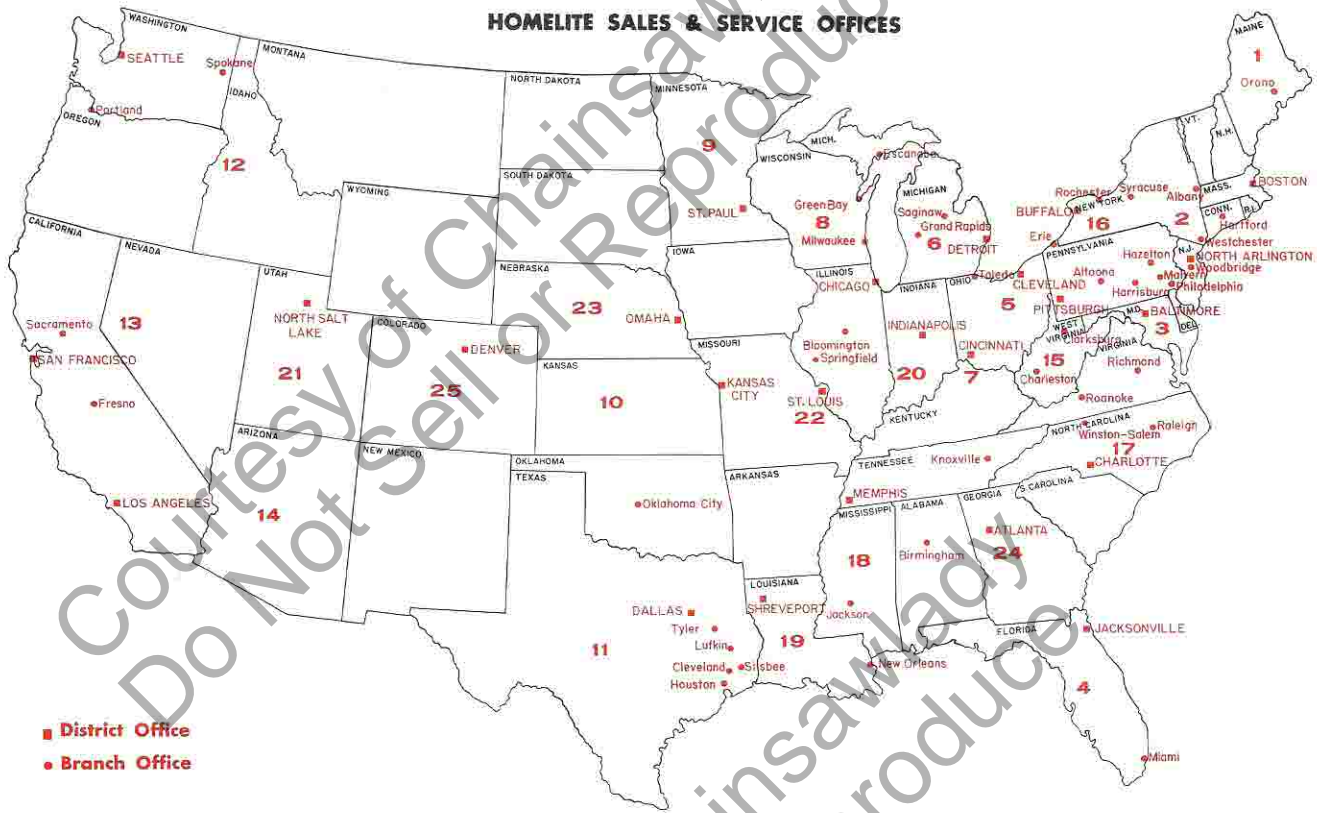




1. Rod Ferguson, Port Chester, Technical writer and photographer.
2. Frank "Dutch" Miller, Port Chester Shipping Department Foreman and Toni Gruettner, Detroit District Manager.
3. W. B. "Bud" Livingston, Pittsburgh District Manager.
4. Mr. George Cutts, Gastonia, Tool Room Foreman.
5. Ruth Brown, Gastonia, Receptionist.
6. Phil Corbett, Port Chester, Assistant to Vice President, Manufacturing.
7. Robert Straetz, Sales Manager, and Howard Maxwell, Sales Promotion Manager.
8. Lester Bohl, Port Chester, "Captain of the Guards."
9. Bill Beaumont, Port Chester, Tool Maker.
10. Maude Lawing, Gastonia, Secretary.
11. William Jordan, Gastonia, Set Up Man.
12. Bette Daly, Port Chester, Receptionist and Switchboard Operator.
13. Kazimierz Mazurkiewicz, Port Chester, Finishing Department.



## HOMELITE SALES & SERVICE OFFICES



The Sales organization which handles Homelite Products in the United States is a unique set-up because it is an integral part of the company. Instead of using distributors who may handle dozens of products from various companies, Homelite, in 1931, set up a factory-branch distribution system with Homelite salesmen selling direct to the end user.

At the present time the United States is divided into 25 sales districts. Within these districts there are a total of 69 branch offices in large cities in strategic parts of the country. These offices are staffed with salesmen, shop and repairmen and office personnel, the number varying with the size of the operation. Altogether there are about 475 people in the Homelite branch sales & service organization.

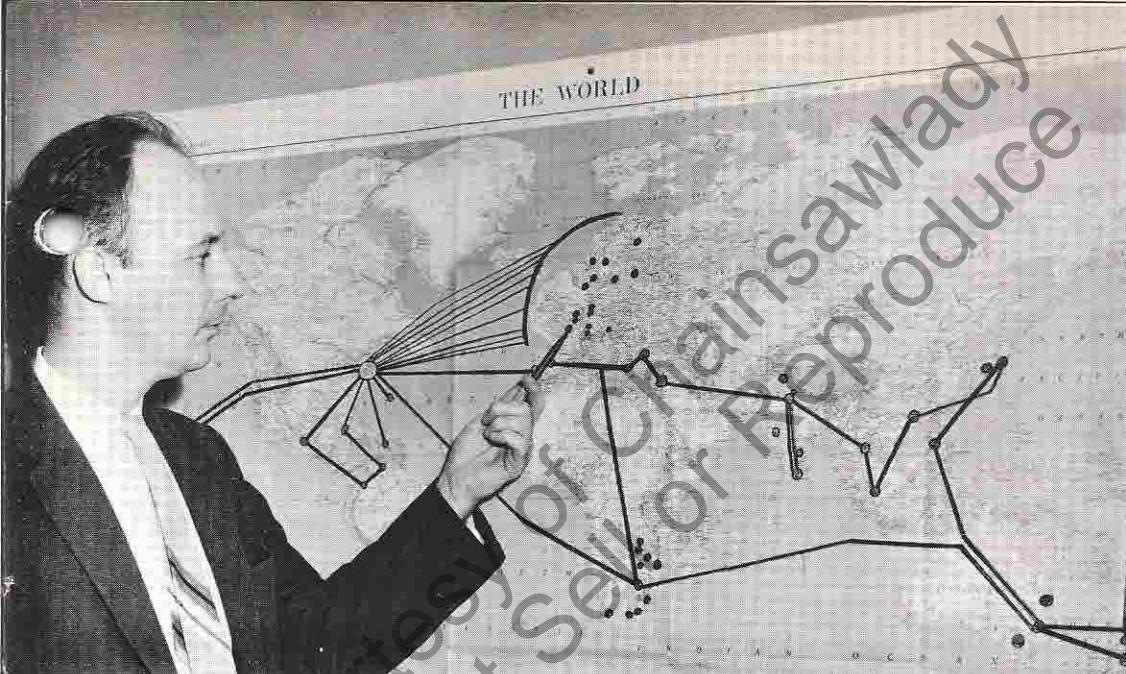
The district and branch offices maintain a stock of Homelite products and spare parts. They operate Homelite trucks and station wagons equipped for service and repairs. Homelite sells **service** as well as **quality** and this is stressed on all levels...dealer service, branch service, and factory service.

The districts and branches, in turn, set up, train and supply dealers in the smaller towns and in farm and forest areas. There are over 2500 Homelite dealers in this country at the present time, most of them handling chain saws only. Through Homelite's Saw Specialists they are kept in close touch with the developments of new products and new techniques.

The salesmen and the dealer, are in close touch with the customer and the performance of Homelite units under actual job conditions. They can provide the company with on-the-spot information and can suggest changes and improvements as a result of this contact. These suggestions are always welcomed and have proved very important in keeping Homelite quality and performance at a high level.

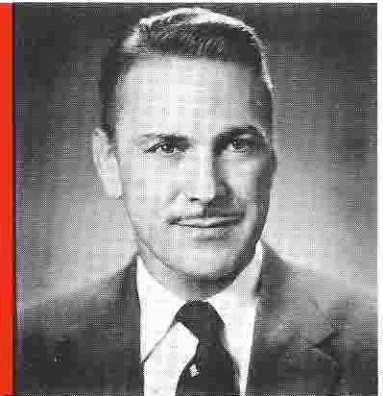
**worldwide  
distribution**





The Export Department of Homelite has a world-wide territory to cover. Frank McInerney, above, Export Manager, points with pride to the map which shows the trips which he and other members of his department have made in the past three years. They have logged nearly 175,000 air miles plus tens of thousands of road miles in 29 foreign countries. Homelite has customers and distributors in almost every country in the world and export sales now take 7% of total Homelite production.

W. Harrison Terry, founder of the Terry Machinery Company in Canada sold his first Homelite pump in 1938. Now, in addition to the two main offices in Montreal, and Quebec the huge operation boasts 11 completely staffed branches all across Canada and employs more than 500 people. A dealer organization, well trained in service, has helped to make Homelite chain saws the largest selling brand in Canada.



The Homelite Sales and Service Branch office in Lufkin, Texas, one of 69 such offices.



A fleet of Homelite trucks and other vehicles operated by the Detroit District Sales and Service Branch personnel.



The kind of interested personal service offered by Homelite dealer Ed Smith of Tupper Lake, New York, to his customers.



# forestry scholarships

Because chain saws are used both in commercial logging and in tree farming Homelite believes in intelligent timber cutting and planned active tree growing. But this must be done by men trained in forestry work.

And so each year Homelite awards \$500 scholarships to deserving students in forestry schools in eight colleges and universities across the country.

In these pictures are shown some of the 11 men who have received these awards so far this year. They bring the number of Homelite wards to 43 given out since the program was started in 1954. 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. Homelite regards itself as a partner in the forestry field and forest products industries, for their success or failure closely affects Homelite's future as well as that of our nation. The scholarship award program is one way in which we can help assure their success.

In January of 1957, Homelite announced a new group of scholarships in forestry among 4-H members. Four Homelite Scholarships of \$1600 each—the largest ever offered in the 4-H program—would provide four years of college for the boy or girl in each 4-H Extension District who is judged to have submitted the best 4-H forestry project and shows the most promise.

We are proud to announce the first four winners of these Homelite Scholarships chosen by a Committee of 4-H leaders, from among hundreds who competed.

Dan Pence, Mackay, Custer County, Idaho  
 Douglas Johnson, Braham, Chisago County, Minnesota  
 Charles W. Dismukes, Kilmichael, Montgomery County, Mississippi

Robert Paddock, Augusta, Eau Claire County, Wisconsin

## ALTERNATES:

- 1st — Darrell Gibbs, Moultrie, Rt. 5, Colquitt County, Georgia
- 2nd — Ronnie Harkness, Shirland, Box 33, Winnebago County, Illinois
- 3rd — Carl Skyрман, Central Point, Rt. 1, Box 6, Jackson County, Oregon
- 4th — James Keith Davis, Logan, Rt. 1, Hocking County, Ohio



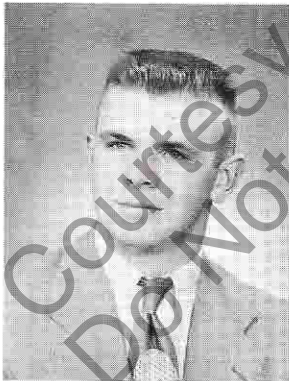
Dan Pence, Mackay, Custer County, Idaho



Douglas Johnson, Braham, Chisago County, Minnesota



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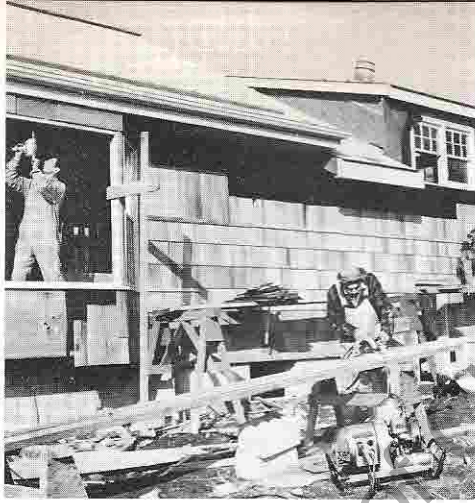


Two North Carolina State forestry students share the \$500 annual Homelite scholarship. Jack Sturgill, left and Edward Barden receive the congratulations of former Homeliter Earl Rasberry.



Forestry Scholarship winners at Pennsylvania State University receive their Homelite awards. Left to right, Carl W. Wolfe, Robert Ross, Altoona Branch Manager and Robert J. Ward.



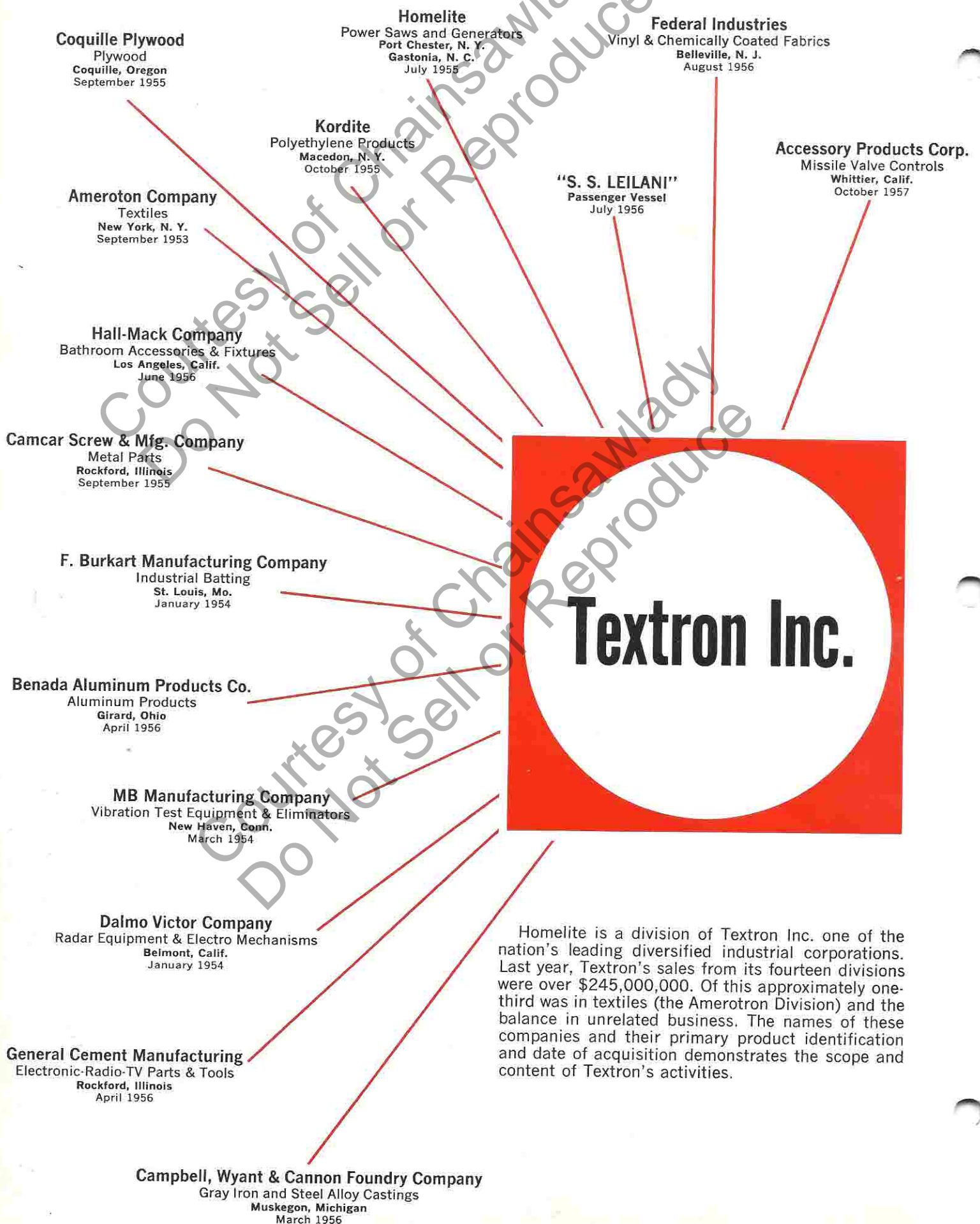


# product uses



1. A Homelite generator provides electric power on the job for electric tools and floodlights. These generators are also used in the home to provide electric power during power-failure emergencies.
2. The light direct drive EZ-6 can be carried easily up into a tree for pruning and trimming, a boon to farmers, tree men and estate owners.
3. Two Homelite-Bosch electric paving breakers cut asphalt and tamp loose dirt on a city maintenance job. A Homelite high-cycle generator provides the electric power.
4. Production cutters, who make their living in the woods, are enthusiastic users of Homelite's light, powerful chain saws, count on their dealers for expert and prompt service.
5. Homelite pumps and generators are lightweight and compact so that they can be carried easily over rough ground or into buildings to the exact spot where they are needed.
6. This Homelite diaphragm pump is used to pump muddy or sandy water from ditches and trenches. Because it weighs only 120 lbs., it can be carried from job to job.





Homelite is a division of Textron Inc. one of the nation's leading diversified industrial corporations. Last year, Textron's sales from its fourteen divisions were over \$245,000,000. Of this approximately one-third was in textiles (the Ameroton Division) and the balance in unrelated business. The names of these companies and their primary product identification and date of acquisition demonstrates the scope and content of Textron's activities.





Mr. Royal Little, Chairman of the Board, Textron Inc.  
Speaking at the Dedication Luncheon



Mr. Rupert C. Thompson, Jr.  
President, Textron Inc.

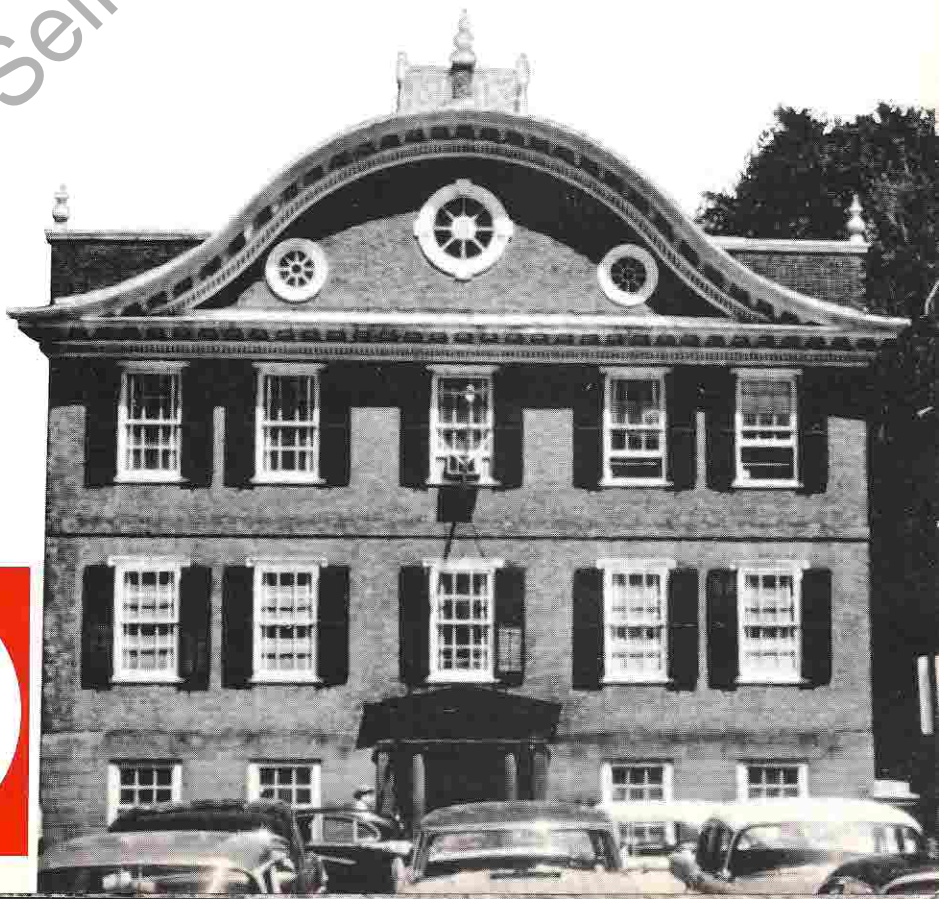
Mr. Royal Little, Textron's Chairman of the Board and chief architect, had spent over three decades in various phases of the textile business before he embarked on the program of diversification. Trained as a chemical engineer, he joined his illustrious uncle, Arthur D. Little, in the early 1920's, as a manufacturer of Acetate yarn and has since then pioneered in various branches of the manufacture and merchandising of textiles and textile products.

Textron acquired its first textile properties in the Carolinas in 1946. Today it operates (through Amerotron) major, modern plants in: Barnwell, S. C., Hartwell, Ga., Honea Path, S. C., Belton, S. C., Red Springs, N. C., Robbins, N. C., Williamston, S. C. (2-plants).

In February of 1956, the Barnwell Plant was dedicated. It has been in full operation for some time now and is one of the world's largest (400,000 square feet) integrated woolen mills.

Many financial writers have described Textron's philosophy of acquisition and diversification, which started after the post-Korean slump, as brilliant and imaginative. In order to avoid the economic disadvantages of wide, cyclical changes, Textron started its program of diversification in unrelated industries with the purchase of F. Burkhart Manufacturing Company in September of 1953.

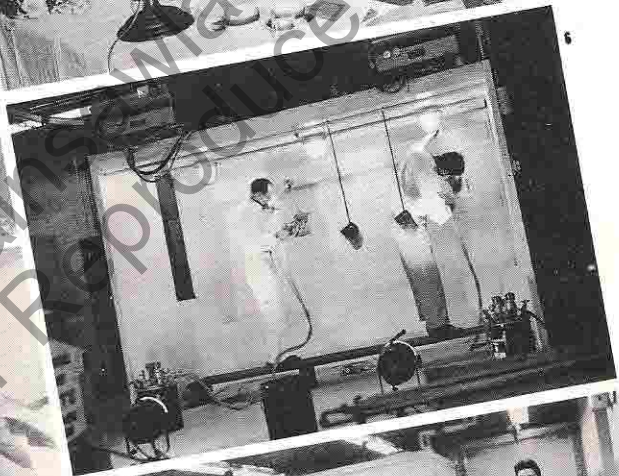
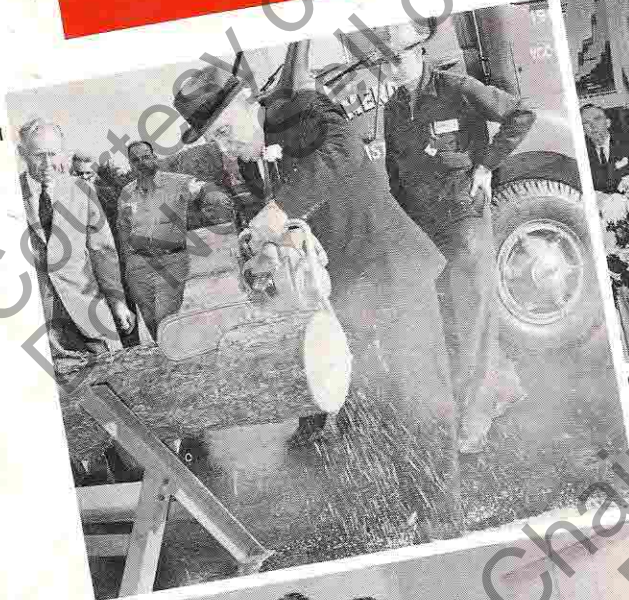
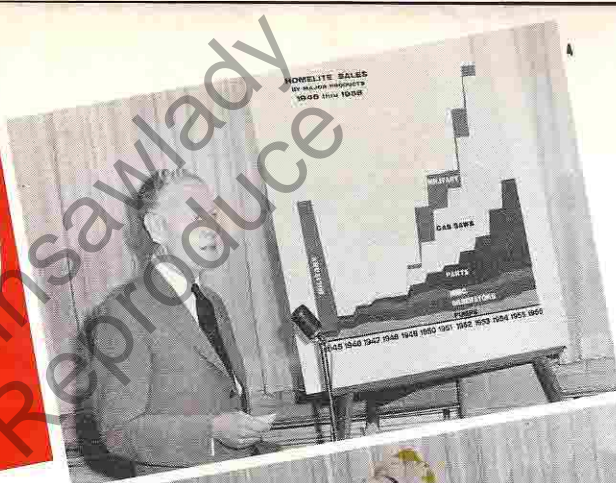
As Textron developed and the new companies created greater range and variety to its corporation activities, Mr. Rupert C. Thompson, Jr. joined the company in May of 1956 as President and chief administrative officer. Mr. Little continued as Chairman of the Board and chief executive officer. Mr. Thompson brought to his new post a rich background of achievement and preeminence as a banker and industrialist in New England. Moreover, he knew Textron intimately as a former director and financial advisor and banker through the various stages of Textron's growth.



Home Office  
**TEXTRON INC.**  
50 South Main St.  
Providence  
Rhode Island



opening  
day at  
HOMELITE



1. Governor Luther Hodges, varying the ribbon cutting ceremony by using a chain saw to mark the formal plant opening.
2. Marie Lee, Timekeeper, pinning an orchid on Mrs. Fred Dills, wife of an employee, in the plant lobby.
3. Winner of the women employees cutting contest, Christine Reid, being guided by Ray Sarles, timed by Jim Parks.
4. J. A. Abbott, Homelite President, explaining the dramatic Sales increase of the company in recent years.
5. Richard C. McDonald, Vice President, Manufacturing acting as Master of ceremonies at Dedication luncheon.
6. Sprayers dressed in white touching up magnetized parts with red paint without spilling a drop.
7. A neighborly visit from Pat Stevenson, Bobbie Kirby, Mrs. Halloway and Kathleen Halloway, employees of the Wix Corporation.
8. Visiting Homelites from Detroit, Jacksonsville and Port Chester watching the operation of a vertical milling machine.

