

SAWDUST

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Extra Sales Easier Now With New Homelite Finance Plan

American business is built on credit. Time payments for large purchases such as homes, cars, tractors, etc., are a well recognized part of our economy and credit is usually available through banks, credit unions or finance companies.

Although chain saws are comparative newcomers to the field of tools and implements, various plans for financing their purchase have been tried and many banks will now finance them. However, in some areas, it is still a very complicated and slow process.

Every dealer has had the experience of having a customer who really wanted to buy a Homelite but didn't have enough cash to pay for it in full. In order to help the dealer make this kind of sale, Homelite has designed a plan which makes the dealer his own Credit Manager.

This New Finance Plan includes several important features which benefit both the dealer and the customer . . . features which spell extra sales that otherwise might have been lost.

1. *15% down payment for farmers.* As settled and dependable members of the community, farmers will welcome this new feature which also allows them up to 9 months to pay the balance. Production cutters, whose work is more transient and seasonal, must pay a minimum of 25% down and have a maximum of 6 months to complete their payments.

2. *Low finance rates.* With finance rates well below our competitors', the

Homelite dealer will have a strong selling point. The finance charges are based upon the actual amount financed. As a special bonus the dealer receives \$3 on all contracts where the finance charge is \$15 or more.

3. *Dealer receives full payment.* No reserve is held back for any reason.

4. *Top insurance coverage!* This is very important for the successful operation of a usable Finance plan—for it protects the dealer by minimizing his risk and the customer by covering his chain saw against damage or theft. It is not required to insure all financed saws, but it makes very good sense to do so. *Only saws financed by the Homelite Finance plan can be insured under this policy.*

"We've been working on this new plan for some time," explains Gene Carey, Manager of Chain Saw Sales., "and we think we've come up with a plan which is simple, safe and inexpensive for the dealer to use. There are only four main steps which have to be taken . . . steps which were described in detail in material sent to the dealer recently."

1. The dealer notifies his Branch that he wants to use the New Finance Plan and fills out the *Agreement Form*.

2. When a customer wants financing, the dealer has him fill out a *Credit Application* which the dealer then checks.

3. If the credit rating is satisfactory, a *Conditional Sales Contract* is signed.

4. If insurance is desired, the dealer completes a *Declaration of Insurance*.

"That's all there is to it," says Gene. "Only four forms to fill out and when copies of these forms have been sent to Port Chester, the dealer receives his full payment and the customer is able through the wise use of credit, to own the best chain saw on the market . . . result, more satisfied customers, more sales, bigger profits for Homelite dealers!"

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
 \$ ARE YOU A HOARDER? \$
 \$ Those 1957 Scrip-Dollars will \$
 \$ soon be worth exactly nothing! \$
 \$ So why hang on to them. Put \$
 \$ them to use. They're good for \$
 \$ half the price of any advertising \$
 \$ you run up to February 15, \$
 \$ 1958. The absolute deadline is \$
 \$ March 30th, and no claims will \$
 \$ be considered after that date. \$
 \$ Remember, for each Scrip- \$
 \$ Dollar you invest, you get two \$
 \$ dollars worth of advertising. \$
 \$ You double your chances of \$
 \$ making additional sales. The \$
 \$ more sales you make, the more \$
 \$ Scrip-Dollars come back to you, \$
 \$ and the more you can afford to \$
 \$ advertise. So don't be a hoarder. \$
 \$ Use those Scrip-Dollars Now! \$
 \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

**Straight
from
Straetz**



(May we introduce, to those of you who don't know him, Bob Straetz, Sales Manager of Homelite. Three years as a Salesman in the Chicago District, 2 years as District Manager in St. Paul and 5 years as Assistant to the Sales Manager brought him to his present job in 1956. With this solid Homelite background, Bob is well qualified to understand the sales problems facing Homelite dealers. He knows that many valuable sales tips are picked up by factory sales personnel as they travel about . . . tips that would be of help and interest to Homelite dealers everywhere.)

So, in this column, which will become a regular feature of Sawdust, Bob hopes to help you sell more saws by passing these tips on to you. If you have any particular problem which you would like him to discuss in the future let him know about it.)

Have you had a harder time selling during the past few months? So have many other people in many different lines. The experts tell us that the buying public has more money to spend than ever before but it's becoming harder to get them to buy things. That means that those of us who have products to sell have to work even harder to find out what the customer really wants (that's *our* job); we have to advertise more than ever on the national and local level (that's *our* job *and* your job); we have to do a really smart job of selling (that's *your* job).

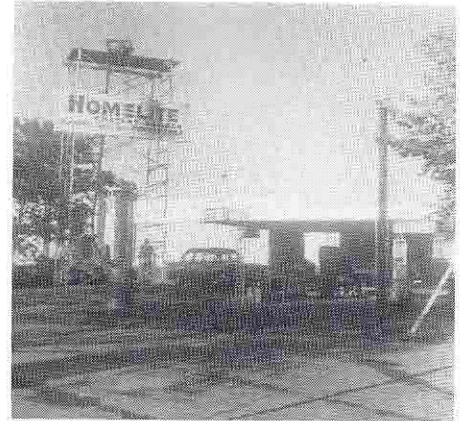
Don't forget that every buyer wants the best and you have the finest chain saw on the market. *Your job is to prove it!* You have some very strong selling points to attract him. *Your job is to use them!* You have top service and factory trained mechanics to offer him. *Your job is to tell him about them!* This column will give you concrete hints on how to do this, beginning next month.

We know that you, the dealer, are on the firing line. But don't forget that we are here to help you . . . the factory, the sales and advertising departments, the district and branch offices, the factory trained servicemen, the research and engineering departments. We all work as a team and with this team functioning smoothly, I'm sure that 1958 will be a most successful chain saw year for all Homelite dealers.

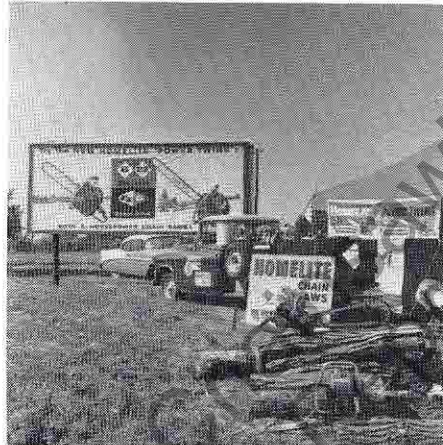
Displays that are Different

No two Homelite displays, set up at Fairs and Exhibitions all over the country, are exactly alike, even though familiar elements go to make them easy to recognize. They all aim to make people conscious of the name "Homelite" and make them identify it with the gleaming red and green chain saws on display.

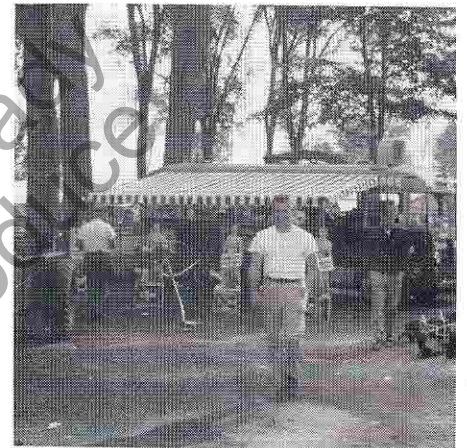
Pictured on this page are some outstanding Homelite displays which have been used recently with excellent results. Attendance has been very good as proved by the fine lists of prospective customers, obtained at these displays . . . lists which can be followed up later, when more personal time and attention can be given to each customer.



A carport housed the Homelite chain saws at the Louisiana State Fair, giving protection from the weather but allowing all around access. The big Homelite sign on the pump display marks the spot.



The Homelite Display at the Missouri State Fair in Sedalia, Missouri featured five of the huge 24 sheet bill board posters, mounted on cloth, like the one shown above. Very effective attention getters!



A bright striped awning erected next to Homelite's reconverted bus, makes a fine display space at the Hamburg Fair. Dan Pike, Chain Saw Specialist, center, of Buffalo, N. Y. is on hand to help.



Debbie and Dorothy Bengaman are the delightful little Power Twins posing at the Homelite display at the Fresno District Fair, in Fresno, California. The display is simple but very effective. The Homelite banner and sign are easy to read and identify. The three smiling gentlemen, left to right, Tom Terry, Bruce Donley, Chain Saw Specialist, and Jim Harmon, Fresno Branch Manager, are wearing the popular Homelite combination, red shirts and green ties.

1957

HOMELITE

HONOR ROLL

SERVICING DEALER AWARD WINNERS

This is the final list of Homelite Dealers who were awarded the Servicing Dealer plaques for the year 1957. About 25% of all Homelite dealers have been given these awards. Many more will be honored in 1958 and most of those who are already on the list will undoubtedly receive 1958 date tapes to signify that they have maintained their standards. Homelite is very proud of this showing and intends to continue its program of dealer training with renewed effort during the coming year.

- Albrecht, Clifford, Amboy, Ill.
 Alexander, Carl, Kosciusko, Miss.
 Altamont Implement Co., Altamont, Ill.
 Arrow Saw and Tree Supply Co., Royal Oak, Mich.
 Ashenfelter's, Napoleon, Ohio
 Ashley Hardware Co., Ashley, Mich.
 Athens Motor Sales, Athens, Wis.
 B & W Tractor Co., Athens, Tenn.
 Baker Nursery, Fon Du Lac, Wis.
 Ball Power Mowers, Emporia, Kan.
 Barnett Co., Fred E., Klamath Falls, Ore.
 Bartow Equipment Co., Hillman, Mich.
 Beaver Machine Shop, Beaver, Wis.
 Bero Implement Co., Gladstone, Mich.
 Biloxi Feed Store, Biloxi, Miss.
 Blamer, Claude, Mio, Mich.
 Bland Motor Co., Lebanon, Tenn.
 Born Fuel and Marine, Sheboygan Falls, Wis.
 Bowling Green Hardware Corp., Bowling Green, Va.
 Buck & Son, Inc., Seattle, Wash.
 Bugna, Leonard, Menlo Park, California
 Burkholder Implement Co., Sterling, Ill.
 Cadillac Equipment Co., Cadillac, Mich.
 Caldwell Saw Shop, Pointotoc, Miss.
 Capital Cycle & Equipment Co., Little Rock, Ark.
 Central Equipment Rental, Wichita, Kan.
 Chain Saw Shop, The, Mazon, Ill.
 Chambliss, W. M., Cataula, Ga.
 Chappell's Garage, Americus, Ga.
 Cody's Service Station, Roseland, La.
 Coleman Farm Supply Co., Morrilton, Ark.
 Coloma Merchantile Co., Coloma, Wis.
 Columbia Hardware Co., Columbia, Tenn.
 Craft Trading Center, Marshfield, Wis.
 Creasy, C. B., Lexington, Tenn.
 Crossville Supply Co., Crossville, Tenn.
 Cullen's Supply and Engine Service, Dublin, Ga.
 Davis Saw and Motor Shop, Searcy, Ark.
 Davis Saw Co., J. W., Rose Hill, Miss.
 Davison Filing Shed, Coquille, Ore.
 Damschroeder, Eugene E., Clyde, Ohio
 DeYoung, Dwight, Kalamazoo, Mich.
 Dickson Hardware Co., Dickson, Tenn.
 Dixie Tractor Co., Meridian, Miss.
 Dunaway Tire Co., McComb, Miss.
 Eisenmenger, Oscar, Corydon, Ind.
 Empire Chain Saw Co., Eugene, Ore.
 Engine Ignition Service Co., Paragould, Ark.
 Eoff Furniture Co., Clinton, Ark.
 Equipment Repair and Sales, Nashville, Tenn.
 Fairbairn Lumber Corp., Margaretville, N. Y.
 Farm and Forest Enterprises, Middleton, Wis.
 Farm Equipment Sales, Clintonville, Wis.
 Farm Supply Co., Winona, Miss.
 Faulkner & Harris, Greenwood Springs, Miss.
 Felton Implement Co., Russellville, Ala.
 Firestone Dealer Store, Lawrenceville, Va.
 Fisher Sales & Service, Birnamwood, Wis.
 Forestry Equipment, Pritchard, Ala.
 Fossitt's Garage, Newberry, Mich.
 Franklin Implement Co., Franklin, Tenn.
 Gauthier, John, Foughkeepsie, N. Y.
 Gaylord Farm Store Inc., Gaylord, Mich.
 General Sales & Service, Decatur, Mich.
 George's Market, Mantee, Miss.
 Gibson Saw Co., Forrest, Miss.
 Gilbert Implement Co., Orange, Va.
 Gipson Motor Co., Harrison, Ark.
 Graham Saw Co., Philadelphia, Miss.
 Grebe's Inc., Wausau, Wis.
 Gross Logging Supply, Eugene, Ore.
 Gundy Hardware, Muskegon, Mich.
 Hale Hardware & Implement Co., Hale, Mich.
 Hall-Denham, Denham Springs, La.
 Hall-Harmon Equipment, Yakima, Wash.
 Hallfrisch, Glen, Stephenson, Mich.
 Hampshire Truck & Implement Co., Romney, W. Va.
 Harrison's Garage, Casey Creek, Ky.
 Hawthorne Service Station, McNeill, Miss.
 Hayden Welding Co., Kendalville, Ind.
 Hedmark, Edward, Skandia, Mich.
 Hobbs Boats and Motors, Coffeyville, Kan.
 Hoffman, Phil, Gresham, Wis.
 Howell's Garage, Tell City, Ind.
 Howlett Bros. and Hackney, Gregory, Mich.
 Huff Sales & Service, N. Aurora, Ill.
 Husby & Scharner Farm Equip., Sturgeon Bay, Wis.
 Ivy, G. E., Quitman, Miss.
 J-D Motor Service, Kankakee, Ill.
 Joe's Saw Shop, Florence, Ore.
 Johnson-Ray Co., Ellijay, Ga.
 Johnson Silo and Lumber Co., Colby, Wis.
 Jones Brothers Equipment Co., Beaverdam, Va.
 Jordan Lake Saw Service, Woodland, Mich.
 Jourdan Co., J. C., Iuka, Miss.
 Karpp's Sales & Service, Glennie, Mich.
 Katz Sales & Service, Marinette, Wis.
 Kinnamon Saw and Magneto Service, Baraboo, Wis.
 Lake Chain Saw Sales, Grand Rapids, Mich.
 Lamb's Garage, Tennessee Ridge, Tenn.
 Lee Equipment, Mt. Pleasant, Mich.
 Lefevre, Donald, Hesperia, Mich.
 Len's Service Station, Sussex, N. J.
 Lewis Saw Shop, Cave Junction, Ore.
 Little Feed & Implement Co., Walnut, Kan.
 Mark Schlise Inc., Forestville, Wis.
 Martin Supply Co., Sheffield, Ala.
 McCadams Tractor & Implement Co., McKenzie, Tenn.
 McCall & Sons, D. T., Cathage, Tenn.
 McFarlin Farm Implement Co., Murfreesboro, Tenn.
 McGee - Sons, R. L., Fort Payne, Ala.
 McIntyre Implement Co. Inc., West Point, Va.
 Menncke's Garage, Mauston, Wis.
 Mid South Chain Saw Co., Chattanooga, Tenn.
 Moe's Hardware, Grant, Mich.
 Morrissey Equipment Co., Cedar Springs, Mich.
 Morrow - Truelove Implement Co., Red Bay, Ala.
 Morton's Garage, Spotsylvania, Va.
 Moss Lumber Co., Elkins, W. Va.
 Motorcycle Sales & Service, Dowagiac, Mich.
 Murphy Seed Service, Mt. Holly, Va.
 Nelson's Saw Service, Coeur D'Alene, Ida.
 Niedergessers Bros., Lawrenceburg, Tenn.
 Olson, Harold T., Arlington, Wash.
 Outdoor Equipment Co., Dyersburg, Tenn.
 Palmer's Hardware, Manchester, Iowa.
 Paris Service Center, Paris, Tenn.
 Parr's Service, South Milford, Ind.
 Parson's Implement Co., Parsons, Kan.
 Patterson Implement Co., Council Groves, Kan.
 Peetz Chain Saw Shop, Carl, Roseburg, Ore.
 Peterson, R. W., Lakeview, Mich.
 Poe Hardware Co., Appomattox, Va.
 Pope Motor Co., New London, Wis.
 Pope's Saw Shop, Grants Pass, Ore.
 Portage Magneto & Electric Service, Portage, Wis.
 Power Equipment Co., Mt. Clemens, Mich.
 Query, Robert E., Mapleton Depot, Pa.
 Quick Way Service, Richland Center, Wis.
 Reedsport Outdoor Store, Reedsport, Ore.
 Reister & Schnell, Chilton, Wis.
 Robinson, D. S., Palls, Va.
 Robinson Tractor Co., Inc., Fort Wayne, Ind.
 Romanow Sales & Service, Ionia, Mich.
 Rome Chain Saw Co., Rome, Ga.
 Rudy's Saw Shop, Johnsonburg, Pa.
 Salisbury, M. B., Inc., Topeka, Kan.
 Saw Mill Supply Co., Reed City, Mich.
 Scott Truck & Implement Co., Cookeville, Tenn.
 Sealey Equipment Co., Denbigh, Va.
 Shambau Sales, Two Rivers, Wis.
 Shanaberger & Sons, Farmville, Va.
 Shaver's Garage, Boyd, Caro, Mich.
 Smith's Saw Shop, Brookhaven, Miss.
 St. Clair Macomb Consumers Co-Op, Richmond, Mich.
 Stanton Shell Service, Princeton, Wis.
 Suring Machine Corp., Suring, Wis.



James C. Leath, left, Birmingham Branch Manager, congratulates Mr. Foreman, Sales and Service Manager of Branco Chain Saw and Equipment Inc. of Brewton, Alabama, an award winner.

- T. J.'s Outboard Service, Pouchatoula, La.
 Tarkington Implement Co., Centerville, Tenn.
 Terry's Welding Shop., Columbia, Miss.
 Thiel, Howard E., Scottville, Mich.
 Thomas Saw Service, Council Bluffs, Iowa
 Thompson Sales & Service, R. D., Spruce, Mich.
 Toburen Implement Co., Clay Center, Kan.
 Toms Red Owl Store, Perronville, Mich.
 Traverse Saw Service, Traverse City, Mich.
 U. P. Machinery Co., Ishpeming, Mich.
 Vinz & Sons, G. O., Dalton, Wis.
 Virginia Power Equipment Co., Glen Allen, Va.
 Wandler & Sons, Charles, West Branch, Mich.
 Waverly Equipment Co., Waverly, Va.
 Weinolt, W. R., Plover, Wis.
 Weiss Implement Co., Glenbulah, Wis.
 Western Auto Associate Store, Savannah, Tenn.
 West Side Engine Repair, Bentonville, Ark.
 Whitehurst Motor Co., Hornsby, Tenn.
 Wilson's Outdoor Equipment, Jackson, Tenn.
 Wintermantel & Spreche, Prairie Du Sac, Wis.
 Wolfard Equipment Co., Cottage Grove, Ore.
 Woodyear Chain Saw, Roxie, Miss.
 Yearwood Implement Co., Fayetteville, Tenn.



Clyde Corning, left, Homelite dealer of Florence, Colorado, is presented with an award plaque by Fred White, Denver Salesman. This picture was on the front page of "The Florence Citizen" with a nice write-up.



Lester Pratt, the youngest independent Homelite dealer in District 19, is only 19 years old. Here he is shown in front of his El Dorado, Arkansas shop, proudly displaying his award plaque.



W. L. Hanna, Chain Saw Specialist, is very happy to present a \$200 Bond to Homelite dealer T. A. Whitehurst, Hornsby, Texas. Mrs. Whitehurst and their son Jimmy share the double reward.

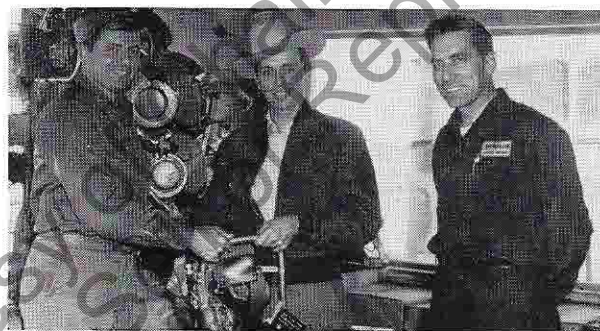


Winner in the San Francisco District Power Twins Contest, Mr. W. K. Kirby, wearing hard hat, picks a 6-22 for his prize. Robert Glidden, San Francisco District Manager is at left. Mr. and Mrs. W. E. Stroup, dealers of Fall River Mills, California, look on with pleasure. Their share was a \$100 U. S. Savings Bond.

MORE DISTRICT WINNERS in Power Twins Contest



Mike Stamm, left, Homelite dealer in Centerville, Iowa, is giving District winner Jim Kopatich of Caille, Iowa, his choice of the Power Twins. Bonnell Fackler, Omaha District Manager, looks on.



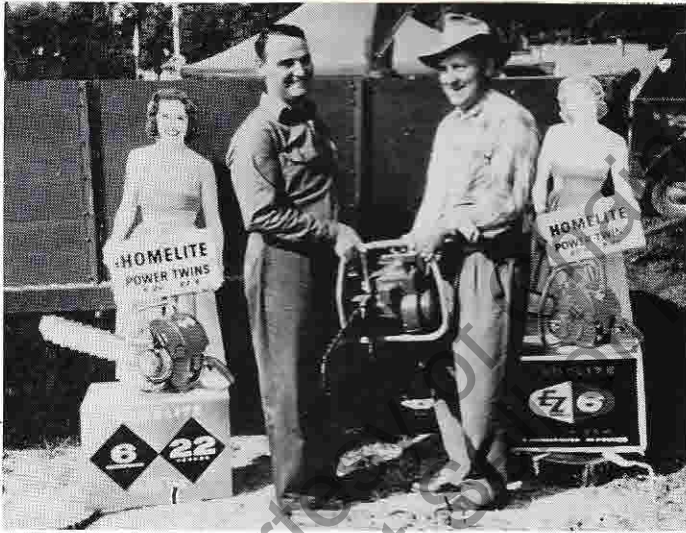
Don F. Long, winning Homelite dealer, left, of Mt. Pleasant, Iowa, is shown presenting his prize saw to District Winner Jim Jamison, of Columbus Junction, Iowa, in the smiling presence of Ray Marschalk, Chicago District Manager. (We're proud to have something in "Sawdust" from your neck of the woods, Don!)



Carlos Alford, left, recent "Dealer of the Month" in Sawdust, presents the District #19 winner Ralph Jarnagin with a 6-22. Holding a local contest, as well, meant a \$200 prize for dealer Alford.



The District #3 winner of an EZ-6, is Mr. Ben Clark of Buena Vista, Virginia at left. He is being congratulated by Roanoke Branch Manager, Robert Wood, while I. C. Baker, one of the Baker Bros. Inc., Homelite dealers of Lexington, Virginia, looks on at right.



In Wooster, Ohio, Mr. Brechtel, left, looks very happy with the local contest prize he is receiving from Gerard Shearer, of Shearer Farm Implement Co. The Power Twins are a familiar part of the group.



In Republic, Washington, dealer Ben Butler, left, of Republic Boats and Motors, is assisted in his presentation of an EZ-6 to Louie Dragich, by Kay Blaine, "Miss Republic" who drew out the winning ticket.

MORE LOCAL WINNERS in Power Twins Contest



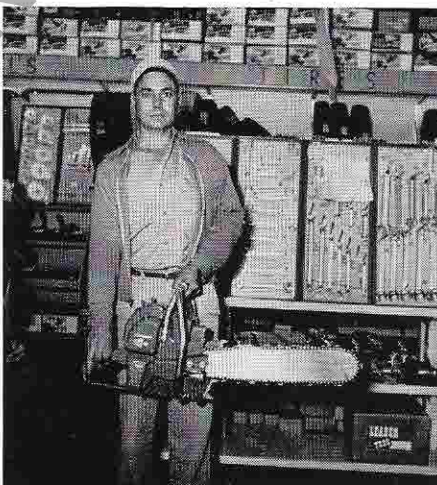
In Shuqualak, Mississippi, dealer J. M. Ledbetter, left, of the Shuqualak Welding Co. presents an EZ-6 to Jessie Green of Macon, Mississippi.



Howard Vandegriff, left, of Vandegriff's Cycle Shop, in Albert Lea, Minnesota, hands over the big local contest prize to Iver Rolands.



In Gaylord, Michigan, Bill Hauser, left, dealer, presents the new chain saw to Chester Butka, local contest winner, as Adrian Chisa watches.



In Newport, Tennessee, a "new store" opening of Homelite dealers Overholt Brothers, provided Mr. Von Hall with the lucky ticket and the prize saw.



In Johnsonburg, Pennsylvania, Rudy Kojancic, left, of Rudy's Saw Shop presents an EZ-6 to Hank Blashaw, paperwood contractor for the Armstrong Forest Co.



In Fitzgerald, Georgia, J. W. Martin, left, of the Martin Manufacturing Co. congratulates Paul Pressley of Douglas, Georgia, winner of a 6-22.

Richmond County 4-H Camp
Augusta, Georgia

August 23, 1957

Dear Folks:

Here's the letter I promised I'd write while I was here at the forestry camp. We've been so busy and having such fun, I haven't had time till now. I'll probably be home before you get this but I promised—so here goes.

Well, we are sure having a keen time. They call this a Future Foresters Management Camp and I guess it's the first time anybody ever did just this. The Homelite company, that makes those chain saws (like the EZ-6 that Uncle Joe bought) and the Georgia Forestry Commission got together and planned it, and they sure had a good idea.

There are fifty fellows here, and they're all good kids, seniors in High School, mostly. I guess they were picked like I was, by the County Agents and the Homelite dealer in their home town, because they were interested in forestry and liked the outdoors, and could take the real rugged life. Anyway, we get along fine—no fights and lots of laughs.

You wouldn't believe all the stuff we learned! They divided us into work crews, and took us out into the woods, where we could really do things ourselves, instead of listening to a lecture! We surprised Mr. Roy Daniell, the Homelite man who was sort of running the camp. In less than three days, three crews with two saws each cut and stacked nearly four carloads of wood! He never thought we'd catch on so quick. We did all right in measuring and marking timber, too, in hard wood control, in fire control where we got to drive tractors and diesel fire plows.

They taught us how to take care of the equipment, too, and how to file the chains so they'd cut nice and fast. Pop, we could sure use a Homelite on our farm. I can hardly wait to look over our woodlot now that I know more about what to look for. I bet we'd find some trees just right for cutting, and we could get money enough for my first year at Agricultural School. I think I'd like to study Forestry if you folks agree. It's great!

The Forest Rangers who taught us sure know their stuff, and so do the Homelite men. You never expected to see your boy in the movies did you? Well, you will next winter at a Grange meeting or some place. They took moving pictures of our gang getting up at 6 A. M. and doing exercises; cutting and stacking wood, filing chains, planting seedlings, stowing away the food, looking at movies, putting on skits, and they're going to take pictures of the graduation exercises tomorrow!

Thanks for your letter and the clipping from the paper, with my picture in it. I guess lots of the kids got a write-up and some papers have had big stories about the camp and how it's the first of its kind and all that.

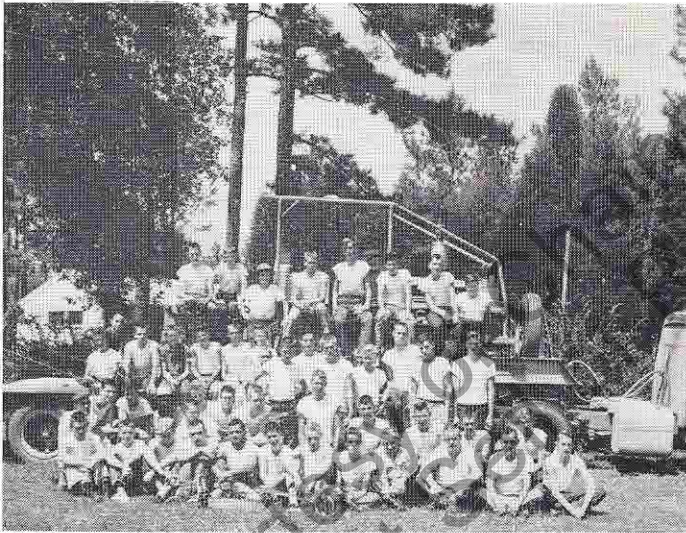
If you see the Homelite dealer, thank him again for choosing me to go and paying for my board. Maybe I can help him when I get back, if he holds any demonstrations or anything. I can really handle those Homelite's now!

You know, Mom, how you worried that I might hurt myself? Well, nobody got hurt, even a little scratch. The camp staff were sure proud of the safety record. They talked about safety enough. Every meal!

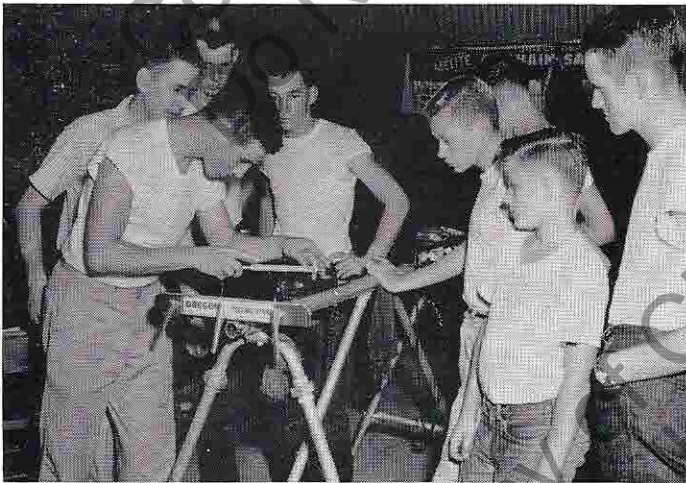
Speaking of talking, we all had to give 2 minute speeches on any subject, to improve our speaking ability. I gave one on "The Care and Feeding of a Homelite Chain Saw."

I better get some shut-eye now. Big day tomorrow. I'm sorry it's the last day. Start thinking of things I can do to help now that I'm an expert(?) on Forestry.

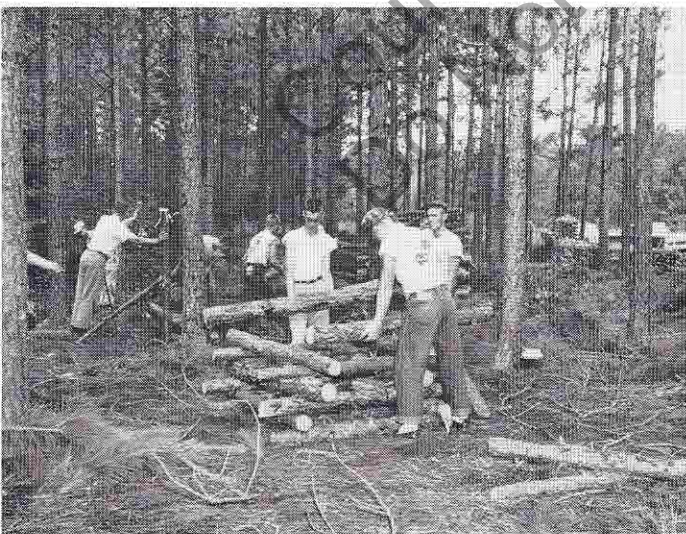
Your loving son



One of this group of Georgia boys could well have written the letter on this page. Each one had a week at the Forestry Camp, his board bill of \$15 paid by the Homelite dealer who helped choose him.



After finishing work in the woods, Roy Daniell, left, supervises checking and maintaining the equipment. The boys, eager to learn, did all the chain filing. Not one saw failed to survive the continuous use, not one chain snapped.



A group of campers tackling a cutting and stacking chore under the supervision of members of the Georgia Forestry Commission with equipment supplied by Homelite. The fine safety and work record is a tribute to the staff members.

Homelite to Continue 4-H Scholarships

In 1958, Homelite will again, offer four \$1600 scholarships to 4-H members who plan to continue their forestry studies in college. As 1957 was the first year of this program, it might be a good idea to check back and see how successful it was.

The first few months, let's face it, didn't work out as planned. Many Homelite dealers made contact with County Agents and 4-H leaders and found that they had never heard of the scholarships. In fact, they were coming to the dealer for information! This resulted from the fact that the 4-H National Committee for Boys and Girls Club Work Inc., had to submit the year's program to the State Committees and wait for their acceptance before sending information and publicity to the local leaders.

This situation wasn't all bad. Homelite could judge how much interest the whole program stirred up by the flood of letters which began to come in... letters from people who had seen a Homelite ad and wanted to know more about the scholarships. There were also some letters of congratulation from men high up in the Forestry field who were most impressed with what Homelite was doing.

By late Spring, all but five of the 48 states had agreed to participate in forestry projects, so the necessary rules, releases and promotional material were sent out to the County Agents in those states. The National Committee was surprised and very pleased with the enthusiastic response at the state and local level. This year they feel sure that they will get 100% participation. Certainly all five of the states which did not sign up last year, Delaware, Florida, Maine, Maryland and North Dakota, have enough farm or forest areas to make this type of scholarship interesting to their 4-H members.

The names and pictures of the four lucky winners of the first scholarships appeared in the last issue of "Sawdust." The following brief notes tell some of the things that these young men did to qualify as winners.

Charles Dismukes, Kilmichael, Miss., planted 13,000 seedlings to prevent soil erosion... practiced selective tree cutting.

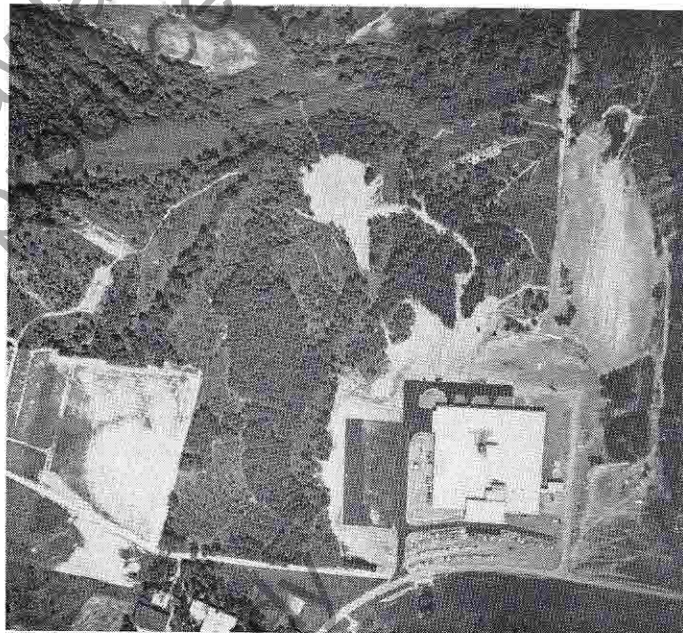
Douglas Johnson, Braham, Minn., concentrated on forestry... established a tree farm, planting over 3,300 trees.

Robert Paddock, Augusta, Wis., practiced what he had learned in 4-H-work by planting shelter belts on the 200 acre family farm and reforesting a 10 acre hillside.

Dan Pence, Mackay, Idaho, a 4-H member for 9 years, completed many projects such as a survey of range reseeds in his locality... furnished Christmas trees to schools.

These were the winners, but thousands of other young people took up forestry projects to compete for these valuable scholarships and this year many more will do the same. This will certainly have an effect on the thinking of their parents. Farmers all over the country will become more aware of their woodlots as a source of money making crops, more interested in the use of chain saws to make their work easier and more profitable.

This year, with the Homelite scholarship program established and going along smoothly, there should be much more opportunity for the dealer to cooperate with the County Agent and 4-H Club Leader in special projects and meetings. By offering to help with demonstrations and training, by showing the excellent Homelite films at 4-H and Grange meetings, by planning to participate in forestry camps such as the Georgia camp featured on the opposite page, Homelite dealers will be able to meet and influence a growing and important group of potential customers—the farmers and professional forestry and conservation men.



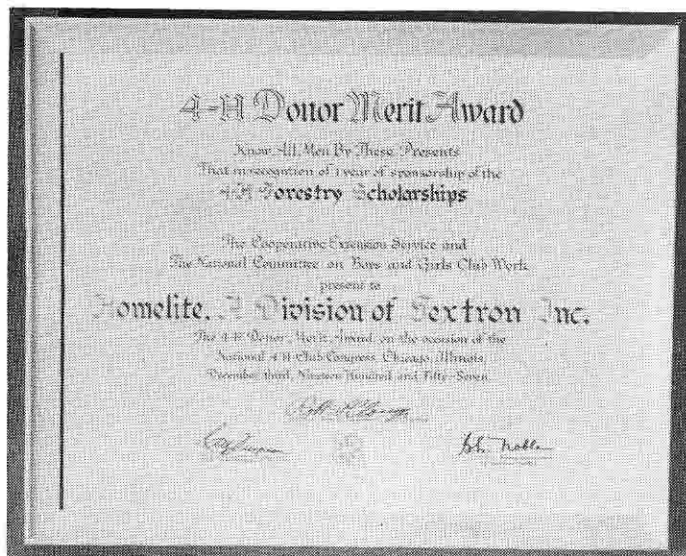
Aerial view of the new chain saw plant in Gastonia.

The Gastonia Tree Farm

The woods around the new Homelite plant in Gastonia are buzzing with activity these days. Ray Sarles, Homelite Chain Saw Specialist, formerly a State Forester, and a crew of eight are thinning out the trees which had been marked for removal when the State Conservation Department made a survey of the 62 acre plot, some months ago.

A survey map was made of the whole area by the West Virginia Pulp and Paper Co., who agreed to furnish Homelite with seedlings and buy the wood which was cut, on a well planned schedule. This present cutting will yield about 75 cords of marketable pulpwood. The crew is also removing the hardwoods and planting 20,000 seedling of North Carolina loblolly pine, supplied by the West Virginia Pulp and Paper Co.

Loblolly pine is being planted because it is fast growing, hardy and gives the greatest yield in this climate. Another 10,000 seedlings will be planted where they are required. The whole area will be maintained as a Model Tree Farm.



This handsome award was presented to Homelite in recognition of the sponsorship of the 4-H Forestry Scholarships at a special luncheon on December 3rd in Chicago. Ray Marschalk, Chicago District Manager, represented the company on this occasion.



HOMELITE IN HAWAII

The Homelite dealer in Honolulu, Hawaii is Lewers & Cooke, Ltd. Mr. Ralph Reider of that Company sent in the picture above, and with it a tribute to the "Hawaiian Tree Trimming Co." which posed for it.

The Hawaiian Tree Trimming Co. is a tree surgery outfit on the order of Davey or Asphund. It is 100 per cent Homelite, owning four 5-20's and two Model 17's. They use 23", and 38" bars and clearing attachments.

"These boys are the best operators I've ever seen" writes Bob Glidden, San Francisco District Manager. "They could even trim your fingernails with their Homelites." Dressed all alike in their trim Homelite shirts, these Hawaiian tree experts look ready to put on quite an exhibition in the bright Hawaiian sunshine. The gentleman on the left, kneeling and pointing to the saw is the owner of the company, Glenn Petrowich. Directly behind him is the Lewers and Cooke salesman, Joe Raposa.



Posing in the well-stocked shop of McCadams Tractor and Implement Co. are the two owners Doug, left, and John McCadams.

HOMELITE IN NICARAGUA

It's a long way from Michigan to Nicaragua, but Dirk DeBoer, a recent graduate of Michigan State University, has bought into a Mahogany logging business there. He is introducing Homelite chain saws into the back-country area to the amazement of the native workmen.

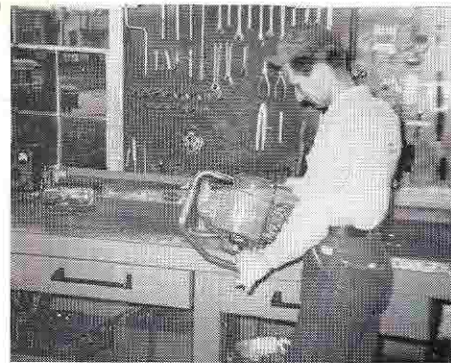
On a recent trip to the States, Dirk bought a D 6 Caterpillar tractor, a four wheel drive jeep and two new Homelite EZ-6's with 30" bars. He also took with him a generous supply of spare chains and parts for replacements are hard to come by and are delivered by boat after a two to five month delay.

Dirk thinks he can show a big increase in production with the use of chain saws. He is an excellent operator himself but as chain saws are new to this part of Nicaragua, and the laborer is unskilled, the Homelites will be used only for bucking at the landings where their use can be closely supervised. Later on, as the operators are more skillful, the saws will probably be used for felling also, and will replace the axes now in use.

How do you say "Timber!" in Nicaragua?



Dirk DeBoer, is all ready to take off on his big venture in the wilds of Nicaragua.



Jerry Dummer, Homelite dealer of Kankakee, Illinois, servicing a Homelite chain saw.

AN ORCHID FROM ILLINOIS

Singled out for a special write-up in his local paper, "The Manteno News", was Jerry Dummer, shown above, of Kankakee, Illinois, in a section devoted to "Progressive and Civic Minded Business People of Kankakee Co."

He is spoken of as "an authorized Homelite Sales and Service dealer, whose wide knowledge and long experience in the generator, chain saw and power mower sales and service business has raised him to a position of prominence."

"It is because of this that he has earned a reputation for reliability—second to none," the article continues. "Mr. Dummer is also civic minded and has always been ready to contribute his time and energy to any plan which promises to benefit the entire district."

"We urge our readers to look to Jerry Dummer as a progressive businessman of whom we may well be proud. His devotion to the city has been constant and his achievements well merited. We wish him further success."

This is high praise and reflects on Homelite as well as Mr. Dummer's J. D. Motors Service. We all wish him success!

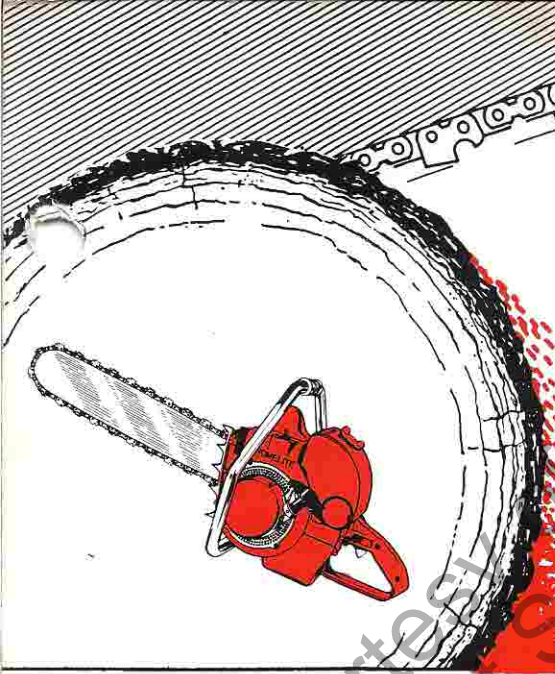
A SUCCESSFUL DAY

The McCadams Tractor and Implement Co. of McKenzie, Tennessee, went all out on the Chain Saw Day, November 2, 1957. John and Doug McCadams, owners, had one of the largest crowds attending in the history of their business. Over 500 people were present. Refreshments were served and there was a cutting contest with only Homelite saws used. Forty-five contestants competed for the prizes given by the McCadams Bros., Homelite Memphis Branch, and the Oregon Saw Chain Corp.

Advertisements for this Chain Saw Day had been running since July 1, 1957. The McCadam Brothers were sponsors of a radio program and the week before the

big event, letters were sent out to all customers who had either bought chain saws or parts for them. Mr. Grady Snead, of McKenzie, was the winner of an EZ-6, for which he drew the lucky ticket.

The McCadam brothers have brought Homelite chain saws to the attention of every farmer and timber cutter in the area. They have an excellent shop with service facilities available at all times. According to W. L. Hanna, Memphis Chain Saw Specialist, "these brothers have done a great job for us in this area and deserve a lot more praise than we can give by merely publishing this story. Their most prized and profitable possession is their Homelite association."



SAWDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 63 FEBRUARY, 1958

Guarantee Cards Provide Vital, Timely Information

"Why do we ask you to fill out a guarantee card for each Homelite unit you sell?" asked Howard Maxwell, Sales Promotion Manager, in replying to a question put to him by a Homelite dealer. "The answer is, there is no other source for the valuable information we get when you fill in all the questions on the guarantee card. Just a few minutes of your time tells us where you are selling... to whom you are selling... the kinds of jobs that are done with the units... what time of year you sell to each kind of buyer."

"It tells us also," he continued, "when we must hit the hardest with our advertising and sales promotion campaigns to give the maximum support to your sales effort for each important market. It guides us in the development of new and improved models to meet the needs of your customers... to broaden your market for Homelite units."

At the present time about 60% of the cards are reaching the office. This is a large enough percentage to make accurate deductions and predict major buying trends, but these would be even more helpful with 100% return. As can be seen from the chart on this page, there is a distinct seasonal swing for both the professional loggers and the farmers. On a yearly basis, farmers account for 41% of the total chain saw sales, professional cutters for 36% and other for 23%. However, this percentage varies widely from month to month as farmers do most of

their buying in the fall and winter and loggers do their major buying during the summer months. Other chain saw users, including contractors, tree surgeons, municipal departments, estate owners, etc., present a steadier sales picture.

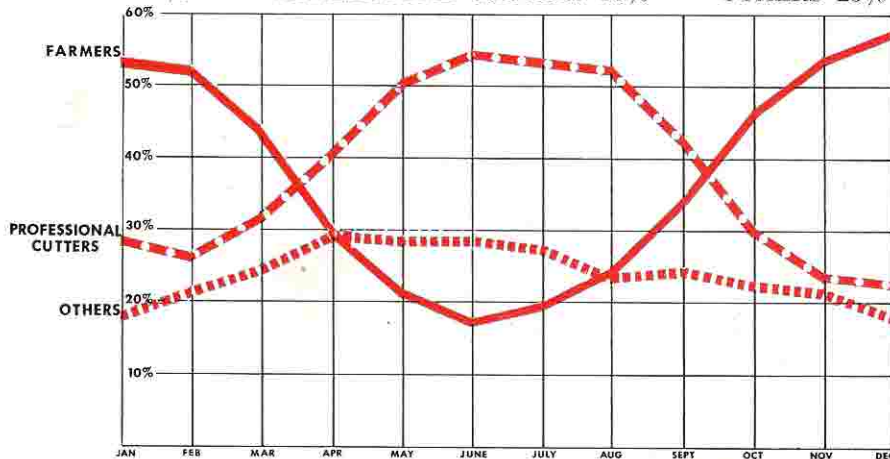
It is important to note that there is no time during the year when any group stops buying! It is very smart to concentrate sales efforts and give demonstrations to the customers who are more apt to buy at any given time—but it's a mistake to ignore the customer who might be ready to buy in the off season.

"Here are the things to keep in mind when filling out the cards," Mr. Maxwell pointed out.

1. *Fill them out completely.* Take time to find out about your customer so that you check the right boxes.
2. *Print the name and address clearly,* including street or box number.
3. *Be sure to fill in the model and serial number.*
4. *Always include your own name and address!* A rubber stamp for this purpose is a good idea.
5. *Send the cards in promptly.*

"You... and you alone... can help us to help you," concluded Mr. Maxwell. "The more cards you send in, the more accurate our planning can be, so make a resolution today to fill out a card for every unit you sell!"

BREAKDOWN OF 1957 SALES BY % OF MARKET
FARMERS 41% PROFESSIONAL CUTTERS 36% OTHERS 25%



It Pays To Ask The Man Who Owns

According to Mitchell Lumber Yards of Marion, Ohio Homelite's Dealer of the Month

Max Mitchell, junior partner of Mitchell Lumber Yards is convinced that satisfied customers make good advertisements. In fact, he turns to poetry to express it.

"If we have a thousand satisfied customers
We have none to spare
But if we have one unsatisfied one
We meet him everywhere!"

Max and his father, Wayne S. Mitchell, the senior partner, have only been Homelite dealers since September, 1955, but they are doing a thriving business due to their enthusiasm and progressive sales and service methods. Their lumber business has grown from a small operation on the Mitchell farm to a large modern mill handling the output of 30 individually owned saw mills. They now employ 10 people, most of whom have been with them for 10 years or more.

"Fifteen years ago we started using chain saws," recalls Max Mitchell, "and we've had the opportunity to use the different kinds and types. Three years ago we discovered Homelite which has proven itself the saw for us. Our cost dropped at once and there is very little upkeep. We now hire our cutters by the hour, maintain and furnish them with Homelite saws and the cost is half what we were paying in the past."

The Mitchells were so enthusiastic about Homelite chain saws that it was a natural step for them to become Homelite dealers. They have never forgotten the customer's point of view and credit their customers with much of their success.

"You sell Homelite to one man," explains Max, "and before you know it some of his neighbors are in, eager to buy."

Their policy of keeping their customers' saws running perfectly for them at all times may partly account for the loyal following they have built up. They maintain complete repair facilities—special service tools, chain and bar equipment, grinding wheels, etc. Four trucks, a jeep and three service trucks take care of their lumber and Homelite delivery and road service.

"In addition to top-notch service and personal contact,"



Completely sold on Homelite, Mr. Dwight Walters, 2nd from left, proprietor of the Woodland Tree Company Inc. of Forest, Ohio, takes delivery on two EZ-6s from Irl Reasoner, left, Max Mitchell and James Elliott.

says Max, "we use every means of advertising: direct mail; roadside signs at every good highway and crossway; Homelite decals on all our own trucks and cars and on some that belong to our customers; sales and service decals on all chain saws; window and interior banners, decals and illuminated signs; electric and roadside signs."

"We find it really pays," he continues. "For instance, J. L. Patten was on his way to town to buy a saw from a competitor and happened to see one of our road signs . . . so he stopped in, tried a Homelite and bought one. Now he's one of Homelite's greatest boosters."

"Men who are proud of the equipment they get, boast to their friends about the performance they get," explains Max. "That's why we have named names in a series of ads which have been running in local papers. For instance, an ad might say 'Do you know J. L. Patten of 1027 Sherman Ave., Bucyrus, Ohio? He's a happy owner of a Homelite Chain Saw. Why not ask him what he thinks of his Homelite?'"

The Sales and Service staff of Mitchell Lumber Yards outside their Homelite shop. Left to right, Irl Reasoner, Max Mitchell, junior partner, Arthur Lewis, Bill Elliott, James Elliott, John Peterson, George Stout, Jesse Bloomfield and Jerry Lee Decker.



wns A Homelite

The Mitchells know that when Mr. Patten is asked "How does Homelite compare with other makes?" he will say "They beat any other saw on the market. I ran mine over a year for only \$10 worth of repairs. With the saw working, day in and day out, cutting 5 or 6 cords of wood a day, it still runs like new." That's pretty effective sales talk!

Max Mitchell recalls that after running one of these "Do You Know" ads a Homelite owner came in and said his woods were full of men watching his 5-20 perform, and it was over a year old!

Most Mitchell customers are very pleased to have their names used in these ads. Recently a group of them allowed Tom Taylor, Cleveland District Chain Saw Specialist, to record on tape their endorsements of Homelite and Mitchell Lumber Yards. These conversations make very interesting listening. We only have room to include a short report of each of them, unfortunately.

Ben Dyer of Nevada, Ohio, owner of an EZ-6, uses his Homelite in his spare time to cut timber. He has found it very profitable to use and it has cost little or nothing to run. He describes himself as "a happy owner... Yes!"

Bud Verity, a farmer from 20 miles south of Marion, uses his EZ-6 for clearing and cutting fire wood. He bought it after seeing his neighbor's Homelite and now another neighbor has seen his and is buying one, too. According to Mr. Verity, "If people would try Homelites they wouldn't buy others."

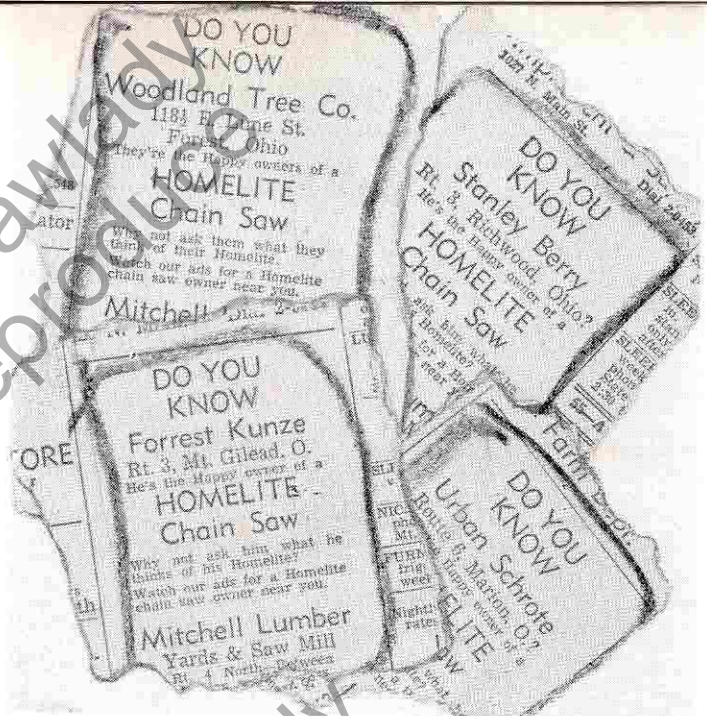
Winner of an EZ-6 in the Mitchell's local Power Twins contest last fall, Jack Ballantyne, a farmer of Bucyrus, Ohio, is another Homelite fan. After having used his saw for fence row and fire wood cutting, he says, "If this saw wears out, I will definitely buy another Homelite."

Ralph Johnson, a tree surgeon from Edison, Ohio, tells of buying an EZ-6 instead of a competitive saw because of the superior starting qualities of the Homelite and the good service he gets from Mitchell Lumber Yards.

It's easy to see why Wayne and Max Mitchell are proud to refer prospective customers to these satisfied Homelite owners!

In addition to extensive advertising of all kinds, the Mitchells have found county fairs to be a very good place to promote the sales of Homelite chain saws. They exhibited at the Bucyrus and Mt. Gillead fairs last year with fine results. They feel that running the saws, showing what they can do,

Tom Taylor, left, Chain Saw Specialist, and Max Mitchell, next to him, found a group of customers, willing and ready to go on record for Homelite... D. Walters, B. Verity, J. Lucas, J. Peterson, Irl Reasoner and James Elliott, Mitchell employees, and B. Dyer.



Ads like these, giving actual names and addresses of satisfied Homelite customers, have proved very effective for Mitchell Lumber Yards. They also frequently use basic Homelite mat ads, altering them to suit their needs.

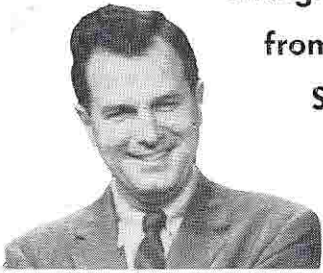
brings in nearly everyone at any fair. "A fair is not a place to sell saws at the time but to show them to as many people as possible," says Max. "We give Homelite T-shirts to many of the concession owners to wear so that the name of Homelite is in evidence everywhere at the Fair Grounds. Even some of our Homelite owners proudly wear their Homelite shirts to help us in our promotion!"

People who visited their displays at the fairs keep coming in to Mitchell Lumber Yards to look at the saws. One fellow came in and wanted a 6-22. After figuring price, financing, etc., he thought he'd better buy a used saw. He looked over the large selection of used saws and finally said, "No. The Homelite 6-22 is what you demonstrated at the fair and that's the saw I am buying. I decided that when I first saw it in action!"

It should be obvious from these brief examples that Mitchell Lumber Yards is doing a thriving Homelite business. And it's a direct result of enthusiastic promotion on all sides. Last year, the partners spent over \$1,000 on Homelite advertising and sold more than 65 Homelite chain saws as well as Homelite pumps and generators. This year they expect to do still more because they are convinced that it pays to tell people about Homelite chain saws and show them how they perform. As Max Mitchell says, "Not all chain saws are Homelites... only the very best."



**Straight
from
Straetz**



We recently received a copy of a letter sent out by one of our District Managers from which we can all benefit. The following are excerpts from this letter covering a problem familiar to all of us.

"Let us for the moment, go back in Homelite's history to the very early '30's. Sales were down. Homelite decided the only solution was selling through demonstrations. A concentrated effort was made to get all sales outlets to demonstrate Homelite equipment to all prospects. Result—in the very depth of the depression, Homelite's sales started to climb. Why did this happen?"

"Each sales outlet was thoroughly indoctrinated with the tried and true method of sales by demonstration. Success followed. This brings us to a very important point—what is meant by a demonstration and why do we put so much emphasis on it?"

"First, let us determine what is *not* a demonstration. To run a chain saw but not cut wood is not a demonstration."

"A demonstration means many things, but basically it involves putting the chain saw to work in the hands of the man or men who will make the decision to buy. Remember, if a picture is worth 1000 words, then a demonstration is worth 1000 pictures (or pieces of literature)."

"One last point—other dealers representing our competitors are constantly calling on your customers and prospects. If you simply make an office call and leave your card and some literature—you are inviting disaster. The prospect will retain only two things, price and horsepower, and these merely jotted down on a piece of literature. However, if you get him to witness a complete demonstration and let him handle the saw himself, you are headed for success. Let him feel for himself how light and well-balanced it is... how fast it cuts, and he'll never forget you or the Homelite chain saw. And what better time to ask for an order?"

"This year, let's everybody determine to turn every call into a demonstration. Get the man to see the Homelite Chain saw in action."

TALK ABOUT LUCK!

Mr. Gerald Trudeau of North Bay, Ontario, winner of the Ontario Draw in the special "Power Twins" contest promoted by Terry Machinery in Canada last summer is certainly a lucky man. Earlier this year he purchased a Homelite from Parker Brothers, North Bay dealers, and entered his name on a draw for a garden cultivator. He won the cultivator and when he picked up his prize he entered the Homelite contest. You guessed it! He won the EZ-6!



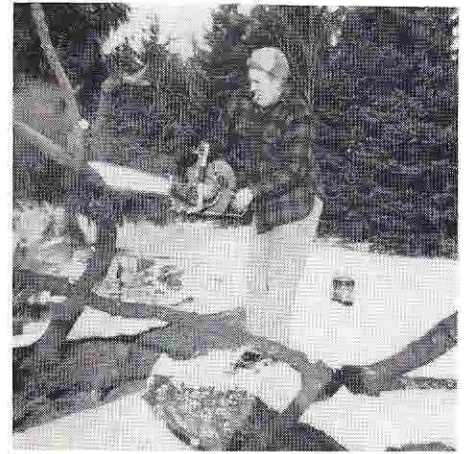
Ray Lee with his grandfather's trusty Homelite.

PROUD GRANDFATHER

Pride in his Model 6 Homelite chain saw means almost as much to Mr. Ernie Lee of Pontchatoula, Louisiana, as the pride he feels in his grandson, Ray Lee, and that's saying a lot!

He has used the Homelite 26 for three years and has cut almost 4 million feet of logs with it. No wonder he says, "It has proven to be the finest chain saw made, outstanding in service and performance."

When young Ray Lee grows up, possibly he'll follow in his grandfather's footsteps and be a Homelite user, too!



Demonstrating his skill at handling his Homelite is John S. Wall of Newfield, N. Y., who writes the enthusiastic letter printed here.

Newfield, N. Y.
December 9, 1957

Dear Mr. Thompson:

Received your letter and I must write and tell you how much I have enjoyed getting my winter's supply of firewood with my Homelite chain saw.

I have had the misfortune of losing my right arm (4 years last June) and have learned to continue my work (farming) with the aid of an artificial arm.

However, I have been able to handle my new Homelite chain saw *myself*. I can handle it in *any* position, in falling, bucking and cutting up trees.

My wood cutting has been so much easier, in many ways; not having to depend on anyone else to use the saw; my back does not get tired; the saw is light to handle and hold and most of all how much faster it cuts!

I am very thankful for my new saw and the service it gives me.

Most sincerely,

John S. Wall



Another Power Twins Contest winner, Glen R. Eutsey, receives his prize 6-22 from dealer Jack Brown of Acme, Pa. Jack earned a double prize for himself—a \$200 U. S. Saving Bond.



A Forest Queen draws a winning number and gets local front page publicity for the Mono Vista Garage, Homelite dealer of Sonora, Cal. S. H. Peters poses with Queen Linda McWhirter.



SAWDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 64

MARCH, 1958

Scotchlite* and Homelite Team-up on the Highways

With the coming of spring, more and more people will be getting out in their cars, driving around the countryside. And on many of the country's highways they'll be seeing the new Homelite "Scotchlite"* reflective road signs which were made available to Homelite dealers a few months ago.

Homelite dealers in the Baltimore, Boston, Pittsburgh and Shreveport Districts especially, have been quick to order these attractive highway signs. It's not just the bright appearance, day and night, of these colorful highway reminders that appeals to them but also the trouble-free nature of the whole program.

It's so easy to turn over all the details to the National Advertising Company, largest in the business! Their lease ex-

perts *secure the choice locations* for the signs, subject to the dealer's approval. They *make the signs*, featuring the picture of a man with a Homelite chain saw and the dealer's name and address in large eye-catching letters. They *erect the signs* and *pay all lease fees, taxes* and other expenses. They even *provide complete public liability insurance*.

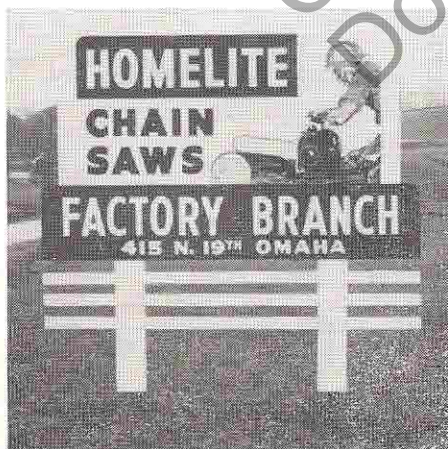
After the sign is in place, National Advertising takes full responsibility for its *maintenance*. Each sign is inspected and cleared regularly. Weeds and brush are kept cut around it so that it can be seen fully at all times. If the sign should be damaged, National takes care of repairing or replacing it at no cost to the dealer. They are able to provide this fine local service because of their 18 sales offices and 25 service points located throughout the country.

This "Scotchlite"* reflective sheeting is amazing stuff. It looks like ordinary glossy cardboard in the daytime. There are over ten brilliant colors which make the picture of the man with the Homelite saw attractive and eye-catching. At night, the "Scotchlite"* sheeting reflects the light from passing cars, making the sign come to life and repeat your sales story over and over again.

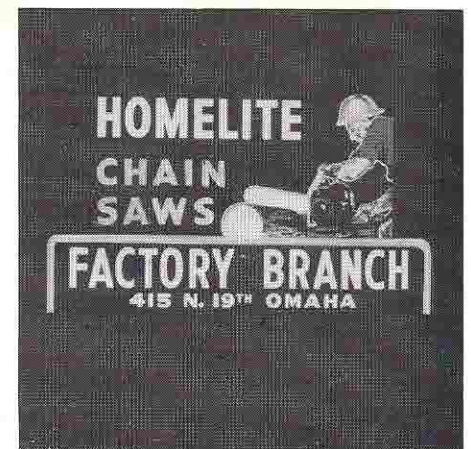
One of the best features of the new highway advertising program is the fact that Homelite pays half the cost under the Cooperative Advertising Plan, so that the dealer gets all the advantages of highway advertising at a low, low cost, with none

of the worries of leasing, erecting or maintaining.

More and more of these new reflective road signs will be blossoming along the highways in the next few months, calling attention to Homelite chain saws and to the dealers who sell them. Most dealers have received a call from a representative of National Advertising by this time, offering them an excellent three year contract which will give full-time productive advertising. If you have not been contacted as yet, get in touch with your Homelite Branch Office or Chain Saw Specialist. They'll see that you are included in this excellent new highway advertising program. You'll be more than pleased with the results in terms of added sales... added profits.



By Day, the colorful 10 x 10 ft. sign attracts attention to you and Homelite.



By Night, the sign with its 2 x 10 ft. name and address panel is easy to read.

*Registered Trade Name of the Minnesota Mining and Manufacturing Company's reflective sheetings.

Dealer of the Month – Francis Nicholl

Was One of the First Homelite Dealers

"The Voice of Experience"



Mr. and Mrs. Francis Nicholl outside their store in Deer River, New York. Mrs. Nicholl shares the many duties and responsibilities of her husband's business with real interest and enthusiasm.

One day, nearly nine years ago, Francis Nicholl and a prospective chain saw customer, Mr. Peter Ottersland were talking things over in Mr. Nicholl's place of business in Deer River, New York. Mr. Nicholl who had built up a thriving welding and repair business for cars, tractors and farm machinery since 1928, had recently started selling chain saws. In came a Homelite representative who was trying to get Mr. Nicholl to take on the Homelite line. He offered to put on a demonstration of the new Homelite chain saw, the 20 MCS. Mr. Nicholl was interested because he had heard of the good reputation of Homelite generators and Mr. Ottersland was interested in any new phase of the lumbering business as he was a designer of some of the world's largest paper making machines.

The 20 MCS performed like a champion and both men were impressed. "I'll tell you what I'll do, Francis," said Mr. Ottersland, "If you'll take on the Homelite Agency, I'll buy the first saw!" That's how Francis Nicholl, in August 1949, became one of the first Homelite dealers in the country. Mr. Ottersland, lived up to his bargain and bought the saw, which he still owns. He's cut a lot of wood with it at very little cost and it's still in excellent condition!

Right from the start, Mr. Nicholl was

convinced that Homelite builds a good product and stands behind it. His sales proved it, because although he handled several other makes of saws, his customers... especially the production cutters... came to ask for Homelite *ten-to-one!* In 1950 he purchased his own saw mill which operates the year round and saws mostly hardwood. This gave him an opportunity to keep in close contact with production cutters and farmer cutters.

During his whole business career, Mr. Nicholl has had one priceless advantage, a wife who has been business assistant, helper and advisor. Mrs. Nicholl is a Canadian by birth, and taught school in her home town of Ontario before marrying Francis, a native of Deer River.

"I have always done the bookkeeping in our business," recalls Mrs. Nicholl. "I sell in the store, too, and when everyone else is busy, I take over and sell the parts for the saws or the saw itself. After closing hours, when the service men are gone home, I am on my own. Francis has a severe eye condition so that he can not see to find parts so it's up to me."

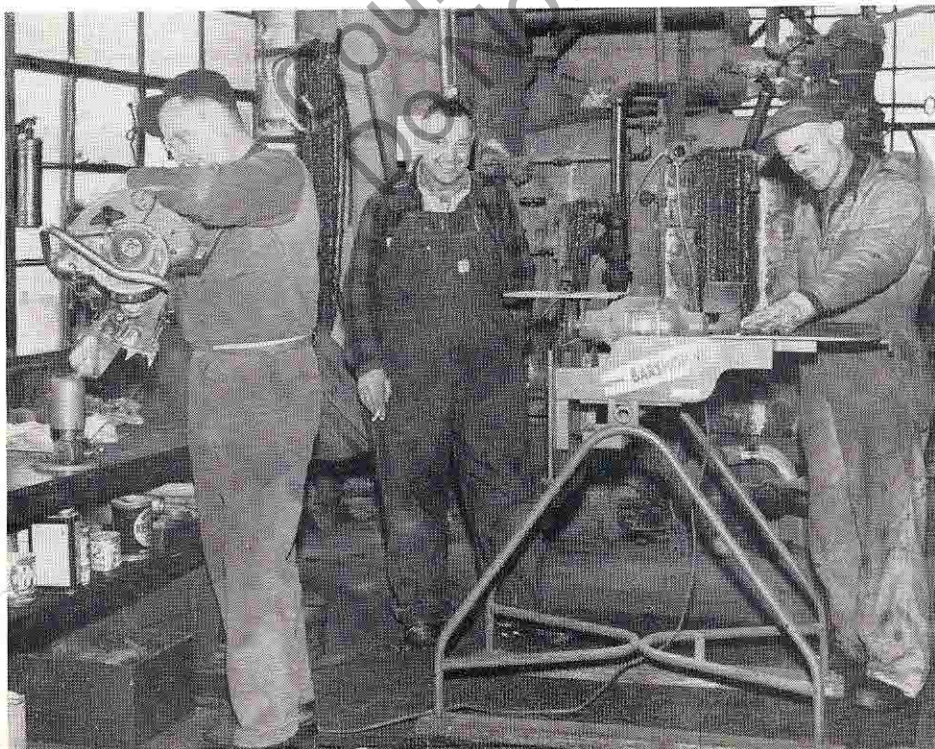
"Although I sell Homelite parts every day", continues Mrs. Nicholl, "I have never operated a saw yet. Our head saw man, 'Red' Sayer, says he will teach me yet with an EZ-6, but the days are always too busy here!"

As the Nicholls live next door to the store, many customers come after hours. Mrs. Nicholl tells the story of the night she was alone and six French Canadian loggers, who were working in a nearby lumber camp, came in for parts.

"The French I learned in school is different from their dialect," she explains, "but with the pictures in the part books, their gesticulating and my limited grasp of their French. I was able to fill their parts order that totalled \$93.00."

This story shows why Francis Nicholl believes it's so important to carry a complete line of parts. "My theory of success is this", he relates. "First, you must have a good dependable product, such as Homelite, to sell. Then you must advertise constantly to make sure that everyone interested in saws knows that you have them. And then most important of all, you must carry a complete line of parts and give top quality service at all times, as

The smiling customer, center, Mr. George Alexander, knows that his repair job is in good hands. Experienced mechanics Collin "Red" Sayer, left, and Ben Zawatski, right, are sold on Homelite.



Francis Nicholl Dealers "Homelike Speaks"

quickly as possible."

He solicits new business by advertising in three newspapers and in the yellow pages of the telephone directory. He uses roadside signs at strategic points, decals, direct mail advertising and displays at the Country Fairs.

As a vivid example of the results of these policies, Mrs. Nicholl tells of the day that a dignified gentleman walked into the office and laid four one hundred dollar bills on her desk. As he turned to walk out she asked, "What's this money for?" "I'm buying a Homelite" he said. "When I asked him what model he wanted he said he didn't know, but the name 'Homelite' was good enough for him! It seems he'd been in the market for a chain saw and had gone to a competitor first. When he found they didn't give service locally, he was quite disturbed and decided to check further before buying a saw. He went to the President of his local bank and was told that Francis Nicholl was the most dependable dealer in the entire area and had the best equipped saw shop. He'd heard only good things about Homelite, so he was willing to put complete trust in our judgement. He picked out a 6-22 and has had excellent results with it."

Successful dealers like Francis Nicholl always admit that satisfied customers are powerful salesmen for Homelite. One such customer is Mr. Wilbert Snyder, a dairy farmer of Copenhagen, New York. In addition to milking about 30 cows every day, he has about 3 or 4 hours to work in the wood lot on his farm. Last year, he owned a competitive saw and sold a substantial part of his sugar bush of hard maple to a log contractor. A cutter working for the contractor had a Homelite 7-29 and was cutting twice as many logs a day as Mr. Snyder was, in fact, he averaged 3 thousand feet a day, five days a week for a 6 month period, which brought him in a pay check of \$310 to \$340 a week!

Mr. Snyder was so impressed that he bought a 7-29, which he used to buck the tops of the maple trees for stove wood. He cut 406 cord with this saw and his total repairs to date are \$1.70 plus one chain! He's had equally good performance from an EZ which he bought.



Three old friends get together. Francis Nicholl, left, and Mr. Peter Ottersland proudly display a 20MCS which was one of the first production series made by Homelite. It's still in prime condition.

A neighbor of Mr. Snyder has good cause to be grateful to Homelite, too. When his barn burned down, all his neighbors got together and had a "bee" to help him. Using his 7-29, Mr. Snyder cut the logs, 26 thousand feet, in two days, and trucked them to Francis Nicholl who sawed the logs. Then the neighbors set to work and built the barn in jig time at no cost to this farmer.

Other important members of this Homelite operation are the mechanics, Collin "Red" Sayer and Ben Zawatski. In recent years, because of his poor eyesight, Francis Nicholl has been unable to do actual service work on saws, but both mechanics are completely familiar with chain saw repair and rebuilding and have all the best equipment.

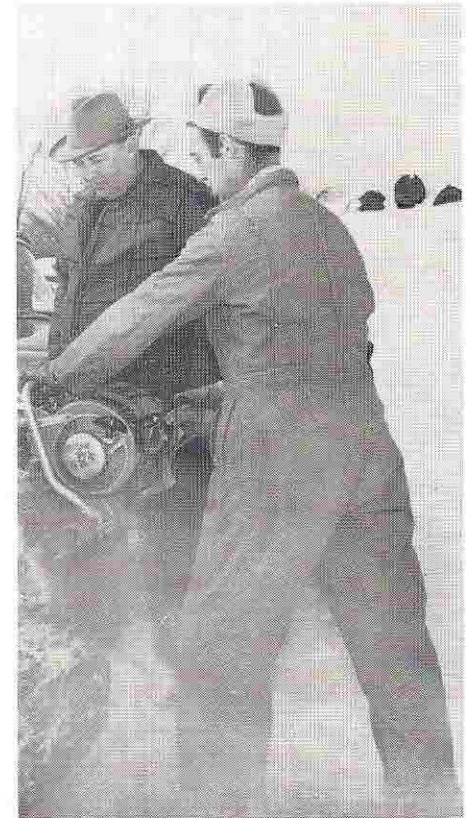
A most interesting member of the family, not to be overlooked, is Francis Nicholl's father, Mr. Fred Nicholl who is 80 years young. An avid hunter, Mr. Nicholl, looks and acts like a man in his fifties. He has worked for Francis for about 22 years, on his own highly individual time schedule.

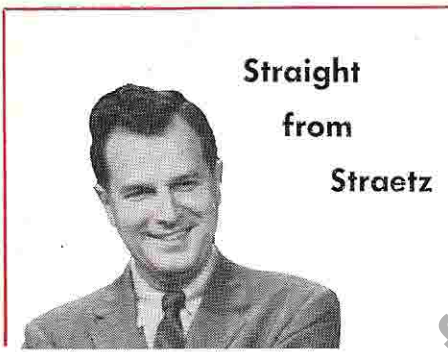
"It's a pleasure to sell Homelite saws and parts" according to the Nicholls, and they speak from the experience of doing just that, very successfully. "It's always easy to sell a good product and when you believe 100% in that product, it makes it twice as easy."

"And so the days go by" says Mrs. Nicholl, "The days lead into years and we keep on selling Homelite chain saws."

Homelite is proud of the loyalty, character and ability of such people as Francis Nicholl and Mrs. Nicholl. They and other dealers like them have contributed in great measure to Homelite's fine reputation all over the country.

Putting a champion 7-29 through its paces. Mr. Wilbert Snyder, right, shows Francis Nicholl the technique he used to buck over 400 cords of wood. His profits were large; his expenses small.





**Straight
from
Straetz**

Sharpening chain has become a very profitable side line in many successful Homelite dealers' shops throughout the country. Machines have been developed in the past few years to speed up and improve chain sharpening. In addition to the actual profit from sharpening the chain, other profits follow. By stocking reels of chain and advertising sharpening and maintenance of all makes of saws, dealers find that owners of competitive saws get the habit of coming to their shop, buying chain there and eventually buying Homelite chain saws.

Here are the advantages to a dealer who goes in extensively for chain sharpening:

1. He gains additional chain grinding business.
2. He gains additional chain sales.
3. He converts competitive chain saw users to his store.
4. He sells more Homelites.

Each of these four points puts additional dollars in the dealers pocket.

As an example of how successfully this has worked, we have two dealers in North Central Ohio who decided that this plan was worth trying. They invested in electric grinders and with 25' reels of the popular chain in stock, they began advertising the fact that they did precision chain sharpening on all makes of saws. Not only did they increase their chain grinding and chain business tremendously, but one dealer increased his saw sales in 1957 by 76% over 1956, while the other increased his business by 181%!

Speaking of increasing sales, the new Time Payment Plan seems to be doing the job it was intended to do. The month of February showed a 100% increase in time payment sales over the month of January, and according to Seattle District Manager Sherwood, a big increase in sales there can be traced directly to the new plan.

Robert P. Straetz

Not all Homelites are chain saws. These "Homelites" are a crack bowling team, sponsored by Homelite dealer Eli Brunner, Oneida, Kansas. Left to right are L. Heiman, L. Tangeman, L. Kramer, A. Koelzer and E. Haverkamp, all from Seneca, Kansas. They rank 3rd among 18 teams.

Mr. Brunner feels the compensation from his sponsorship has been very gratifying.



OUR CUSTOMERS LOVE US

OUR LOYAL CUSTOMERS

Out of the hundreds of nice letters we get from customers, occasionally one is especially original and we can't resist passing it along to you. Mr. Frank Bryant of Culberson, North Carolina writes "Now I have my new Homelite, I wouldn't trade it for a dozen of any other kind. When you go to cut wood with a Homelite you know you are going to get some work done and in a hurry, too. Nothing can beat a Homelite."

And then, Mr. Bryant composed the following:

- H—is for Homelite, best saw made.
- O—own one, they are the thing.
- M—money saver, more work done.
- E—EZ-6 is the kind to buy.
- L—light in weight, easy to handle.
- I—inquire at your dealer for a Homelite.
- T—trade what you got, you can't get beat.
- E—every Homelite is guaranteed.

Put them all together, they spell Homelite, to Mr. Bryant and thousands of satisfied customers.



"This picture tells the story of exactly how I feel" professional cutter and amateur photographer Gilbert Wright of Myers Flat, California, says in a recent letter. It looks as if he's proud of both his pretty wife and his 6-22 which he uses for falling second growth poles. "I do commend you on the starting ability of the Homelite", he writes, "It's light enough and it's a real work-horse when necessary." His dealer, is Ivor Wilson of Weatt.

Carl Waananen, left of Route #1, Dukas, Michigan, looks with pride at the nice, new EZ-6 which Edward Hedmark is presenting to him. Mr. Hedmark, the Homelite dealer in Skandia, Michigan had a very successful local contest. Now if the snow will only melt, Mr. Waananen will be able to try his Homelite out in the woods of the Northern Peninsula.





SAWDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 65

APRIL, 1958

Spring Sparks Big Sales Push

Spring Cleaning Time is here—a time to get the cobwebs out of thinking as well as out of the corners of the shop.

Nature does such a spectacular job of putting on a new look in the Spring that people feel they must do their part to keep up! Homelite dealers are no exception. They're dusting out the parts bins, washing the windows, brightening up the displays and placing the bright red and green Homelite colors where they'll attract the most attention. A new sign, an eye-catching display, can do as much for business as fresh bait on a fishing expedition.

This past winter has been a long, tough one in most parts of the country, and some areas are feeling the effects of the current business recession. Each expert feels he has the answer to this problem. The only trouble is there are as many answers as there are experts! Most of them seem to feel, however, that the economy is basically sound, and that business will be on the uptrend again before the year is out.

Getting right down to conditions in industries affecting the sale of Homelites, Gene Carey, Manager of Chain Saw Sales, has this to report.

"Receipts of pulpwood at mills all over the entire country were down only 4% in January 1958 from one year ago. For the same period, inventories at the pulp mills were up only 5%."

"Lumber shipments are another reliable index," continues Gene. "They were down only 3.1% from January 1957. Inventories were down by 3.2%, still in very good relationship. These figures would indicate that neither pulpwood or saw log business have been very seriously affected by the recession."

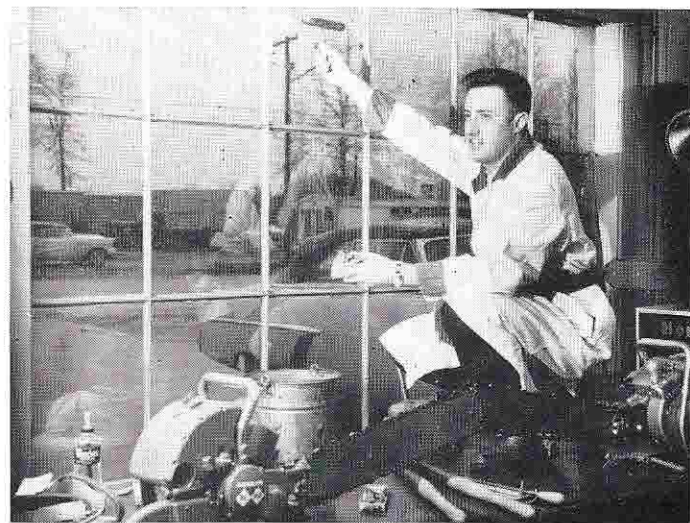
According to a February, 1958, report sent out by "Lumberman-Timberman," 999,000 dwelling units were put under contract in 1957. Many recognized authorities make conservative estimates that 1,100,000 new homes will be started in 1958. If correct, this would mean an increase of about 2 billion board feet of lumber which would be needed for their construction.

In addition to this, President Eisenhower has just signed a bill which allocates \$1,850,000,000 to loan and mortgage associations for mortgage money to be used in new housing starts estimated at another 200,000 units. If these new units materialize, it will represent an increase of 30%—surely an encouraging picture!

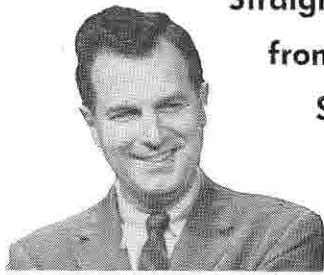
What about farm income—another factor which influences chain saw sales? This varies widely in different parts of the country, as the rising cost of living is balanced against the price the farmer can get for his produce. Actually, the overall farm income increased by about 2% in 1957, according to a recent article in the New York Times.

So things aren't as black as the prophets of gloom like to claim. The wide-awake Homelite dealer will seize on the positive side of present day conditions and feel proud that he has a quality product and the best service reputation in the field. He'll point out that a Homelite chain saw can help a man bring in additional income, that it pays for itself in short order, that it is trouble free and remarkably inexpensive to operate.

And he'll use any slack time he may have to clean up, brighten up, spark up his Homelite operation. And he will speak up about it through promotion and advertising, so that the customers will surely know where to come when they're ready to buy Homelite chain saws.



Spring Cleaning Time finds Morris "Bix" Bixby, washing the windows of the Portable Power Tool Co., Inc. of South Norwalk, Conn. Bix is manager of this neat and well-run shop. The owner is T. J. Hoermann.



**Straight
from
Straetz**

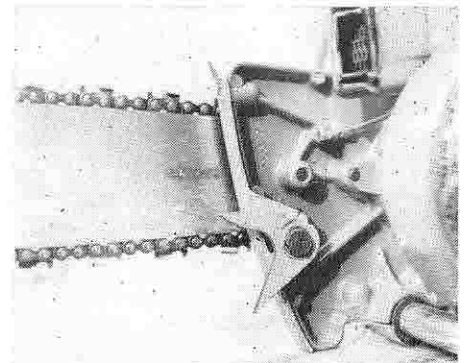
Bumper to Bumper

Last May, when the Power Twins were introduced, the Retractable Spike Bumper, an accessory for the EZ and the EZ-6, was made available to the dealers. In all the excitement of promoting the two new models, this very useful part was more or less overlooked.

The new spike bumper was developed after it was reported by many users that the EZ worked better in the bucking cut when the spike bumper was left off. However, some users like to have a spike on the unit for felling cuts.

These two entirely different needs can be filled with the new retractable bumper. When you need spikes you have them. When you're bucking logs, the spike itself hinges back and out of the way.

From the tests which were run on the new spike, it was felt that it was more practical in some cases than the standard type of spike bumper now on the EZ. It remains to be seen whether enough customers would prefer this type of bumper. Therefore, it's important to get these in use on as many of our direct drive saws as possible, to see how the users like the feel of the new style.



Close-up view of the Retractable Spike Bumper, mounted in place of the regular Bumper Plate.

Everywhere you go these days people talk about recession, business slowdown and tax cuts. It took a group of automobile dealers in Cleveland, Ohio to talk about *sales pickup*—and then to do something about it.

They held a Sales-o-rama over a three day period and sold more cars than in any three day period for over two years. They did it by advertising, trading, and hard selling.

We can do this in the Chain Saw business, too. In fact, a number of dealers have been successfully increasing their chain saw sales by holding CHAIN SAW DEALER DAYS. They may be called by different names—an OPEN HOUSE or a CHAIN SAW CLINIC or a FIELD DAY, as described on the page opposite—but they all have the same purpose...to get the customers into the dealer's shop and to sell Homelite chain saws!

These DEALER DAYS have been held when customers are most likely to be in town, in many cases, Saturday. With good preliminary advertising offering free inspection of chain saws, plus refreshments and prizes, dealers have found this type of promotion really pays off. They have sold new saws, used saws and many accessories. And the chain saw user knows that the Homelite dealer has a good stock of units and parts and is aware of the value of good service.

So, if you want to make more chain saw sales, start planning a DEALER DAY now. Remember, half of the cost of the advertising is covered by Homelite's Dealer Cooperative Advertising Program. After you hold a CHAIN SAW DEALER DAY you can be sure that when people ask you "How's business?" you can answer "Good... and it's going to get better!"

Robert P. Straetz
Sales Manager

If a dealer has any customers who remove the spike bumper because they think it gets in the way in the bucking cut, he may find that these cutters will be glad to try the new retractable spike bumper.

It's an inexpensive item, retailing for only \$3.75, and can be used on either the EZ or the EZ-6. The dealer can order it from the Homelite Branch as Part #A-55922.

More Dealers Qualify for Awards

HOMELITE HONOR ROLL

An ever-increasing number of Homelite dealers are joining the proud ranks of those who have received their Servicing Dealer awards. This latest list includes a first listing of dealers from District #7, the Cincinnati District, and additional names from Districts #1, 10, 18 and 25. These dealers have 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. Congratulations!

SERVICE PLAQUE WINNERS

Bahner Farm Equipment, Shelton, Connecticut
Burch Tractor & Implement Company, Hillsboro, Ohio
C & B Garage, Independence, Ohio
Cahall Brothers, Georgetown, Ohio
Chain Saw Sales, Bedford, Ohio
Chalker & Fiest, Phalanx Station, Ohio
Coblentz, Daniel N., Hartville, Ohio
Curtis Motor Company, Antonito, Colorado
Drew Brothers Lumber Company, Greenville, Ohio
Dubois Electric & Refrigeration, Dubois, Wyoming
Engine & Mower Service, Pueblo, Colorado
Faulkner & Harris, Greenwood Springs, Mississippi
Frantz Equipment Company, Westfield, Massachusetts
Goyette Bros., Inc., Pittsfield, Massachusetts
Grimes Implement Company, Inc., Chillicothe, Ohio

Ivor's Engine & Mower Service, East Haven, Connecticut
Jaeger Saw Works, Rockford, Illinois
Kemper County Tractor Co., DeKalb, Mississippi
Lancaster & Son, C. K., Mountain View, Arkansas
Lancaster Loggers Supply Co., Batesville, Arkansas
Larcom & Mitchell Company, Delaware, Ohio
Leverett Implement Company, Mansfield, Ohio
Loggers Supply Company, Port Gibson, Mississippi
Longworth, Noah H., Richmond, Indiana
Luna, Luther, Jr., Walnut, Mississippi
M & M Sales and Service, Ashland, Ohio
Mathis Repair Shop, Water Valley, Mississippi
Mississippi Hardware Co., Vicksburg, Mississippi
Mitchell Lumber Co., Marion, Ohio
Netzley Boat & Motor Sales, Troy, Ohio
Newbury Auto Service, Newbury, Ohio
Osborn Co., D. C., The, Bristolville, Ohio
Otto Farm Equipment, Frank L., Brookville, Indiana
Oxford Tractor Co., Oxford, Mississippi
Pennell's Garage, Starkville, Mississippi
Pike County Farm Bureau Co-op, Inc., Waverly, Ohio
Pury's Welding Shop, DeWitt, Arkansas
Ray Tractor Company, New Albany, Mississippi
Ruwer-Sibley Equipment Co., Inc., NewMilford, Conn.
Ruwer-Sibley, Inc., Torrington, Connecticut
Schlabach Engine Shop, Mose, Apple Creek, Ohio
Shinrock Elevator & Supply Ass'n., The, Shinrock, Ohio
Shuqualak Welding Company, Shuqualak, Mississippi
Sixty One-Fourteen Service Station, Auguilla, Mississippi
Southeast Ohio Timber Products Co., Zanesville, Ohio
Sparaco's Lawnmower Service, Old Saybrook, Conn.
Spencer, K. H., Dorset, Ohio
Sportsmen Center, Columbus, Ohio
Taylor Lumber Co., Rushtown, Ohio
Thomas Brothers, Corning, Arkansas
Tolles Farm Equipment Co., Southington, Connecticut
West-Ark, Equipment Co., Inc., Russellville, Arkansas
West Farm Equipment Co., Sedan, Kansas
Wickline Lumber Co., George, London, Ohio
Williams Welding Shop, Fred, Brinkley, Arkansas
"Y" Lumber & Hardware, The, Cody, Wyoming

They're Still Talking

About the Party!

When Farm and Forest Enterprises, Inc. of Middleton, Wisconsin, have a party, they believe in making it a good one . . . so that people will want to come, and will remember it for a long time afterwards.

Last December 21st they held a Field Day and sent out over 8,500 invitations. Everybody in the area who might be interested in Homelite chain saws was invited and over 300 accepted! The invitation was in the form of the colorful self-mailer featuring the complete line of Homelite chain saws, and in addition, it included five certificates, each one a different color, entitling the bearer to all kinds of interesting bonus items. One was a chance to witness a demonstration and compete for a free EZ-6; one, for Homelite owners, offered a new chain and flashlight for the best statement of "We like our Homelite because . . ." Another offered a chain sharpening at a saving of \$1.00 to \$1.50. A fourth was a credit certificate of \$10.00 on the purchase of any new or used saw, during a three week period, while the last was a New Saw Bonus Certificate which listed nine bonus items such as file, gas can, etc. in addition

to the instruction books, wrench and can of gear lube, which went with a new Homelite. All this and cutting contests, demonstrations, movies, coffee and donuts, too! It's no wonder that the turnout was good, and a fine time was had that day from 10 A.M. to 3 P.M.

Highlight of the occasion was the announcement of the winners of the various prizes. Conrad Breunig of Mazomanie, Wisconsin, who won the EZ-6, was very pleased. He needed a saw and had been wanting to get a Homelite.

There were other prizes too; chains, gas cans, files and holders. According to R. C. Swanson, Manager of Farm and Forest Enterprises, Inc. the Field Day was a real success.

"We feel that it has brought a lot of people into our place of business and that the promotion was really worth while. The chain sharpening coupons that were sent out are still being used."

It took a lot of planning and advertising to put on a big affair of this kind. Guests were impressed with the background display of about two hundred empty Homelite chain saw cartons, saved for the occasion. They looked over the modern shop, with equipment for all types of chain saw service, and repair. They shared the enthusiasm and pride with which R. C. Swanson and his crew showed off the Homelites!

The Farm and Forest Enterprises outfit which is a branch of Sunny Side Seed Farms, Inc. is a familiar one in the area, having operated a portable sawmill for 13 years—in fact, theirs was the first in Southern Wisconsin. Now that they are Homelite dealers, they can combine business with more business by demonstrating the speed and efficiency of Homelite models in actual on-the-job conditions. Two men are especially trained to do repair work on saws and take care of the sales. The sawmill truck carries a Homelite sign so everyone in the field can recognize it.

"We display our saws at the local fairs and other events of that kind," explains Mr. Swanson. "We also try to be a service organization as we believe that it is one of the more important things in maintaining a business of this kind. We find that farmers, particularly, are very conscious of service as it applies to all their farm machinery and equipment."

"An excellent product, plus a tremendous national advertising campaign, has certainly helped us in our sales," says Mr.



A replica of one of the certificates which was included with each invitation to the big Field Day.

Swanson. "Field days, no doubt, have a far reaching effect, beyond the immediate results of that day or the following month." Mr. Swanson feels that advertising in all forms pays off. They have a continuing ad in all county weeklies and use direct mail and roadside signs, as well as radio advertising to supplement the program.

"It is always difficult to evaluate advertising accurately," says Mr. Swanson. "I believe our tendency is rather to underestimate it than overestimate it."

Farm and Forest Enterprises, Inc. is already planning another Field Day for the general public and some special Field Days for selected groups.

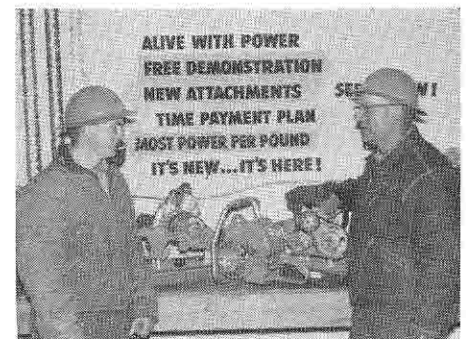
An experienced and progressive dealer puts a lot of thought and money into promoting a program of this type. It's nice to know that it pays off in added sales and local recognition.



Winner of the local Power Twins contest, Mr. Conrad Breunig, left, receives his EZ-6 from R. C. Swanson, Homelite dealer.



Fred Wallin and Bill Newlun, Farm and Forest Enterprise employees, explain some of the advantages of the new EZ-6 to Mr. Breunig.



Bill Newlun and Fred Wallin examine the cut-away models which help them sell Homelite chain saws. The hard hats keep them safe and neat.



The pick-up truck, used with the sawmill and chain saw sales, advertises Homelite on the road. Fred Wallin and Bill Newlun with the Power Twins.

Family Pride

At first glance, a parade in Iowa, a forestry student at Alabama Polytechnic Institute and a visiting group from Port Leyden, New York, don't seem to have a thing in common. They are all part of the Homelite family, however... a family that stretches all across the country.

Wherever you go, on main highways, on country roads, on lonely forest trails, you're apt to see the familiar red and green of a Homelite chain saw or a picture of one. You hear the familiar buzz of the engine or meet the man who represents Homelite in his community. It's nice to be able to be so proud of the quality product we represent and of the people who make and sell it!



Robert Thomas, owner of Thomas Saw Service in Council Bluffs, Iowa, gave the Power Twins a ride on his float in a parade at Treynor, Iowa, last fall. He has recently been awarded a Servicing Dealer plaque for his fine Homelite activities.



It's nice to welcome old friends like the McHales, Homelite dealers from Port Leyden, New York, who paid a visit to the Port Chester plant recently. At left is Michael McHale, his father Charlie and his sister, June. Mr. and Mrs. Howard McHale and their daughter are on the right. The McHales were featured as "Homelite Dealers of the Month" in the September, 1956, issue of Sawdust.



Nico Van De Ryn, Chain Saw Specialist of St. Paul, Minnesota, shows a group of loggers how to practice what he preaches.

Teacher For A Day

It is just as important for the user of a Homelite chain saw to know how to take care of it, as it is to know how to handle it. So time spent in giving instruction on proper chain maintenance, filing technique and chain repair, as well as safe cutting practices, is time well spent. The class pictured above was given by Nico Van De Ryn to a group of cutters employed by the Rhineland Paper Co. in Rhineland, Wisconsin. Not only did Mr. Van De Ryn receive a warm letter of thanks from the company, but they published his picture in their company magazine.

"I think we can definitely prove that they learned from your demonstration, by the complete lack of maintenance bills since you were here," writes King G. Sheldon, Chief Forester of the Company, to Nick, a St. Paul Chain Saw Specialist. "Thanks again for your assistance, Nick. I'm sure the men got a lot out of what you had to say. They seem very satisfied with the performance of the saws."



A senior forestry student at Alabama Polytechnic Institute gets practical experience with a Homelite 7-29. Used by the Forestry Department in their logging laboratory and for bucking logs to length at their sawmill, this 7-29 won the admiration of faculty and students and appeared for two days at a Village Fair held on the Auburn, Alabama, campus. A chain saw with a college education!

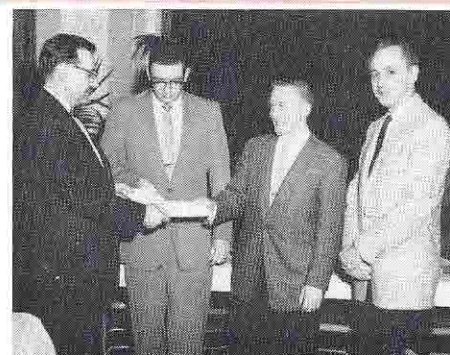
Middle Western Forestry Students Win Awards



St. Paul District Manager E. S. Spencer, left, and Dr. F. H. Kaufert, right, Director of the School of Forestry, University of Minnesota, congratulate the two award winners, Carl H. Reidel and Richard W. Schneider.

Homelite Forestry Awards have been presented to four more deserving young men—two at the University of Minnesota and two at Michigan State University—bringing to thirteen the number of such awards given since last September. The University of Maine will announce the winner or winners of the final Homelite award for 1957-58 in the near future.

Dean Swenson of the College of Agriculture at Michigan State University expresses the attitude of other University authorities when he writes: "We greatly appreciate your interest and support. The award helps more than the students who receive it, since I am sure that it acts as a stimulus to other students as well."



Detroit District Manager A. Gruettner, left, presents Forestry Awards to David A. Young, Forestry junior and David L. Gerwitz, Forest Products junior as Professor W. Randall of Michigan State University looks proudly on.

SANDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 66

MAY, 1958

New Models, New Warranty To Spur Sharp Rise in Sales

The 7 month guarantee which Homelite is offering on the two new "Magic 7" chain saws is the strongest possible proof that the 7-19 and the 7-21 are the most dependable chain saws ever offered. Homelite is so confident of the great features and high quality built into each saw, that we are backing our judgment with the *strongest guarantee in the industry*. We know they're good!

Why is Homelite so sure of these saws? In the first place, they are being produced in the Gastonia factory, the world's most modern chain saw plant. The whole plant has only one purpose—to turn out the finest chain saws in the world. In less than a year of operation they have succeeded in doing just that.

Quality is stressed, every step of the way. The high quality of the materials and machined parts is matched by the high quality of operation on the assembly line and the high quality performance demanded of the finished product. The saws have to meet the highest standards before they can have the bright Homelite decals applied and be shipped out in their

own colorful boxes.

Homelite is sure of the "Magic 7" chain saws because hundreds of thousands of hours of actual use in the field have proved them to be virtually trouble free. The great new features such as the tough, counter balanced crankshaft . . . new cylinder with 12% more cooling area . . . longer spark plug life . . . new intake parts . . . new magneto rotor . . . make the 7-19 and the 7-21 exceptionally smooth running and easy to use.

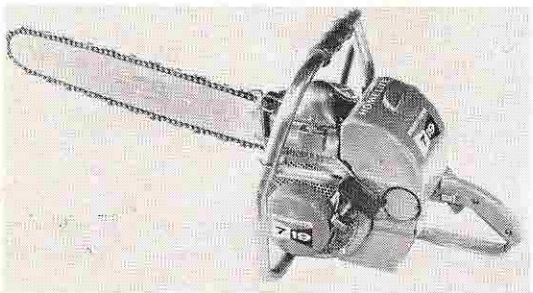
Many of these new features were developed at the request of Homelite dealers and salesmen—men who know what the customers are looking for and what they expect in the way of performance from a chain saw.

This unparalleled 7 month guarantee should prove a very strong selling point for Homelite dealers. Our customers have always recognized that Homelite quality was worth paying for. This warranty is like a bonus for their confidence in Homelite and says to them, "We feel so strongly that you have made a wise choice in buying one of these great new

Homelite Chain Saws that we are willing to stand back of the material and workmanship for seven months from the day the saw is delivered to you. We will replace any defective parts free of charge. We can afford to do this because we feel so sure that there will be very, very few of such defective parts!"

The hard-hitting new advertising and promotion program for the "Magic 7" chain saws, which will be launched the end of May will feature the phrase "Put yourself in the money-making picture." This is meant for the customer, and points up the speed, lugging power and dependability of the new saws; the fact that they handle like magic, and cut so fast and economically that they quickly pay for themselves.

As a Homelite dealer, you can "Put yourself in the money-making picture," too, by demonstrating and promoting these outstanding new "Magic 7" chain saws, the direct drive 7-19 and the gear driven 7-21. With the 7 month guarantee to back you up, you'll see your sales go up, as if by Magic.



At left . . . the new
7-19, direct drive
"Magic 7" Homelite



At right . . . the new
7-21, gear-driven
"Magic 7" Homelite



Have You Done Your Xmas Shopping Yet?

We haven't gone completely crazy! We know that it's only May, and that December is a long way off. However, we want you to know about a special line of beautiful 1959 calendars which are being offered this year to Homelite dealers for the first time. We have been able to get them at rock-bottom prices, and we'd like to tell you about them, so you can begin planning for next Christmas, now, before the rush begins.

We want you to be able to compare these with other calendars you may be offered, so that you can see how low our prices are and what care has gone into the selection of the five styles illustrated on these pages. Remember that the dealer's name and address and the Homelite identification will be imprinted right on the calendar, a permanent part of the whole design.

If you can get your order in soon, it will be a real help to the company which imprints and ships the calendars. In fact they have offered a 5 per cent discount on all orders sent by August 15. However, you have until October 15, if you're not interested in that 5 per cent saving.

So forget the warm weather and the spring flowers. Hum a chorus of "Jingle

Bells, Jingle Bells" and get in the Christmas mood right now! Christmas means gifts, and what more ideal gift than a beautiful calendar could you send to prospects or valued customers.

By actual survey, 98 per cent of all United States homes use calendars. And because the calendar is consulted often, people remember the person who gave it to them and the business he represents. So a calendar is a highly effective form of advertising, promoting business and building good will 365 days in the year.

Look over the descriptions of each of the five styles offered, study the enclosed sheet with alternate picture choices, go over the list of customers and prospects you wish to reach and check the prices and quantities required. You'll be surprised to find that several of these calendars are less expensive than Christmas cards, cards which will be looked at once or twice and discarded.

Your Chain Saw Specialist will have samples of all these calendars. If you'd prefer to see the samples before you order, be sure to ask for a showing, the next time he visits you. So keep this copy of *Sawdust* handy—for future reference!

Here are a few things to remember when filling out the enclosed order form.

1. Get your order in early, 5% discount if sent before August 15.
2. All orders must be in by October 15.
3. Check or money order must accompany order.
4. Desk calendars come complete with greeting card and holly envelope.
5. For other styles, it is necessary to indicate whether mailing tubes, envelopes or mailing wrappers are required.
6. Be sure to indicate the style number of the pictures chosen from the selection sheet for either the Varnished Hanger or Farm Record calendars. A minimum of 50 in one style is allowed.
7. Print your name and address exactly as you want it to appear as an imprint. Spell out all words in full unless you want them to be abbreviated.
8. All orders are shipped by R. R. Express, F.O.B., Chicago, Illinois.
9. Orders are to be sent directly to:
Keystone Specialty Co.
22 West First Street
Mt. Vernon, New York
10. Sorry, these do not come under the Dealer Co-op Plan, so Scrip Dollars can not be used in payment.

DESK CALENDARS

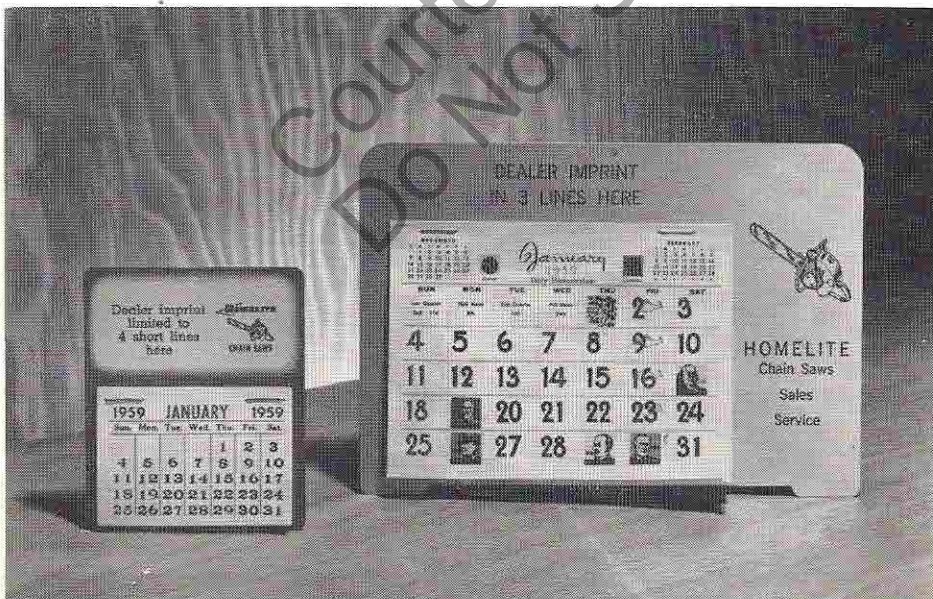
The two styles of Desk Calendars are of metal with the date pad stapled on securely. The small one, #170-541, measures 2¾ by 3¼ inches, and has a space for 4 short lines of the dealer imprint, to the left of the Homelite spot. The background color is a soft blue. The date pad has the holidays marked in red.

Priced at \$20.50 for 150, \$38.00 for 300 and \$58.00 for 500, these calendars are inexpensive yet attractive and practical. They make very nice Christmas Cards which will be used all year.

The large desk calendar, #170-1776B, has a metal backing, is 6½ by 4½ inches in size, with a space for a three line dealer imprint at the top.

The pad is printed in four colors, and features portraits of historical figures on their birth dates, plus appropriate pictures for each holiday, and the jewel and flower of each month.

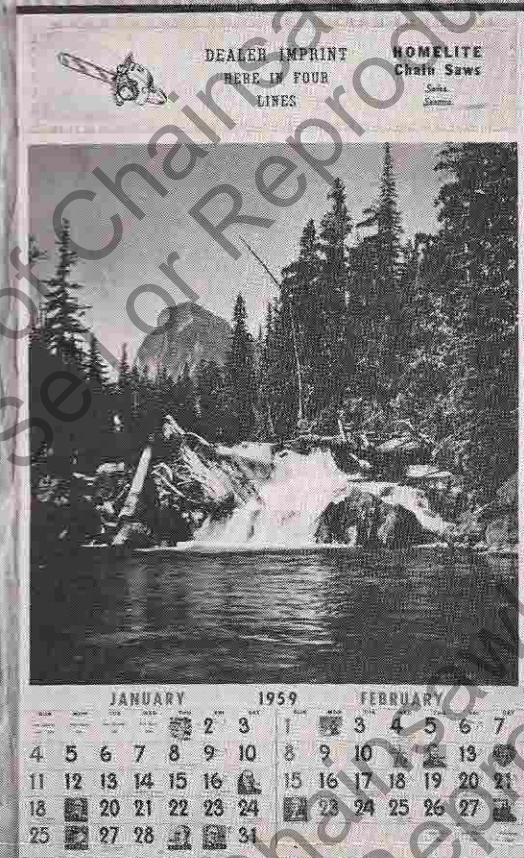
Priced at \$33.75 for 100, \$76.50 for 250, \$137.00 for 500, these calendars are simple, neat and very useful.



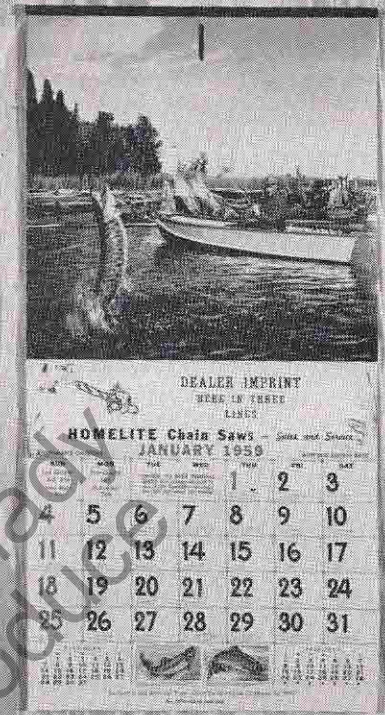
These metal desk calendars are supplied in attractive holly-decorated envelopes with a pretty folded card which brings "Seasons Greetings" to the customer or prospect... a nice way of saying "thank you" for past patronage or of introducing Homelite to a new customer.



FARM RECORD
#130-6020A



VARNISHED HANGER
#130-1400



THE SPORTSMAN
#130-6070

The Farm Record Calendar, #130-6020A, shown above, would make an ideal item for the dealer whose customers and prospects are farmers, or live in rural areas.

Under the attractive picture, each monthly sheet has space for the farmer to keep complete records of farm receipts and expenses. Notice the prominently featured dealer imprint and Homelite identification! A strong self pocket on each page makes a handy place to keep bills and receipts, and the whole page can be torn off and hung on the back of the calendar for year-long record keeping.

Articles of interest to the whole farm family are featured on the back of each sheet and a sturdy pencil is mounted in a special holder at the top.

The price is \$23.00 for 50, \$41.75 for 100, \$102.00 for 250 and \$189.00 for 500. Envelopes for this style are priced at \$1.70 a hundred.

This calendar is 8 inches wide by 12½ inches long, and can be ordered with any one of five lovely full color pictures. See enclosed selection sheet.

This beautiful calendar is large, 12 by 20 inches overall, and can be ordered with any one of a great variety of subjects, (see enclosed selection list.) There are pictures to appeal to every kind of customer: logger, farmer, or sportsman. You may want to choose several different subjects for different types of customers. Fifty is the minimum order for any one subject. The date pad is the four-color historical style, with two months displayed at a time. The dealer imprint has real prominence across the whole top of the calendar.

These are called Varnished Hangers because a thin coat of varnish is applied to the whole surface, furnishing a protective shield which prevents fading and cracking, keeps colors bright all year.

The cost is surprisingly low, especially when ordered in the larger quantities. Priced at \$25.75 for 100, \$53.75 for 250 and \$97.75 for 500 (less than 20 cents apiece!) Varnished Hanger calendars are available in mailing tubes at \$3.50 a hundred or in paper wrappers at \$3.15 a hundred.

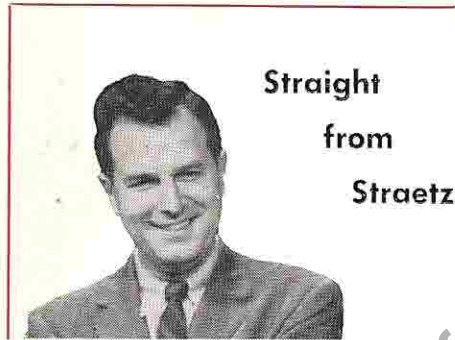
The Sportsman Calendar for 1959 is an information-filled, action packed digest of useful facts and hints which will be welcomed by fishermen, hunters and campers alike.

To capture the lifelike, breath-taking beauty of lake, stream, mountain and field, twelve outstanding full-color Kodachrome pictures are used, one for each month. On the back of each page you will find photographs, sketches and factual articles by top experts, on such subjects as "trout and bass fishing," "hunting with bow and arrow," and many others.

To help take the guess work out of fishing plans, a long term fishing guide charts the best days for fishing.

The dealer imprint appears on each and every page of this 8 by 16 inch calendar, in the prominent center-of-the-page spot. Full-color pictures and information about popular game fish also are featured.

Sportsman calendars are priced at \$23.10 for 50, \$39.00 for 100, and \$93.50 for 250. Mailing tubes cost \$6.35 a hundred, and envelopes are available at \$2.65 a hundred.



**Straight
from
Straetz**

"Belly to Belly Selling"

Did you ever hear the expression "Belly to Belly Selling"? Pretty descriptive, don't you think? It was used recently at a top-level economic conference of leading manufacturers from all over the country in answer to the question "How do you make a better merchandiser out of a retailer?"

This expression originally became famous in picturing the personal selling activities of the old-fashioned drummers, who went out after their customers, demonstrated their products and then stood there face to face until a deal was made. It points up, in strong terms, the need for more direct close contact by Homelite salesmen with dealers and dealers with customers.

At the same meeting President Eisenhower stated that manufacturers should give better value in the products they manufacture. We, at Homelite, agree that customers deserve better values and we are announcing the two new Magic 7 chain saws—built in the most modern chain saw factory in the world. These Magic 7 chain saws are so well engineered and built with such quality that we are confidently backing them up with a "7-month guarantee".

In addition to the extra value built into these saws, we have an attractive promotion kit designed to help you make your customer aware of Homelite's new Magic 7 chain saws and to bring him face to face with you to close the deal.

We are excited about the sales possibilities of these new saws. The general economy is showing a better tone; housing starts are climbing; prices in the lumber market are firming up; paper-board production is still at over 80% of capacity.

With some "Belly to Belly Selling" on our part and yours, 1958 will be a good year! Let's get out and sell!

Robert P. Straetz

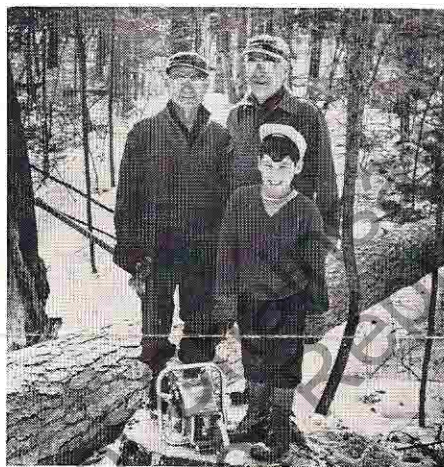
Sales Manager

HIGH SPOT OF THE SHOW

A number of giant Norway pines, used by the Timber Toppers for their hazardous climbing demonstration at the 1958 Sentinel Sports Show in Milwaukee, were cut down at the Menominee Indian Reservation near Shawano Wisconsin, with Homelite chain saws.

These giant spars were over 200 years old, the result of the Indian Tribe's selective logging program which began in 1865. Set up inside the arena, they reached to the rafters, and provided the setting for an exciting exhibition of timber topping.

The Homelite dealer in Gresham, Wisconsin, Phil Hoffman, does a thriving business with the Menominee Indians. They'd swap almost anything they own for a Homelite!



Posing proudly before one of the fallen spars which will be snaked out of the forest by bulldozer are Vernon Hoffman, Jim Cowles, Jim's son and the saw that did the felling.



Ads that really get around, are these two Homelite station wagons and their crews! Sons of Eleanor Hedstrom, bookkeeper at Chain Saw Sales & Service, Homelite dealers in Kalispell, Montana, they are just back from the Soap Box Derby in Kalispell. Left to right, Robin Jay, Steven, Chuck and Scott Hedstrom.

**NEVER UNDERESTIMATE A
HOMELITE**

Our competitors found this out recently, at a cutting contest, during the annual Snow Week Festival put on by the Gogebic College in Ironwood, Michigan.

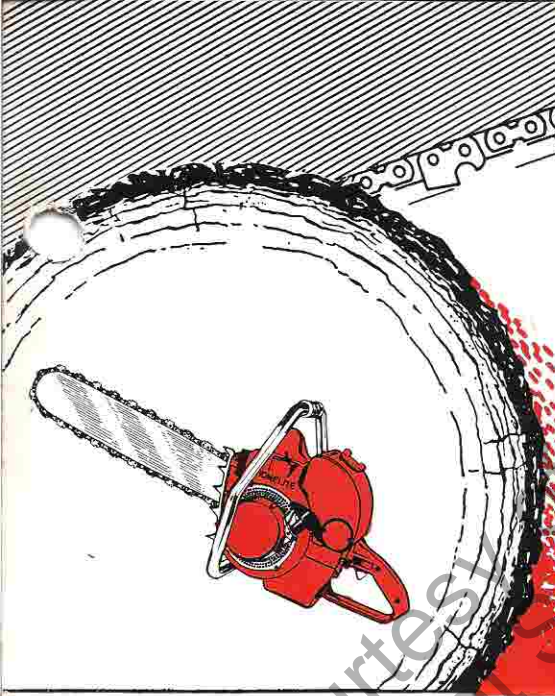
The Upper Peninsula of Michigan is one of the largest logging centers in the mid-west, and as usual there was great interest in this contest.

One of our competitors had been bragging that with their new "6 1/2" H. P. model, Homelite's clock was really going to be cleaned! The contest log was a 23" Hemlock, and the 6 1/2 H. P. saw made the excellent time of 30 seconds.

It wasn't good enough for first place, though! A hungry 6-22 operated by Ben Hamilton of Wakefield, Michigan, snorted through the same log in 22 seconds! A Homelite does it again.



It's Coffee Break Time thanks to Louella Cease, left, and her friend with the coffee pot, Eva Christianson. The sawyers are Iron Ingalls and Morris Hanson. Louella and her Homelite dealer husband Kenny Cease of Bagley, Minnesota, are building their own home with their own lumber. Thanks to the Homelites above, the whole job of cutting, skidding and sawing took less than three weeks.



SANDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 67

JUNE, 1958

New Magic 7 Promotion Kits Spearhead Local Sales Drives

From earliest times, certain numbers and signs have been considered lucky. Among the most famous is the number "7". It looks as if the number "7" will live up to its reputation by bringing lots of luck to Homelite dealers this year . . . especially if dealers are willing to take a little trouble to help their luck along.

At sales meeting in various parts of the country, the new "Magic 7" chain saws have been received with high enthusiasm. A meeting in Denver, Colorado, on May 23, produced a fine turn-out of dealers in spite of the distance they have to travel to get there. Harry Hasher of Rental Equipment Co. came all the way from Billings, Montana, a distance of 655 miles!

"The dealers were very enthusiastic," according to Lou Roy Faylor, District Manager and George Lodge, Factory Chain Saw Specialist, who assisted him. "They showed their sincere interest by taking the new saws back with them . . . not by merely placing orders."

These dealers know that no matter how good the saws, no matter how strong the warranty, they won't sell themselves. They must be *promoted*—and *promoted*—and *promoted*. That's where the new Promotion Kit comes in! Sent to each dealer recently, the Kit features seven big promotion aids, all designed to help sell.

Obviously, these promotion aids are of no value packed in the box. *They must be used* and the more fully they are used the better chance the dealer has to "put

himself in the money-making picture".

The materials in the Kit can be used to set up this "money-making picture" in the dealer's own shop. Eight pennant-shaped mobiles in brilliant red and green, have brass eyelets for easy wiring and stringing. Weatherproof, they can be used inside and out.

The big 3 x 5 foot display banner, printed in red on weatherproof drill cloth, can be used on a wall, in a window display or even outside the shop. The new shipping cartons, red for the 7-19 and green for the 7-21, make colorful, easy-to-see display aids. With these, and with the big blow-up of one of the national ads and the attractive two-color counter card displayed, the stage is set.

A dealer can fix up his shop with this material but if no one comes to see it, he's gone to a lot of unnecessary trouble! That's where the rest of the Magic 7 promotional material comes in. Newspaper mats and publicity releases, radio and TV spot announcements are supplied complete, except for the dealers name and address. These serve as invitations to all prospects in the area to come into the dealer's shop and see the new models.

So, with the "Magic 7" chain saws . . . national and regional advertising . . . strong product literature . . . the new 7 Month Guarantee . . . a 7-fold promotion and 7 months left in the year, Homelite dealers can turn 1958 into one of the luckiest, most profitable years ever.

S. Tomkins Jr., Homelite dealer of Hanover, New Jersey, lost no time in setting up this attractive display, using the material from his Magic 7 Promotion Kit. Mr. Tomkins' business is named "Do-It-Yourself, Inc." and he believes in setting a fine example!





Advertising — On-the-spot demonstration — Service =

Increased Sales

For Charlie Epler of Idaho

Homelite Dealer of the Month

At 26 years of age, Charlie Epler, of St. Maries, Idaho, is probably one of the youngest successful chain saw dealers in the country. After an early career of general contracting work and a short period of logging, he went to work, late in 1952, for a machinery dealer who handled several makes of chain saws along with farm machinery.

This proved to be a smart move, for Charlie became familiar with all types of chain saws and became acquainted with most of the people in the area. In November, 1956, he opened his own Homelite shop under the name "Charlie's Saw Shop."

"The happiest and proudest day of my life is the only way I can describe how I felt about owning my own business," says Charlie, "My first thought as a new dealer was that I had to advertise and advertise hard."

Charlie did just that. He spent well over \$1500 in all types of advertising. He ran newspaper and movie ads on a regular weekly basis; competed in local fairs and celebrations; constantly traveled about to make on-the-job demonstrations; participated in the Homelite "Power Twins Contest" and held two local contests, giving away two new saws.

"Believe you me" says Charlie, "it paid off in big ways as I sold over a hundred new units in the first year of business, even though 1957 was one of the worst years for logging operations anyone remembers, due to poor lumber markets and poor weather conditions."

Big Area to Cover

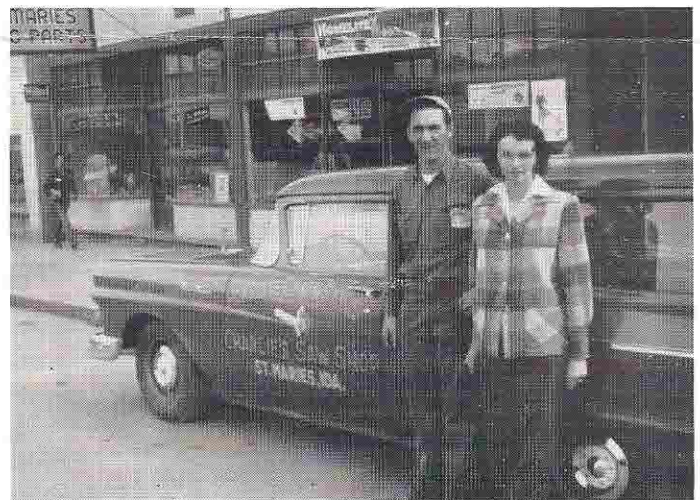
His selling area is over 1500 square miles of logging and farming country, surrounding the thriving community of St. Maries, a town of over 3,000 inhabitants, located in the panhandle of Idaho. It's main resources are lumbering, with several big mills in town and nearby, and the big Potlatch Forests, Inc. logging camps operating withing a 30 mile radius of town. This gives Charlie plenty of chain saw users, and he believes in trying to contact each one of them either personally or by mail. He's on the road so much in his bright red and green station wagon demonstrating his favorite saw, a new Homelite,

that people have come to recognize him. "Here comes Christmas Tree Charlie," is the universal greeting he receives from one and all.

Charlie Epler has some very interesting and well-thought-out advice on the subject of selling. "If time permits," he says, "nothing beats on-the-job sales and meeting your future customers in the field. Behind all your selling you have to have a good reputation of complete service and satisfaction, once a customer has purchased your saw."

"By complete service" continues Charlie, "I mean having a complete parts stock, over \$2,000 worth, attractively displayed, easy to find; giving 24 hour a day service, every day of the week. The loggers you are dealing with are a hard-working type of people and when their saws need service or repairs, they want them 'ready to go' for the next day's work. In a short season like we have, one can't afford to miss any working days."

If this young dealer really had to work seven days a week,



Charlie and Lou Epler in front of the St. Maries Shop with their station wagon. Charlie has put a lot of miles on this car, demonstrating saws all over the surrounding area, erecting roadside signs, keeping in touch with his customers.

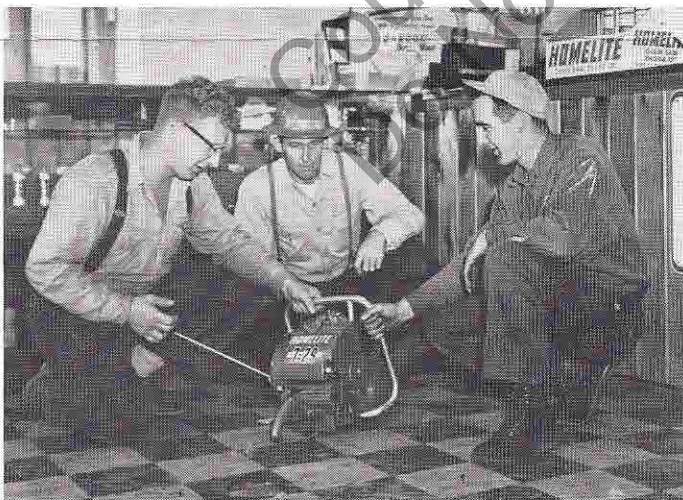


Lou and Charlie Epler in their neat, well stocked Homelite Shop.

he'd be old before his time, especially since he's an avid fishing and hunting fan. Business usually does come first, but he's able to get an occasional day or week-end off because he has a very efficient helper, his pretty wife Lou! Besides being a mother of his two sons and two daughters, (a full time job in itself) she puts in plenty of time at the shop, helping with all phases of the business. She sells parts, does the book work, handles small repairs, and runs the shop when Charlie is out selling or taking a day to fish or hunt. "Without Lou to help me out, I couldn't make it," admits Charlie. "She's just been a wonderful help and partner to me."

After being open less than two years, Charlie's Saw Shop is becoming a popular place for the majority of the saw users to congregate. Some want service on their saws, some come to make trades, and some drop in just to watch Charlie work—and work he does!

"I am proud of my service," admits Charlie. "I will work



Instructing the customer in the art of starting his new 7-29, Charlie takes care to point out all the important features. He stresses safety rules that are so important to avoid injury to the operator, fire in the woods and damage to the saw.

on anything the customer brings in and have never refused service to anyone on any type of machine, be it a competitive chain saw, a lawn mower, a garden tractor, an outboard motor or anything that it is possible to bring through the door. It gives me an additional chance to get the customer in my shop and maybe sell him a new Homelite."

In addition to Homelites, new and used, practically every make of chain saw there is appears in Charlie's shop at some time or other, as a trade-in or for repairs.

"Any extra time I have is spent rebuilding and painting my used saws so that they look like new," Charlie explains. "In fact, I have always given a 30-day unconditional guarantee on my rebuilt saws and have had real success doing it."

Enthusiasm is Catching

Charlie is really enthusiastic about his Homelite line! "Working with Homelite factory representatives and selling Homelite products is one combination I couldn't hope to better," he says. "The Branch Office will do its utmost to give any assistance you ask for. I'm surely grateful to Homelite engineering which means better saws for me to sell and Homelite's confidence in the new chain saws, so that I can offer a seven months guarantee to my customers. I'm sure of having the best chain saw on the market, always."

In his regular weekly advertisement which runs in the St. Maries' paper, he stresses the advantages of the new Homelites, and lists unusual used saw values. He also emphasizes the new Homelite Finance plan, with the 15% down payment for farm saws, the low finance rates and top insurance coverage.

"This new Homelite Finance Plan makes it easier for me to close final sales," admits Charlie. "I'm certainly pleased with the way my business has been going, and I'm looking forward to a very successful career of selling and servicing Homelite chain saws and whatever Homelite products the future will hold." Charlie seems to have found a formula for success . . . "advertising + on-the-spot demonstrations + service = increased sales."



INTERSTATE COOPERATION... Gene McLan, left, Atlanta District Manager and Sonny Caudle, Homelite Dealer of McCormick, South Carolina, team up to give a speedy bucking demonstration at the annual "Keep Lincoln County Green Day," in Lincoln County, Georgia.



SHORT ORDER SAWYER... an enthusiastic customer, Lloyd Reeves Jr., of Huntingdon Valley, Pennsylvania, writes that he has cut over 100,000 feet of this size poplar and red oak in less than a week's time. He believes Homelites "can't be beat regardless of price and Eastern Chain Saw and Supply of Sellersville is an agency Homelite can be proud of!" He's willing to make a 45 mile round trip to their shop because he feels their service is worth it.

STOLEN SAWS

Two cases involving the search for chain saws stolen from Homelite dealers have turned up recently. Homelite is anxious to assist dealers and customers in every possible way in such cases.

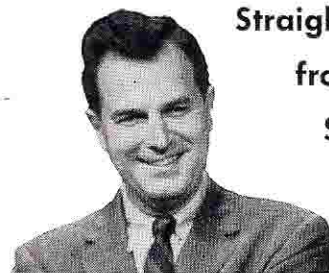
A most urgent request comes from Leo Schug, Manager of the Engine & Ignition Service Co., of Paragould, Arkansas. He sends the following message to all Homelite dealers:

"On the night of December 27th, 1957, ten new Homelite chain saws were stolen from our place of business. Listed below are models, serial and engine magneto numbers on nine of the saws."

| Model | Serial Number | Engine Number |
|-------|---------------|---------------|
| 7-29 | 622692 | N-16625 |
| 5-30N | 717350 | N-25848 |
| 6-22 | 755780 | P-62506 |
| 5-20 | 706834 | W-37464 |
| 4-20A | 760135 | W-66600 |
| 17L | 682475 | W-13536 |
| EZ | 675310 | W-10923 |
| EZ | 675311 | W-10724 |
| 6-22 | 754173 | P-60701 |

"We have followed every lead and checked all information through law enforcement agencies," writes Mr. Schug. "As a last resort we are appealing to you, our fellow Homelite Dealers. We will sincerely appreciate any small bit of information which may help us to recover these stolen saws. We will accept your collect telephone calls. Call me, person to person, Leo Schug at Cedar 6-4408 or Cedar 6-3056, day or night."

So, if you see or hear of a new Homelite selling below cost at an auction or in any unauthorized transaction, make it your business to check and see if it might be one of these missing saws. You'll earn the sincere gratitude of this hard hit dealer in Arkansas.



**Straight
from
Straetz**

Instead of telling you what I think about the new Magic 7 chain saws, here are some comments and actual quotes on the subject, straight from the Field.

From a Michigan user... "I thought the 6-22 couldn't be improved 'till I tried the 7-21."

Our Denver District Manager says... "All dealers are certainly enthused over the 7 month warranty."

A letter from a West Coast logger says, "So far, the 7-19 has outcut all the other saws in camp."

A doctor in Surburban New York reports... "Any manufacturer who will guarantee his equipment 7 times as long as their competitors must have the best."

"The 7-19 sure cuts fast, and it's guaranteed for 7 months, too. What a deal!" ... comes from a farmer in Kansas.

A dealer in the South writes... "The new 7-21 is sure a great saw. You could guarantee it for 7 years and not have to worry."

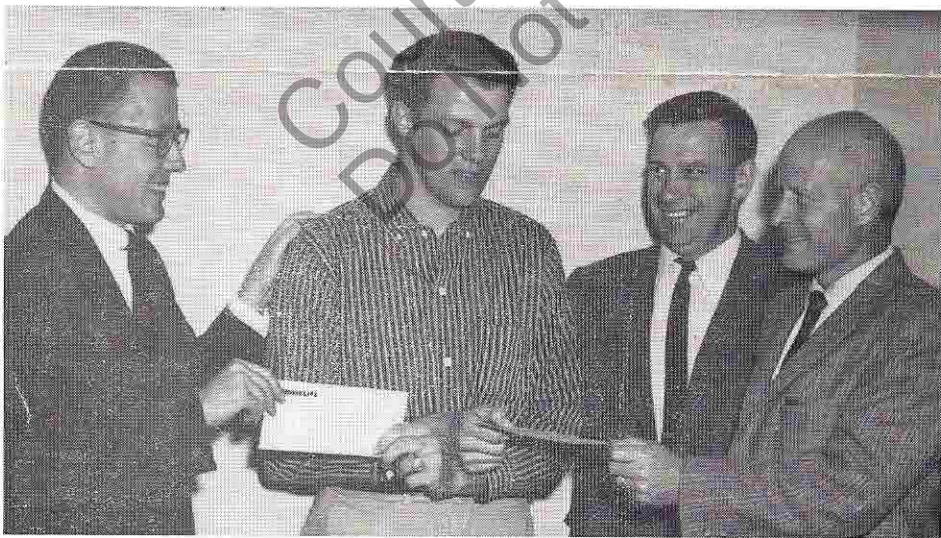
A user in South Carolina says... "I have tried my new chain saw and like it fine. It is great. The reason I wanted a new chain saw was weight and power and it sure has it."

A New York user reports... "After a week of using the new saw on maple tree tops, it sure is the ticket for this kind of work. So light and fast on those limbs and cuts up and down with no pressure."

From a user in Oregon... "After six months of fighting the very good but very temperamental competitive make, the trouble-free Homelite is a revelation. It cuts faster, too."

The prize comment came from a dealer salesman of one of our major competitors. He was overheard to say... "7 months! I'd sure hate to have to pay the cost of warranty if we guaranteed our saws for 7 months."

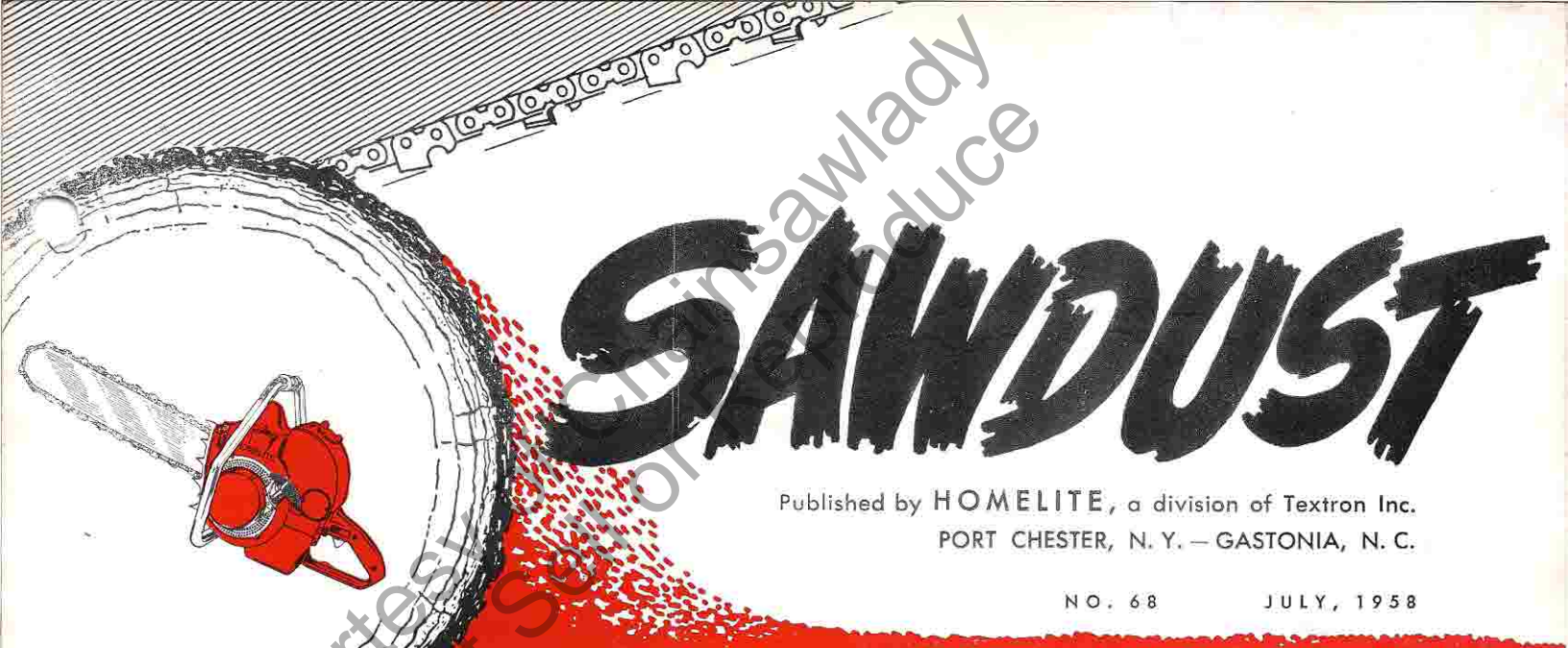
Homelite isn't a bit worried about that. We know we have the best!



PROUD FRESHMAN... Douglas Johnston, of Braham, Minnesota, 2nd from left, gets the first installment of the \$1400 Homelite Forestry 4-H Scholarship which he won in the national competition last fall. J. W. Kerley, Homelite Sales Trainer, left, and E. S. Spencer, District Manager, right, represented Homelite. The other smiling gentleman is Leonard L. Harkness, State 4-H Club Leader.

Robert P. Straetz

Sales Manager



SAWDUST

Published by **HOMELITE**, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 68

JULY, 1958

Fair Kits Give Bright Display

Farmers are having a record year! While other occupations have been having their troubles, business has been very good for farmers in all parts of the country. County and State Fairs will reflect this prosperity in the late summer and fall and Homelite dealers are busily making plans to "go to the Fair". There they will display and demonstrate the complete line of Homelite chain saws.

Homelite has come up with a great, new Fair Kit which will make the job of setting up and decorating the Homelite booth or display as easy as falling off a log! Each kit contains all that's needed to make a colorful and interesting background for the saws themselves.

- Two strings of bright plastic pennants—for use inside or outside the booth.
- A large satin banner, 60" x 40",

with "Homelite Chain Saws" in black and red on a shimmering white background, trimmed with gold fringe across the bottom.

- Six big photo enlargements of Homelite chain saws in action, for hanging or mounting.
- Three jaunty red and white baseball caps with black visors and the words "Homelite Chain Saws" in bright green, to dress up and identify the attendants of the booth.

These items easily adapt to any kind of display area and the price for the kit is only \$5.00. The time and effort saved is worth that much and more! In fact, in larger displays, two or more of these kits could be used to great advantage.

The Magic 7 chain saws, their colorful shipping cartons and the special promotional material pointing out their great

new features and the new 7 Month Guarantee can be used to supplement the material in the Fair Kit itself and make a display that will be the hit of the show.

GIVE THEM SOMETHING TO REMEMBER YOU BY

Having created an attractive and eye-catching display, it is important to be sure that a lasting impression has been made—that substantial sales will be the result. That's where the give-away item, with the Homelite imprint, plays a big part. All of the popular give-away items described in the Homelite Sales Promotion Book in Section 10, "Specialty Advertising", are available for this purpose. They should be ordered well in advance of the Fair date to give time for imprinting and shipping as specified.

(Continued on next page)

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New Fair Kits (Continued from Page 1)

Most popular give-aways for Fairs are inexpensive items such as balloons, yardsticks, match books, pencils, and ball point pens, all imprinted with the dealer's name and address and the Homelite identification. These items have proved to be worth many times their cost in the goodwill and interest they create.

KICK-OFF FOR THE FALL SEASON

Fall is the big chain saw buying season for the farmers, after the harvest is in and the chores of the summer are over. That's why it's specially important to bring Homelite to the farmers' attention at the Fair. It has been proved by those who have used this potent method of promo-

tion that there are many important reasons for it and many worthwhile results.

Fairs provide a chance to demonstrate Homelite chain saws to many people at a time. Result: a long list of prospective customers, with a great saving of the dealer's time and effort.

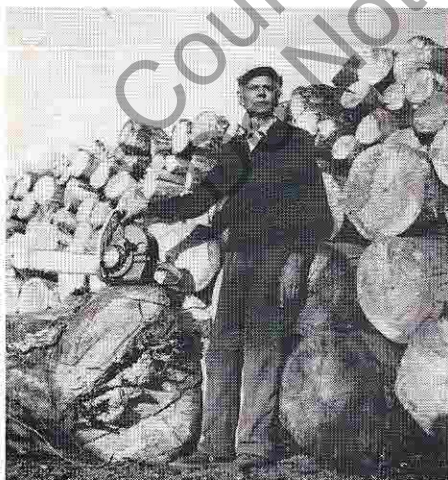
Fairs provide a show-case for new models and new developments in the Homelite line. Result: well-informed prospective customers who are more able to resist competitors' claims because they have seen for themselves the advantages of the Homelite line.

Fairs create sales and, after all, that is the most important point to the dealer. Not all of the sales are made at the Fair. In fact, most of them occur as a result of seeing the Homelite demonstrations, of taking home the literature and finally de-

cidng that the Homelite is the best chain saw on the market. The alert dealer will have the names of these prospects and will follow them up to be sure that the sale is actually made. It still takes salesmanship!

The year 1958 should see the best attended Fairs for many a year. It's important for all Homelite dealers in rural areas to see to it that they have displays—and good ones, too—at all the major Fairs in their territories. With the new Fair Kits to help make the best displays ever, with the great new Magic 7 models, the 7-19 and the 7-21, and the 7 month guarantee to back them up, the sales which result will make 1958 a year to remember!

ORDER YOUR FAIR KITS TODAY, ON THE ENCLOSED RETURN CARD!



Magic Woodpile stretches away on both sides of Mr. Arthur White, 78 year old Homelite user, who made a neat profit out of discarded trees. He gives his trouble-free Homelites much of the credit.

Retired Man Turns Trees to Money

Did you ever wonder what becomes of the trees that tree-men cut down for construction or city projects? In Littleton, Colorado, Mr. Arthur White, of 571 Gallup Street, helped solve the problem by allowing tree-men to haul stumps and tree trunks onto his ten acre property and leave them there.

Mr. White is 78 years old, a pensioner, and still a man of action. As the wood began to pile up, he decided to do something about it.

He bought a Homelite 7-29 two years ago and started cutting up this wood into firewood lengths. The 7-29 is still going strong (the only expense has been for new chain!) His latest acquisition is an

EZ-6 which he uses on the smaller diameter cuts. Last year, Mr. White cut 400 cords, (300 cords of cottonwood and the rest in hardwoods) and he sold it for \$4,500. He anticipates cutting about 800 more cords from material in his yard at present.

The only other equipment Mr. White uses is a small Ford tractor and trailer. Occasionally he uses a light circle cut-off saw run with the tractor.

As his raw material cost him nothing and he has had no major repairs to buy for his Homelites, Mr. White is making a very neat profit for himself, and turning trees into money at a great rate. Needless to say, he's a Homelite booster.

Winners in Western Contests

Homelite starred in two Bucking Contests, recently, before large groups of interested spectators.

In the annual Boulder Creek Bucking Contest, in Boulder Creek, California operator Howard Brown, took 1st place in the direct drive class with an EZ-6, a 1st in the 6.5 h.p. and under class with a 6-22 and also a 1st in the 7 h.p. and under class with a 7-29. (Sorry we have no pictures of this event.)

At Rapid City, South Dakota, in the Black Hills area, a big Homelite promotion was held in June by the Sport Club, under the direction of Zoel L. Couture, Homelite dealer. Cash prizes were awarded for winners in the bucking contests and a drawing was held to give away a new 7-19 saw. They had a good turn out for the affair and received a lot of fine publicity.



Lucky winner of a 7-19 is Roy Magus, center, of Custer, South Dakota, receiving his prize from Homelite dealer Zoel L. Couture. At left is Denver District Manager Lou Roy Faylor.



Speed Demon with a 7-19 is Paul "Porky" Snell of Hullett, Wyoming, winner of a Bucking contest, who averaged the fast time of 8.9 seconds in his two cuts through 14" pine.

HOMELITE CUSTOMERS
Prove Valuable
To
SOUTHERN LUMBER CO.
of
Sylva, N. C.

"We were talked into becoming the Homelite dealer in Sylva, by J. C. Lowery, the Knoxville Branch Manager," admits Jim Stovall, son of J. Philip Stovall, owner of the Southern Lumber Co. "We have since been very glad that we decided to sell Homelites because we have come in contact with an entirely different set of customers through the saw department and they have learned to know us and the other phases of our business. This has led to our having a wider customer contact in the county."

The county is Jackson County, in north western North Carolina, an area of farms and forests which yields lumber and pulpwood in abundance. Mr. Stovall, Sr. spent the years during World War II sawmilling in Northern Georgia. After the war, he had a large inventory of yellow pine left and decided to haul most of it back to Sylva, where he had lived for about 22 years. He set up a lumber business there, handling a complete line of lumber, coal and building material. He now handles practically everything in the building field and does a great deal of residential contracting in the area. "Being in the lumber business, you get to know about chain saws," says Jim, Jr., "and we were convinced that Homelite had a fine product. When we took on the dealership, we decided to get right behind it and do a bang-up job."

"When we first went into the business, we were even over-enthusiastic," admits



The yard of the Southern Lumber Company houses lumber cut by operators, who, more and more, are using Homelite chain saws. Standing by the truck, left to right, are Homelite dealer J. P. Stovall, his son Jim Stovall, Manager of Southern Lumber Co. and Ralph Davis, Yard and Delivery man.

Jim. "We were so pleased to sell a Homelite to one of our first customers that we handed it to him with our blessing, without checking on his credit! Within an hour, we had to go after him and take the saw back!"

Jim, who has been working part time for his father, has just graduated from Western Carolina College with a B.S. in Business Administration and is now giving his entire attention to being Lumber & Building Supplies Manager.

"Our saw department is small but we have the best manager and mechanic in the business, Carl Painter," confides Jim. "He is a good trader and has never failed to correct mechanical disorders. The complete affairs of our chain saw department are left up to him. I help out on repair work when necessary."

The advertised policy "Parts and Service on Everything we Sell" has been the backbone of Southern Lumber Company, in all its operations. They give immediate

attention to repair work and always have mechanical disorders corrected, within 24 hours after the machine is left with them. A jeep pick-up truck and a complete set of Saw Service Tools contribute to the speed and excellence of the service. This earns them the gratitude and loyalty of their customers.

Southern Lumber Company believes strongly in the value of advertising, both in newspapers and on the radio, and credits many sales to this source. "Nothing can beat personal contact, though," says Jim Jr. "If you say what you mean and stand back of your word and guarantees, you get a reputation for honesty and dependability, and it gets around among the people who are in the market for the products you sell."

A clue to the success which has come to this father and son combination is to be found in an expression Jim Jr. uses often. "We surely are proud of our Homelite chain saw department!"



Starting in young to learn the family business is J. P. Stovall III, standing between his father J. P., Jr., left, and his grandfather, J. P., Sr. Carl Painter, Manager of the Saw Department and James Bumgainer, Mechanic, display some of their Homelites.

Carl "Red Painter, is all ready to deliver a new EZ-6 in the Service truck. There's not much doubt about the brand of chain saw which Southern Lumber Company endorses and sells!



Servicing Dealer Plaque Winners

Abbott's Garage, Stover, Missouri
 Adams County Fruit Packing & Distributing Co., Inc. Biglerville, Pennsylvania
 Azevedo Hardware Co., Gustine, California

Base Line Machine Works, Highland, California

Baumann, Richard N., Onchiota, New York
 Baymiller Auto Supply, Walnut Ridge, Arkansas

Beachler Garage, Ed., Springfield, Missouri
 Bedard, Raymond, Champlain, New York
 Bould's Farm Supply, Nicholville, New York
 Boyette & Morgan Saw Shop, Hodge, Louisiana
 Brady, Roy, Seneca, Missouri
 Branco Chain Saw and Equipment, Brewton, Alabama

Brandon Tractor Co. Inc., Centre, Alabama
 Brown Stave Co., Ellis, Marshfield, Missouri
 Burrell Saw & Tool Co., Ilion, New York

Cassville Flying & Repair Service, Cassville, Missouri

Cole Motor Co., Roy, Warsaw, Missouri
 Cook's Battery & Electric Service, Bonner's Ferry, Idaho
 Cooperative Farmers Supply Co., Paso Robles, California

Diablo Rentals, Walnut Creek, California
 Dixie Chain Saw Co., Macon, Georgia
 Doc's Saw Shop, Greensburg, Indiana
 Dodge Equipment Co., Porterville, California
 Downs, Dan, Keeseville, N. Y.
 Draper & Naff, Gainesboro, Tennessee

Elder Repair Shop, Decker, Montana
 Elliott & Hutchins, Inc., Malone, New York

Fischer's Farmers Supply, Birnamwood, Wisconsin

Fort Scott Truck & Tractor, Fort Scott, Kansas
 Foshee Chain Saw Sales, Natchitoches, Louisiana

Garrison Boats & Motors, Decatur, Alabama
 Gary, Arthur, Canton, New York
 Gore Marine Service, Camdenton, Missouri
 Gorshe Bros., Calumet, Michigan
 Griffen, Howard, Monroe, Louisiana
 Gutshall & Sons, H. R., Carlisle, Pennsylvania

Harris Lumber Co., Mountain Grove, Missouri
 Hatch's Saw Shop, Show Low, Arizona
 Hennies Co., W. B., Visalia, California
 Hilltop Garage, Dolgeville, New York
 Howard Road Shop, Madera, California
 Howell, Robert C., Barnesville, Ohio
 Huntingdon Equipment Co., Huntingdon, Tennessee

Joe's Garage, Bishop, California
 Joyner Chain Saw Co., Searcy, Arkansas
 Lakeview Equipment Co., Schroon Lake, New York

LaPointe, Douglas, Massena, New York
 Lewis Auto Service, Ava, Missouri
 Logan Cooper Sales & Service, Brownstown, Indiana

Long Truck & Tractor Co., Clinton, Missouri

M & M Motor Co., Byrdstown, Tennessee
 Mason-Dixon Line Store, Southwest City, Missouri

McGee & Sons, R. L., Ft. Payne, Alabama
 McHale, Charles, Port Leyden, New York
 McMinnville Manufacturing Co., McMinnville, Tennessee

Miller's Saw & Tool Co., Alexandria, Louisiana
 Morgan, Carl L., Richland, Missouri
 Morton's Garage, Ed., Stockton, Missouri

Neill's General Store, Aldrich, Missouri
 Nicholl, Francis, Deer River, Lewis County, New York

Oberlin Equipment Co., Oberlin, Louisiana
 Orton's Equipment Co., Stratford, California
 Ozark Chain Saw Clinic, Proten, Missouri
 Ozark Trading Post, Lebanon, Missouri

Peterman Agricultural Co., Peterman, Alabama
 Pineland Chain Saw Agency, Many, Louisiana
 Poland Truck & Tractor Co., Arcadia, Louisiana
 Polley Farm Service, Lynn, Indiana

Quillen Lumber & Supply, Alderson, West Virginia

Riddle Tractor Sales, Spencer, Indiana
 Robertson Supply Co., A.M., Iberia, Missouri
 Ryan, John T., Saranac, New York

Scott, W. J., Gouverneur, New York
 Seeley Lake Garage, Seeley Lake, Montana
 Simpson's Garden Town, Pasadena, California
 Smith, Ed., Tupper Lake, New York
 Sport Club, Rapid City, South Dakota
 Stroming Machinery Co., Mariposa, California
 Stroup's Chain Saw, Redding, California

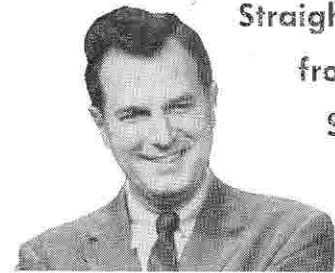
Tidwell Saw Sales & Service, Double Springs, Alabama

Toliver-Kinney Mercantile Co., Ft. Collins, Colorado

Tri-State Marine, Joplin, Missouri

Watts, Glenn, Versailles, Missouri
 Wilson, Gordon C., Keene, New York
 Wolfe, John Oliver, Post & Lumber Co., Chetopka, Kansas

Wolfe & Sons, Sales, Ontario, California
 Wootton Truck & Tractor Co., Covington, Tennessee



Straight
 from
 Straetz

Recently we received a letter from Mr. W. J. Poitras of Abington, Massachusetts. He writes, "Best equipment I've ever invested in, light, perfect balance, cuts like a charm. Nearly made the mistake of buying a cheaper saw, but always believed you get what you pay for and Homelite sure proves it. If you know anyone who wants to borrow a saw, sell them one. *I'm not lending this one!*"

A little research showed that Mr. Poitras was the proud owner of a new Homelite 7-19.

In reading his comments again, one statement stands out—"Nearly made the mistake of buying a cheaper saw, but always believe you get what you pay for, and Homelite sure proves it".

The key word here is "cheaper". There is a big difference between cheap, and inexpensive. A cheap chain saw is a saw that is low priced. Along with this low price usually goes high maintenance costs—poor service availability—less engineering expense and thus inferior design and low quality.

An inexpensive saw, on the other hand, means quality at a reasonable price. It means a fair profit for the manufacturer so he can spend money on engineering, advertising and manpower to help the dealer. In Homelite's case, this all adds up to light weight—balance—power—low maintenance costs, plus factory trained service and parts availability everywhere. It means a product so high in the quality of both its product and its dealer organization that Homelite feels perfectly confident in guaranteeing it for 7 months. In short it means that Homelite chain saws are the most inexpensive saws on the market today.

Robert P. Straetz

Sales Manager



Dealer George Mills, left, of Engine and Mower Service, Pueblo, Colorado, poses proudly with his service plaque. Mrs. Williams and Mechanic "Duke" share in the award.



These men, of the Poland Truck and Tractor Co., Arcadia, La., all share in the honor of winning the award. Left to right, J. S. Williams, R. Perritt, Manager and W. L. Deas, Parts Manager.

SANDUST

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PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 69 AUGUST, 1958

New Low Priced Homelite ZIP Another Timely Surefire Hit

Homelite has taken another big step forward . . . at just the right time . . . with the introduction of the new ZIP—the first *high quality* chain saw to sell for less than \$200. The ZIP market, composed of men who use a chain saw for occasional cutting, is enormous . . . potentially nearly a 30 million dollar one. That's why there's excitement all through the Homelite organization these days.

In a concentrated flurry, eleven Sales Meetings were held during the last few days of July in various parts of the country to give all District and Branch Managers and Salesmen a preview of the wonderful, new saw. Their response was immediate and enthusiastic. They hurried back to hold Dealer Meetings in their own areas, wishing to pass on the good news to every one of their dealers.

WHAT IS THE ZIP LIKE?

The most noticeable feature of the ZIP, a direct drive saw with many of the features of the 7-19, is its striking new color. It's an attractive blue-gray . . . an expensive looking chain saw. It says to a prospect . . . "here is quality!"

The ZIP is a modern machine with a modern design that any man will be proud to show off to his friends. It's as good as it looks, too. It's a quality saw in every part, every action. It's packed with more plus features than any other low cost competitive saw.

Obviously, certain changes have been made in the design and manufacture in order to be able to sell the ZIP at the low



The new, blue, low cost ZIP chain saw looks like a quality product and that's just what it is. Here a farmer prunes one of his fruit trees.

cost. The horsepower is reduced and certain refinements have been removed. Where quality counts, however . . . in all-position cutting, easy handling, light weight, fast cutting . . . the ZIP maintains the high standards of the rest of the Homelite line and outshines, by far, anything the competition has to offer at or near the same price.

So that's the big news! And the timing is perfect because the market for which this new ZIP is intended is ripe for just this combination of low cost and high quality.

WHAT IS THE MARKET FOR THE ZIP?

This market is composed of three basic groups . . . farmers . . . outdoorsmen . . . "others". This last group, a mixture of ranchers, estate owners, utilities, tree surgeons and park commissions, makes up about 10% of the market. They will be interested in the ZIP for certain types of jobs but will continue to require high power saws for heavy duty cutting.

More important are the outdoorsmen . . . campers . . . fishermen . . . men who like to get outside for relaxation. Just think what a welcome addition a ZIP would be to any camp site! It would speed up the around-camp chores of cutting fire wood . . . clearing the site . . . or cutting fire lanes. Obviously these men don't want to spend a lot of money on a saw but they would find many uses for one. The ZIP could very well be their "dream" saw.

The most important group of all, about 80%, are the farmers who have been accounting for a larger and larger proportion of Homelite's chain saw sales in the past few years. Farmers all over the country are experiencing the best and most profitable year they've had in a long time. This year they will be able to buy what they want and high on the list will be a *quality* chain saw. When they find that they will be able to buy a Homelite chain saw for under \$200, the result may surpass the wildest expectations of the Sales Department!



TWO WAY PROFIT OPPORTUNITY

The introduction of the ZIP to the Homelite line offers a new and unusual opportunity for all Homelite dealers to make real profits for themselves.

First—it will broaden the market for every dealer, bringing in the occasional user who thinks he wants a chain saw in the low price brackets.

Second—it will give every dealer the opportunity to introduce these prospects to the 7-19 and the 7-21. Many customers who will come in to buy on price will stay to buy on features.

Following are a list of plus features of the new ZIP, features not found on other low-cost saws. Homelite has a quality reputation to maintain, a reputation built up carefully over the past 30 years. The ZIP will do nothing to damage that reputation. Combining as it does low cost and good performance, it will satisfy the occasional user in all normal cutting requirements and bring added prestige to the Homelite name.

Homelite also has a service reputation to maintain. It would be poor service to the customer to let him buy the ZIP without finding out what his requirements really are. His use of a chain saw may require the features found only in the professional models.

Features of the ZIP

- 1—famous Homelite short-stroke engine design
- 2—tough, drop-forged, counter balanced crankshaft
- 3—automatic clutch and safety guard
- 4—moisture and dust proof magneto with integral cooling fan
- 5—all-position diaphragm carburetor and rugged reed valve
- 6—large air filter and fuel tank
- 7—simple piston pump for oiling
- 8—chrome-plated cylinder bore
- 9—ball and needle bearings throughout
- 10—positive action fuel pump
- 11—rugged die castings
- 12—positive position chain tensioning device
- 13—recoil starter
- 14—finger-tip controls
- 15—one-piece, die-cast spark plug and cylinder shield
- 16—complete engine and saw manufactured under Homelite's strict quality control in the most modern chain saw plant in the world at Gastonia, North Carolina

Meet Your Neighbors

The Farmer



"I need a good, dependable chain saw for harvesting my woodlots, cutting firewood, fence posts and building lumber, keeping my orchard in good shape, cutting silage and clearing my land. That new ZIP looks very good to me. Lets see how it cuts."

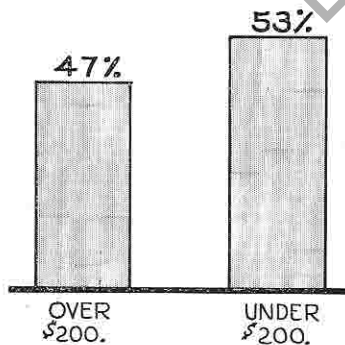


Tree Surgeons, Park Commissions, Utilities

"We use our other Homelites for the big jobs, but the new ZIP sounds good for smaller jobs such as pruning and trimming, repairing storm damage, maintaining shade trees and rights-of-way. We have so many uses for just this kind of a saw."

The Farm and Chain Saw Picture at a Glance

1956 SAW SALES (ALL MAKES)



In 1956, 270,000 chain saws were sold in this country. More than half—over 143,000—sold for less than \$200. Homelite, with no saws in that price range, still was tops in the field that year.

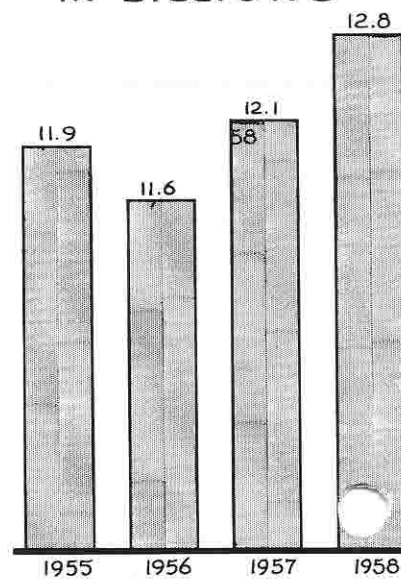
SAWS BOUGHT BY FARMERS-1955

| SIZE OF FARM PRODUCE SOLD | NO. OF FARMS | % OF FARMS | NEW/USED SAWS | AVERAGE COST | TOTAL |
|---|------------------|-------------|----------------|---------------|-----------------|
| ABOVE \$10,000 | 582,000 | 3.4% | 23,000 | \$218. | \$5 MILLION |
| \$1,200 TO \$10,000 | 2,282,000 | 3.3% | 69,000 | \$196. | \$13.4 " |
| LESS THAN \$1,200 PART-TIME & RESIDENTIAL | 1,915,000 | 2.9% | 55,000 | \$204. | \$11.2 " |
| TOTALS | 4,779,000 | 3.2% | 147,000 | \$202. | \$29.6 " |

The figures on which the above chart was based were taken from a report made by the U. S. Department of Commerce and the U. S. Department of Agriculture. The main conclusions are these: 1. All farmers, whatever their income, seem to buy saws at about the same rate—about 3% of them each year. 2. The average price of the saws they buy is \$202. 3. The total sales represent a huge sum, 29.6 million dollars—in a year when farmers were not so well off as they are now.

Farm income for the past four years is shown on the chart (right). With an estimated income of 12.8 billion dollars, farmers will be better off in 1958 than they have been for a long time.

FARM INCOME IN BILLIONS



New Customers!

The Outdoorsman



"I'd sure like to find an inexpensive, light weight chain saw to take into the woods with me, for cutting firewood, clearing campsites, clearing fire lanes and building shelters and cabins. The Zip sounds like just what I've been looking for."



The Rancher and Estate Owner

"I often have use for a chain saw in clearing land, cutting fence posts, repairing storm damage, pruning and trimming trees, cutting firewood. I don't want to spend too much, but I want a saw that's dependable. Let's see the ZIP."



Something to Sing About

"You-OO-OO should see the saw, the Homelite Zip saw!
It's the handiest, dandiest,
most economical,
most dependable saw-aw-aw
You've ever seen."



Beginning on Labor Day, this lively song, the new ZIP singing commercial, will be coming over the air from local radio stations all over the country. Homelite has planned a big national radio campaign for the thirteen week period between Labor Day and Thanksgiving... two weeks on the air, one week off, two weeks on, etc. (A list of the stations and the times will be available from the District Offices as soon as the arrangements have been made.)

Dealers who want to chime in with their own spot-commercials can either schedule them right after the ZIP commercials or during the week when Homelite is off the air. Either way will give fine coverage and bring the customers in to see the new ZIP. Records of the singing commercials will be available free of charge to any dealers who sign up for such a series of radio spots. They will be sent directly to the radio station upon the dealer's request.



NUMBER ONE ON THE "KIT PARADE"

The Promotion Kit which has been made up to help sing the praises of the ZIP is being handed out at Dealer Meetings and by Chain Saw Representatives. All dealers should have them by the end of August—if not, they should check with their District or Branch Offices.

Radio scripts, newspaper mats, publicity releases, all geared to the exciting news about the low cost ZIP, are a part of this kit. Variety is the keynote, with special sales approaches for special types of chain saw users... bringing home to the dealer's own community the fact that *he is Homelite* in that area. The ZIP is big news because, for the first time in the history of the company, Homelite is offering a low cost chain saw. It will be easy for dealers to cash in on the excitement and get plenty of local publicity. Radio and newspaper advertising are part of the Cooperative Advertising Plan, of course.

SOMETHING BLUE HAS BEEN ADDED



The color is new—a zippy blue—but Homelite is not singing the blues! Quite the contrary! The Promotion Kit is full of colorful items to spread the good news. There's a banner... a 22" by 38" one of satin which can be used inside or out-

side for a striking display. There are counter cards—reprints of a Farm Journal ad—and Tell-All Tags, spot-glued so they can be easily attached to any number of places in the dealer's store. There's a Tell-All Tag attached to each ZIP, too. All these items introduce the new color—blue.

The bluest thing of all, is the ZIP itself and the colorful shipping carton all ready to double as a display stand. The carton's striking design has been used to make a large point-of-sale display, too, which ties in very well with the whole ZIP theme. These look really great if orange crepe paper is used on the floor or in the window display. The contrast sets the blue off very well.

EVERYBODY SING!



To make absolutely sure that everybody's heard about the ZIP, there's a Broadside Bulletin available, that can be sent as a self mailer not only to known customers and prospects but to every box holder in the area! Big and colorful, it unfolds to a spread 30" by 22". In words and pictures, it tells the ZIP story, emphasizing the low price and all the quality features. It can be used folded or unfolded as an effective display piece in many different ways and places... tacked up on a wall... as a background for a window display... as a giveaway.

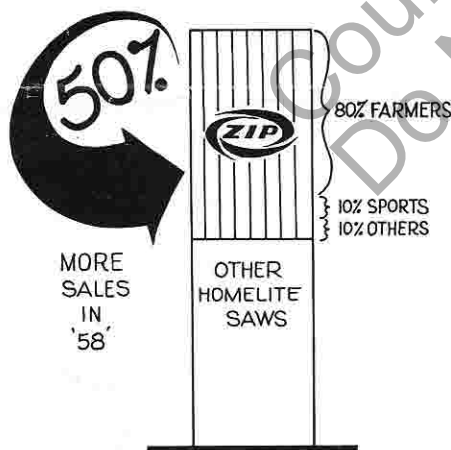
The dealer can order a thousand or more of these, imprinted with his name and address, all ready for mailing to rural box holders and the only charge is \$1.50 a thousand. If it cost ten times that amount it would be worth it. Complete details on ordering direct-mail broadsides will be sent to all dealers soon.

Another very effective promotion piece is a small stuffer which can be used as an insert for invoices or letters or as a hand-out at Fairs and Field Days or in the shop. Colorful and informative, it's a wonderful way to introduce the new ZIP.

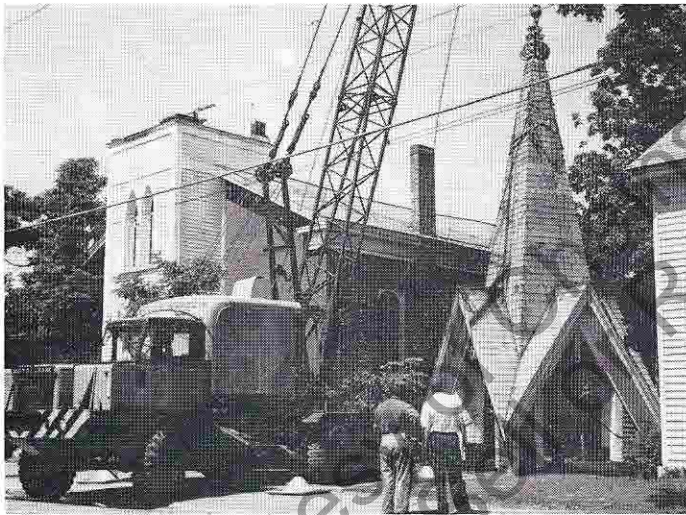
All in all, this whole ZIP promotion has been planned with care and enthusiasm. Everyone's going to hear that Homelite has a new, low-priced quality chain saw. They'll all end up by joining in singing the words of the new ZIP singing commercial—

"The Homelite ZIP saw is the handiest
The Homelite ZIP saw is the dandiest
Chain saw, you ever did see."

ance in Charts ZIP MEANS



The introduction of the ZIP should increase this year's sales by over 50%. It is estimated that 80% of ZIP sales will come from farmers, 10% from sportsmen and 10% from other occasional users.



Steeple's don't usually rest on the ground, but this one, in West Sand Lake, New York, has been cut from its usual resting place by a Homelite chain saw and is now on its way to the kindling pile.

Need a Steeple Removed? Call for Homelite

The Veterans of Foreign Wars, of the Perry Williams Post 3025 in West Sand Lake, New York, now make their headquarters in what was formerly the First Lutheran Church. They found that rain, pouring through the open sides of the steeple had rotted through the building ceiling, causing a leak. So—the Vets decided the steeple had to go. A call to Homelite brought an operator and a Homelite chain saw. The supports were easily cut through and a crane gently lifted off the steeple and set it down on the ground. Now everybody's happy and Homelite has added another unusual story to the list of 101 other uses for a chain saw.

Need a Hut Hollowed Out? Call for Homelite

Out in the big timber country, the trees are so big that they can make a log cabin out of one log. In Hoquiam, Washington, such a cabin was built as a tourist attraction. They took a 14 ton piece of 400-year-old Sitka spruce, about 14 feet long and 36 inches in diameter. Then various chain saw operators set to work to hollow it out. Homelite's Russ Young was one of them and for over three hours he bored and cut his way into the heart of the log. Later on, windows, a door and steps were added to make an attractive and useful Tourist Information Office. It's one way to solve the housing problem! Homelite dealers must have many other interesting stories of this type. We'll be glad to print them in Sawdust.



There's room in this one-log cabin in Hoquiam, Washington, for several tourists to gather and exchange tall stories about the tall timber.

Need a Sponsor?

A Home Office?

A Scholarship?



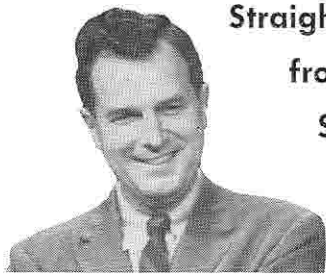
Right up our alley is this team, sponsored by Anton Stark, Homelite dealer of Zenda, Wisconsin. Left to right, Esther Smith, Dorothy Zelenko, Bobbe Pankonin, Rowena Martin and Margaret York. We hope their husbands use Homelites.



Homelite Dealer, Cornelius Quist, Everett, Washington, 2nd from left, pays a call to Port Chester, and so do his daughter, his wife, his wife's cousin, his niece, and far left, Ben Heininga, the cousin's husband!



University of Maine Forestry Students, Paul D. Duffy, left, of Wilmington, Delaware, and Peter R. Hannah of Burlington, Vermont, share the \$500 Homelite Forestry scholarship, presented by Al Orcutt, Orono Branch Manager.



Straight
from
Straetz

Special Sales Bulletin

August, 1958

Trade-up Tips for Top Profits

TWENTY PLUS FEATURES OF THE 7-19

FOR ONLY \$70 MORE HERE'S WHAT THE CUSTOMER GETS:

Now that you've all heard about the Zip—and many of you have seen it, I'm sure you're as thrilled with it as we are. It's a dandy little chain saw, a welcome addition to the Homelite line. It opens a whole new market to us...one we've never been able to compete in up to now.

But let's not be carried away by our enthusiasm for something new. Let's not forget the other Homelite models, especially the 7-19 and the 7-21. There's every reason in the world why these chain saws will continue to sell in greater and greater numbers as their dependable performance and top-notch quality becomes more widely known.

The Zip will bring in the prospects—we can promise that. Then it will be up to you to be sure that these prospects see and consider the more powerful models.

Old Customers

What about those thousands of customers who have been more than willing to pay a little more for Homelite quality and service? Will they suddenly decide to try to save a few dollars and buy a Zip? Not if you use the right sales approach. Being Homelite users, they'll understand what you mean when you talk about additional horse power, automatic governor, seven months guarantee, and all the other plus features. They'll know from *experience* that these features are well worth the additional cost.

New Customers

We're sure that many potential customers, particularly certain farmers and occasional users, will be interested only in the Zip. It's possibly all they can afford. We are just as sure that many more of them, with a little effort on your part, can be sold the additional features of the 7-19. As it's next to impossible to tell by looking at a prospect whether or not he can be sold up to a 7-19, the logical method is to try it with every one of them.

The first thing to do is to find out just what he's planning to do with his chain saw. By pointing out the plus features of the 7-19 and the 7-21 and showing him how these will make a specific job easier or speedier or more profitable, you will be doing him a service and assuring yourself of extra profit on the sale.

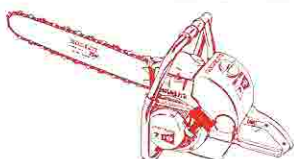
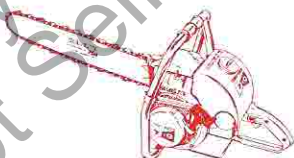
- 1 **Twice the Horse Power** . . . faster cutting, more reserve power, easier performance when the going is rough, longer service life because the saw engine is not running at full or overload capacity.
- 2 **Larger Bar Sizes** . . . with more power, the 7-19 or 7-21 can use longer guide bars effectively and still give full power performance.
- 3 **Automatic Governor** . . . a feature of all Homelite professional model saws, to keep the engine running at proper speed in all cutting conditions. Prevents excessive wear.
- 4 **Longer Chain and Bar Life** . . . because the governor keeps the engine speed constant. The chain runs more smoothly and at a slower speed.
- 5 **Spike Bumper Plate** . . . gives more accurate control on felling cuts.
- 6 **Rubber-Handle Grip** . . . on 7-19 provides firmer holding power, better control.
- 7 **All Attachments Available** . . . making the 7-19 or the 7-21 perfect for the man with a variety of jobs to do. He'll need the added power to run these cost-cutting attachments, the brush cutter, clearing bar and plunge cut bow.
- 8 **Six Clutch Shoes** . . . instead of three in the Zip, transmits added power under full load.
- 9 **Bigger Cooling Fan** . . . gives 25% more cooling air, cuts down heat, prolongs engine life.
- 10 **Ball-Drive Starter** . . . that stands up under every day use and constant starting.
- 11 **Larger, Better Air Filter** . . . is easier to clean, lasts longer.
- 12 **Premium-Priced Platinum Spark Plug** . . . lasts longer, burns fuel more efficiently, keeps engine cleaner.
- 13 **Handle Brace** . . . prevents distortion when felling really big trees.
- 14 **Wrap-Around Handle** . . . as well as flush-cut handle, available for easier handling in all cutting positions.
- 15 **Extra Safety** . . . with fuel shut-off cock.
- 16 **Intake Valve** . . . with four reeds increases engine power, gives smooth performance.
- 17 **Oil Cap Chain** . . . makes it impossible to misplace or drop it.
- 18 **Most Advanced Cylinder Design** . . . permits highest compression, maximum efficiency. Large cooling fins provide 12% more cooling area.
- 19 **Copper Oil Line** . . . has greater strength, longer life.
- 20 **7 Month Guarantee** . . . (instead of 1 month for the Zip), offered as a result of all these quality features. The customer can't fail to be impressed with this proof of Homelite's confidence in the 7-19 and 7-21.



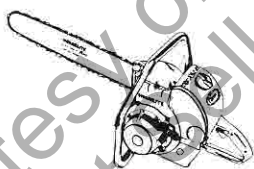
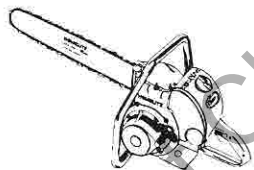
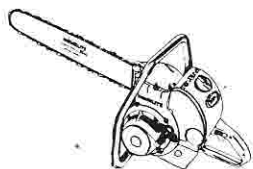
You're in Business To Make Money!

Why not make as much as you can?

You make more profit
by
selling
two 7-19s



than you do
by selling
three Zips



You make 50% more
profit when you sell

one 7-19



than when
you sell

one Zip



DON'T FORGET TO DEMONSTRATE THE DIFFERENCE!

You all know the importance of demonstrating in this business of selling chain saws. You've said, over and over again, that the surest way to clinch a sale is to get the prospective customer to handle the saw himself.

It's more important than ever now, if you want to show the difference between the new ZIP and the 7-19. Your prospect will be able to see that the ZIP has a lot of power for what it costs, is easy to start and handle. However, he'll be able to feel the difference with the 7-19, the most powerful direct drive chain saw on the market.

The faster cutting and greater lugging power will be sure-fire selling points for the prospect who's planning to give his chain saw hard, constant use. Faster cutting means more production and more profits for him. In fact, these extra profits will more than justify the extra initial cost of the 7-19.

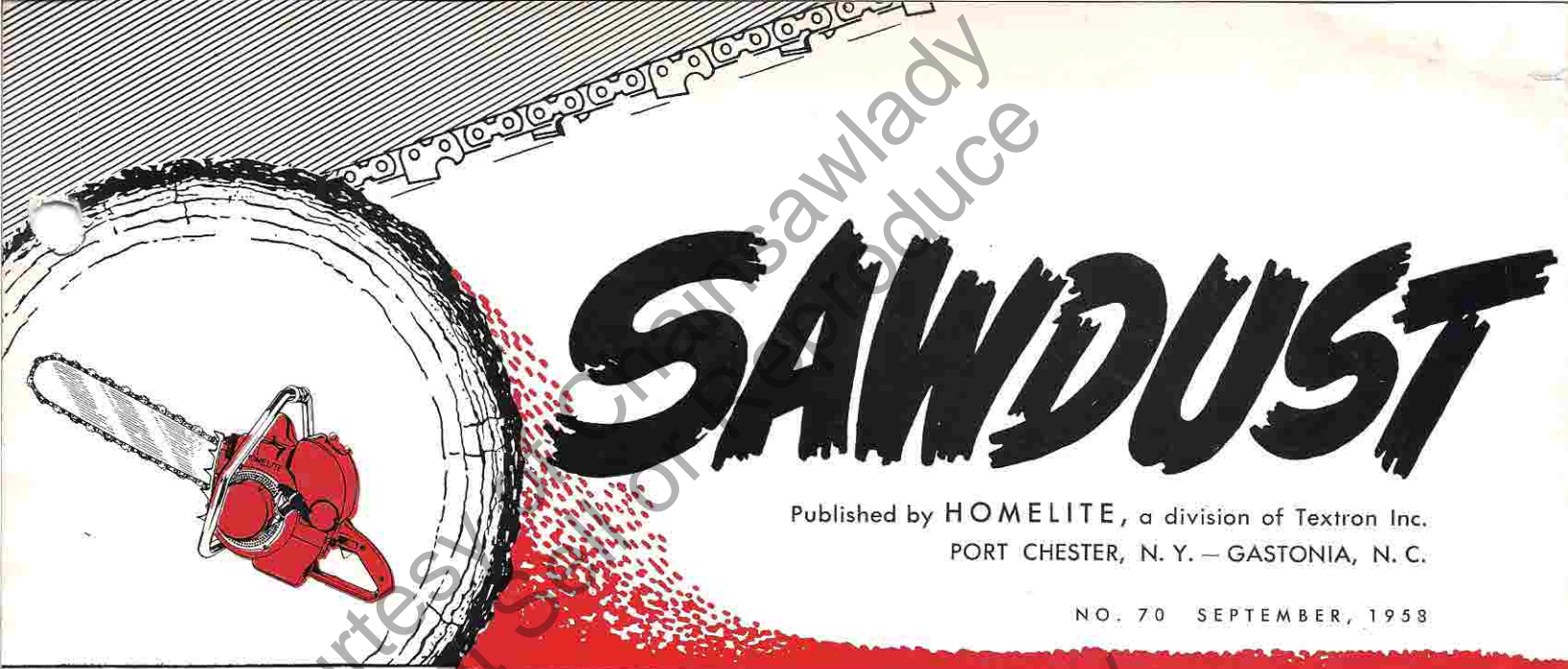
So be sure to put both the Zip and the 7-19 into the hands of every prospective customer. Let him start them, make cuts with them, compare them. He'll know which saw is the right one for his needs. Your sales of both the Zip and the professional models will spurt ahead, if you *get out and demonstrate both!* So for top profits, don't miss a single opportunity.

DON'T OVERLOOK THE VALUE OF QUALITY APPEAL!

In this machine age we live in, men take great pride in the machines they own—their cars, their trucks, their chain saws. In many cases, their livelihood depends on these machines. These are expensive possessions so a lot of care and thought goes into choosing them. Although performance is very important, the quality, appearance and maker's reputation is very important, too.

The automobile industry has found this out recently. Criticized for making cars too big, with too many gadgets and therefore too expensive, they came out with some less expensive models with the extras eliminated. What happened? People kept right on buying the more expensive, more modern styles.

Homelite chain saws have always appealed to the type of customer who wanted quality and the latest improvements, even though the cost was higher than some competitive models. Your customers will still be in the market for the latest Homelite professional models, the 7-19 and the 7-21. Homelite has built up a great reputation in the chain saw field. Remember to point this out to all your prospective customers. When you sell them quality saws, you've given them something they'll be really proud to own.



SAWDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 70 SEPTEMBER, 1958

Dealers Tie In With Powerful ZIP Spot Radio Ad Campaign

Homelite is on the air! "Operation Radio", which started right after Labor Day, is broadcasting the news about the new ZIP on radio stations in many parts of the country. The singing commercial, so effective for selling everything from razor blades to automobiles, catches the ear of the listener; makes him pay attention to the ZIP "Sales pitch". Before "Operation Radio" finishes on November 29th, hundreds of thousands of people will have heard about Homelite and the new ZIP!

Homelite dealers were told about the new saw and the powerful ZIP advertising campaign at Dealer Meetings held by almost all Homelite Districts during August. Some meetings were extra lively, with guns popping, men rushing down aisles, pretty girls assisting the speakers. Others were more restrained, but all produced the hoped-for result—real enthusiasm and excitement about the sales possibilities of the new ZIP!

If these sales possibilities are to be realized to the fullest, a stepped-up program of radio advertising is absolutely essential. With the farmers' big buying season just ahead, now is the time to plan this program and put it into effect.

It would be virtually impossible for Homelite to schedule radio announcements on every local station in the country. Therefore, Homelite dealers are urged to supplement Homelite's fall broadcasting program by promoting their own local "Operation Radio." In many areas, the local stations are far less expensive than the larger stations and provide a more selected audience. And, if the dealer has enough Scrip dollars, Homelite foots half the bill!

A record of the Homelite singing commercial, containing both the complete ZIP song and a shorter version, are available free to any dealer signing a contract with a station for a series of spot announcements. The dealer has only to write to Homelite's Advertising Department, giving the name and address of the radio station and the transcription will be sent free of charge, by air mail, directly to the station.

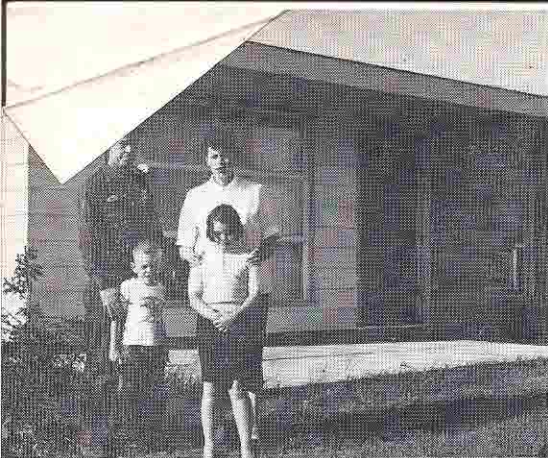
Another effective promotional tool which dealers are ordering and using is the ZIP broadside. This can be imprinted with

the dealer's name and address and mailed to every farmer in the dealer's sales territory. The cost is only \$18 per 1,000 broadsides which covers postage, imprinting, handling and mailing. This 3-color, newspaper-spread size selling piece presents the ZIP story in a dramatic way. It helps sell ZIPS and costs less than 2¢ apiece, delivered.

There's a new feeling in the air these days—a fresh feeling of optimism and life. It looks as if the recession has been licked. All signs point to another upswing. The Housing industry is forging ahead again and the farmers have had a record year. With the new ZIP to round out the Homelite line of high quality chain saws and a lively radio campaign to promote them, Homelite dealers will wind up the year with the biggest fall sales in history.



The many selling features of the new ZIP were measured on a Zipometer at the Roanoke Dealers' Meeting. Vaneta Maynard is taking a shot at the top goal... more profits.



Mr. and Mrs. R. D. Thompson and two of their children, Kim and Lou Ann line up for a picture. Baby Terri Lee missed out.

"We must give credit where credit is due," says proud husband Dick Thompson. "If R. D. Thompson Sales & Service has been at all successful, a great deal of the credit must go to my good wife Earlene, who is bookkeeper, homemaker and saleslady."

That generous statement must be very pleasant for Mrs. Thompson to hear. She leads a busy life taking care of their attractive new house and the three children, Kim, Lou Ann and Terri Lee. In addition she has plenty to do in their shop which handles various types of farm equipment and appliances as well as International Harvester trucks. Mrs. Thompson visits with the women and sells them toasters and washing machines while her husband discusses chain saws and tractors with their husbands. It sounds like a fine, working partnership!

Dick Thompson, a veteran in the farm equipment business at the ripe, old age of 32, was born and brought up in Spruce, Michigan. He went to school in Alpena, 20 miles away, and attended Western Kentucky State Teachers College for a while, but counts the education he received serving in the U. S. Army in the South West Pacific as a very vital part of his training.

"I made my first contact with Homelite when I was a sergeant with the Motor



Homelite user William Beck, left, gets some pointers from Dick Thompson on how to operate his saw. Dick believes in having a complete line of saws and spare parts.

The Lady Gets the Credit from Homelite Dealer of the Month R. D. Thompson, of Spruce, Mich.

Division in New Guinea," he explains. "I've been in the Homelite whirl as a dealer since the old model 20MCS days."

Spruce is a small town in the heart of a lively vacation paradise on the shores of Lake Huron. There are good farms and thriving forest lands in the 60 mile radius which R. D. Thompson Sales & Service covers. The farmers and cutters come to the shop with their problems so Dick does very little sales or service in the field.

"We never hold up a cutter because of a saw repair," explains Dick, who aims to give quick, satisfactory service at all times. "If need be we give him a 'loaner' until his is ready. You have to have a



Dick Thompson, right, demonstrates a 7-19 to customer Verne Cascaddan. The demonstration block is hard maple, which provides no difficulty for the Homelite.



Mechanic Arnold Moggie, repairing a 5-30 attached to a power arm vice. A clean shop and proper tools help well-trained Arnold to do expert repairing.

complete saw service and spare parts to make your business pay. This means keeping good inventory control and having well-trained repair men, working a clean shop with the proper tools."

Chain Clinics, held once a year for all power saw owners in the area, have proved very worthwhile for R. D. Thompson Sales & Service. Men with competitive units come, too, to learn how to take care of their saw chains. They see the fine service facilities in this Homelite shop, get to know the men who operate it and before they know it they're talking about trading their saws for Homelites!

There's no mistaking the fact that R. D. Thompson is a Homelite dealer. 12 Roadside signs proclaim it on the highways, regular radio and newspaper ads

reach other prospects with the news. Direct mail pieces bring the Homelite story right into the homes. And then, of course, there's the Alpena County Fair, where Homelites make a big showing each year and attract a big audience.

All this keeps Dick, Earlene and the two mechanics, Arnold and Art Moggie, very busy. They manage to arrange the work so that some time is left for other activities.

"Like all men," admits Dick, "I love to fish and hunt and also, like all men, I can't do as much of it as I'd like. A good deal of my time is spent with the Veterans of Foreign Wars. I'm a senior District Commander and I travel around north eastern Michigan visiting Posts quite regularly."

A strong booster for Homelite, Dick has a special word of praise for the way the Sales Department is organized.

"I think Homelite is a very fine company to do business with and I'm very much in favor of their system of factory Branches instead of distributors. I feel this is probably the most important thing in the success story of Homelite."

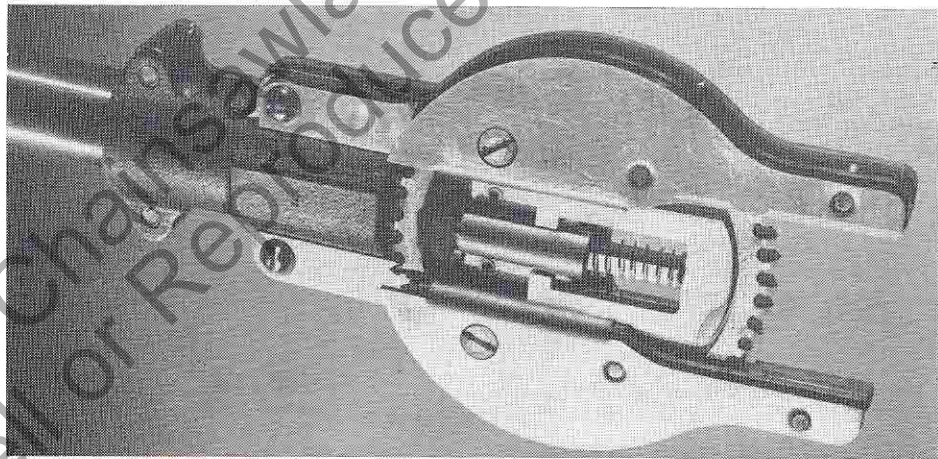
An equally important factor in the success story of Homelite is the quality of outstanding dealers such as Dick Thompson. Well-liked and active in community affairs, experienced and expert in the repairing and servicing of machines, Dick is also a go-getting salesman who has a sincere enthusiasm for Homelite products and policies. He also has Earlene! How can he lose!

NEW HOMELITE ELECTRIC PRUNER

After many months of testing and actual use in the field, the new Homelite electric pruner has surpassed all expectations and is ready to be launched on a nationwide scale this fall. Enthusiastic letters have been coming in from orchard growers and tree men singing the praises of this new product.

It was developed after Homelite found that there was an unsatisfied need for a lightweight, easy-to-handle power pruner for trimming all types of fruit trees. In Southern pine forests, the pruning of young trees is being urged. At present, the great majority of orchard men are using either hand-operated or pneumatic pruners. The hand pruners are slow and tiresome to operate. The pneumatic models, on the other hand, are effective but have several major disadvantages. They require the use of a costly, heavy air compressor. The condensed water in the compressed air lines has a tendency to freeze during the winter pruning months and cause trouble. Because the pneumatic pruner (and manually operated units as well) operate with a shearing action, large branches are sometimes bruised. This tends to retard healing and may allow rot and disease to set in. Finally, pneumatic models have a comparatively heavy cutting head which is tiring to handle especially at the end of a long day of pruning.

On the other hand, the Homelite pruner is even faster than the pneumatic models which reduces costs by cutting the time required for pruning or by using fewer men to do the work in the same amount of time. Homelite pruners are powered by low-cost Homelite 115 volt generators so that the total cost of a complete pruning outfit is much lower than competitive pruner-compressor sets. The lightweight Homelite generator-pruner set can also be carried anywhere it is needed. The Homelite generator is air-cooled, eliminating any freezing problem even in the coldest weather. The Homelite pruner is a true saw and makes a smooth, clean cut which heals quickly. The cutting head on the unit is light and the motor in the handle



A close-up of the cutting head of the new pruner, showing the saw blade which travels on a hardened steel track for long service life. The solid drive shaft is supported every 4 inches with ball bearings.

| LIST PRICES | |
|-----------------|----------|
| Pruners | |
| 4 Foot | \$139.00 |
| 6 Foot | 162.00 |
| Generators | |
| 35A115 | 350.00 |
| 8A115 | 540.00 |
| 41A115 | 425.00 |
| Cable 50' | 14.25 |



Above, a team of Homelite Field Testers do a tidy, pruning job on a snowy, winter's day.

Below, the new electric pruner, 45" long, weighing 6½ lbs. with 5' cable.

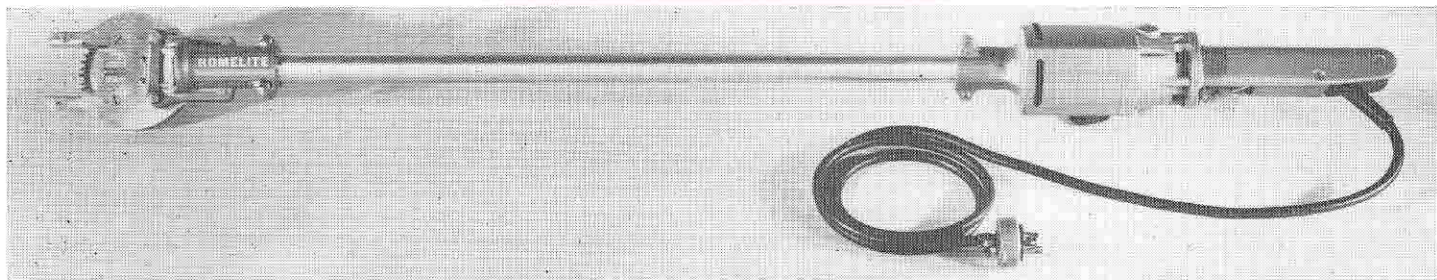
gives perfect balance. This makes cutting easy from any angle. In addition there are no heavy compressor air lines to pull around.

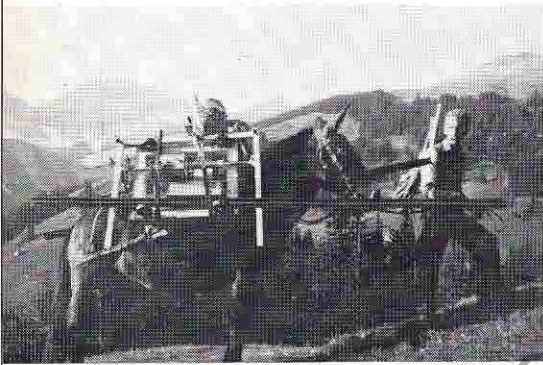
This new Homelite electric pruner gives every indication of being a sure-fire success. According to estimates, approximately 135,000 orchards supply over 90% of all commercial fruit yet less than half of them are presently operating power pruning equipment. The "American Fruit Grower" estimates current sales of power pruners at around 6,000 a year.

The bulk of sales of pruning equipment is made starting in late August and running through into January, so the pruner is being made available at just the right time for maximum interest. Homelite is the first in the market with a labor-saving, time-saving, money-saving electric pruner. It not only cuts limbs up to 1¾" without crushing but it is \$50 to \$230 less expensive than other power pruning equipment now on the market.

Two pruners are usually operated from one 1500 watt generator such as the Homelite 35A and four pruners from a 3000 watt generator such as the 8A or the 41A. Dealers may obtain these generators from their Branch Office to be sold in conjunction with the new Homelite electric pruner.

It looks as if Homelite has come up with another winner. If you want to see the pruner work, ask for a demonstration, then you'll really sell them in quantity!

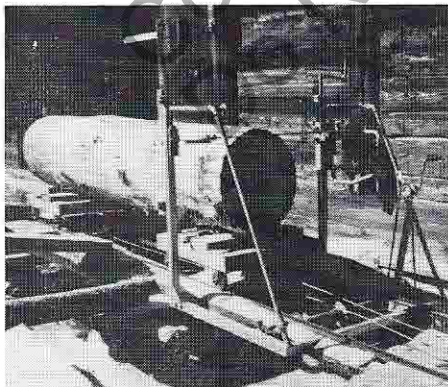




The Homelite Portable Saw Mill is carried up the mountains by a mule. Note the Homelite perched on the load... and the metal track.

DO-IT YOURSELF SAW MILL

In Switzerland, woodcutters have a unique problem which has been solved in a unique way for them by Panelectra Ltd.,

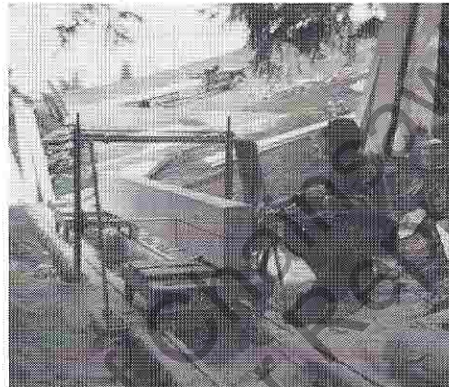


Here the saw mill is all assembled, with the cut and peeled-log on the cart, which runs on the track. The saw is attached at right.

the Homelite Distributor in Zurich. Because much of the timber grows on the steep, mountainous slopes, the logs are practically impossible to carry out, once the trees are cut down.

Panelectra Ltd. has devised a portable saw mill which can be dismantled and carried into the high forest, packed on the back of a mule. Consisting of metal tracks and a cart, it can be set up on any flat surface. After the tree is felled and cut up into logs, the Homelite chain saw is mounted in a stationary position on the saw mill, the log is placed on the cart and pushed along the track into the running blade of the saw. The neat boards which result are carried down the mountain on the mule's back with very little trouble. It's so easy to pack up the saw mill and move on to the next hill top!

We will print any do-it-yourself projects using a Homelite. Send them in.



The log is almost completely cut into boards. A pulley controls the height of the saw. Convenience, not speed is the purpose of this useful contraption.

Winners Take All

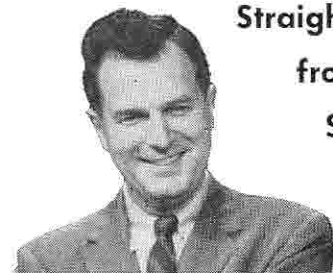
8 Year Old Stops Show



Some of the dealers in the Memphis District, who won a free Deep Sea Fishing Trip, pose with their hosts and their catch. L. to R., front row, L. Hayes, First Mate, F. Niedergeses, E. McPhail, S. Joyner, Captain Moses. Back row, W. L. Hanna, T. Trulove, K. C. Fitcher, G. E. Ivy and L. Schug.



At the National Plowing Contest, in Hershey, Pa., Carl Kunkel, son of Homelite Dealer Ivan Kunkel of Kutztown, Pa., attracted lots of attention by starting and cutting with the new Zip, without help from anyone. No better demonstration could have been used to show how easy the Zip is to use.



**Straight
from
Straetz**

Now that Fall is here, have you noticed the ZIP in the air? This is not only a plug for Homelite's new ZIP chain saw and our radio advertising campaign; for it also represents a feeling of prosperity in the minds of people throughout the country as well. A positive attitude toward the future is coming back. Farmers are earning more money. Pulpwood and sawlog prices are creeping up. The OLD ZIP has returned.

Every sign is pointing towards a big Fall selling season for chain saws. Will you get your share of saw sales and profits? If you have any doubts at all, now's the time to do something about it!

Homelite's big, nationwide advertising and radio campaigns are telling your prospects about Homelite saws right now. Tie in with this tremendous program and steer these prospects to your door by advertising in your local papers and running spot radio commercials of your own. Remember, Homelite's Coop Advertising Program pays half the cost!

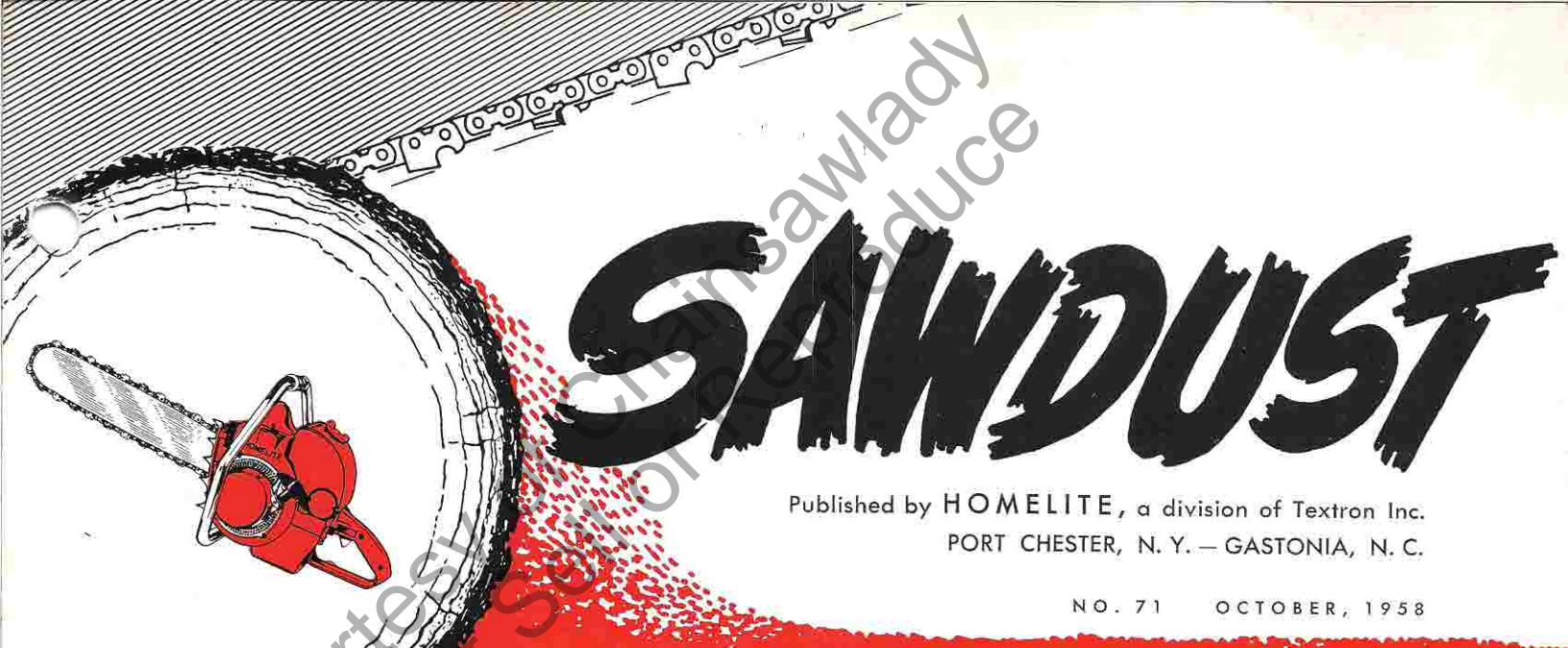
Use the new ZIP direct mail program to reach the big ZIP market in your area. We will furnish the broadsides with your name and address and mail them to prospects on the rural and star routes you specify. It costs only \$18.00 per thousand. A real bargain!

And provide real service. Nowadays, customers won't wait while you order a part for a saw. Carry the necessary parts inventory to service customers promptly for 7-19, 7-21, and 4-20 saws as well as ZIPs. You'll not only have a greater number of more satisfied customers, you'll also have the chance to sell some of your ZIP prospects up to the more expensive (and more profitable) models. Although our ZIP sales have been very gratifying, we are also showing an increase in 7-19, 7-21, and 4-20 sales. This makes it a must for the successful dealer to carry these units in stock.

Business is good and getting better every day. As business increases so will competition. Lets keep the ZIP in our sales and earn our share of saw profits.

Robert P. Straetz

Sales Manager



SAWDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 71 OCTOBER, 1958

Zip Broadside Provides Zest: Easy, Economical, Effective

By the end of this month over *half a million* rural route and star route box-holders will find a Zip Broadside in their mail boxes. These big, colorful selling pieces present the Zip story in a dramatic and lively manner. Each broadside points out effectively the special features that make the Zip the most outstanding, low priced chain saw in the industry. Each one will help the dealer build bigger sales with Zips and the rest of the Homelite chain saw line.

Obviously, this broadside alone will not produce many actual sales. It is designed to arouse interest, to tell a story, to make the reader conscious of the product, the Homelite name and the dealer's name. If he also hears about the Homelite Zip on the radio, sees the Homelite ads in his local paper, notices a roadside sign with the Homelite name as he drives into town, a *memorable* impression has been made. And if he has any use at all for a chain saw he'll be coming to the Homelite dealer for it.

One reason for the appeal of this broadside is its size . . . as you unfold it, new pages of pictures and information are revealed, each one larger than the one before. The final, huge, inside spread uncovers a sure-fire feature. "See what your friends and neighbors think about Homelite chain saws" . . . quote after quote from actual people, with their names and addresses to prove the truth and sincerity of their remarks.

Four variations of this list, representing opinions from the East, Middle West,

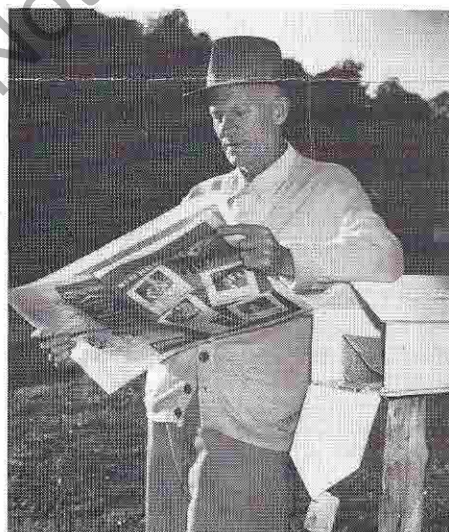
South and West, make it possible for the reader to recognize one or more names from his own state. The unsolicited words of praise are taken from actual letters which pour into the office in Port Chester every day from every part of the country. They tell in a simple, honest way what the customers really think about their Homelite chain saws. The reader can't help being impressed by this feature and by the broadside as a whole.

Dealers who have ordered these broadsides are pleased with them for another very practical reason . . . the value! For

less than 2¢ apiece this surefire sales message can be personalized with the dealer's name and address and mailed to every farmer in his sales territory. There is no mailing list to bother with, no addressing, no handling. All the dealer has to do is ask the postmaster how many rural, star and box holders are in his postal area. He then fills out the order blank, indicating how many broadsides he wants sent out and what post offices he wishes to cover. And the total cost, including all postal charges and printing is just \$18.00 per thousand . . . the minimum order under this special plan.

There's not too much time left for ordering these broadsides because Postal rates are due to go up on January 1st and this price offer will no longer hold. An order form is enclosed which also provides a trouble-free method for *reordering* for those who care to do so and an offer to imprint the broadsides for \$1.50 per 1,000 in case the dealer prefers to do the mailing himself. All orders must be received before December 1st, to allow time for imprinting and mailing before the first of the year.

"This is a real good deal," writes R. D. Thompson, last month's Dealer of the Month. "We'd like to have more of this type of advertising in the future." Evidently a great many other outstanding dealers agree with him. Rural box holders all over the country will be looking with interest at these Zip broadsides and Zip sales, as well as sales of other Homelite chain saws, will zoom upwards!



The Zip Broadside makes interesting reading for a farmer who finds what other people from his own part of the country think of Homelites.

THERE'S NOTHING like losing a good customer to make you appreciate him and try to win him back. A few years ago, the Homelite dealer in Brewton, Alabama, Branco Chain Saws and Equipment, Inc., lost a valued customer, the T. R. Miller Lumber Co., to a competitor.

L.D. "Wink" Aughtman, Salesman and Parts Manager, and O. L. "Obie" Foreman, Service Manager for Branco, didn't take this defeat lying down. They felt that the T. R. Miller Company was an account worth fighting for. It was originally a sawmill, dating from the early 1900s. It now owns approximately 200,000 acres of timber land and the business includes a sawmill, a veneer mill, a wirebound box factory and a treating plant for poles, posts and lumber.

From its own lands, the T. R. Miller Co. produces pine timber for its sawmill, some of the posts and poles for its treating plant, and some of the hardwood for its veneer mill, which produces veneer for its box factory. In addition, they purchase more of all these forest products from various landowners and these are cut by contract loggers.

A few months ago the T. R. Miller Co. was brought back into the Homelite fold with the purchase of six 5-30s. The men at Branco felt very pleased about it. J. P. "Pat" Hayes, General Manager, gives a great deal of the credit to Wink Aughtman and Obie Foreman. They did a fine selling job and proved conclusively that Homelite chain saws stand up better and operate better than any other brand.

"We felt very good about getting them back" admits Wink. "We also discovered a very interesting fact. Now that we had recaptured their own company logging account, 100% of the wood products they process are cut with Homelites.

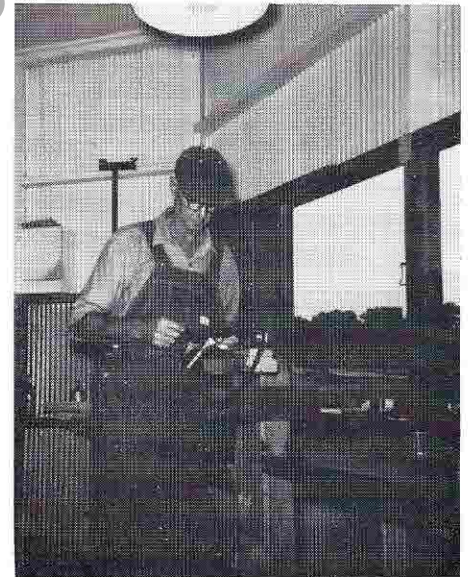
Their contract loggers, their pole and piling producers, their pulpwood producers and even the veneer supplier, all use Homelites!

"You see," he continues, "T. R. Miller is a multiple operation and we can account for a minimum of 35 to 40 Homelite chain saws directly connected with the many wood products they use."

No wonder Branco considers the Miller Mill a good customer! And T. R. Miller considers Homelite completely satisfactory, too. Some facts and figures compiled by Mr. G. B. Lambert, T. R. Miller's forestry head, are of real interest. Since acquiring the six Homelite 5-30s, his saw logging costs are approximately \$2.35 per thousand feet. He states that this cost is as low as his costs were when the minimum wage paid was 50¢ an hour. When he was using a competitive saw he had to use 15 men to produce his logs (18,000,000 feet per year). With his 5-30s he



L. D. Aughtman, Salesman, right, with customer

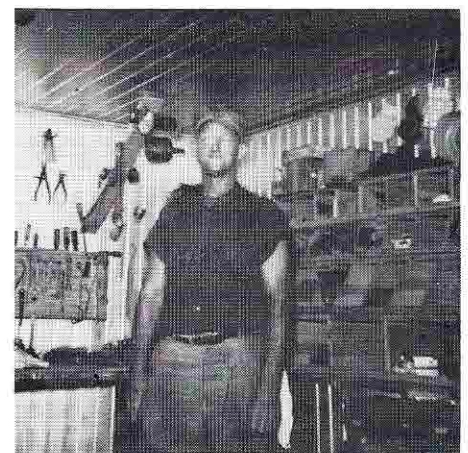


Albert Pate, Saw Filer

Dealer Nominates Lumber C



O. L. Foreman, Service Manager



Henry Minchew, Saw Mechanic

uses only 5 men (one saw is kept as a stand-by). These men produce the same footage per day and his costs of saw maintenance are at a bare minimum.

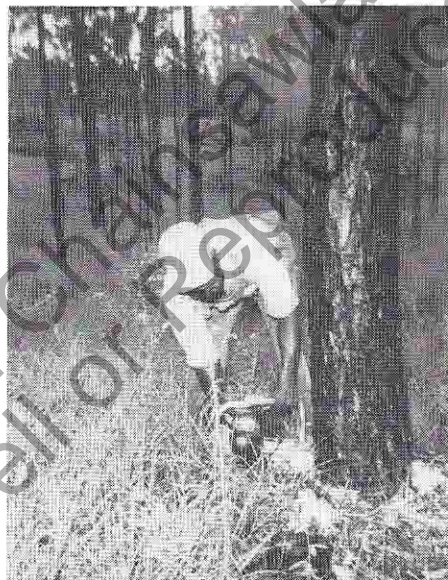
These are very impressive figures and should prove a good selling point for other Homelite dealers to use.

A few facts about Branco Chain Saw and Equipment... they operate in Escambia County in the southern part of Alabama. They sell logging supplies in addition to chain saws and maintain a completely equipped service department. They have moved recently into larger quarters than they had before and now have ample parts bins for storage and floor space for display and sales purposes.

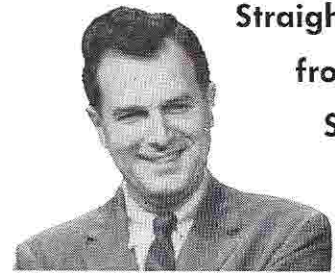
"Our service policy is our most important sales feature, actually," admits Wink Aughtman. "We attempt to be able at all times to repair any Homelite chain saw as quickly as possible so that the operator's down time will be kept at a minimum. Of course we have to be available when called on and we have never failed to answer emergency calls early in the morning and at night. We do try to maintain working hours on a reasonable schedule, however. We all like fishing and hunting and have fine sport around here. Golf is also a strong contender for the time of a couple of our people. We figure we do our jobs better if we don't spend all our waking hours over a hot saw!"



Dealsey Cullider, Logger



Lawrence Lucas, Pulpwood Cutter



**Straight
from
Straetz**

There doesn't seem to be too much connection between banking and chain saws but the following quote from the Royal Bank of Canada's monthly letter seems to fit the chain saw business like a glove.

"Every business enterprise is made up of four activities: financing, producing, accounting and selling. Without selling—the finding, winning and keeping of customers—none of the others can stand up. The old theory that anyone with a little money can start a business is being proven false. Equally as important as money in business today is knowledge. We have to know what our customers want. Knowing how to appeal to them through their wants is the secret of successful selling. People buy things, not for the things themselves, but for the services they perform. An advertising agency advised shoe stores: 'To women, don't sell shoes! Sell lovely feet!'

In the chain saw industry we could say, "Don't sell chain saws! Sell fast, easy trouble-free cutting!"

Smart people are price-and-value conscious. They will not insist on lower priced items if they can be shown that higher priced ones will give them better, more trouble-free service. In order to convince them that they are getting more value per dollar spent we must know our product thoroughly. In our case, we must know why Homelite chain saws are lighter, faster cutting, more trouble free than other saws, regardless of price.

In closing, let's remember the old saying "Service with a Smile." Think for a minute of the stores where you trade. Aren't there other stores selling the same products for the same price? Why, then, do you continue to go to one place? It's probably because they seem glad to see you and are interested in you. This is "Service with a Smile" and it may often mean the difference between a failing operation and a very successful one.

Robert P. Straetz

Sales Manager

Co. "Customer of the Month"



Catskinners on Logging Operation



C. B. Caro, Woods Foreman

Then he adds a very important point. "We try to make at least one field visit to every saw within a few days after it is sold." By doing this, they make sure that the operator understands how to care for and operate the saw and thus cut down on possible trouble later on.

Branco solicits new business by maintaining their fine service policy and by advertising. They do some direct mail advertising, considerable radio and newspaper advertising and they have erected four roadside signs from National Advertising Company on the four main roads into the city.

Mr. Hayes is very optimistic about the future of Branco Chain Saws and Equip-

ment, Inc. "Our personnel are all natives of this section of the state," he explains, "and we know the country and the people very well. We have established a fine reputation in our territory and we gain considerable recognition and advertising value from the fact that we are closely allied to one of Alabama's largest pulpwood dealers, Branco Wood Products. They operate in about 18 counties in South Alabama and are owned by the same people as our company."

Above all, it seems, Branco values the goodwill and satisfaction of its customers. They have proved this by nominating the T. R. Miller Company as "Homelite Customer of the Month!"



This is the saw that killed the bear and saved the life of its owner, Arnold Anderson of Britt, Minnesota. He considers himself a very lucky man.

Minnesota Logger Kills Bear

There are probably better methods for killing a bear, but when woodsman Arnold Anderson of Britt, Minnesota, turned from cutting pulpwood recently and saw a big bear coming at him, he made a quick decision and used the only weapon at hand, his EZ-6 chain saw.

"It was me or the bear," he said. As the bear lunged, Mr. Anderson whirled his buzzing saw, ripping open the bear's belly and cutting off two of its paws. The action threw the woodsman to the ground and he found himself pinned down by the fallen bear. Luckily he sustained only slight injuries.

This has been an unusually dry summer in northern Minnesota. As a result, bears have been invading city and town limits, even entering homes in search of food. Mr. Anderson feels very grateful to his Homelite which probably saved his life.



Palmer Jones, Lufkin Branch Manager, 2nd from left, poses with the 7-19 donated for Diboll Day, and Southern Pine officials Clyde Thompson, logging superintendent, Arthur Temple, Jr., President, and Shirley Daniel, director of operations.

NORTH, SOUTH, EAST and WEST

Many dealers took part in Homelite displays and award-givings all over the country this past summer.

Leonard D. Bugna and Son, Homelite dealers of Menlo Park, California, put up a fine display at the San Mateo County Fair in late August.

Bob Wallick, of Headwaters Marine, Park Rapids, Minnesota, gave away over \$75 worth of prizes at Centennial Celebration Day, held in Nevis, Minnesota, which was attended by over 2000 people. An EZ-6 won 1st place in the sawing contest, too!

A. J. Eck & Son, Homelite dealers of Williamsport, Pennsylvania, displayed

their Homelites for a whole week at the Bloomsburg, Fair. Of the 989 people who made cuts with a saw in order to register for the giveaway saw, Lester Randall of Athens was the winner.

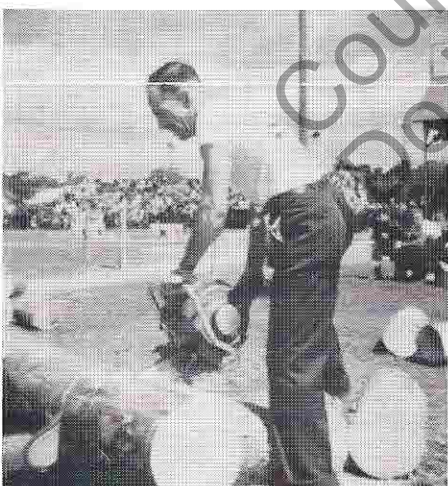
Another Pennsylvania event at which Homelite made a big impression was the Woodsmen's Carnival at Cherry Springs on August 1st and 2nd. Many dealers participated, with valuable assistance from Branch and District personnel. The spirited music of Lee Forster and his Country Orchestra attracted favorable attention; over 5,000 blown-up balloons were given away and the biggest pile of logs ever was cut up for the two-day show.

A Salute to Diboll, Texas

Diboll, Texas, calls itself the Wood Capital of the South and well it may. It is the home of Southern Pine Lumber Co., one of the largest lumbering operations in the south. All of the woods workers, as well as local merchants, relatives and friends, etc., turn out for its homecoming day each year.

Homelite was happy to share in the celebration which took place on September 20th, this year, by offering a 7-21 chain saw as a give-away. More than 5000 visitors attended the gala activities on Diboll Day.

"We of Homelite in the Southwest," says Paul Ryan, Southwestern Manager of Homelite, "are proud of the extent to which we have been able to serve the lumbering operations of Southern Pine and we value the friendship of these good people very highly."

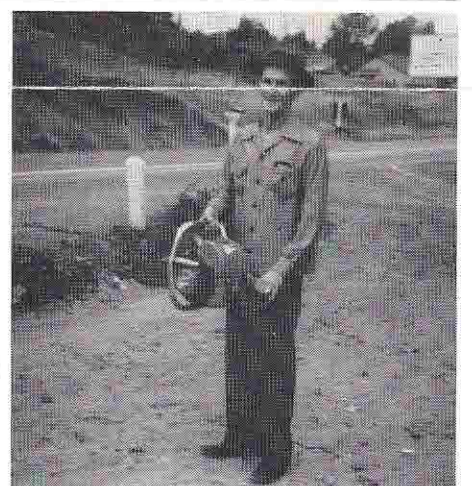


A Homelite contestant shows his cutting ability at the Tupper Lake Field Day, in New York State. Ed Smith, the local Homelite dealer, was a busy man as representatives competed in many of the logging contests that day.

Oregon Dealer Believes in Give-Aways



Fritz Davison, dealer, of Davison's Filing Shed, Coquille, Oregon, presents a 7-19 to Tommy Weathers of Canvas Valley, Oregon. Mr. Weathers won it at the Agness, Oregon, cutting contest in July. Other Homelite users came close.



Harvey Strader of Bandon, Oregon, was the winner of the saw given away by Davison's Filing Shed of Coquille, Oregon, at the Coos County Fair, August 17th. He poses with a 7-19 but finally chose a 7-21.

SANDUST

Published by HOMELITE, a division of Textron Inc.
PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 72 NOVEMBER, 1958

New Scotchlite* Signs Sell Homelite by Day and Night

In this motorized age we live in, one of the best ways to get a selling message across—especially to a chain saw customer—is to advertise where he'll be sure to notice it as he drives along the highway. Homelite dealers are convinced of this and over 600 large Scotchlite signs have already been put up in various parts of the country.

Now, dealers who felt they couldn't afford the large sign will be able to order smaller Scotchlite signs, printed on both sides and about one third lower in price, under the same kind of arrangement with the National Advertising Company. Dealers who already have the larger signs on one or more of the main highways will be able to use these new smaller signs on important secondary roads.

After all, it isn't so much the tourist driving through the community who will be the potential local customer... although he's sure to be impressed if he sees the Homelite name all across the country! The people who live in the community and surrounding areas are the ones who will see these attractive signs, not once but many, many times. They will associate the dealer's name with Homelite and remember it when they need a chain saw or chain saw service.

Another point to think about is the fact that families are constantly moving from one part of the country to another. In some areas, 30% of a dealer's potential customers move away every five years to be replaced by a new 30%. It's important to make it easy for these newcomers to

find the Homelite dealer in the community.

The days when chain saws were only found in the deep woods are over. Homelite saws are being used more and more by the farmer, the sportsmen and, in the cities, by tree surgeons, construction workers, estate owners and municipal officials. These are the prospective customers who will see the Scotchlite signs most often, and be influenced by them.

Most dealers are too busy selling chain

saws to take on the job of erecting and maintaining roadside signs. That's where the National Advertising Company, largest in the business, comes to the rescue. National representatives will be calling on the dealers in the near future to explain this in detail. They guarantee to supply signs of first class quality and to maintain them in first class condition. As a result of this national tie-in, they also guarantee increased prestige for the dealer and better local recognition.

The dealer doesn't have to scout around for a location or dicker about leases. He doesn't have to erect the sign or worry about the taxes or liability insurance. Best of all, the dealer doesn't have to keep the sign clean or cut the weeds around it. All these jobs are done by employees of the National Advertising Company as part of the service included with the sign. The small monthly rental involved makes this an exceptionally worthwhile deal.

To make it an even better deal, Scotchlite signs are eligible under the Homelite Cooperative Advertising Plan. Homelite dealers have plenty of 1958 Scrip Dollars left. In fact, with only four months left, over 75% of it is still unspent. *Scrip Dollars are real dollars only if they are used. Otherwise they are just pieces of paper!* It is possible to pay in advance for these Scotchlite signs, using Scrip Dollars for half of the rental. In this way the dealer will receive double value for his money... 365 days and 365 nights of effective advertising coverage.



The new "Scotchlite" sign with its 4' by 6' Homelite panel and a 2' by 4' panel featuring the dealer's name, is effective both day and night.

*Registered Trade Name of the Minnesota Mining and Manufacturing Company's reflective sheeting.

Service Training...

Who put the kerosine in the 7-19?

What gave the shakes to the 6-22?

These and many other baffling questions were part of the training that new Homelite dealers and their mechanics received at a Dealer Service Training program held at the Albany Branch Office in October.

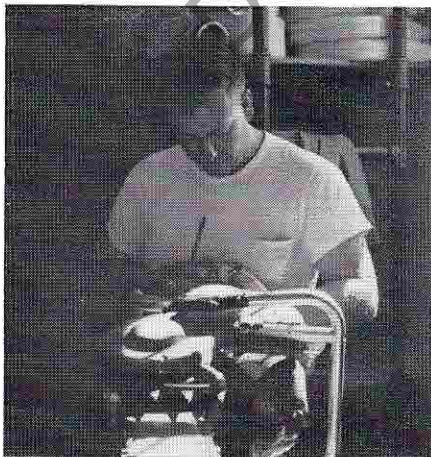
Because Homelite feels that Service is so vitally important, every effort is made to provide the equivalent of factory training for new dealers or newly-hired mechanics in larger dealer-shops. Some Districts have buses, fully equipped as Homelite shops on wheels, from which they conduct training for several dealers at a time, right in the area. In other cases, a mechanic will spend from two days to a week in the District or Branch shop, working with the trained mechanics and learning the special Homelite techniques. Occasionally, a Homelite Salesman will come to the dealer's shop and work for two or three days with the mechanic.

The majority of Branches hold the type of Service Training School featured here. In this case, a group of about ten mechanics, many of them the dealers themselves, spent three days in the fine, new Branch Office in Albany. A large section in the rear of the shop was fixed up as a combined meeting room and experimental shop and a group of highly experienced men conducted the sessions. In addition to Charlie Van Allen, Branch Manager, and his three shop mechanics, Wes Colling, Al Schweigert and Larry Edson, there were Joe DiVincenzo (Joe D. for short) and Joe Falzarano (Joe Fal for short), veteran North Arlington Service experts; George Lodge, Factory Chain Saw Specialist, and Jim Ransom, Sales Field Representative for Homelite.

Most of the "students" had had experience with 2 cycle engines but the opening session went into the subject in great detail with emphasis on the special features of Homelite 2 cycle engines, such as the fuel supply, the carburetor, the ignition



The Pause that Refreshes! On the table are the remains of the huge tray of cold cuts, cheeses and salads brought in to provide lunch for those attending and conducting the Service Training School. From left to right, standing, J. Bazaar, J. Deer, P. Whiteman, C. Underwood, P. Karuniewick, C. Van Allen, and J. Ransom. Seated, J. DiVincenzo and G. Lodge facing W. Herold.



Paul Whiteman, owner of the Chatham Machine Shop, Chatham, New York, checks the needle valve on the carburetor of a unit during the trouble-shooting session. Although a new Homelite dealer, Mr. Whiteman is an experienced engine mechanic.



Joseph Bazaar, left, Homelite dealer of Amsterdam, New York, brought his mechanic Peter Karuniewick along to the Service Training School to learn the Homelite way of doing things. The use of special equipment such as the tester on table right, used to check the inlet needle on the carburetor, makes for quick, easy repairs.



Charles Underwood, mechanic for dealer George Jolley of Salem, New York, disassembles a unit to find out what is wrong. He has had extensive chain saw experience and really likes working on 2 cycle engines. He finds the Homelite units easy to service and repair because of the built-in advanced design and quality parts.

.. Key to Success

More Dealers Honored With 1958 Service Plaques

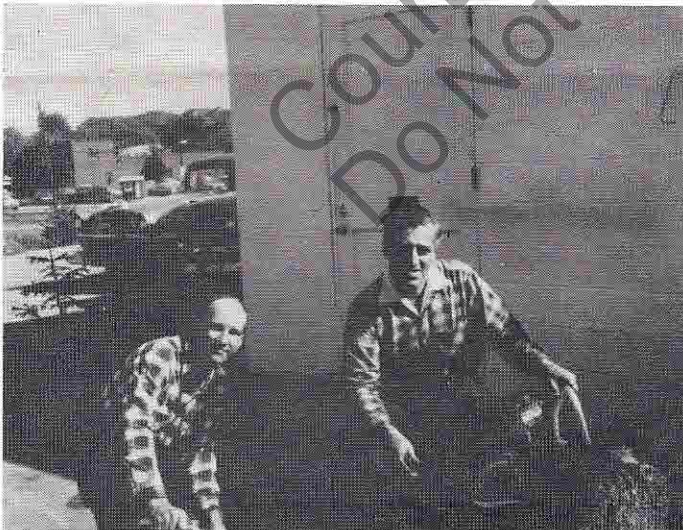
system. There were many questions, naturally, but the "teachers", who know this subject inside and out, explained things clearly and knew the answers to the questions.

The afternoon session called for the actual taking apart and putting together again of Homelite chain saws, with a running commentary on the purposes and special features of each part. Each dealer was required to do the job himself without having any parts left over! They were also shown the best methods of chain filing and bar maintenance.

The second day was given over for the most part to a "trouble-shooting" session and that's where all kinds of things "happened" to go wrong with a whole group of chain saws. One dealer found, by actual experience, that a chain saw does not start with kerosene in the gas tank. Another pupil spotted mismatched screws in the housing which caused the excessive vibration of the unit. Just as soon as one problem was solved the saw was taken back to the bench and "bugged up" again, while the dealer tackled another balky problem. (A plugged-up exhaust, a pinched-off fuel line, a worn carburetor flange are all guaranteed to provide trouble for the trouble-shooters!

The final training session stressed the importance of service to the customer—quick and efficient service, service with a smile. Not only is an adequate stock of units and spare parts vital to this type of service but also a neat shop, attractive displays, file holders and chain oil on the counter. These all add up to satisfied customers, more profit and less lost time. The Homelite standards of quality and service are not just words but a way of operating a business for the advantage of all.

The men who completed this intensive training were presented with very professional certificates qualifying them as "Factory Trained Mechanics" for Homelite. Having one or more men so trained is one of the dealer's chief requirements for being eligible to receive a "Servicing Dealer's Award". This simulated bronze plaque in the dealer's shop tells the world that he is considered an outstanding dealer in every way.



Jake Deer, left, and Joe Bazaar test the units which they have repaired in the work area back of the building. Mr. Deer is a mechanic with the Blaisdell Repair Shop, Homelite dealers of Coeymans, New York. These experienced mechanics were quick to spot and repair the trouble spots in the "bugged-up" units and enjoyed playing detective.

The following dealers have been awarded the Homelite Servicing Dealer Award for 1958. Congratulations to them and to the many dealers who continued to live up to the standards which won them the Award Plaques last year and who have again qualified in 1958.

The five points on which the dealer is judged are the following: 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.

Arrow Saw and Tree Supply Co., Royal Oak, Michigan

Beck Electric & Supply Co., Delevan, Wisconsin
Blaisdell's Repair Shop, Coeymans, New York
Blystone Equipment Co. of Nevada, Las Vegas, Nevada
Brewer Chain Saw Sales & Service, Perryville, Missouri

C & M Equipment Co., Salem, Missouri
Casswood Industries, Inc., Beardstown, Illinois
Chatham Machine Shop, Chatham, New York
Craft Center, Ltd., Division of Lewers & Cooke, Hawaii
Craig Motor Co., Summersville, Missouri
Crandall & Hancock Power Saw Co., Heber, Arizona
Curtis Moorage, Dell, Wheeler, Oregon

Edwards, Wayne A., Warren, Pennsylvania
Eilt's Machine Shop, Susanville, California

Farmers Exchange, Alturas, California
Fisher's Diesel Service, Gap, Pennsylvania

Gun & Sports Center, Holly, Michigan

Hale Hardware & Implement Co., Hale, Michigan
Hannibal Auto & Equipment Co., Hannibal, Wisconsin
Hartmann Farm & Supply, Baldwin, Illinois
Huffman's Appliance & Chain Saw Store, Vichy, Missouri
Jolley, George A., Salem, New York

Karpp's Sales & Service, Glennie, Michigan
Ken's Tool & Supply, Riverside, California

Lenane & Adams Equipment Co., Charleston, Missouri
Lutesville Motor Co., Lutesville, Missouri

Marion's Saw Shop, Crescent City, California
Maulhardt Equipment Co., Oxnard, California
McKinstry Tractor & Implement Co., Pinckneyville, Illinois

Nighsonger Farm Equipment, Ligonier, Indiana

Pardieck Sales & Service, Seymour, Indiana
Plasterer, Elmer E., Lebanon, Pennsylvania
Powell, J. L., Inc., Birch Tree, Missouri
Puetts Garage, Lakeport, California

Quincy Welding, Quincy, Illinois

St. Clair-Macomb Consumers Co-op., Richmond, Virginia
Schneider Equipment Co., Inc., Cape Girardeau, Missouri
Simon's Engine Repair, Fred, Belleville, Illinois
Spark's Equipment Inc., Potosi, Missouri

Tarzana Garden Equipment, Tarzana, California
Tate's Saw Shop, Winslow, Arizona
Thompson Sales & Service, R. D., Spruce, Michigan
Trimble, Lyle E., Inc., Phoenix, Arizona

Valaskey-Klug, Reeseville, Wisconsin
Vandertook, H. A., West Plains, Missouri

Walt & Art's, Payson, Arizona
Wangler & Son, Charles, West Branch, Michigan
Wansing Refrigeration Co., Meta, Missouri
Weinand Equipment Co., Farmington, Missouri
Whitener & Eichelberger Motor Sales, Poplar Bluffs, Missouri

Young Equipment, Band, Oregon

Homelite Doings, Here, There and Everywhere



A Chain Saw for the Teacher. Dealer Duane Stanton, of Stanton Shell Service, Princeton, Wisconsin, turns over an EZ-6 to Thomas Calvert of the local high school faculty. A special price reduction was given because the saw is to be used in the school forest by young prospective foresters.

Pictures and reports coming in from various parts of the country reflect the heightened activity due to the upturn in business generally and the Homelite chain saw business in particular. Radio contests in which listeners write in to say why they would like to own a Homelite Zip have brought in thousands of entries. The winners have received Homelite chain saws as prizes. At Fairs and Festivals, Homelites continue to outcut the opposition—at the Tennessee Forest Festival they took most of the first place honors; at the Annual Fair and Loggers Celebration in Orofino, Idaho, Homelite took every honor in both the 5 HP and under and the over 5 HP class. Letters are beginning to pour in from new Zip owners praising their "handy, dandy little saws!" It looks as if the fall of 1958 will go down in Homelite history.



This eye-catching display is in the Salesroom of McCadams Tractor and Implement Co., Homelite dealer in McKenzie, Tennessee. It is a 6½ foot cypress stump, weighing about 5,000 pounds and has slots for 12 saws. Customers stop, look and often buy!



A Chain Saw for the Farmer. The Homelite display at the 1958 Plowville, held at Sanborn, Minnesota in September, attracted over 4,000 farmers during the two day affair. Many prospective customers showed real interest in the new ZIP which should result in big sales after the autumn chores are all done.

For Yellow Page Listings Homelite Way Best

More and more dealers are taking advantage of the chance to use the Homelite Cooperative Advertising Plan to place their listings in the Yellow Pages of the Classified Telephone Directories in their localities. The best method of doing this is through authorized methods, *not through the local telephone directory salesmen!*

This is the way the plan works. About 3 months prior to the closing date of the individual directories, contracts are sent to each dealer, describing the types of listings, the prices, etc. He then fills it out and returns it to the Advertising Department with his check for ½ the total cost and Scrip Dollars to cover the rest. As soon as this is received, the ad is placed.

A situation has come up in a few cases, where local directory listing salesmen have called on dealers and induced them to place orders through them. They imply that the price they offer is lower than the Homelite price but *this is almost never true!* Careful examination and comparison will show that they offer fewer lines, less boldface headings, haphazard product identification. Actually, the dealer is getting less rather than more for his money. In addition, *orders placed locally can not be paid for with Scrip Dollars!*

These local directory salesmen are not supposed to solicit Homelite ads from dealers but will probably continue to call. Dealers who place their orders in the authorized way will be sure of getting their listings in, at the lowest price and they can pay half with Scrip Dollars.

Leading West Coast Dealer

Dexter Kawelmacher of Grass Valley, California, is considered one of the best loggers in northern California. He has just added to his fame by winning the Redwood Empire Logging Championship. He cut through a 40 inch log in 49.5 seconds with his Homelite 5-30.

A Homelite user for the past five years, Mr. Kawelmacher started out this year determined to win some money for himself in cutting contests. He entered nine contests and won every one—total winnings, \$1,500! Which goes to prove that a good saw and a good man is a money-making combination.

The Winner! Dexter Kawelmacher, at right, poses with a modern Paul Bunyan holding a huge axe.





Mr. Anders Larsson winner of the First Prize in Homelite Contest.



Winner of the Second Prize in the Motorskandia Contest was Mr. Ivar Larsson.

Wisconsin Dealer Makes Display Pay



Mr. Derrill Fry, right, and his son Ronnie are very proud of the new building into which they moved a year ago. The name of the dealership is the Quick Way Service in Richland Center, Wisconsin. Mr. Fry has had a big increase in his chain saw business since moving which he attributes to the large stock of spare parts and saws which he carries. He strives to provide the best possible service; uses empty saw cartons and all the promotion equipment he receives to decorate his shop; keeps used saws cleaned up and ready to go; sells more Homelite oil and other chain saw accessories by displaying them prominently. Inside and outside, the Quick Way Service is neat, colorful and well-identified. No mistake about it, this is an outstanding Homelite dealer.

Homelite Contest in Sweden — Big Success

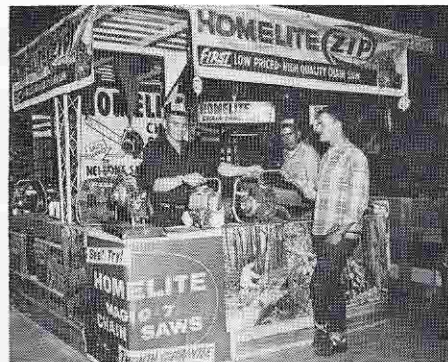
Motorskandia, the Homelite distributor in Sweden, conducted an exciting contest last spring to introduce the Power Twins in that country. Pictured above is Mr. Anders Larsson, First Prize winner, who received a two-week trip for two to the beautiful Island of Majorca, off the coast of Spain. He also received a sum of money equal to twice the cost of his chain saw because he purchased a Homelite during the contest period! Fifteen men, out of the hundreds who entered the contest, qualified for the final judging by answering correctly a series of difficult questions about logging and cutting. All fifteen were brought to Stockholm where they competed in five separate cutting and forestry events at the annual St. Erik's Fair, a very popular local event. This was a contest where knowledge and skill were more important than luck!



R. A. McMillan, left, Farm Director of WSB Radio, Atlanta, and E. W. McClellan, Homelite District Manager, present a new Zip to Mr. A. S. King winner of a radio contest. At right is Tom Ross, Homelite dealer of Buford, Georgia.



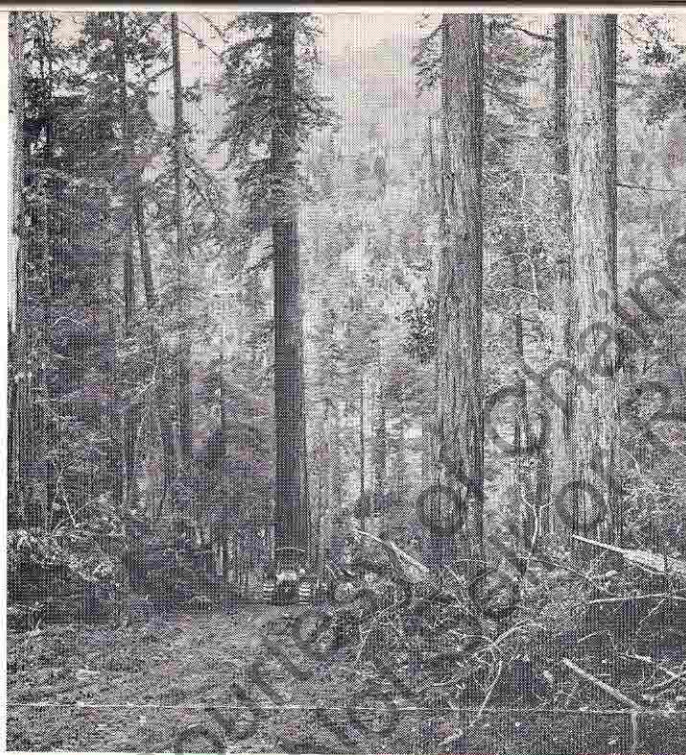
San Francisco District's Dealer of the Month for October is Mr. Ralph Sheppard, right, of Western Chain Saw Company, Eureka, California. Bill Wahl, Chain Saw Specialist, gives him a plaque for his outstanding record of sales, service, display and advertising.



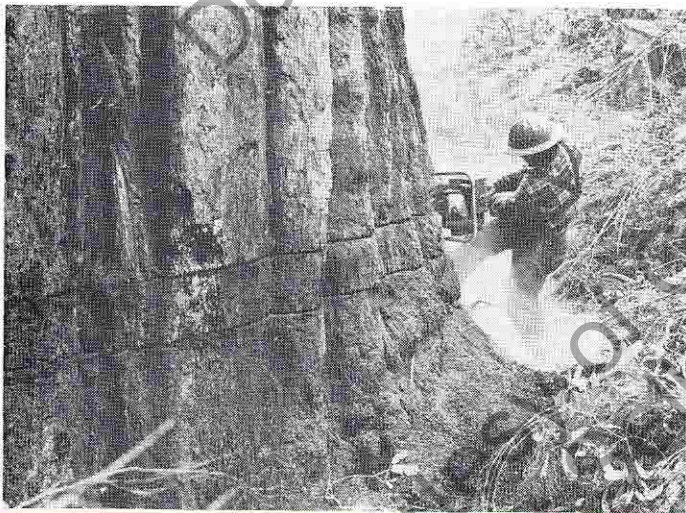
Harry Nelson of Nelson's Saw Service, Cover D'Alene, Idaho, presides over his Homelite booth at a recent fair. Outside the booth, logger John Darles, owner of a 7-21, is considering getting a Zip for hunting. Harry Wicklund, Spokane Chain Saw Specialist, looks on.



The Homelite College of Chain Saw Knowledge at the Lake States Logging Congress at Shawano, Wisconsin, is manned, left to right, by Homeliter F. Shier, G. Shier and D. Curley of Milwaukee, P. Pierson of Greenlake and Albert Litzkow, dealer, of Black Creek.

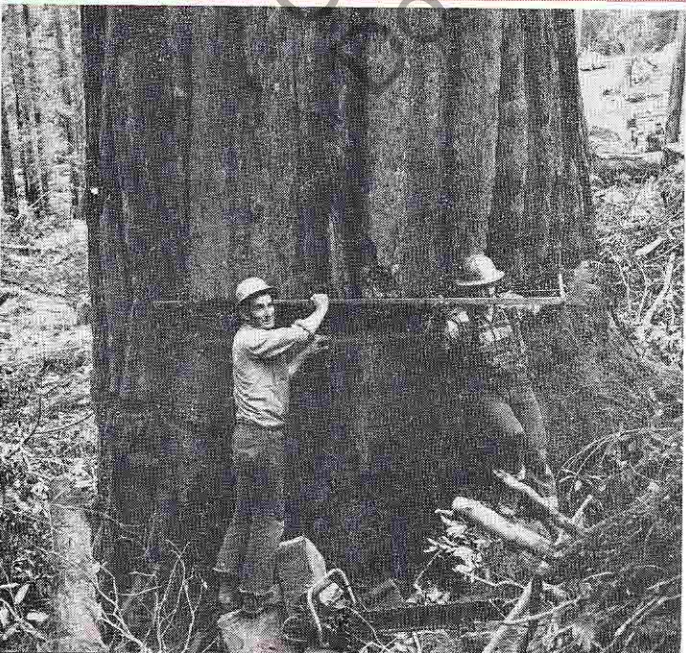


The bulldozer makes a "bed" for the giant of the forest. The operator will make several "pillows" of loose dirt to cushion the falling tree.



Donald Spini, with his Homelite 7-29, puts in the undercut which governs the direction of the tree's fall.

The two loggers, in picture below, determine whether the undercut is adequate for the tree to fall in the selected location.



Falling An "Outlaw"

From a story by Don Spini and Ed Freitas, Associate Editors, which appeared in the August 1957 Issue of The Noyo Chief, monthly publication of the Union Lumber Company of Fort Bragg, California.

All photographs by Ed Freitas

The "outlaw" that we are referring to is not the kind that runs around holding up banks or committing other unlawful acts against society. This "outlaw" happens to be a tree! Trees that have no natural "layout" (a place where the tree can be felled without breaking it) are far too dangerous to be felled by ordinary means—unless you wish to risk losing the tree by breaking it up into matchwood.

Usually most trees have a "layout" of one sort or another, or else one can easily be made for them by falling them across other downed timber. But the real "outlaw" has to stand there until man comes along with modern machinery to make a bed for it to fall on.

The "outlaw" pictured on these pages was on an irregular 60 degree hillside in the Patsy Creek area of our Ten Mile woods. She also happened to be a "leaner"—leaning downhill by several feet at the top. To let her go down the hill would mean breaking the tree into a thousand splinters—a complete loss. We decided to wedge her up the hill, but first we had to get Bill Fee to bulldoze a "bed" for her.

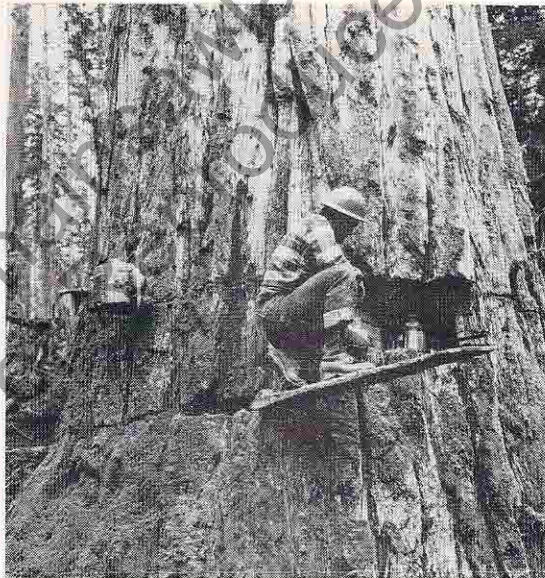
There is always a lot of extra work involved in falling these "outlaws"—especially with the heavy side or back leaners. Usually, these trees are upwards from ten feet in diameter and over two hundred and seventy-five feet in height. In former times, as many as forty wedges would have to be used to fall these giants of the forest because the tree leaned back so far. Today, thanks to modern equipment, a new type of hydraulic jack simply lifts the "outlaw" over.

All of the extra work and precautions that are taken mean saving many thousands of board feet of timber yearly. Of course the men selected for this type of work are experts in their field. They have come up against just about every situation that they might encounter in falling one of these timber giants. Naturally, our fallers are some of the best men in the business. We're mighty proud of them, too!

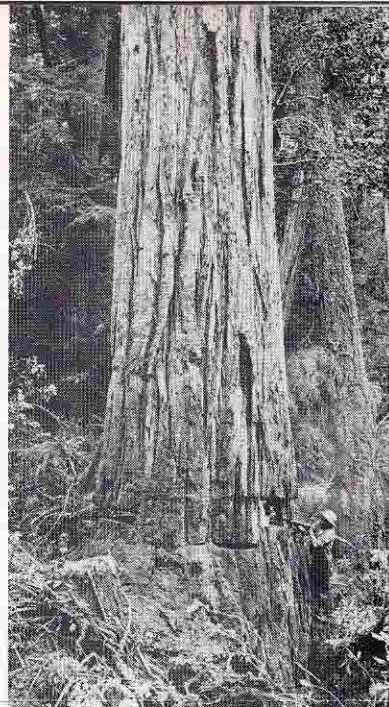
(Editors Note. As the chain saw used in the operation pictured is a Homelite 7-29, we'd like to say that we're mighty proud of our chain saws, too! Just think of the amount of time and energy it would have taken to cut through a tree of this size with a cross-cut saw! Both the falling and the bucking time are reduced to a minimum with a Homelite.)



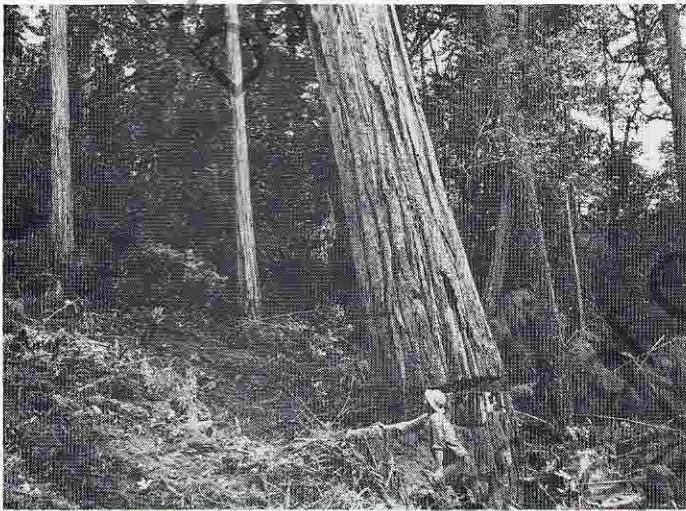
Cutting off a small slab in the undercut will assure that the tree will fall as desired.



Don Spini puts in a 50-ton capacity jack before finishing the backcut with the 7-29.



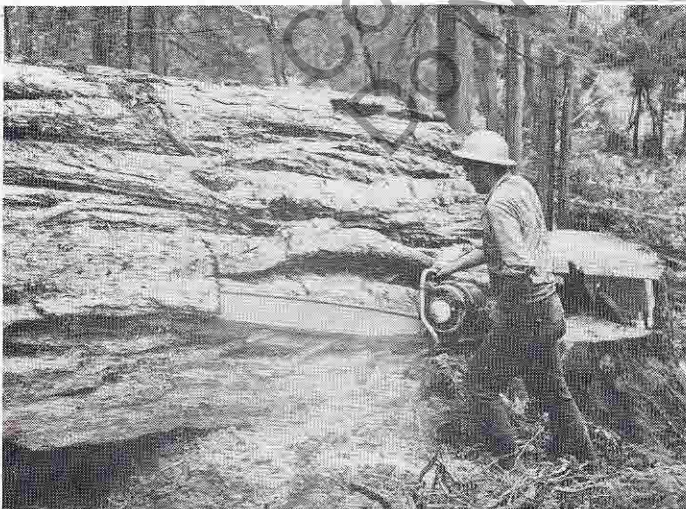
Ed Colombi begins jacking the tree over. He looks very small.



Ed Colombi watches from a safe distance as the tree begins to fall "up the hill." This is the crucial moment.



This photograph shows the tree a fraction of a second before it hits the ground. The tree falls just where it should!



The logger makes the first bucking cut by boring through with the Homelite 7-29. The 72" bar can handle even this giant!



Don Spini rests on the log while Chopping Foreman Lee Farrar, Bulldozer operator Bill Free and Ed Colombi pose with the 7-29.

Homelite to Enter Marine Engine Field

Homelite announced last month that it has purchased the manufacturing rights to the Fageol Marine Engine and expects to be on the market with an outboard motor during the second half of 1959. The engines will be 50 H.P., four-cycle vertical in-line design for maximum fuel economy and quiet, vibration-free operation.

Extensive testing has been carried on by the Engineering Department since early last summer. Careful records were made of gas consumption, volume of sound, durability and dependability of the component parts. Boats powered by these engines were on the go twelve hours a day, seven days a week, piling up performance records equal to two or three seasons of ordinary use.

Improvements of styling and design are now being effected by the Engineering Department in Port Chester. The actual manufacturing will be carried on in the Gastonia plant.

"This will provide us with an entry into the rapidly growing marine market," explained J. A. Abbott, President of Homelite. "The shorter work week, more widespread participation in sports and more family recreation has created a demand for all types of boats, particularly small cruisers with engines of about 50 horsepower. We feel that Homelite, with over thirty years' actual experience in

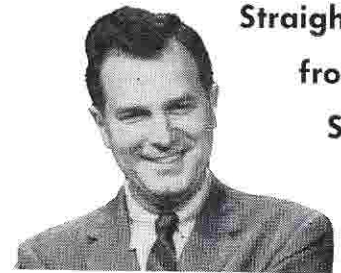


making quality engines for the logging, farming, utility, municipal and construction industries, will now supply the public with the best in marine engines as well."

This great increase in the popularity of boating as a sport is evident in all parts of the country... not only along the various costal areas but in lakes and rivers, wherever there's water enough to float a boat. Marinas and docks, even "boatels", are springing up everywhere to take care of the rapidly increasing number of these small craft. In the fifty or more years since the outboard motor was introduced, constant refinements and improvements have been made to insure safe, economical, troublefree operation.

"OPERATION RADIO"

The ZIP radio transcriptions have been so popular and the demand has been so great that they will be available to use for another 13 weeks. Dealers who contract for time on local radio stations can have the ZIP singing commercial sent directly to the station by notifying the Advertising Department. Free radio scripts are also available. It pays to keep on singing the praises of the "handiest, dandiest saw," the Homelite ZIP saw!



Straight
from
Straetz

"You can sleep an hour later when you've got a Homelite ZIP to do your work." These words were sent to Radio Station WCCO in Minneapolis by a gentleman who was entering a contest run by WCCO in which listeners were asked to write, in 25 words or less, why they would like a Homelite ZIP. This is a fine slogan for the customer. It proves that he wants labor-saving tools and that we should point out to him how much time and labor he can save with a Homelite.

This does not mean that the dealers can sleep an hour later, though! Instead, we must all get up an hour earlier to get our share of the large, new market the ZIP has opened. There is lots of work to be done. While the happy ZIP owner is sleeping, we must get out earlier and convert every hour into constructive selling time... contacting new customers... demonstrating the complete line of Homelites.

WATCH THOSE DISCOUNTS!

Some dealers are evidently more interested in being discount conscious than in being good salesmen. Giving away a product at a discount doesn't take much salesmanship but it doesn't bring in much money either. In these days of rising overhead, discounts are a real luxury.

Don't blame the weather or general business conditions if your profits are lagging. Stop and think a minute whether you're allowing discounts and if so, whether you are stepping up your sales enough to make up the difference. Here's a little table to illustrate this point.

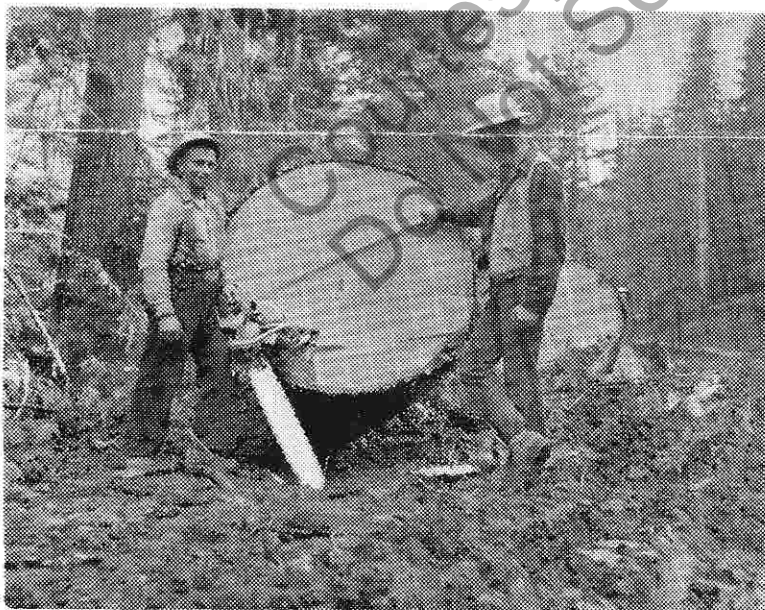
| If your discount to the customer is | The percentage of profit is | Your sales must be increased |
|-------------------------------------|-----------------------------|------------------------------|
| 5% | 20% | 25% |
| 10% | 40% | 67% |
| 12½% | 50% | 100% |
| 15% | 60% | 150% |
| 20% | 80% | 400% |

Instead of giving discounts, sell the customer on the fact that you give service as a discount. This will pay off like an insurance annuity in repeat business and increased sales.

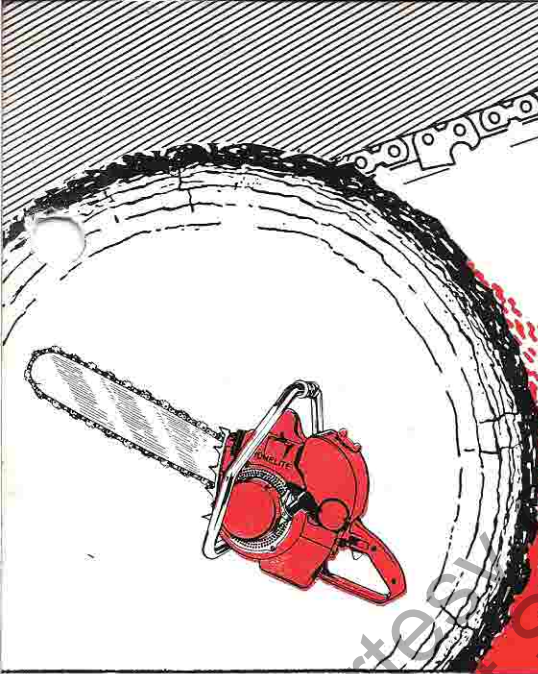
Robert P. Straetz

Sales Manager

SAWDUST



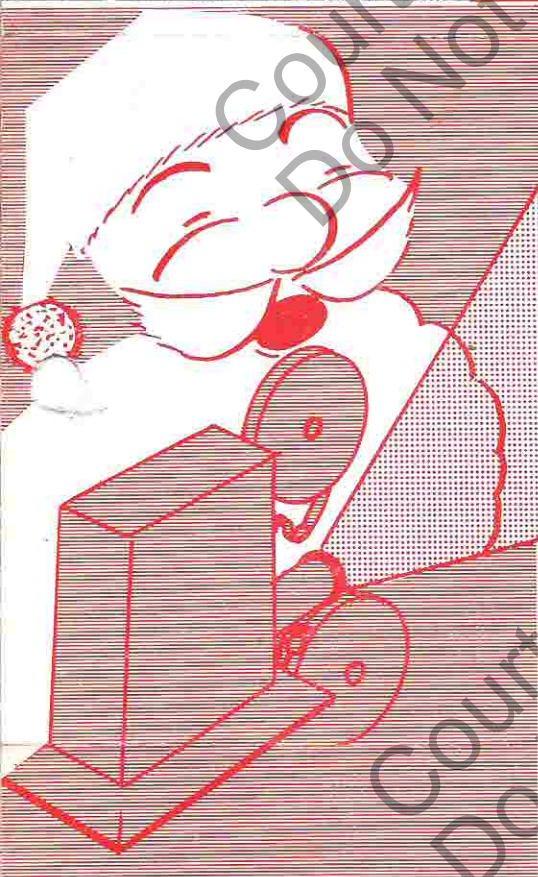
This white pine, felled by George Elletson, left, with his Homelite, was the largest ever cut in Lincoln County, according to a newspaper story which appeared recently. Dick Martin, at right, scaled the 142 foot log which measured 73" across the stump and 18" at the top, making a total of 11,080 board feet. The entire length of the tree was 170 feet.



SAWDUST

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PORT CHESTER, N. Y. — GASTONIA, N. C.

NO. 73 DECEMBER, 1958



HOMELITE STARS IN NEW LOCAL FILMS

sound of a chain saw in action never fails to attract interest. Young and old alike enjoy watching the speed with which the saw does a job which used to be a long and tiring one. They like the excitement of having the tree crash down, of seeing how easy it is to cut up into logs. That's why actual demonstrations are always so effective in selling. People are impressed by actions more often than words. What better way to demonstrate Homelite chain saws to large groups of people at one time than by action-filled color movies in the Homelite dealer's own community? The people who make up these movie audiences are the best possible prospects. They live in the area and find it convenient to do business with the dealer.

A new series of six color movies, especially designed to sell Homelite chain saws, is now being offered to Homelite dealers. Each film stresses a different selling point such as *all-purpose use . . . effective attachments . . . money-making possibilities . . . ease of handling . . . power . . . complete line*. Depending on the type of area, (farming, big timber, pulp or logging country) the dealer can order whichever version or versions would be of the greatest interest. He could get them all, as far as that goes, or in any combination.

Homelite has paid the full cost of producing these movies. The dealer pays only a one-time charge for having his name filmed and he pays the cost of showing

the films in his theater. And, because of the Cooperative Advertising Plan, if the dealer sends in Scrip Dollars amounting to one-half the screening charges, Homelite will pay one-half of the bill.

To insure satisfactory bookings and a minimum of trouble and effort on the dealer's part, all bookings are being handled through representatives of Homelite's authorized film distributing companies. These men are ready to call on the dealer, *at no obligation to him*, to explain exactly how the arrangements will be made and just what the costs will be. These are local men, who know local conditions, theaters, and prices and will be able to advise the dealer wisely and help in every possible way. All the dealer has to do to find out how to boost his chain saw sales with Homelite's action-packed movie ads, is to fill out and return the enclosed card to the Advertising Department in Port Chester.

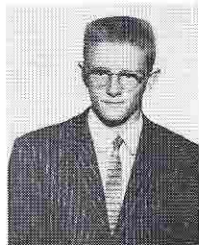
It costs nothing to get this information. It could open a whole new chapter in the business life of the Homelite dealer. Everybody gets a kick out of seeing his own name or picture in the paper. These movie ads offer the dealer a chance to appear locally "in the movies". His reputation and business will increase at a great rate when friends, prospects and local business men see his name and learn about his quality product on the big silver screen of the local theater.

Lights! Camera! Action! The feature film is over and the movie audience is sitting relaxed and attentive, waiting for the next show. Suddenly, the busy buzz of a Homelite chain saw is heard; an outdoor scene in full color is flashed on the screen; the operator puts the saw through its paces as the announcer's voice points out the special advantages of each type of attachment. Then, when the attention of the audience is captured, the Homelite dealer's name and address appears on the big screen and stays there long enough to register clearly.

As a matter of fact, the sight and



J. Whitney Bancroft
Nashua
New Hampshire



Henry Green West
Calhoun City
Mississippi

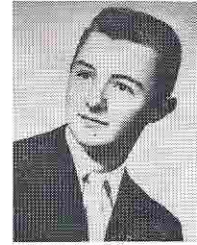
GIFTS THAT NEVER WEAR OUT

1958-59

4-H WINNERS NAMED



James Austin Hunt
Leesville
Louisiana



Eric Siverts
Wheat Ridge
Colorado

Four young men received wonderful Christmas gifts recently, gifts that will have a big influence on their educations and on their whole lives. They are the 1958 winners of the \$1600 4-H Forestry Scholarships which Homelite has sponsored for the past two years and will continue to sponsor in 1959.

To J. Whitney Bancroft of Nashua, New Hampshire, James Austin Hunt of Leesville, Louisiana, Eric Siverts of Wheat Ridge, Colorado and Henry Green West of Calhoun City, Mississippi, this means that each year for the next four years, a check for \$400 will arrive to help with their college expenses. It will make it possible for them to complete their forestry studies and prepare themselves for careers in forestry.

To win the scholarships, these former 4-H members had to submit, among other things, proof of good grades, membership in 4-H, and intention to take up forestry in college, either as a major or minor. They also had to describe actual projects undertaken and completed. Their interest in forestry is no whim. They have cleared woodlots, practiced selective cutting, planted trees, cut fire-lanes, studied conservation, given talks on all these subjects, made displays and kept reports. They have helped pay for their own educations by selling firewood and christmas trees, by cutting wood. They have had all this practical experience and now they are eager to learn all the latest theories and practices in college so that they can become real professional foresters. Winning the Homelite Forestry Scholarship is a reward for work well done and a promise for the future.

The actual winners are not the only ones who benefit from these scholarships. Other 4-H members, spurred on by a chance to compete for them, are working on ways to improve their farm woodlots and make them profitable. Over 67,000 of them, in every state in the union, worked on some forestry project during the past year. This means that many 4-H Leaders and County Agents were directing these young people and many

farm parents were learning new ways of doing things from the younger generation.

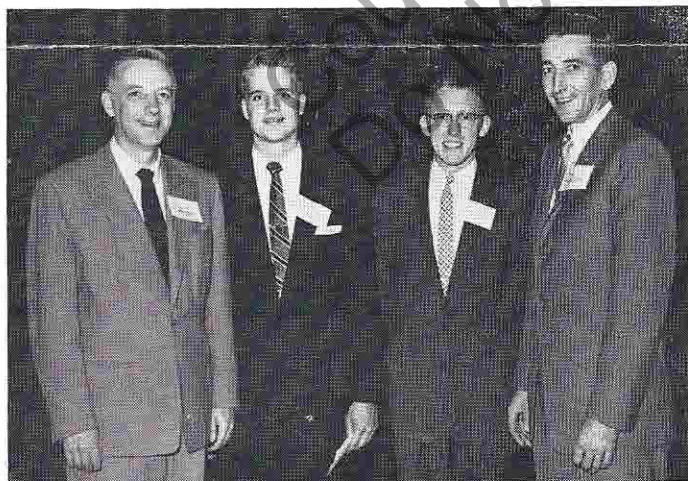
Where does the Homelite Dealer Fit into this picture?

In the first place, as the local representative of Homelite, the dealer himself is partly the donor of these scholarships. As such, he should know as much as possible about them. One of the original announcement leaflets about the scholarships is enclosed with this issue of Sawdust to remind dealers of the basic facts of the scholarships.

In the second place, as a local businessman, the dealer is anxious to win the goodwill and respect of the community in which he lives and works. This offers the best kind of an opportunity to do just that. By getting to know the local County Agent and 4-H Leaders and convincing them of Homelite's sincere interest and willingness to help with any forestry project, he will be making friends for himself and Homelite. It will be possible for him to learn in what way he can be of constructive help. After all, the dealer has many services to offer; an interesting movie on Chain Saw Safety to show; demonstrations of brush-cutting techniques; discussions sessions about two-cycle engines... all subjects of real interest to these 4-H'ers.

Where does Homelite fit into this picture?

Homelite is convinced, as are many other of the nation's industries, that it owes an obligation to the community in which it does business. To quote Mr. Merritt D. Hill, General Manager of the Tractor and Implement Division of the Ford Motor Company, speaking at a special Donors Conference for all the companies who have a part in the Awards Program, "As I see it, the 4-H Program is one of the best means by which an industry can meet part of its obligation to the nation's young people." Homelite agrees with this viewpoint completely.



AT PENNSYLVANIA STATE UNIVERSITY, the 1958-59 Homelite Forestry Scholarships were awarded at the Ag Hill Party. From left to right, J. Howard Maxwell, Sales Promotion Manager, Loring C. Hulslander, senior, Harold C. Pitzer, junior and Robert E. Ross, Altoona Branch Manager.



AT NORTH CAROLINA STATE UNIVERSITY, the annual School of Forestry Rolleo was the occasion for the presentation of the Homelite awards. At left, Richard Burchett, Raleigh Branch Manager, presents checks and Homelite hard hats to Roy Stonecypher, senior and David Bramlett, junior.

In fact, five years ago, J. A. Abbott, President of Homelite, in a Christmas message to all Homelite dealers, announced the establishment of six forestry scholarships to be given annually in the name of the dealers. Later increased to eight, these scholarships have made it possible for more than fifty outstanding forestry students to complete their studies in some of the nation's leading colleges.

Any move which furthers the development of good forestry practices in the woods and on the farms is important to every American, especially to those of us in the chain saw business. At the present time, thanks to the combined efforts of government agencies, large and small industries and an awakened public, America is finally growing more wood than it is using every year.

Modern chain saws are so easy to operate and so efficient in cutting down trees that they could very well have contributed to the destruction of the wood supply in this country if no control had been exercised. Luckily, chain saws are also useful in many phases of fire and insect control and in selective cutting of ripe trees . . . all constructive activities.

In the concentrated effort to "Keep America Green", trained professional foresters play a very important part. Homelite is proud to have had a small part in this great program by developing more and more efficient tools for the industry and helping young men to become trained foresters. We can echo the sentiments of one of the recent scholarship winners who wrote, "I promise to do my best to live up to the standards implied in the scholarship."

In Marshfield, Wisconsin - Homelite IS the Competition

Some people really like to do things the hard way. Not for them, the easy jobs, the push-over customers, the no-competition territory. They get real satisfaction from measuring their own sales ability and the quality of the product they represent against a worthy opponent.

Such a man is Howard Craft, Homelite dealer in Marshfield, Wisconsin. He was warned when he took on the dealership that the territory was strongly dominated by one of Homelite's chief competitors. The man and the product were well entrenched and very popular. Howard would have a tough job breaking in, even with Homelite chain saws. This didn't seem to discourage him in the least and in 1953 he became a Homelite dealer.

"It was pretty rough at first," admits Howard. "I'm really sold on Homelite myself, though, and when I could get men to use them and see how well they operated, I began to get sales. These customers began to tell their friends about their dependable Homelites and I had less and less trouble building up my business. 1957 was a very good year for me and this year should end up even better."

Howard's shop is located right on his farm outside of Marshfield. He's prepared to give 24 hour service and sometimes does! His wife helps him with the bills and accounts and his son works right along with him so it's a real family business. They sell outboard motors in addition to Homelite chain saws and Howard buys wrecked automobiles and sells the parts.

When he needs a car for himself, he reconditions one of his wrecks . . . he has a beautiful Cadillac almost ready for use right now!

One time he drove over 1,000 miles buying up used Homelites. He came home with his car loaded down with units. After reconditioning them he put on a big sale. The customers came in droves, lured by the low prices, and became enthusiastic fans when they found out the advantages of owning Homelites.

Howard Craft knows just what his customers want and need. Like most of them, he is a farmer and shares their problems and interests. He is also a former cutter who made his living in the woods, getting paid at the rate of 30 cents a log just after the war. Quite a bit of pulpwood is cut in the area by farmers and professional cutters. There is some logging as well.

He reaches this market by almost daily advertising during the fall buying period. He keeps them happy by giving cheerful, expert service, 24 hours a day. He really enjoys the contest with his local rival . . . enjoys bringing more and more chain saw users into the Homelite camp.

"I never doubted I'd make a success of it," says Howard Craft. "Now, with the new, low-cost ZIP, I'm going to do better than ever. It's just what the farmers around here have been waiting for. How can we miss? Why should I worry about competition. I'm the competition in this area."



Mr. and Mrs. Howard Craft of Marshfield, Wisconsin, combine home and business activities with great success. Mrs. Craft does the ordering and bookkeeping for the firm, knows how important it is to have the right part on hand when the customer wants it.



All lined up, ready to be sold, are these Homelite units at Craft's Trading Center. From left to right, Jerry Konitzer, mechanic, Paul Pierson, Greenlake Chain Saw Specialist and Howard Craft, dealer, talk over ways and means of bringing in the customers.



Nico Van der Ryn, Chain Saw Specialist, at Rice Lake, Wisconsin, with the buck he tamed... the ZIP way.

when he started pawing the ground and lowering his antlers, I started looking for the nearest tree to climb. Unfortunately, I had already cut down every good sized tree in quite a radius, so I had to rely on my ZIP for defense. As soon as I picked the saw up and gunned my engine, the buck charged. Quick as only a Homelite can be, I made the sign of the ZIP: Swish—Swish—Swish. When the dust had settled, there lay my buck with his throat cut and all dressed out ready for butchering.

If you know of anyone who is looking for a good deer rifle for a reasonable price, please have him get in touch with me. I am enclosing a photo for anyone who might possibly doubt the truth of this story.

Nico Van der Ryn
St. Paul, Minnesota

The Mark of ZIP

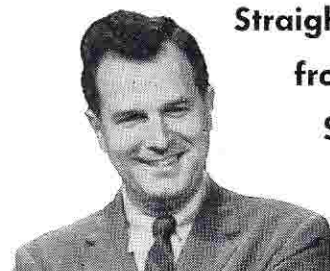
Dear Editor:

In your October issue of Sawdust you ran a story of a bear attacking a logger in Northern Minnesota. It seems that deer feel the same way about Homelite chain saws in Wisconsin.

I was cutting my winter's supply of firewood just north of Rice Lake, mind-ing my own business and giving my ZIP demonstrator a little work-out. I set the saw down to pile a few sticks when there was the most ferocious snort behind me. Whirling around, I was face to face with the meanest looking buck I had ever seen. I couldn't figure out whether he was object-ing to the noise or the way his forest was melting in front of the ZIP. Anyway,



One in almost a thousand! H. Stanley Becker, center, of Gloversville, N. Y., won a ZIP chain saw in a Homelite radio contest sponsored by 13 dealers in the Albany territory. There were 298 entries. At left is Charles John Stevenson, popular radio personality and at right is Charles Van Allen, Albany Branch Manager.



**Straight
from
Straetz**

You can learn a lot about golf, tennis or bowling by reading books... but you'll never play any of them well unless you get out and practice. The same applies to selling, whether it's chain saws, outboard motors or lawn mowers.

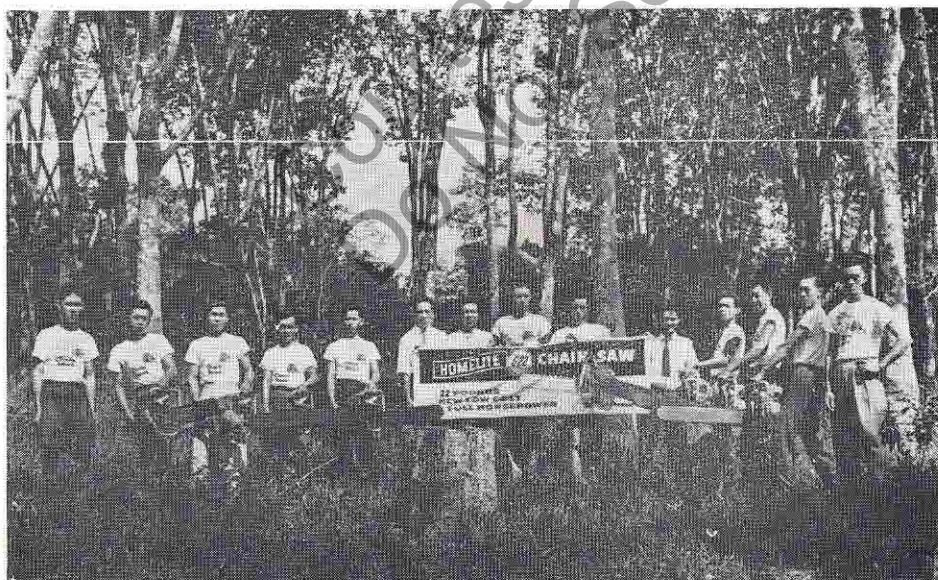
This may seem elementary, but people who should know better keep right on making the same mistakes in selling, over and over again. Most of you dealers know a lot about selling, but how much of this knowledge do you actually put to work?

How many times have you run into objections like, "your price is too high", "I don't need one right now", "I can't afford your product" and so on? You have probably read articles on "How to Overcome Objections" and you've probably overcome many of these objections at some time or other, but do you practice what you have read? Are you prepared for these selling hazards or do you get a mental block when someone says, "Your price is too high?"

If you prepare yourself for these objections you should be able to answer them skillfully, the next time you encounter them. If you have the right answers, you'll gain confidence and you'll make more sales. And no one knows the answers better than you do. You've seen how Homelite chain saws stand up under use... seen how much more they are worth as trade-ins... seen how they compare with other chain saws. You are the man who can talk with authority about these things because you *know*.

One top Homelite dealer said, "I don't have any secret for success. I just practice the selling methods which have proved successful over the years. When I read about some new art of selling, I try it. If it works, I remember to use it again."

Think of the selling tricks you know, but haven't used lately. Practice a few of them. The results will amaze you! And if you have any selling knacks that will help other dealers, send them in to "Sawdust". We will publish them from time to time so that others may benefit from your skill.



The Homelite distributor in Singapore, Mr. Eng Kiat Soon, attended a wedding of one of his clients in Kulai, Johore, Malaya. He was able to get this group picture of the Homelite owners in the area in a grove of rubber trees. They are professional lumber men and strong Homelite supporters... witness the Banner, the T-shirts and chain saws!

Robert P. Straetz

Sales Manager