



SANDUST

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

NO. 74 JANUARY, 1959

Homelite Prospects Look Fine, Forecast Record Sales For '59

"There's real cause for an optimistic forecast for Homelite sales in '59," reports Nelson Thompson, Homelite Executive Vice President. "Leading economists are almost unanimous in predicting a continuation of the present high business levels. The business slump which had everyone worried last year is definitely over, and we can look forward to a considerable period of good income right now. We should take full advantage of this, not only to build up sales, but to build our operations up to a new, solid, effective level in preparation for any unexpected weakening of the general economy."

In the early part of last year, when the general economic climate was poor, the Homelite sales volume was definitely affected, as most Homelite Dealers know only too well. Competitors with lower priced models apparently did not suffer as much of a decline. With the introduction of the Zip in August, however, and the general improvement in business conditions, the sales volume went up sharply and much of the ground lost to competitors earlier in the year was regained.

The Zip is only a part of this improved sales picture, however. The Zip is bringing in the business *in addition to* the regular chain saw business, and the sales of the 7-19 and 7-21 and other models are also showing a big increase. This is a very healthy sign and gives the Homelite dealer a broader base for future sales.



Looking over sales quotas for 1959, Nelson Thompson, Executive Vice President, at desk, and Eugene Carey, Manager of Chain Saw Dealer Sales, are optimistic about the prospects for the year ahead.

Another very satisfactory condition is the fact that *Homelite chain saws have actually increased in dependability*. All the present Homelite models are now providing almost trouble-free performance and Homelite is having the best service results ever, with a minimum of complaints and breakdowns.

As for the business conditions which have a direct effect on chain saw sales, these are also very encouraging. In the January 17 issue of "Business Week" the following were some of the facts given on the subject of Housing, which staged a dramatic comeback during the last four months of 1958.

"The seasonally adjusted rate of annual starts for new Housing for Decem-

ber was \$1,430,000—not only the best figure for the year (compared with \$1,330,000 for November) but very close to the 1954-55 all-time high."

"Total construction reached \$49-billion last year due largely to the new vigor shown by residential work in the second half."

The use of newsprint and paper of all kinds is increasing and will continue to increase to supply the needs of our ever-growing population.

Some of the country's largest lumber companies have established a huge fund which will be used to tell the public, in many attention-getting ways, of the importance, usefulness and beauty of wood. Few people realize the full significance of the part that wood and its derivatives play in our daily living. Approximately 5,000 products of the forest affect almost every aspect of our lives. Look for the results of this well-planned promotion during the coming year. All these factors point to a steady demand for wood products and for the high quality chain saws which Homelite will continue to improve and produce.

"The Homelite Dealer who is alert and ready to take advantage of the present favorable condition of business, will not only realize immediate profits, but will build a sound basis for future sales," according to Mr. Thompson. "Prospects look fine, for '59."

Eli Brunner of Oneida, Kansas Starts All Over Again Homelite Dealer

There's an old popular song that advises anyone who's had a disappointment to "Pick yourself up, dust yourself off, and start all over again." Eli Brunner, Homelite dealer of Oneida, Kansas, certainly holds with that advice—for with courage, hard work and obvious good humor he has done just that after a start which would have discouraged many a man.

Here's Eli's own story of his career as a Homelite dealer, as told to Wilbur Gay, "my Homelite man" referred to in the following account. Wilbur represents Homelite in Wichita, Kansas. (A picture of him appears on page four.)

"As Eli Brunner I've been around about 45 years, married to the same wife for 25 years, and have a dear daughter age 10. You can locate me, if you're lucky, at Oneida, Kansas; for I'm your Homelite Dealer for the northeastern part of a Kansas farm community.

My wife and daughter are my only help and if I'm not there, they will entertain you with coffee and by listening to your problems or giving you the latest news from the last Sunday school picnic, through school and dancing school. (Not many get away!)

I've had various occupations through the years. Being mechanically minded, I started at the age of 18, working in a garage. Wanting to be independent, I managed to buy a truck and worked up a business of hauling live stock. Well, that got to be real work and it seemed to me those cattle were much happier when they weren't traveling so I bought a farm and some cattle that were especially interested in staying put and growing fat.

My first experience with Homelite was in the fall of '53. While operating a hardware store in a town of 300 people, I wanted to buy a chain saw and the only way I could buy one wholesale, was to become a dealer; and to become a dealer I had to buy two. After due deliberation I decided my brother was a good prospect. He was, and he's still using the same saw.

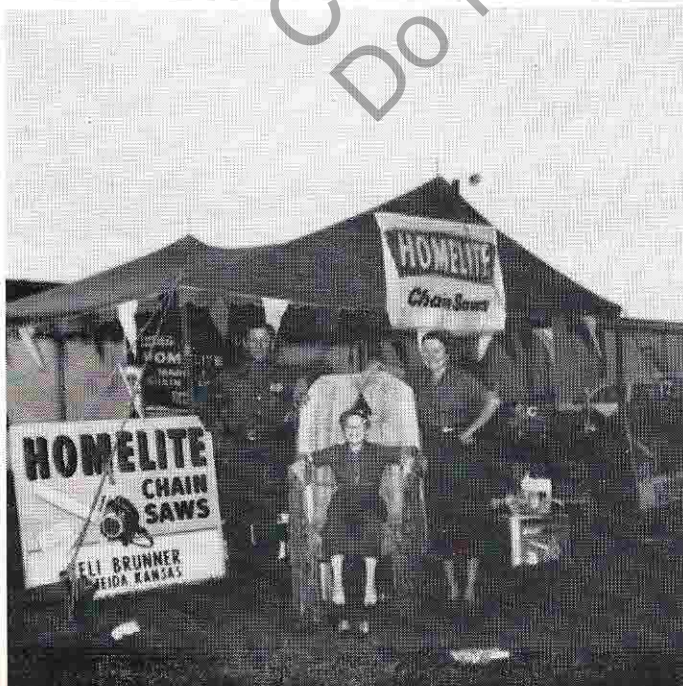
My first demonstration of a Homelite was a spectacular failure. I cut the tree but it fell on me, breaking my back and leg. After three months in the hospital, seven months in a cast and the balance of the year limping around, I had no desire to sell chain saws.

However, in the fall of '56 after an hour of listening to my Homelite man on how great the percentages were against a repeat accident, I finally agreed to attend a service meeting in Kansas City. I came away full of enthusiasm and when I started I found it was easy to sell Homelite Chain Saws. Then I started stressing service on all makes of saws and found this helped me to know when a man was a potential new saw customer, which led to more sales.

We have displayed at four county and 4-H Fairs, during each of the last two years, giving away balloons, yardsticks, and pencils. During the contest at the County Fair this year, I gave away a chain saw, the lucky winner being one of sixteen hundred registrants. The effect of these promotions are consistently evident, as I have become "Mr. Chain Saw" to



Above, Eli Brunner gets a helping hand from his ten year old daughter who is being brought up in the business by her father. She helps him in the shop, goes to the Fairs with him and is a real Homelite booster.



At left, the seat of honor at the County Fair goes to young Miss Brunner as her father and mother look on proudly. The wooden armchair was carved out of a huge tree trunk with a Homelite chain saw.

to Become er of the Month



these people—servicing their saws in about a forty mile radius.

My shop is well equipped. I have a bar tender, chain grinder and all the special tools I need, and I do a first class service job.

The Hardware store is long gone; but farming is still going strong. At a Chain Clinic and Cutting Contest, I traded an EZ-6 for a six month old registered bull sight unseen and \$35, kept him for two weeks and got \$275 for him. Sold another Homelite for two short yearlings and \$125, kept them on free pasture for thirty days and sold them for \$169.50. I even sold a used McCulloch for 14 Banty chickens, two Hampshire Gelts and made \$50 profit. For me Homelite Chain Saws and farming just go hand and glove, and that's using as well as selling."

This humorous, frank story tells many things about its author . . . his patience, his courage, his ability to adapt to new conditions and new ideas. It paints the picture of an independent man who is doing what he likes to do, and having a good time doing it.

Eli Brunner modestly skips over some of the hard work and determination which have made his Homelite business a stand-out success in the Kansas City District.

He makes selling Homelites sound so easy, yet it is obvious that a one-man operation of this kind takes a lot of hard work, long hours, and creative planning to make it a real success. Interested and helpful as his wife and daughter are, they undoubtedly can't repair units or go out on demonstrations or strike the kind of a barter bargain that Eli can.

He lets advertising help him, whenever possible, using newspaper ads, direct mail, roadside signs and decals on his station wagon. Eli finds that displays at county and 4-H Fairs are a real



Above, Eli Brunner stands ready, in his well equipped shop, to handle any chain saw problem. He wears a neat uniform, credits a great deal of his success to word of mouth advertising from satisfied customers.

At left, a customer takes a cut with a 7-21 as Eli Brunner watches carefully. Other Fair-goers, attracted by the lights and the sound of the saw, pause to marvel at the speedy and easy action of the Homelite.

value to him. In a farming community, fairs are an important part of the life of young and old, and a Homelite display, especially when the demonstrator saws are cutting, attracts a crowd every time.

At a recent fair, Eli demonstrated the talents of the new Zip by carving a comfortable armchair out of a huge log! He uses all the promotional material he can lay his hands on—the banners, the Fair Kit, his roadside signs—to decorate his booth and make it a colorful, attractive, interesting spot.

"We always come home with a few orders and a lot of new names of prospective customers," he says. "The whole family has a fine time and we agree that this is a wonderful promotion."

In questioning the various outstanding dealers who have been featured as "Dealer of the Month," one question always gets the same answer and Eli Brunner was no exception. When asked "Do you have any tips for other dealers?" he said, as every other Dealer of the Month has, "Service sells your Homelite saws. Each satisfied customer tells his neighbors. They also are prospects." This desire to *satisfy* each customer is as important in a large dealership as a small one; a city shop or a rural one. It marks the difference between real success and just getting along. It can never be emphasized too often.

Eli Brunner finds that giving service means knowing a lot about all makes of chain saws in addition to Homelite. It also means knowing a lot about the men who own the chain saws; what their chain saw problems are; when the right time comes to sell them a new Homelite. This is the kind of service that builds a sound future with repeat sales and a constantly growing list of customers.

That's what is happening for Eli Brunner, who has built up a thriving chain saw business in a little more than two years. He is combining his chief interests; his family; his farming; his mechanical ability and his liking for people into a profitable, useful, happy life. More power to him!

HOMELITE STARS ON RADIO



In Springfield, Illinois, Branch Manager John Nemezc, left, congratulates the Rev. Clapp of Charleston, Illinois, who won the ZIP contest on WJZ recently. Mrs. Clapp and the Farm Program Director look on with interest.

"Operation Radio," the concentrated Homelite radio advertising campaign which started in September, was so successful that a second period of 13 weeks was signed for by many dealers and Branches. Contests were held in many areas for listeners who were required to send in slogans and statements. The response was very gratifying and the publicity gained from the presentation of prize saws to the winners was very valuable. In many cases, the Farm Directors of the radio stations took an active interest in the promotion and endorsed Homelite chain saws to their loyal early-rising audiences. Pictured here are some of the winners receiving their new Homelites, with obvious enthusiasm.



Jack Banks, left, of Central Rental, Wichita, Kansas, and Wilbur Gay, Wichita Branch Manager, pose with Bruce Beheymer, Farm Director of radio station KFH and his new ZIP. Four Kansas dealers shared the Homelite radio billing.



The lady wins the ZIP on the WLS contest in Chicago. Bill Welsh Jr., Chicago Branch Manager, makes the presentation to Mrs. Theis of Batavia, Illinois. With them are Harry Campbell, Farm Director of WLS, and Mr. Theis who will share the prize with his attractive, clever wife.



The WLW Safety Award, offered by the Cincinnati District, was won by the Leesburg, Ohio, Chapter of Future Farmers of America. From left to right, H. E. Kiser, Vocational Agriculture Instructor, Gary Davis, representing FFA, F. Christiano, District Manager, and R. Miller, Farm Program Director.



The Amo, Indiana, Chapter of FFA won the Rural Safety Award offered by the Indianapolis District. Here D. Wacker, left, Pres. of FFA, accepts the ZIP from T. Skroch, District Manager, as R. Miller, WLW Farm Program Director, and C. Scott of the State Agricultural Education Department watch.



Harvey Fadden, right, picked a 7-21 in exchange for his year-old 6-22 as his second Homelite. Homelite dealers Earl C. Peterson, left and Laurel C. Benson of Buffalo, Minnesota, make the trade.

2nd Anniversary For Harvey Fadden

Christmas came a few days early for Harvey Fadden of Buffalo, Minnesota, but he didn't worry at all. Harvey is the winner of the 1957 Power Twins Contest, and he knows that every year of his life, he'll receive a new Homelite Chain Saw.

On December 20, Harry Throckmorton, of the St. Paul District Office, made the presentation of a Model 7-21 to Harvey at the place of business of Peterson and Benson, Homelite dealers of Buffalo, Minnesota. These dealers are more than happy to have Harvey for one of their customers and look forward to many such yearly presentations.

Harvey reports that his Model 6-22 stood up wonderfully and that he has done a great deal of custom sawing with it. As he had expected, he found many uses for it on his father's farm.



"Winter's here, Wood to cut", wrote Mr. C. C. Settle of Little Rock, Arkansas, in his winning entry for the KARK Homelite contest. His prize ZIP will be of real use to him on his farm.

SANDUST

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

NO. 75 FEBRUARY, 1959

New WIZ to Win Big Share of Low-price, Gear Drive Market

Another new Homelite chain saw is being introduced to Salesmen and Dealers this month in a series of hard-hitting meetings in various parts of the country. It's the new Homelite WIZ, the first high quality, low cost gear drive chain saw on the market. The price of this handsome new saw, opalescent blue with a bright fire-orange decal, is only \$224.95, complete with 14" bar and chain! With a 16" bow and chain, it sells for \$249.95. It is an expensive looking chain saw, weighing 20 lbs., with a 4.32 cubic inch displacement. In appearance it is similar to the ZIP and Homelite feels sure that it will be as outstanding as the ZIP in its sales performance as well.

The WIZ is a chain saw designed to fill a real need—the need to have a quality gear drive saw in the \$200 to \$250 price range. Until now, Homelite dealers had nothing to offer at this price, although there is a large potential market.

Just how will the WIZ fit into the overall chain saw picture? What kind of prospects will make the best customers? The price-conscious *production cutter on pulpwood operations* will find the new WIZ a real producer. *Smaller timbering operators* will welcome the money-saving features of the new saw. *The farmer* who wants more lugging power and low chain and maintenance costs will find the WIZ the perfect saw. And for the Homelite dealer who likes the idea of making more money, the WIZ is sure to be the answer.

Homelite can predict with confidence that the WIZ will be a big hit and will give trouble-free performance, because of the way in which the ZIP has performed. Most of the changes which have been effected in the new gear drive WIZ are the same type of changes which went into the ZIP to bring down the price. In actual performance, not one of those changes back-fired or caused any trouble! In fact, the ZIP has rolled up a splendid perform-

ance record in the seven months since it was introduced. It is a real hit with our customers as evidenced by the letters they write us (See page 5.)

After all, the ZIP and the WIZ are quality saws with the following *plus* features which have made Homelite chain saws famous: short stroke engine design; tough, drop-forged, counter balanced crankshaft; automatic clutch; moisture-proof and dust-proof magneto; all position diaphragm carburetor; large air filter and simple piston pump for oiling. Also, the complete engine and saw are manufactured under Homelite's strict quality control in the most modern chain saw plant in the world in Gastonia.

The ZIP lived up to expectations in another way, too, and the WIZ is sure to follow suit. Many customers, attracted by the price, came into the dealer's shop to look at a ZIP and went out with a 7-19 or a 7-21 because of the added features.

"A full line for '59" is the slogan being used as the theme of the Sales Meetings. The ZIP rounded out the line of direct drive saws and the WIZ will do the same for the gear drive saws. Now, every prospective customer will be able to find a Homelite to suit his needs and his pocket-book. By advertising this full line for '59" and giving the kind of expert, friendly service which is a big part of Homelite's secret for success, the Homelite dealer will be able to ring up the best sales figures ever in the exciting year ahead.



Tom Jordan of Homelite's Experimental Department, puts the new WIZ through its paces in the woods near the factory. He finds it easy to use, quick and powerful in felling and bucking.



ABOVE . . . A southern pulpwood cutter makes fast work of cutting pulpwood lengths with the new Homelite WIZ, equipped with the new Homelite plunge cut bow. In some areas of the South, bows are used to fell as well as buck.

BELOW . . . The new WIZ, in the hands of an experienced operator, cuts through the logs easily and quickly. The new Homelite guide bar is induction-hardened and hard tipped to give long wear and to reduce "down time."



New Homelite Guide Bars to rate 60 Day Guarantee

In connection with the introduction of the new WIZ, Homelite has come forward with a new guide bar and a plunge cut bow which are outstanding in every way. Homelite is so sure, in fact, that these bars are the longest-wearing saw bars ever developed that it is willing to back them with a full 60-day guarantee—the most generous warranty in the industry.

Each new bar will have a serial number stamped on the end of it. The guarantee card will read as follows:

Every Homelite straight blade and bow guide is manufactured of the world's finest steels, by experienced bar specialists, under strict quality controls. We warrant that any Homelite bar found to be defective in workmanship or material will be repaired or replaced by us free of charge, provided you return such defective bar to your Homelite factory branch or dealer within 60 days from date of purchase. This warranty does not apply to a bar which requires repair or replacement as a result of wear, accident, abuse, improper sprocket and chain usage or as a result of any repair or alteration made without our authorization.

As soon as you see them, you know that they are new. The bars are silk-screened in brilliant red. A red border accents the bars. The plunge cut bows are painted *all* red and a bright decal spell out the new features and identify the bars as Homelite bars. The plunge out bows are painted *all* red and a bright decal tells that they are "Homelite Extra Hard Surfaced." Even the boxes that they come in sport a bright label featuring the 60-day guarantee. They really *look* special!

They really *are* special, too. In the guide bars, the rails are *induction-hardened* electronically to provide a specially tempered hard track which reduces rail wear and increases bar and chain life. The *extra hard tip* of the bar has been welded with a special hard-surfacing material which we call "Homalloy." This provides plenty of extra protection where heat and load build-up are greatest. The *high tensile spring steel core* has also been heat-treated to give maximum toughness at the bottom of the slot where it counts the most.

With Homelite's new Hard Track plus Extra Hard Tip bar, there is extra protection from abrasion and heat along every inch of the rail. The chain remains evenly supported. Both chain and guide bar last longer. Rail splitting, jamming and down-time maintenance are greatly reduced.

The new Homelite plunge cut bow will prove to be equally durable and long-wearing. That's because the *entire track* has a "Homalloy" *extra hard surface* welded right to the steel core, providing all-around protection against heat and friction. The *new design* of this bow increases its efficiency, makes plunge-bucking smoother and faster. It comes in a *new size—16"*, which increases cutting capacity and means higher production, less stooping, less fatigue. It will result in lower maintenance cost because it has better tracking characteristics, resulting from the fact that the chain remains evenly supported along every inch of the rail.

These are Homelite bars, made for Homelite chain saws. They give extra protection and extra performance yet there is no increase in price and they are guaranteed for 60 days. Featured in all the Homelite advertising of the new WIZ gear drive chain saw, they can't help being a real drawing card to attract and impress new and old customers alike.

"Team up with Homelite" is Good Promotion Plan

"Team up with a Homelite Chain Saw" and "It's your Brand New Partner for Profits," are two new slogans which will be introduced in the words of the new singing commercials which will be available to Homelite dealers for local radio advertising. This is excellent advise for the Homelite dealer to follow in promoting the new WIZ. If he "teams up" with the Homelite Advertising Department in making full use of the promotional material available, the profits will follow.

These singing commercials, which will be sent free of charge to the radio station, at the dealers request, are catchy and informative. One version is aimed at making the listeners WIZ-conscious and another version, which does not mention the WIZ, specifically, is intended for the West Coast area, where the larger saws are used almost exclusively.

A useful Promotion Kit containing the following items, will be given to any dealer who orders the WIZ.

1. A stunning blue banner with clear white letters and the WIZ insignia in Day-Glo orange.
2. Reprints of announcements ads which are to appear in the Farm Journal.
3. An easel for counter or window display, featuring one of these reprint ads.
4. Stuffers, pointing out the WIZ features and showing application pictures.
5. A wide assortment of newspaper ads, plus mats for bows and bars.

In addition to this material, the new WIZ will come packed in its own colorful blue and orange carton, which can serve as a display stand for the saw.

A silent partner isn't much use in the selling business. If Homelite is to be a "partner for profit," the wise dealer will use every possible chance to tell his prospective customers what he has to offer, through displays, newspaper advertising, radio and TV. That's the way to make Homelite teamwork pay off in increased sales.



Some attractive members of the Advertising Department team, preparing the material which will be given to the Dealers to promote the WIZ. From left to right, Patricia "Pat" Wagner, Gloria "Pat" Price and Maria Humenik.



The two "Pats" put up one of the new WIZ banners. The color is blue with clear white letters—the WIZ insignia is screened in brilliant orange Day-Glo.



Maria fills a Promotion Kit with some of the material which will help the dealer tell his customers about the new WIZ . . . radio scripts, ad reprints, stuffers, easel ads, etc.

Pat Wagner plays the new singing commercial which ties in with special radio and TV scripts to tell the listeners about the new WIZ. "Team up with a Homelite Chain Saw. Team up with a Homelite WIZ."



STRAIGHT FROM STRAETZ

Service promotion can beat your off-season repair work slump. This slump occurs at different times in different parts of the country, depending on the major type of cutting in the area.

In farm areas, this is the time to start promoting chain saw services so that saws will be put away in tip-top shape, clean and ready to start off without trouble when they are needed again.

Many of our best servicing dealers have worked out special ways of selling this extra service which creates satisfied customers and added profit for the dealer in what might otherwise be a slow period. Here are eight ideas which have been used with great success.

1. *Send a post card to every chain saw owner in your territory*, pushing your chain saw sharpening facilities. This is an easy service to sell because much of the success of a chain saw depends on the use of a sharp and correctly filed chain.
2. *Inspect each saw carefully* when it is in the shop, and point out to the customer any dirty air filter or carboned spark plug. Suggest to the customer that he have it put in A-1 shape now rather than have "down time" when he needs it most.
3. *Try new ideas.* Try a get-acquainted offer of a free "Five-Point Check-Up": Air cleaner; Spark Plug; Carburetor; Guide Bar; Chain. By charging for parts and additional labor, this will pay off in profits on overhauls.
4. *Run newspaper ads*, showing a picture of your mechanic and telling of his qualifications. Play up the fact that he has been factory trained and has been awarded a diploma which he is proud to display. (If you are your own mechanic, don't be too modest to blow your own horn! Your customers will be proud to do business with you if they know the kind of training you have had.)
5. *Nothing beats a personal call on a farmer at this time of the year.* Make personal inspection of his equipment and advise him of his needs and ask for his business.
6. *Use a "special offer" promotion to get the saws in . . .* a chain sharpening at \$1.49, for example, or a paint job and new decals at half price for a limited time only.
7. *Advertise any new precision equipment*, such as a new electric chain grinder. People like anything new. Let them know you are keeping up to date with the latest in techniques and equipment.
8. *Provide a place to watch, and provide a pot of coffee, too.* Farmers in particular like to watch their equipment being repaired to see how it is done by factory trained mechanics. You'll find that the farmers themselves tell others about your modern shop and your well-trained mechanic.

These eight points apply not only to the farm equipment dealers but to all progressive dealers. Use some of these ideas in your business and you, too, will *sell your service profitably.*

Robert P. Straetz

Sales Manager

HOMELITE

New Color

HOMELITE



New Decals

The "Full Line for '59" includes, of course, the 1959 models of the two highly successful Homelite chain saws, the 7-19 and the 7-21. They will be called the 7-19C and the 7-21C, however, and new decals, with the "C" in a diamond underneath the numbers, will be on each one. They will have one other noticeable change, they'll be painted a different shade of green. This green, which is called "canyon" green, is a deep, rich color which blends well with the brilliant Homelite red.

Otherwise, there are only a few changes in these trouble-free chain saws which have been so well accepted in all parts of the country. The 7-21C has been given more lugging power by equipping it with a 2.84 to 1 gear ratio instead of the 2 to 1 gear ratio supplied formerly. If customers prefer the 2 to 1 ratio or want even more power with a 3.57 to 1 ratio, the dealer will be able to order the proper parts and make the change himself. In addition, the 7-21C will use a double-row ball bearing on the sprocket shaft instead of the ball and roller.

New Tell-All tags will come with these new models and all the new newspaper mats will carry the new "C" designation. The 7-19C and the 7-21C are sure to be the backbone of Homelite's full line for '59." Current bulletins and stuffers will remain the same.

More Homelite Dealers Will

Alford Saw Company, Winnfield, Louisiana
 Anderson's Auto Parts, Selma, California
 Avery Hardware Co., Knoxville, Iowa
 Azevedo Hardware Co., Gustine, California
 Bill's Garage, Tallulah, Louisiana
 Blamers General Store, Mio, Michigan
 Callison Repair, Emery, Chariton, Iowa
 City Welding Shop & Iron Works, De Ridder, Louisiana
 Cummings Saw Shop, Lansing, Michigan
 De Kalb County Hardware, Smithville, Tennessee
 Dodge's Equipment, Porterville, California
 East End Tractor Sales, Bedford, Pennsylvania
 Everett Marine Sales & Service, Everett, Washington
 Everett's Magneto & Carburetor Service, Oskaloosa, Iowa
 Franklin's Engine Service, Stamps, Arkansas
 Gary-Yates Company, Eupora, Mississippi
 Goad Implement Company, Springfield, Tennessee
 Goes Equipment Co., Alpena, Michigan
 Goodwin, Paul G., Hot Springs, Arkansas
 Heitland Saw Shop, Hampton, Iowa
 Highby Company, The, Cedar Falls, Iowa
 Hoffman Implement Store, E. L., Johnstown, Pennsylvania
 Hood Tractor Company, Orlando, Florida
 Janco Pump & Engine Co., Bakersfield, California
 Johnnie's Plumbing Service, Merced, California
 Layton Tree Service, Atascadero, California
 M & W Hardware, Savannah, Tennessee
 Mackey's, Arkadelphia, Arkansas



LETTERS, WE GET LETTERS WE GET STACKS AND STACKS OF LETTERS



"I Like My Homelite because ..."

"My 7-21 is light and also has the horsepower. I have operated chain saws since they were first manufactured. I have used Homelites since they were first on the market here on the West Coast. You have the best chain saws built, in my opinion."

Paul Nalley, Route 1, Box 231, Oroville, California

"It runs perfect! I backed the tractor on it, broke off the rope starter and bent the handle bar on it. I picked it up, bent the handle straight, put the starter in place and 'dog-my-cats', that ZIP started at the first pull! I'm glad I bought that toy."

Ane Bootsma's son, Jacob Bootsma
Box 265, Sussex Co., New York

"The easy starting is what I like most! I have had the opportunity of trying out my new ZIP in all kinds of conditions . . . in freezing weather, mild weather and in all kinds of timber, large and small. I have never seen anything that could come up to this little ZIP in power and performance. I would not be wrong if I called it an all-purpose saw to suit everyone."

B.W. Thompson, RFD #1, Palmyra, Virginia



"I now have three Homelites, two 7-19s and the other one the small, blue ZIP. These saws really run good and I never have any trouble with them. They are a great cutting saw. When I go in the woods with them, I know I won't have any trouble."

Lionel R. Clark, RFD #4, Linnens, Maine

"We like our ZIP just fine. It is a cutting little monster! Seriously, it makes the hard job of wood cutting easy, agreeable and a pleasure. It sings a song of progress. It tells the story of effort and achievement."

W. W. Winn, Route #1, Kittrill, N. C.

"I didn't think there was a saw so fast! I had never used a Homelite or even been around one. I believe I will be able to do twice the work with it as I have been doing. The 7 month guarantee makes you feel like you have money in the bank."

Larry Bauerle, P. O. Box 108, Wetmore, Kansas



"Homelite saves money because ..."

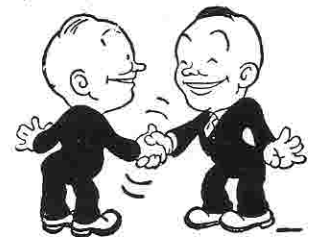
"You will be pleased to know that some of your previous models, the 5-20s, have cut over a million feet of timber over a period of three years. Outside of gas and oil, the maintenance of the machines, parts, etc., was less than one-one thousandths of the total cost. I have just purchased another one and hope that it will be as satisfactory."

Ralph T. Knox Jr., President, Knox and Co., Windsor, Vt.

"We estimate that our new 7-19, which is used for removing and pruning city trees, has reduced the time required for taking down and cutting up a large tree by 25%. We find the saw to be light, well balanced and easy on the operator."

Ted Kunkle, City Engineer, Bryan, Ohio

"I like my Homelite Dealer because ..."



"I live about 15 miles from the Homelite dealer, Mr. Hixon in Belleview, Missouri. He sure is one nice fellow . . . the kind that lives and lets live. When he tells you a product is good, that's it! He told me I sure would like the Homelite, even though I could get another kind cheaper. I'm glad I took his word!"

Frank C. Brumitt, Route 1, Ironton, Missouri

"I would like to let you know that I think you have a very good dealer and mechanics for your chain saws at the Power Equipment Co. in Ellsworth, Wisconsin. I took my saw to Robert J. Scheu. He gave it a complete check-up and didn't charge me anything since it was the first time I had had it in."

Charles E. Kline, R.R. #2, Ellsworth, Wisconsin

Servicing Award Plaques

Mac's Marine Sales, Wheatland, Wyoming
Maxon Boat Shop, Greene, Iowa
McDaniel's Motor Service, Clinton, Louisiana
Meyer's Sales & Service, Summan, Indiana
Motorite Company, Mena, Arkansas
Newellton Saw Co., Newellton, Louisiana
Nittany Timberland Inc., State College, Pennsylvania
Oklahoma Tire and Supply Co., Wayne, Arkansas
Palmer, W. E., Warfordsburg, Pennsylvania
Pineland Chain Saw Agency, Mansfield, Louisiana
Pipho Implement Company, L. W., Sumner, Iowa
Querry, Robert, Mapleton Depot, Pennsylvania
Royal Brake & Alignment Service, Fort Dodge, Iowa
Rudy's Saw Shop, Johnsonburg, Pennsylvania
Shannon's Hardware, Shaver Lake, California
Sherwood Tractor Co., Sanford, Florida
Sierra Saw Shop, Fresno, California
Smith Auto Parts, Dinuba, California
Stevens Forestry Service, El Dorado, Arkansas
Strobel Bros. Garage, Sigourney, Iowa
Thomas, Andrew D., Holidaysburg, Pennsylvania
Vaughn's Saw Shop, De Witt, Arkansas
Vukich Irrigation Supply, Pete, Tehachapi, California
Wards Garage, Pencil Bluff, Arkansas
Wawrynovic, Frank, Clearfield, Pennsylvania
Workshop, The, Godfrey, Illinois
Young Equipment Company, Bend, Oregon



Four out of five of the Super Deluxe NSU Scooters, given as prizes in the San Francisco Sales Contest, line up on display. Left to right, Robert C. Glidden, District Manager, Gene Dupont, of Addison-Dupont, Quincy, California, Jack Kirkbride, San Francisco Branch Manager and Milo Pepperdine of Farmers Exchange, Alturas, California. Three of the winning dealers were not there in person to receive their prizes.

The added boost that the introduction of the ZIP gave to chain saw sales last fall helped 19 Homelite chain saw dealers in Northern California, Nevada and Hawaii become winners in a 1958 Sales Contest conducted by District #13, the San Francisco District. Quotas were given to all dealers and by the year's end, the following dealers went over their quotas by some amazing figures. The five highest dealers were:

Butte Pump	176%
Burt Branson, Manager	
Roy Wells, Sales	
Chico, California	
Commercial Hardware	152%
Tom Horgan	
Reno, Nevada	
Lewers & Cooke, Ltd.	145%
Ralph Rieder	
Honolulu, Hawaii	
Farmers Exchange	136%
Milo Pepperdine	
Alturas, California	
Addison-Dupont	136%
Tom Addison and Gene Dupont	
Quincy, California	

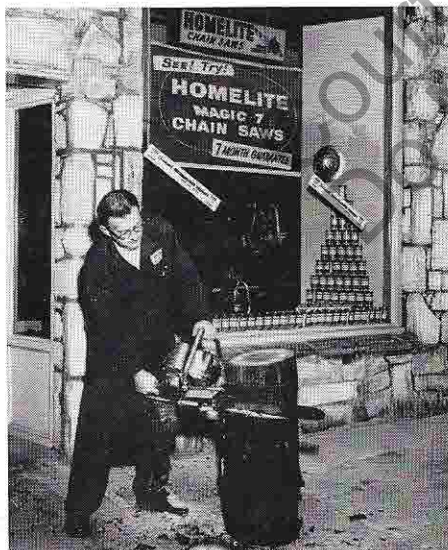
Each of these dealers won a \$575.00, 1958 Super Delux German NSU Prima Scooter, 6 HP, 165 miles per gallon, speeds to 60 MPH. The Scooters come complete with electric start, sealed beam headlights, tail lights, spare tire, extra passenger seat, cushion springs front and rear, 3 speeds ahead, low and high beam headlights, front and rear brakes and even an electric warning light which flashes on when fuel gets down to the point where you can only travel thirty-five miles more before running out of gas! Needless to say, these hard working dealers were very happy about their sales records—and their new NSU Scooters.

Fourteen other dealers went 100% or over their quotas as well. They were each presented with a 2-piece Sylvania Radio-Phone-Intercom set. "Now all of them can talk back to their wives (from another

location)," according to Robert C. Glidden, District Manager, "or tune them out completely or listen to music instead!" They will undoubtedly find many other uses for these sets in their shops and business activities as well. They are, in order, as follows:

- Western Chain Saw Co.
Eureka, California
- Bert See
Nevada City, California
- Robert J. Wray
Tahoe City, California
- Mertle Chain Saw
Fort Bragg, California
- W. E. Stroup Chain Saw
Fall River Mills, California
- Nevada Lumber Co.
Tahoe Valley, California
- Diablo Rental
Walnut Creek, California
- Eilt's Machine Shop
Susanville, California
- Wilson's Saw Service
Weott, California
- Elko Tractor Sales & Service
Elko, Nevada
- Seaton's Chain Saw
Mt. Shasta, California
- Redwood Hardware
Garberville, California
- Liddell Saw & Tool
Auburn, California
- Felton Hardware
Felton, California

Every winning dealer stated that field demonstrations and heavy use of Broad-side mailings plus the extra ZIP sales were responsible for putting total sales over 100%. District Manager Glidden agrees and says, "Wait until they see their 1959 quotas!"



Jim Thomas, owner of Felton Hardware, Felton, California, cuts a slice of log with a Homelite. One of the winning California dealers Jim works hard 10 months of the year, goes to Hawaii for the other two. Lucky Jim!

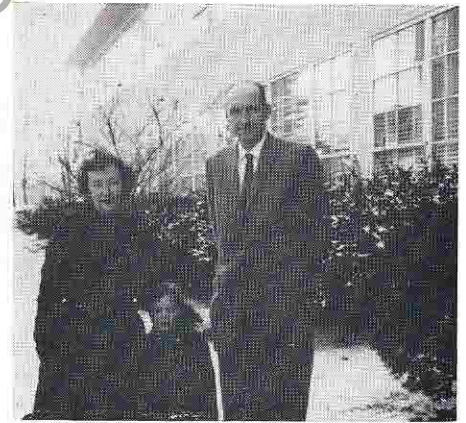
Pictures to the Editor from all over the world



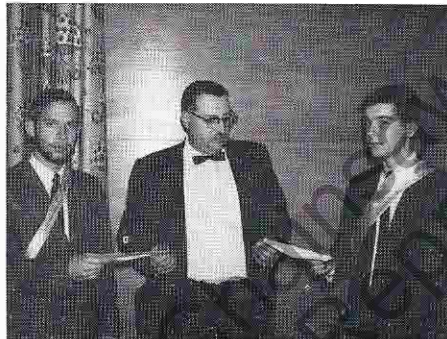
From Southern Rhodesia, South Africa, comes this interesting picture of an operator using a Homelite 5-20 in the Embeza Forest Estate in Penhalonga. His cutting outfit hardly meets safety requirements but he has a helper to keep the small log steady. According to our correspondent B. V. Barrett, the authorities find that the Homelite saws hold up well, under difficult conditions.



From Illinois . . . Nine year old Linda Lodge, shows how she helps her father George Lodge, Homelite Chain Saw Specialist, at the Illinois State Fair. She learned to handle the ZIP all by herself, with no trouble. She and her father make quite a pair. George helps the District and Branch Offices and visits Dealers in the middle West.



From New Jersey . . . Veteran Homelite Dealer Philip G. Berger, of Clinton, brings his wife and little daughter Sally to visit the Port Chester plant. Mr. Berger's opinions and suggestions are of real value to the main office.



From Michigan . . . A. Gruettner, Detroit District Manager, center, presents Homelite Forestry Scholarships to Robert C. Sanders, left, a Forestry Department junior and Joseph Allen Jr. of the Department of Forest Products at Mich. State University.



From Oregon . . . "Corky" Lentz, left, Homelite dealer of Sweethome, Oregon, presents a 7-19 to winner Noel Richards at an Open House held last fall. Mr. Richards is already a satisfied Homelite user and a great Homelite booster.

Successful Summer Forestry Camp – Result of Planning Ahead

It's not too early to start planning, if other areas intend to follow the fine example of the Homelite organization in Georgia which has had a successful forestry camp for boys for the past two years. This Georgia Forestry Camp was co-sponsored by the State Forestry Department. By giving Homelite dealers a chance to sponsor local boys for a week at the camp, valuable local publicity was assured, their parents and teachers.

The boys themselves, all high school seniors with an interest in forestry, not only enjoyed their week's stay at the Richmond County 4-H Club Forest Camp, but also learned many valuable things about Forest Management. They learned by actual doing how to judge and mark trees suitable for felling; how to cut and stack the wood; how to measure the cut wood. State Foresters and Homelite personnel who served as instructors and councillors, enjoyed the week at camp as much as the campers did.



Learning how to take care of valuable equipment, Forestry Campers pay close attention. Left to right, kneeling, S. Thacker, Georgia Forestry Commission, J. Wisenart, L. Clements, and E. McClellan, Atlanta District Manager. Standing, E. Rooks, C. Lance, B. Lorenzo, S. Strickland, E. Jones and E. Bentley.

New Homelite Plant for South Carolina

On January 19, 1959, Homelite took another decisive step in its forward path of progress and growth. Ground was broken for a new, modern manufacturing plant in Greer, South Carolina, following the announcement of plans to move all of its pump, generator and blower production from Port Chester, New York, to the new plant by next fall. The new lawn mower and the marine engine will also be produced in Greer. All of the Office Departments will remain in Port Chester.

This decision was made after studies showed that it was impossible to produce these units in the out-moded factory building in Port Chester without pricing them too high to meet the competition. Rather than discontinue these well-known and widely used products, it was decided to build the new plant which would incorporate all the time and money saving improvements necessary for a profitable operation.

The ground-breaking ceremonies took place at eleven in the morning on the 50 acre plot on the outskirts of Greer, a city in the northwest part of the state, between Greenville and Spartanburg, South Carolina. A large and enthusiastic audience turned out to welcome Homelite to the area. They listened to speeches of welcome made by prominent South Carolinians and enjoyed the music of the Greer High School Band. Many well known citizens took part in the ceremonies including Senator J. Strom Thurmond, Congressman Robert T. Ashmore, State Senator Bradley Morrah, and

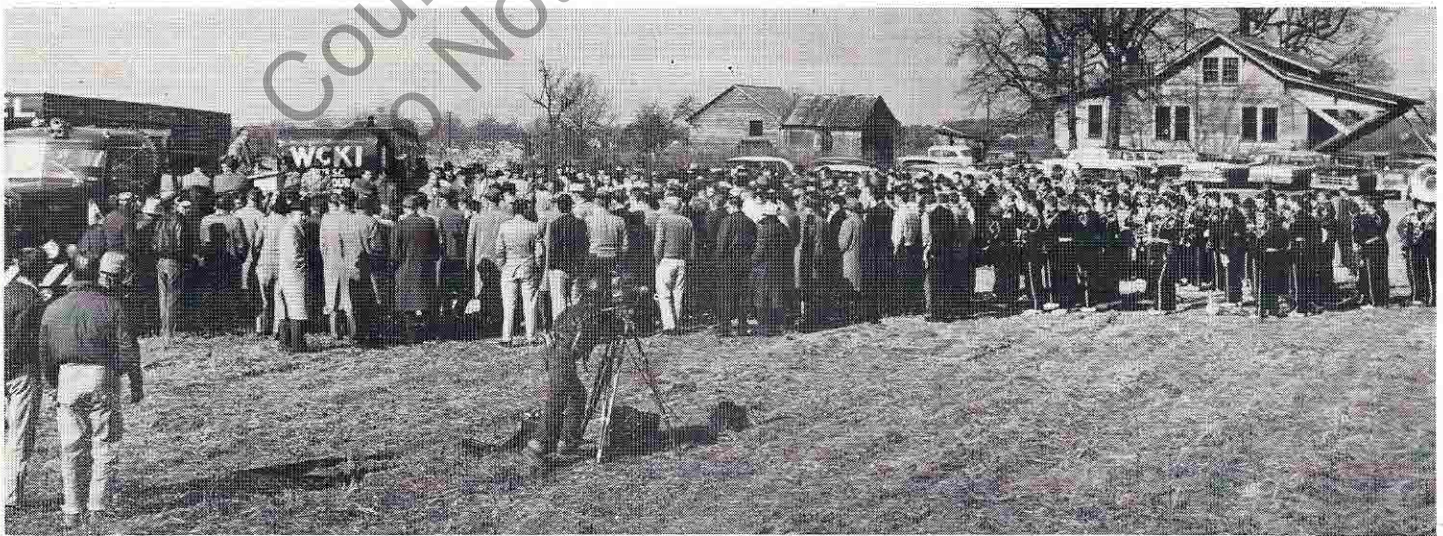


Vice President R. C. McDonald takes up the first spade of ground at the site of the new plant in Greer, in front of a distinguished audience. Left to right, John Reed, newly appointed Works Manager of the Greer plant, U.S. Representative Robert T. Ashmore, U.S. Senator Strom Thurmond, Mr. McDonald, Buck Mickel, representing the Daniel Construction Co. and Mr. DeHaven Ross, Homelite Secretary-Treasurer.

Mayor Lloyd Hunt of Greer. Representing Homelite were DeHaven Ross, Secretary-Treasurer, R. C. McDonald, Vice President, Manufacturing, John G. Reed, newly appointed Works Manager of the Greer Plant, Philip J. Corbett, Supervisor, Special Projects, Clarence Stevens, Works Manager of the Gastonia Plant and Robert Rhodes, Chief Manufacturing Engineer of Gastonia. The proceedings were televised by WCKI and the film appeared that evening on news programs in the area. The speeches all expressed a warm welcome to Homelite. South Carolina has embarked on an aggressive program to attract diversified industries and

Homelite, as one of the first large companies to build in the area, was promised active support and cooperation.

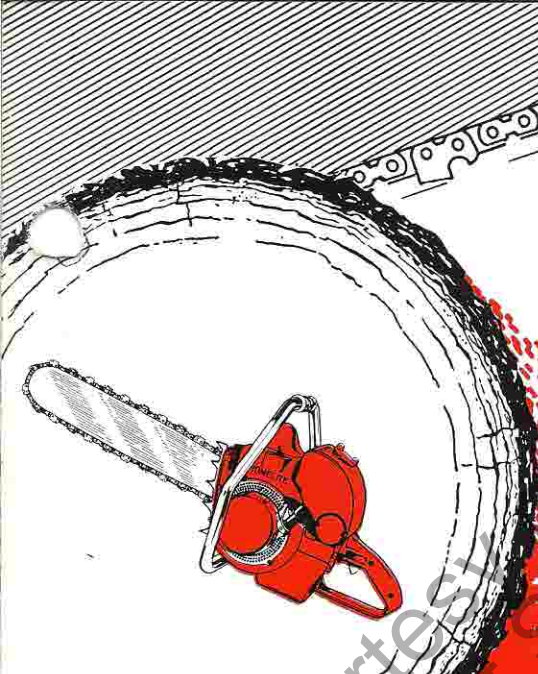
The new plant, which is being built by the Daniel Construction Co. of Greenville who built the Gastonia chain saw plant two years ago, will be an almost exact duplicate of that attractive, modern plant. The lay-out proved so efficient under actual production use that only a very few changes will be made in the one-story, windowless design. When the Greer plant is completed it will be the most modern, most completely equipped factory for the manufacture of pumps, generators and blowers in the world.



A view of the crowd of interested spectators, residents of Greer, South Carolina, who came to witness the Homelite ground-breaking ceremonies

on January 19. At right the Greer High School Band, ready to play a rousing number. At left, the WCKI television truck which covered the occasion.

The buildings in the background are to be moved off the property to make way for the modern factory building which will occupy the site.



SAWDUST

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

NO. 76 MARCH, 1959

Homelite Mower Car A Hit At First Big Public Showings

Homelite wowed 'em with the new Mower Car in Chicago, Milwaukee and Omaha at recent Sports Shows in those cities! This was the first look that the public has had at the smartly styled new rotary lawn mower with the great new features, and they were really impressed.

Tom Ford, Assistant to the Manager of Dealer Sales, has just returned from the Middle West where he attended the Milwaukee Sports Show. He also received first-hand reports about the Chicago Sports Show, from Chicago District personnel who manned the Homelite display.

"The attractive styling makes the people stop and look at the Mower Car," reports Tom. "When we tell them about the special features and let them see how easy it is to handle, they are very much interested."

The same customer reaction was noted by George Lodge, Factory Chain Saw Specialist, at the Omaha Sports, Vacation and Boat Show, held March 9-14. In a very enthusiastic letter he writes;

"The most encouraging feature of this Show was the marvelous reception which the Mower Car received. Many people stopped and it seemed that practically all those who did stop had a use or need for a riding mower. They were much impressed with the automatic transmission and the Dualtrac Drive features. We really have something here which is

going to be a big seller and should boost our sales picture tremendously."

In discussing the Mower Car with people who have purchased another make of ride-on mower in the past, it was learned that there are two very important features that they will be looking for—enough power and adequate traction. Many of our competitors seem to lack these qualities.



The Mower Car, with snow plow attachment, makes light work of the heavy, wet snow on the walk in front of the factory.

The Homelite Mower Car has power . . . enough for all situations . . . 6 full horsepower. In tests at the factory, the mower car has pulled a heavy roller up a steep slope, over rough, uneven ground, with no trouble at all.

The Dualtrac Drive is another major performance feature. This drive system powers both rear wheels independently.

In another test run in Port Chester recently, two planks were set up at a steep incline. One was liberally smeared with grease and oil. The Mower Car had no trouble at all going up the planks, thanks to the Dualtrac Drive.

Above all, the Mower Car is easy to operate! The new Powerdisc Transmission, with three forward speed ranges, plus neutral and reverse, operates just like the automatic transmission of a modern car. You simply put it in the gear you want, push on the gas pedal and off you go! Take your foot off the gas and you stop. There are no gears to grind, no clutch to operate . . . it's all automatic.

These three features alone give the Homelite Mower Car a big advantage over competitive rotary lawn mowers.

Many Homelite chain saw dealers have signified their interest in handling these great Mower Cars. The Homelite name will become even more important and respected with the appearance of another top quality product in the Homelite line.

"It Pays to Hitch You

According to Homelite

It wasn't the work but the lack of work that was Clare Kuiper's big problem when he became a Homelite dealer in October, 1955. His territory, in the west central part of Michigan had very little timber or pulpwood. The farms were small; the Lake Michigan shore, though crowded with vacationers in the summer, was quiet and deserted in the winter. Added to this, Clare was working entirely alone, trying to handle the repairs and bookkeeping in the office and the sales and demonstrations and bookkeeping plus the sales and demonstrations in the field.

One thing helped him weather this first year, however. Clare really knew his Homelites! He had learned about them by working in the Grand Rapids Branch for over four years.

"Those were the days of the Model 20 MCS and the brand new 26 LCS," recalls Clare. "I worked as a mechanic for two years, then as office manager for another two years. During this time I learned that Homelite was a progressive company. Each new model which came out had big advantages which always kept us ahead of competition. I watched the dealer organization grow and noticed that each year dealers were increasing the number of chain saw sales. So—I decided to take the plunge and do what I'd always wanted to do—have my own business."

It was rough going for a while but, slowly and surely, Clare found that his thorough knowledge of his product was bringing in more repair business, which in turn bought him more sales.

"To sell Homelite, a man should be trained from the bottom up. He should know the saw mechanically to the last screw. He should know what his competitors have to offer. He should be able to explain the many advantages of the Homelite without knocking the competitors' saws. We don't have to be afraid to demonstrate against anyone!"

Just about a year ago, Lake Chain Saw Sales was given more territory to work in and moved to a new building, at the intersection of two main highways in Grandville, not far from the large city of Grand Rapids. The business had grown big enough by then to support a second man—so Harry Kok was employed to work full time. Clare trained him in all phases of the business and he is now able to repair any Homelite. He is often called upon to demonstrate the units and he's capable of selling as well.



IT PAYS TO DEMONSTRATE! Above, Harry Kok and Chuck Decker, Grandville City employee, watch Clare Kuiper cut a huge tree with an 8-29. RESULT—the sale of a new Homelite to the city.

IT PAYS to cooperate with the Branch. At lower right Clare Kuiper, right, receives quota buster trophy from Grand Rapids Branch Manager Chuck Frame. RESULT—Chuck says, "We consider Clare tops as a dealer!"

IT PAYS to carry a full line—Below, Harry Kok and Clare Kuiper in the well stocked display room, take care to see that there is one of each Homelite unit on hand. RESULT—no disappointed customers.



"Wagon to Homelite"

Dealer of the Month

This is not only a big help to Clare Kuiper but an absolute necessity—as he nearly doubled the business in 1958 and has big plans for the future.

"Because of the nature of our territory," says Clare, "we concentrate much of our effort on selling Road Contractors, Excavating people and Tree Surgeons. These outfits usually need several different units and they appreciate the kind of service we are able to give them."

"Incidentally," he continues, "as a Homelite dealer we have an advantage over our competition. I mean, the fact that we can get parts easily and quickly through the Homelite factory branch. This gives us a better chance to keep the necessary parts in our stock. We can get saws back into the field much faster than other dealers."

"Repair work pays off, too. We do most of it right in the shop. We have fixed labor charges on most jobs—which run about \$4.00 per hour. Our shop, has special Homelite tools, Arbor press, chain grinder and bar grooving machine. We've found that it's better and more profitable to do a good job the first time—rather than make the customer come back to have it done over again. However, our repair work is done, not only with a view to immediate profit but also with a view to *keeping* a customer or perhaps gaining one. We know that our quick service, at a fair price has brought many new faces into our shop—with a result that many of them have brought saws."

"We run continual ads in the classified section of three newspapers," he explains. "We also use the Yellow Pages, direct mail and roadside signs. Then when the customer comes in we make sure we know what he is going to use the saw for. By selling the unit that is best suited for his job you will win his confidence."

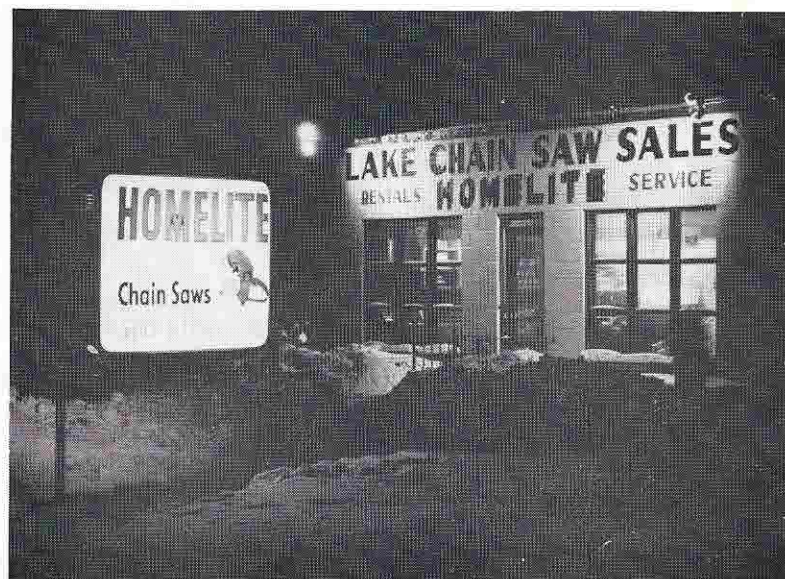
It's very obvious from Clare's achievements and plans that he's a young man on his way up. His friendly, out-going personality and genuine interest in people give him a head start. His ambition to make a fine life for his wife and three kids is a big incentive and his enthusiasm and faith in the Homelite chain saws he sells, provide the fuel that makes this outstanding dealer a credit to his District and to Homelite.



IT PAYS to concentrate on Tree Surgeons—Above John Crowley, left, owner of Crowley and Monks Tree Service, tries out the clearing attachment as Harry Kok and Clare Kuiper watch. RESULT—a satisfied Homelite user.

IT PAYS to have a trained mechanic and the proper tools. At lower left, Harry Kok, Mechanic, rebuilds a Model 17, taking care to do the job right the first time . . . RESULT—a satisfied customer.

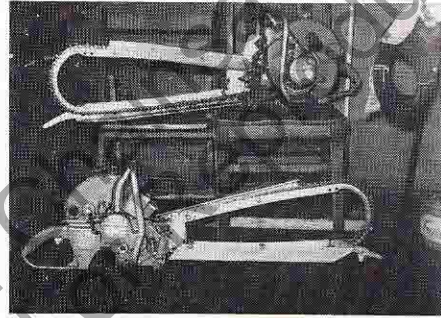
IT PAYS to advertise—day and night. The outdoor electric sign stays on all night, the four flood lights on a timer are turned off at 11 p.m. RESULT—motorists on two main highways see this bright display.



DEALER PIX . . .



24 HOUR SERVICE—No Waiting. Bud Luce, Salesman and Manager of the Chain Saw Division of F. G. Foster Co., in Aberdeen, Washington, puts a repaired unit into one of the 8 lock boxes installed for the customer's convenience. When a logger leaves his saw, he is given a key so that he can pick it up on his way to the job at any time, even 4 A.M.!



SAFETY FIRST. Above, two of the 20 saws that the Tennessee Valley Authority, (T.V.A.) in the Chattanooga, Tennessee area, have fitted with special safety guards. Made of $\frac{1}{4}$ " aluminum angles, these guards add very little weight and as the operators use only the tips for cutting small brush, they are a real advantage. The Mid-South Chain Saw Co. of Chattanooga is the dealer.



BY A DAM SITE—A clearing crew, employed by George Long & Sons, Patton, Pennsylvania, use some of their 32 new Homelites purchased for the job as Dealer A. D. Thomas, from Hollidaysburg, Pa., at center right, watches: The contractor has used Homelites for 9 years and still thinks they have no equals.

SELF SERVICE



TRUCK—NO WAITING. Memphis dealers take delivery on some of the saws they ordered at the Dealer Meeting, February 23rd. Sixty-five people attended the meeting. Dealer Emmett Thompson won a chain saw as a door prize; District Manager Bill Bedford announced a Dealer Sales Contest with a fishing trip for the winners. Enthusiasm was high for the new WIZ and the Mower Car—a great meeting.



CLINICAL REPORT shows that the chain sawing demonstration and Oregon Saw Chain Clinic held at Ashenfelters, Homelite Dealer of Napoleon, Ohio, on January 30th was a big success. Attendance, 500; refreshments, excellent; demonstrations and movies, highly enjoyable. Above, left to right, Bud Moulton, Toledo Branch Manager, Dealer Russ Ashenfelter, Leonard Gebhardt, winner of the free saw and Jane Ashenfelter.



ONE OF THE FOUR HUNDRED who attended the recent Field Day put on by Morrissey Equipment, the Homelite dealer in Cedar Springs, Michigan, was Ernest Ritchie, center, above. He was also lucky enough to win in the drawing for a 7-19, being presented to him by Don Hamilton. Chuck Kessler, Homelite Salesman is at left.

4-H PARTY

A well planned Forestry Field Day was held by the Homelite dealer in Bemidji, Minnesota, on February 14th. Owned and operated by Joe and Fran Hoffman, the Bemidji Boating Centre played host to 25 4-H members and their parents.

The program included a talk by Bill Sliney, Beltrami County Forestry Agent, who explained the Homelite 4-H Forestry Scholarship, the largest single scholarship available to 4-H members.

Homelite movies were shown by Harry Throckmorton, Chain Saw Specialist, after which he gave a demonstration of a Homelite, and allowed each boy to use the saw. Following the meeting a lunch was served by Joe and Fran Hoffman.

The boys had such an interesting and enjoyable time that the Bemidji Boating Centre is planning to repeat the event.



TAKING HIS TURN, Derek Trener, 4-H Member of Frohn Township, Minnesota, shows how well he's learned to handle a chain saw under the guidance of Harry Throckmorton, far right, Chain Saw Specialist from St. Paul. The 4-H boys and their parents watch with interest in spite of the cold.

SAWDUST

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

NO. 77

APRIL, 1959

New Homelite Signs Create Wider Dealer Identification



The new outdoor electric sign is large, three-dimensional, colorful, effective.

What are the signs of a good Homelite Dealer?

"One fact stands out very clearly," says J. Howard Maxwell Jr., Sales Promotion Manager, "the dealer who does a thriving chain saw business *always* uses one or more electric signs to identify his place of business."

To help all Homelite dealers rate as *good* dealers, the biggest bargains ever offered in the line of electric signs have just been made available to them . . . the new outdoor electric sign and the ZIP indoor electric sign.

The outdoor sign is the same size, 53" by 40", as the former outdoor electric sign which has been so popular, but it has many added features. It has been made up in a new, exclusive design, featuring the new darker canyon green

color. The name "Homelite" is deeply embossed, giving it a real 3-dimensional look, and the four 48 watt slimline lamps produce a brilliant light. The entire sign is distinctive and expensive-looking (in fact, it costs Homelite more than the old one did) but the price to the dealer remains the same . . . \$99.50, f.o.b. Knoxville, Tennessee. This includes the dealer imprint, of course.

This sign will last for years as it is not affected by weather or changes in temperature. It will work twenty-four hours a day to keep the Homelite name and the dealer's name before the public. That's why it's such a wonderful bargain!

The other sign, the ZIP indoor electric sign, is the lowest priced electric sign ever offered to Homelite dealers. Made of gleaming white plastic, the ZIP sign is 12 inches wide, 6 $\frac{1}{4}$ inches high and 4 $\frac{3}{4}$ inches deep. The ZIP emblem and the picture of the saw itself are blue and black and the Homelite name is in red.

This sign is so handy! It will stand or hang any place in the shop (counter, window, shelf and wall display) as it comes complete with hanging chains and S-hooks. It won't rust or discolor; the face is easy to remove and clean; the two 15 watt bulbs give a soft light which shows up well, day or night. In fact, it's a great little sign and costs only \$5.00, delivered!

A quality electric sign outside the

dealer's shop, visible from the road, both day and night, is one very sure way of calling attention to the Homelite dealership. The enclosed return order card provides an opportunity for the Homelite dealer to take advantage of these exceptional values. It will pay him to fill it in and return it today.

The sign of a good Homelite dealer is his eagerness to promote his Homelite connection in every way. He has a product he's proud of and he wants everyone else to know about it. He also attracts many more prospective customers and makes many more sales with this hard-hitting approach.



An enlarged view of the small ZIP indoor sign which is big in value.



THE MORE TRADE-INS THE MERRIER. Leslie Wilson, Homelite dealer, is not afraid to take in competitive makes as trade-ins. They help him prove the superiority of his Homelites.

Time was when Leslie Wilson, of Osgood, Indiana, was a farmer. He had a nice farm near Napoleon, in Ripley County, and he raised sheep, cattle and hogs. He still has a farm and he still raises sheep, cattle and hogs, but only in his spare time . . . and there's getting to be very little of that! A Homelite chain saw made all the difference.

Back in 1951, Leslie Wilson decided to be a Homelite dealer and he started with one 26LCS and one box of spare parts which he kept in the kitchen pantry. That first year he sold three chain saws and figured he was doing very well for a spare time occupation. Nowadays, he sometimes sells three Homelites a day!

Needless to say, Les's business outgrew the kitchen pantry several years ago. He had the help and encouragement of his wife who shared all the hard years and all the successes with him. She is a real partner, who handles the Parts Department, sells, manages the house and the two children and is a vital part of the whole operation. She probably also wanted the use of her pantry back!

From Part Time Pantry Selling to Dealer of the Month

Success Story of Leslie Wilson

One of the proudest moments in the Wilsons' life was the opening of a new shop which they built in January, 1958. Whether it was this move or the rapidly growing number of customers, last year Leslie Wilson's business was up by 50% from 1957 . . . and that was supposed to be a recession year!

The big secret of Leslie Wilson's outstanding success seems to be in the personal interest that he takes in every customer . . . most of them farmers from the surrounding area.

"To my knowledge," he confides, "I've never lost a customer to a competitive one-man saw. I did lose one to a two-man saw once. The customer has been trying to turn in that competitor's model ever since . . . he tried three times last year! He can't bear to take the loss on his present saw so he still has it. He'll know enough to get a Homelite to begin with the next time!"

"I believe in giving a fair trade allowance," Les explains. "I demonstrate as much as the customer wants and I give him the best service possible."

There's that word *service* again, which always comes up in any discussion with a really good Homelite dealer.

"When I say service," Les Wilson explains, "I mean complete and interested service . . . not just at certain hours but any time of the day or night. I mean keeping the saws operating so that the owner can do his job on schedule. I mean keeping the customers satisfied in every respect."

The result of this kind of service is a growing list of customers who are the best possible salesmen for Homelite.

"I have one customer," recalls Les, "who bought one of those original 26LCS chain saws. After six years, in which he has only had to buy 4 chains, one sprocket and one drive belt, he claims he would not sell that saw for \$1,000 unless he could buy another just like it!"

"My customers have been so helpful to me," he continues, "that when we opened the new shop, we gave 90 days free labor on any saws sold before that time. We figured it was these loyal customers who enabled us to grow to our present size."

"To attract new customers," he adds,



THE COMPLETE LINE FOR '59. Clarence Comer, left, Mechanic, and Leslie Wilson, Dealer, pose proudly with an imposing array of new Homelite chain saws. The display stands are used to good effect and the colorful packing boxes of the saws provide further display space.

KEEPER OF SPARE PARTS. At right, Mrs. Wilson prepares an order of parts for a do-it-yourself fan. Her husband says with pride, "She's the boss!"



FOLLOW THAT CAR! The bright signs on the Wilson's car lead the way to the neat new Homelite Shop, 1/2 mile west of Napoleon, Indiana. Standing, left to right, Clarence Comer, Mechanic, Leslie Wilson, Dealer and Mrs. Wilson, Parts Manager. Although the car doesn't have the current Homelite models shown, it still has terrific eye appeal and is a familiar sight in the rich farming area of Ripley County.



"we gave one year's guarantee on saws purchased during the first three months after the opening."

To help handle these new customers it was necessary to hire a mechanic, Clarence Comer, who has been working for the Wilsons for the past year. All service is done in the shop, none in the field.

Sales are a different thing! Leslie Wilson does everything he can to tell people that he's the Homelite dealer in Ripley County. He advertises in local newspapers and on the radio. He puts up roadside signs, drives around in a brightly decorated Homelite car and is a welcome displayer at the County Fair and the annual Versailles Pumpkin Show where he enters a Homelite float in the parade.

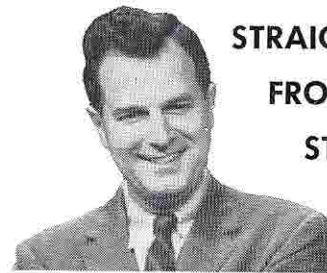
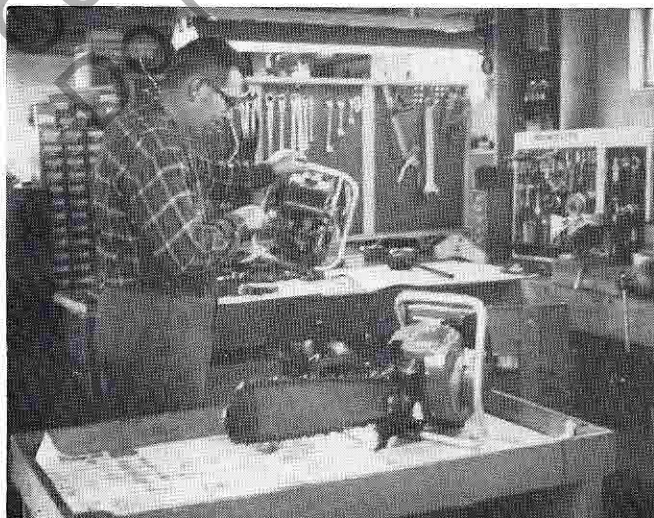
Looking around at his modern shop, well stocked with the latest Homelite models and parts, it's hard to realize how much has happened in the past few years. Leslie hasn't much time for his favorite hobby of fishing these days. He and Mrs. Wilson are much too busy selling Homelite chain saws and providing their special brand of Homelite service.



BEST BY TEST. Leslie Wilson, right tests out a saw he has just serviced by operating it under actual work conditions. F.C. Herbert, Cincinnati Salesman, who took the pictures of the Wilsons, watches.

TOOLS OF THE TRADE:

Leslie Wilson does a fast job of repairing a Homelite unit in his well lighted, well-equipped, clean shop. Note the special tools on the Homelite Tool Board and Tool Kit, the Wilton Powerarm, the Nielson Grinder. Leslie Wilson keeps his customers happy with quick, interested service and fast replacement of needed parts. He's convinced it pays off.



STRAIGHT FROM STRAETZ

I would guess that during the past year, American Motors' President George Romney, has been the subject of more magazine articles and has had his picture on more magazine covers than any other executive in American business. The April 13th issue of Automotive News gives car registration figures which explain all this publicity. So far in 1959 Rambler registrations have outpaced big and familiar names such as Buick, Dodge and Mercury. It would seem that Romney beat the "Big Three" to the punch in offering the American public a six passenger car with European car economy.

Homelite did something similar when we offered the American public the first high quality direct drive saw, and the first high quality gear drive saw in the low price field. I'm referring, of course, to the ZIP and the WIZ.

All of you are aware of the amazing performance, endurance and sales records accomplished by the ZIP. The dealers who used every form of sales promotion—newspaper, direct mail, radio, T.V., "Dealer Days" and on-the-job demonstration—to tell the world about the great new ZIP, watched their sales go zooming ahead.

Just as the ZIP was designed for the occasional user and farmer, the WIZ was designed for the farmer who needed more lugging power and for the pulpwood cutter. The WIZ has been so well received that many dealers are selling far more saws than they normally sell in early Spring.

We strongly urge those of you who have failed to stock the WIZ (in order to hold inventory down) to check with neighboring Homelite dealers who are selling this new saw in good volume. They will recommend the WIZ with complete confidence.

Remember, you can't sell goods from an empty wagon!

Robert P. Straetz

Sales Manager



This assorted jumble of hardwoods, cut by employees of the California Standard Carbon Company, will soon be converted into neat little briquets of charcoal, ready for your back yard grill. The new million dollar industry is being developed in Garberville, California. The chain saws—Homelites, of course.

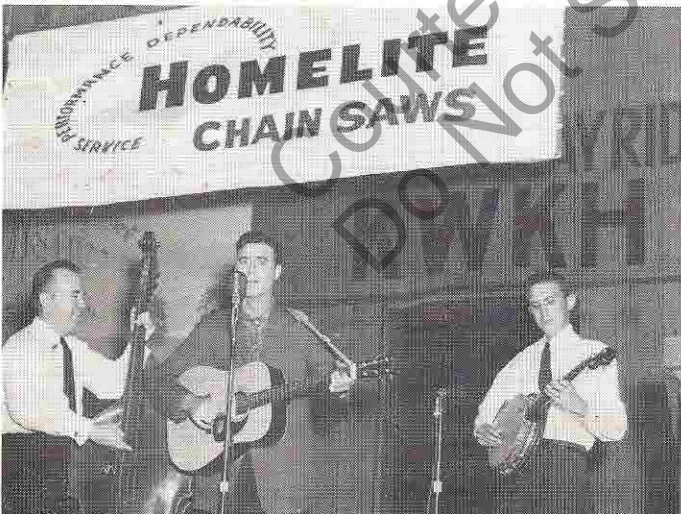
NEW OPPORTUNITIES IN CALIFORNIA

Because the driver of an oil truck wondered what could be done about all the wood, unsuitable for lumbering, which was going to waste in the green valley of Fort Seward, a million dollar a year industry is opening up near Garberville, California.

Because Americans like to barbecue their meals over a charcoal fire, there's a big demand for charcoal and briquets. Mr. J. C. McDonald, the aforementioned driver, put two and two together, did a lot of research and negotiating, and now his company, the Standard Carbon Company, is all set to harvest the hardwood and produce the charcoal.

Because the Homelite dealer in Garberville, Ted Gilbert, of Redwood Hardware, is vitally interested in getting all the business in the area, he seized the chance to demonstrate to Mr. Bud Barnett, woodsboss of the new charcoal project, that Homelite chain saws were just the ones he needed to start the cutting operation.

The future looks rosy for the charcoal business, backyard chefs and Homelite dealer Ted Gilbert!



Homelite went on a Louisiana Hayride in Shreveport, Louisiana, on a recent Saturday night. Popular singing star, Johnny Horton, is at the mike during the Homelite portion of the show. Almost 3,000 people attended the broadcast. Dealers share in this District Promotion by giving out the entry blanks which will win a WIZ and a ZIP at the end of the 13 week series.



One of the first Homelite dealers to sign up to handle the new Mower Car was Charles E. Nichols, right, owner of Nichols Hardware in Carmel, New York. He and Mrs. Nichols were shown the factory in Port Chester by Charles Grossman, left, Westchester Branch Manager. Mr Nichols thinks the Mower Car has great possibilities.

HOMELITE HITS TOP RATING

"Sales of the Homelite Chain Saw Commercials have rocketed the program to number two position in the February best seller list," according to the lead article in "Animator", the weekly publication of the Alexander Film Co., distributors of commercial films. "This marks Homelite's third appearance on the chart in as many months of selling."

Homelite, it seems, signed up for 442 weeks of service during February, second only to the number booked by Pontiac. Sales for December totaled 264 weeks, with 203 recorded in January. By the middle of March 217 more weeks had been booked with contracts still rolling in.

The article concluded by saying, "The program's immediate and fantastic success is nearly without precedent in Theater Commercial annals." Homelite has a habit of setting records and knows a good promotional idea when it sees one!

Any Homelite dealer who has not as yet been called on by a representative of the film distributor should notify his Branch Office or the Advertising Department in Port Chester. It costs nothing to get the information about this program in which so many Homelite dealers have joined, with profitable results.



GOING TO THE FAIR?

Now's the time to reserve your space for State and County Fairs!

Watch for the May Sawdust!

4 BIG FAIR PAGES

SAWDUST

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

No. 78

MAY, 1959

ANNOUNCE ALL NEW 9-23 and 9-26

Two all new Homelite Chain saws...designed for the big timber cutters...are being introduced this month to meet the demands of professional loggers and pulp cutters. *These are the finest chain saws ever built.*

The direct drive 9-23 and the gear drive 9-26 include new design and mechanical features which make them easier to handle, safer to operate. These high quality, precision built saws provide rugged power for heavy duty use.

Announced just at the time of year when the professional loggers are getting back into the big stands of timber, they should be an immediate success. Because a cutter's earnings depend on using the lightest, most powerful chain saws available, he will want one of these new Homelites...designed especially to stand up under rugged conditions, in all kinds of weather, day after day.

These new saws are completely different in design from any other unit. The rugged handle bar mounting, keyed right to the crank case for increased rigidity and strength; the center mounted guide bar for better "sighting in the cut"; the cylinder shroud designed for quick removal, easy servicing and cleaning; two chain oilers for left or right hand use; all controls and adjustments easily accessible are a few of the new features!

Just so they won't look too different, the colors are still the same, Homelite red and canyon green!

"These are great saws and they'll be great money-makers for the production cutters and for dealers in production cutting areas," according to Gene Carey, Manager of Chain Saw Dealer Sales.

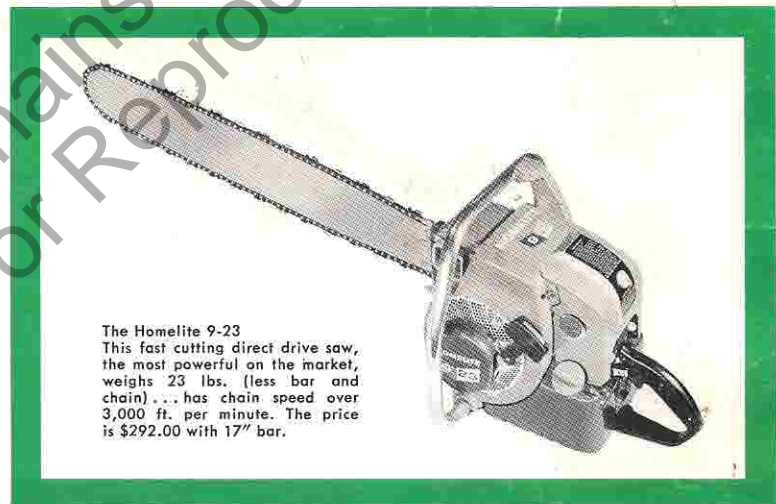
"There's a sizable market for the 9-23 and the 9-26 in non-production areas, too," says Gene. "Many occasional users like to make their choice from a full line of saws. If they are looking for the best saw that money can buy, they'll like the extra reserve power that the 9-23 and the 9-26 provide."

"Any dealer," Gene insists, "can find a market for these great, new saws, to tree surgeons, Park Departments, Departments of Public Works, builders and contractors."

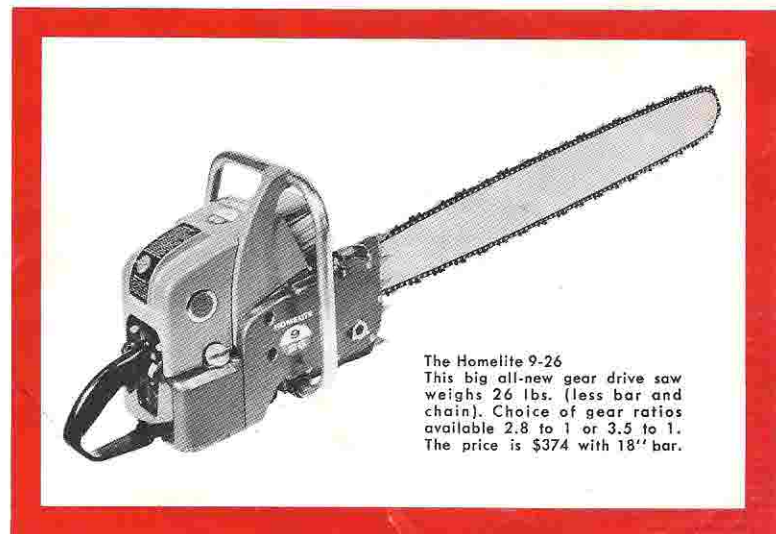
The 9-23 and the 9-26 will be announced with 2-page full color ads in leading professional publications. There will be Promotion Kits available to all dealers who purchase these models...also radio transcriptions with special singing commercials.

Homelite dealers are starting off this year at an all-time high in sales. The general business outlook is very strong, especially in those fields which affect the chain saw industry. There will be a big demand for high quality, powerful saws from professional loggers and pulp wood cutters. The 9-23 and the 9-26 were designed to meet this demand.

As the newest additions to Homelite's "Full line for '59," these new saws will be big sellers and big money-makers for every Homelite dealer.



The Homelite 9-23
This fast cutting direct drive saw, the most powerful on the market, weighs 23 lbs. (less bar and chain)...has chain speed over 3,000 ft. per minute. The price is \$292.00 with 17" bar.



The Homelite 9-26
This big all-new gear drive saw weighs 26 lbs. (less bar and chain). Choice of gear ratios available 2.8 to 1 or 3.5 to 1. The price is \$374 with 18" bar.

Four-Hundred and Thirty Year Old Douglas fir to provide centerpiece for Oregon's Centennial Exposition, June through September.

Months of searching for a perfect Douglas fir log to install at the entrance of the logging display at the coming Centennial Exposition, were rewarded recently. A 283 foot giant was found, straight and healthy after 430 years of battling the elements, in the Bremmett Creek Canyon, four miles north of Sitkum, Oregon.

When the first settlers came into the territory, a hundred years ago, these great trees were the dominant feature of the landscape. Planners of the Exposition wanted a 40 foot log to exemplify the towering part that these firs have played in the development and prosperity of the area.

With the cooperation of the Georgia Pacific Corporation, International Harvester equipment and the Southern Pacific Railroad, the Douglas fir was felled and a forty foot butt-cut log was hauled to its destination, a park on the bank of the Columbia River near Portland, Oregon.

It was important to plan every step of the felling and cutting to prevent any damage to the solitary giant. Heavy crawlers prepared the ground, to cushion the fall. The actual impact was so great that dirt and mud splattered 100 feet on either side.

The bucker "Pokey" Allen, who is a gyso cutter for the Georgia Pacific company, made the first cut 46 feet along the log with his Homelite 7-29.

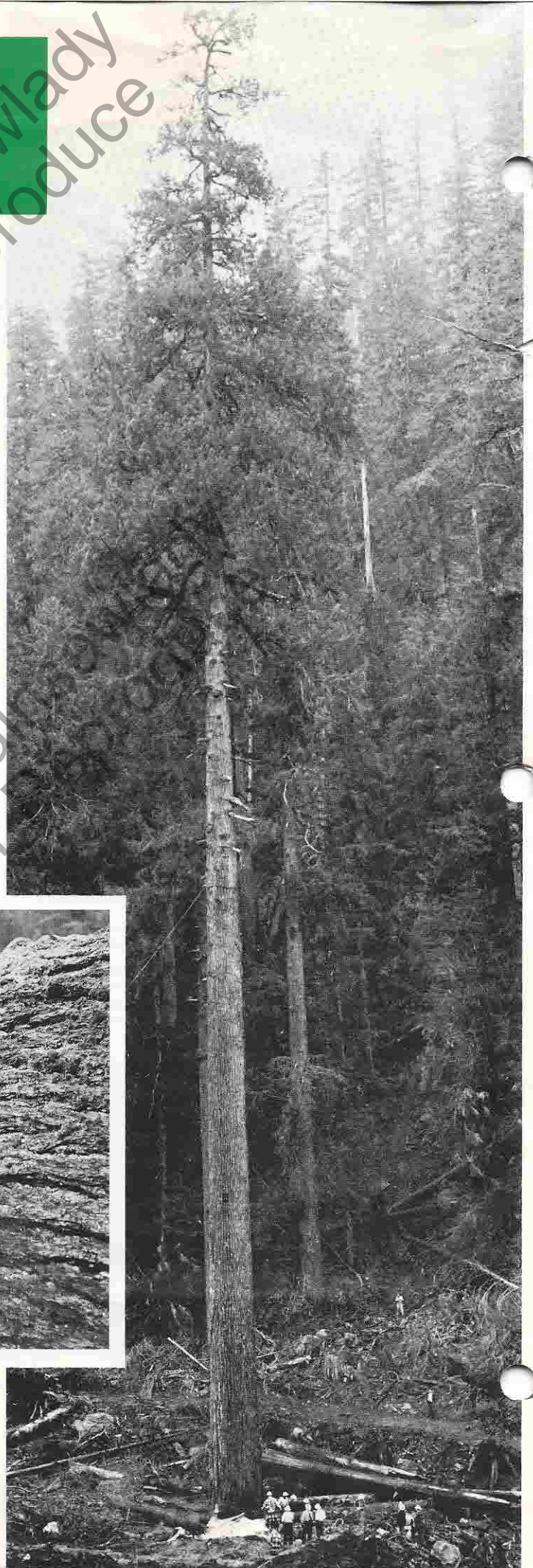
Next came the gigantic job of hauling the 140,000 pound log out of the canyon and loading it onto a special heavy-duty flat car for transportation to Portland. It took great team work of skilled men and modern equipment to bring it off with complete success.

The log which will be the feature of the Centennial Exposition has been trimmed to 40 feet long. It weighs 60 tons and has 13,000 board feet of lumber in it. It is 108 inches on the butt cut and 86 inches at the first cut. The full height of the tree was 283 feet, not by any means the largest tree in the area! This imposing display will make a fitting testimonial to the men and women who created a great state from the dense forest which greeted them a hundred years ago.



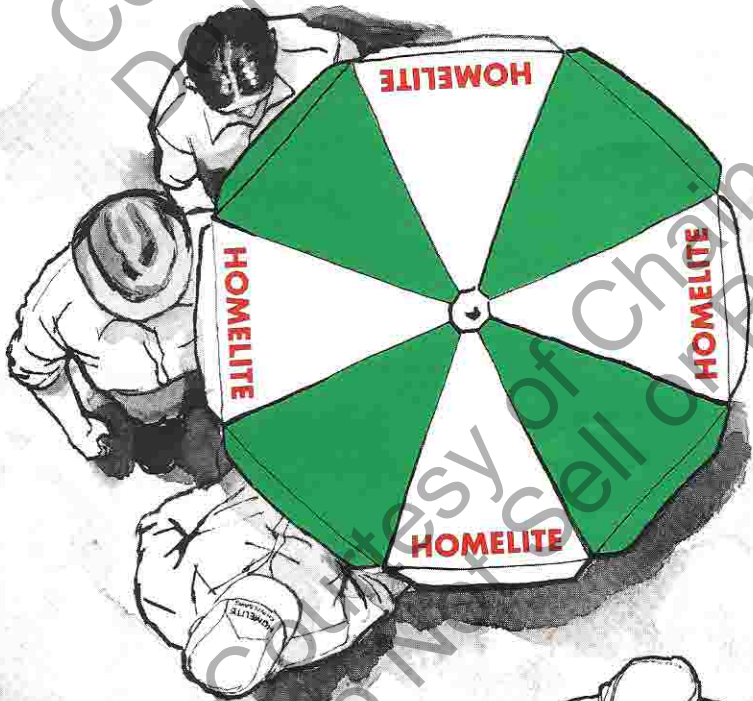
Wendall "Pokey" Allen, makes the first bucking cut in the giant log with his Homelite 7-29. "Pokey" has been a Homelite user for four years, swears by Homelite's dependability and low maintenance costs.

The majestic Douglas fir, 286 feet high, dwarfs the crew of men at the base, who are preparing to fell it for display at the Oregon Centennial Exposition.





FAIR DAYS AHEAD



Thousands of people will throng thousands of Fairs this year. Be sure they find your Homelite display at **your** Fair. To help you, here are some ideas to make fair-goers stop, look and remember you.



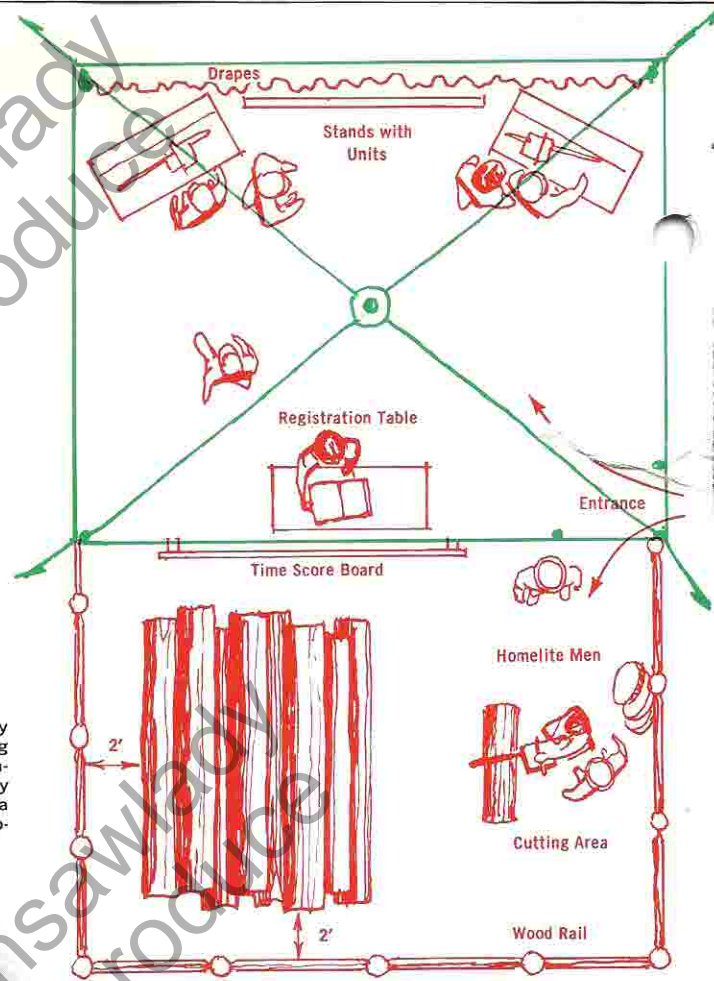
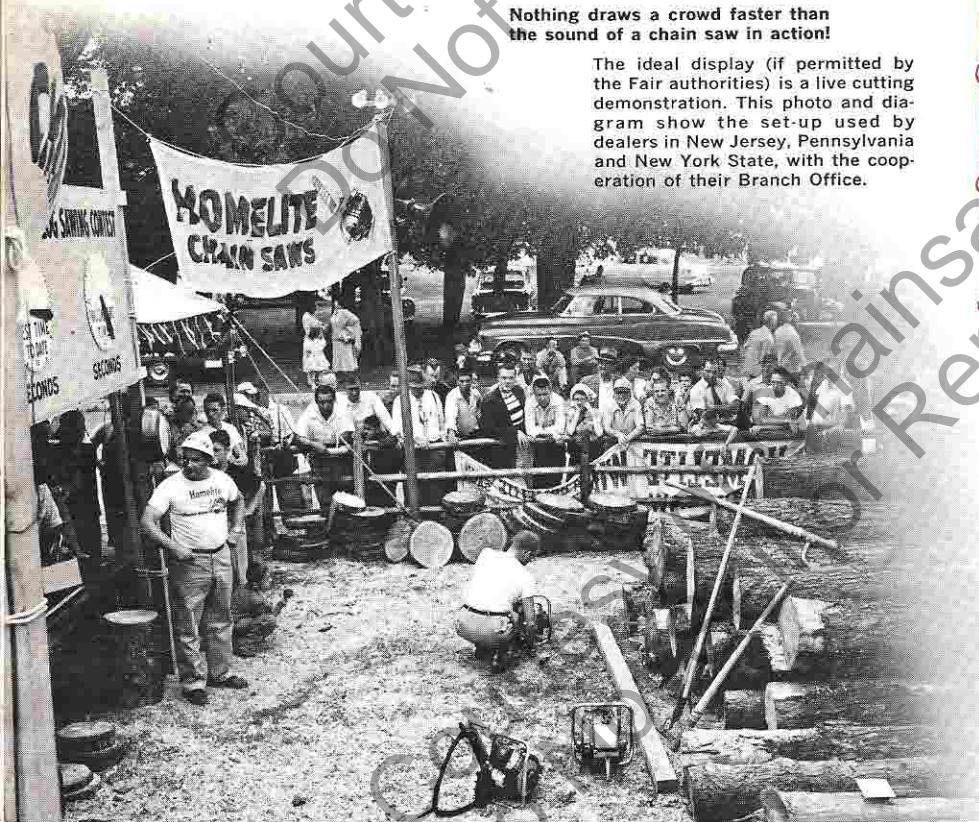
PLAN AHEAD!

To have a successful, show-stopping display at the Fair, here are the things you ought to do.

- **RESERVE** the space well in advance—you'll get a better location and avoid last minute disappointments.
- **NOTIFY** your Branch Office so they can help you with ideas and extra manpower if possible.
- **PUT** your ideas on paper.
- **MAKE** a list of all the equipment you'll need: display stands, chairs, tables, give-away items, public address system, literature, accessories, etc.
- **ORDER** your supplies of give-aways, inquiry cards, Fair-Kits, etc., allowing plenty of time for delivery.
- **GATHER** together material needed, at least a week ahead of time, including tools, nails, masking tape, a staple gun and plenty of rope and wire.
- **ARRANGE** for a daily supply of logs if you are doing actual cutting, also arrange for a daily clean-up.
- **ADVERTISE** in the local papers and on the radio to tell people where to find you.
- **ENJOY YOURSELF** at the Fair. With a well planned display, you'll have a chance to meet a lot of interesting prospects and build more goodwill and sales for yourself and Homelite.

Nothing draws a crowd faster than the sound of a chain saw in action!

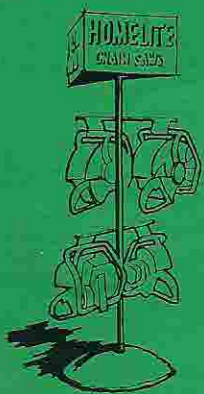
The ideal display (if permitted by the Fair authorities) is a live cutting demonstration. This photo and diagram show the set-up used by dealers in New Jersey, Pennsylvania and New York State, with the cooperation of their Branch Office.



Tent and Rail Fence Display

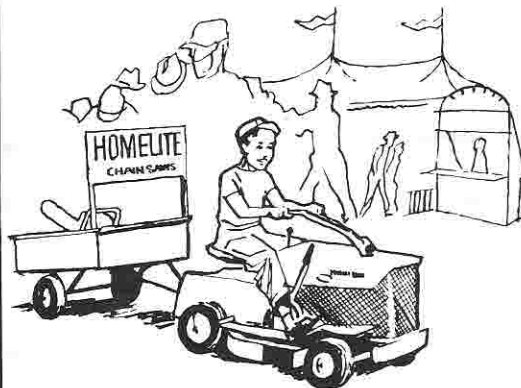
Tent shelters display stands, chain saws, give-away items, blown-up photos, literature, etc. Single entrance controls flow of traffic. Cutting yard surrounded on three sides by rail and wooden post fence to provide safe area for demonstrations. **Contact the local distributors of this type of fence**... they provide and install it, in return for allowing them to tack their ads on the outside. The fence provides a safe, comfortable leaning place for spectators... an informal atmosphere where the spectator is easily persuaded to compete.

BUILD A SAW STAND



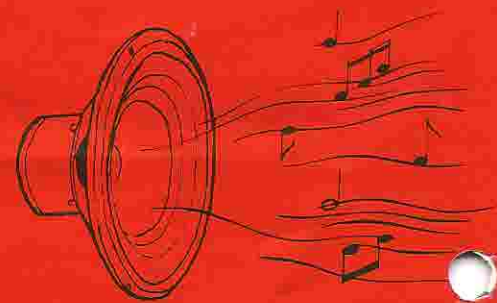
Use plow disc for base and piece of pipe for upright. Weld on sheet steel "S" hooks to suspend saws. Make rotating sign with three masonite panels nailed on a frame rotated around the pivot by a small motor.

GO AROUND IN CIRCLES



Let the new Homelite Mower car cover the whole Fair. Pull a cart behind it filled with kids, or chain saws or a big sign. Be sure to have Mower Car literature to give out. Fair goers will swamp you with questions!

STRIKE UP THE BAND



Keep up a real carnival atmosphere—the gayer the better. Set up a loud speaker system and alternate lively music and messages. A record player, turned up loud, will do the trick. A country band playing and singing is even better.



HAVE A CONTEST

- ✓ Cutting Contest
- ✓ Beauty or Popularity "Miss Homelite" Contest
- ✓ "Why my Dad needs a Homelite" Contest
- ✓ "Why I want a Homelite" Contest
- ✓ Guessing Contest
- ✓ Lucky Number Contest
- ✓ Etc., etc., etc.

GIVE PRIZES such as chain saw, U.S. Savings Bond, file holder, guide bar, free chain sharpening, Homelite lighters, tie bars, cuff links, etc.

PUBLICIZE YOUR CONTEST before and during the Fair.

ANNOUNCE WINNERS AT FAIR

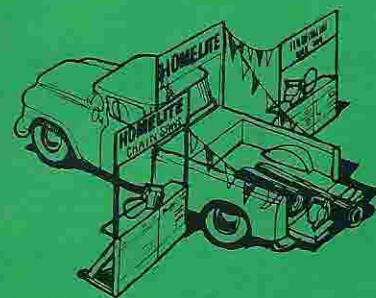
(NOTE: Before you plunge... check local rulings on all contests.)

USE SHOWMANSHIP!

Make visitors **STOP, LOOK, LISTEN, even SNIFF.**

- Set up a moving display—like the new Homelite Action Display with flashing lights and a chain saw "cutting" a log. Run a cutaway model of a chain saw with a small electric motor. Put up lots of balloons, pennants, mobiles for color and movement.
- **CREATE** unusual effects, using Homelite pumps and generators to shoot streams of water or light into the air. (Ask your Branch office for help.)
- **PLAY** music such as the Homelite singing commercials... make contest announcements.
- **WEAR** something different... Homelite hard hat, or forester cap and T-Shirt.
- **ROAST** chickens or barbeque ribs. Give the tasty treat as a door prize.

HITCH YOUR DISPLAY TO YOUR TRUCK



Your Homelite truck or station wagon makes a good base for a display. Mount units on it, hang banners and signs on it. It's a handy place to keep tools, additional literature, give-aways, etc. Loggers and farmers will remember your Fair vehicle when you call on them later.

DECORATE YOUR AREA

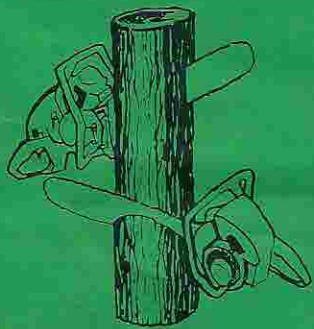


Use the material in the Fair Kit... banners, pennants, pictures... to make decorating easy. Have all saws gleaming clean. Provide plenty of light. Use saw shipping cartons for extra color. Crepe paper and aluminum foil add color and sparkle. Use trees or greens wherever possible.

HOMELITE CHAIN SAWS

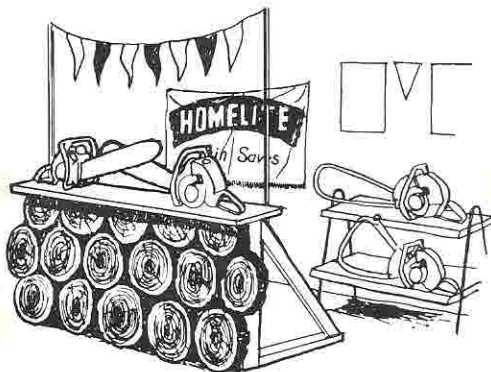


MAKE THEM LOOK TWICE



Lots of tricks can be done with a log and a chain saw. Bore into both ends, leaving the saw imbedded in one end. Wire extra bar and chain into cut at other end. Use logs for display stands. Make a cutaway of a saw and run it with an Erector set motor. People are fascinated with things that move.

BUILD YOUR OWN BACKGROUND



Make 4" slices of a handsomely grained log, then nail these to a frame made of 2 by 4s of the required size. Use the top for display shelf. Use Peg-board in panels, easy and effective for hanging pictures, tools, accessories, banners, displays.

CARVE YOUR OWN FURNITURE



With a direct drive saw and a softwood log, it's easy for a good operator to carve out arm chairs or make tables and benches. For a picnic atmosphere bring an electric rotisserie, run from a Homelite generator, and barbeque chickens to be given as prizes!

ORDER YOUR FAIR ITEMS NOW!

New! HOMELITE UMBRELLA AND TABLE

Colorful, gay and useful, this new beach umbrella and table can be used in dozens of ways. The portable, 2 piece table is made of sturdy steel... 2 foot diameter top fits on tripod collapsible legs... Stands 26" high... assembles in two seconds... will hold two saws or can be used as a literature dispenser.

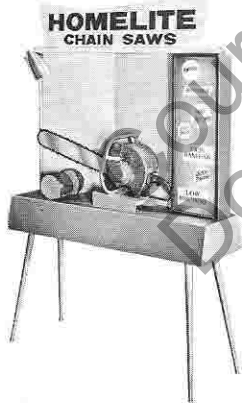
Windproof umbrella with 8 double ribs of steel... post and extension pole of aluminum... fully assembles to 78 inches tall with a 5 foot spread... made of 100% waterproof, sunfast acetate in alternating green and white panels with "HOMELITE" printed in red on the white panels.

This bright umbrella and table, with a few comfortable chairs will make your booth a welcome stopping place for Fair visitors.

Table and umbrella can be ordered separately or in combination. Table, \$6.00, umbrella, \$7.00, combination \$12.00, f.o.b., New York.



New! ACTION DISPLAY



This guaranteed show-stopper is **ANIMATED**... Saw "cuts" through log with smooth, natural motion... operated by mighty midget motor... works with any Homelite saw.

ILLUMINATED... flashing lights inside colorful lucite box at side blink on or off... additional clamp-on spotlight included.

VERSATILE... double sided construction makes it a walk-around or wall background unit... perforated pegboard supplied, also detachable legs... 54" long, 24" wide and 7" high.

SIMPLE... only 8 parts, easy to fit together... comes in reusable wooden crate which fits easily into station wagon or truck.

DURABLE... will serve as year round display and special display for Fairs, Floats, etc., for years.

ELIGIBLE... for co-op advertising. The cost \$250.00 f.o.b. Connecticut

New! FAIR KITS



To simplify the job of setting up your booth or display, each kit contains:

two 25 foot strings of multi-colored plastic pennants, one large 3-color satin banner, 60" x 40", six big photo blow-ups of Homelite Chain Saws in action, Three flannel baseball caps with black and red visors.

These items easily adapt to any kind of display area. Price \$5.00 complete, delivery free.

New! KIDDIE SHIRTS



All kids like to dress up like Dad. These washable, color-fast Homelite Kiddy Shirts have a 4-color chain saw design on the back... "Future Homelite Chain Saw Expert" on front... They come individually wrapped in cellophane... 2 dozen assorted sizes (4-12) to a box. Price \$10.00 for 2 dozen (minimum order) f.o.b. Missouri.

New! FORESTER CAPS



These colorful, comfortable hats with green eye-shade visors make effective walking ads for you and Homelite. Red and green printing on natural color, cool basket-weave cloth... They come 2 dozen standard assorted sizes (7 to 7 7/8) to a minimum order. Price 30¢ apiece, \$7.20 for 2 dozen. f.o.b. Missouri.

New! THREAD AND BUTTON "GIMMICK"



To get any sales talk off to a fast, friendly start, try using THE LONG PULL!

A simple device... just a button with Homelite wording and a special spool of thread that unwinds from the **INSIDE**... but it's guaranteed to make an impression.

Pin the button and thread in back of your lapel or under your tie, pulling a few inches of thread out where it can be seen. Everyone will try to pull off that "loose" thread - which keeps coming and coming... You can finally clear up the mystery by showing the pin which says, "For the long pull, use Homelite Chain Saws." Price 15¢ each set (minimum order 100.) f.o.b., New York.

New! BLOOP BALLS



An "on the ball" promotion item that will make a hit for you all over the Fair. These light plastic balls are the size of a regular baseball. They float in bathtub, pool or ocean and can be thrown indoors or outdoors without danger to people or furnishings. Green lines and red imprint says "Homelite Chain Saws, High Power, Light Weight"... Price 8¢ each, f.o.b. Detroit. Minimum order, 100.

PREVENT FOREST FIRES
KEEP AMERICA GREEN

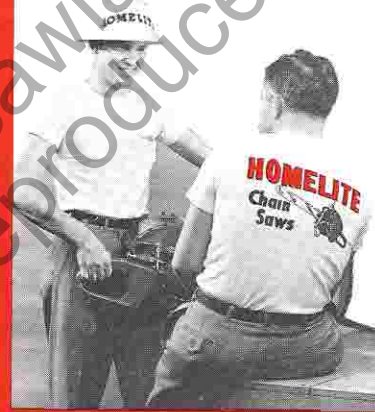


MATCHES

New blue and red designs... These Homelite matches will strike a hit for you everywhere! Keep plenty around for prospects to pick up and carry away. New prices include 4-line imprint and free delivery. 1 case, containing 2,500 match books: \$15.50, 2 cases: \$27.50, 3 cases: \$39.75, 4 cases: \$51.00, 10 cases: \$115.50.

T-SHIRTS

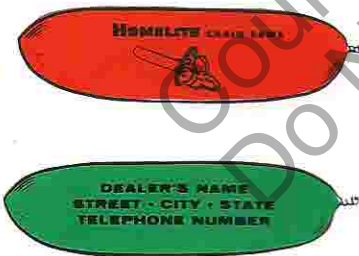
Dress up for Homelite and feel cool and comfortable at the same time. These T-Shirts have three-color design silk screened on back. An excellent give-away item for potential customers. Sizes medium or large. Prices \$8.50 a dozen (minimum order). Free delivery.



HARD HATS

These lightweight, red aluminum safety helmets can be seen a mile away. Adjustable headbands - Homelite decal on front. Wear one yourself... sell them... give them away as prizes, only \$4.00 each (minimum order, 2) f.o.b. New York.

BALLOONS



Gay... low cost... attention getters, sure to attract young and old. Assorted colors, sausage shape, 18" long when inflated. Your 3-line imprint on one side, picture of Homelite saw on other side. Prices include free delivery. Decorate with them... give them away. 500 for \$20.00 (minimum order), 1,000 for \$32.50, 2,500 for \$75.00.

BALL POINT PENS



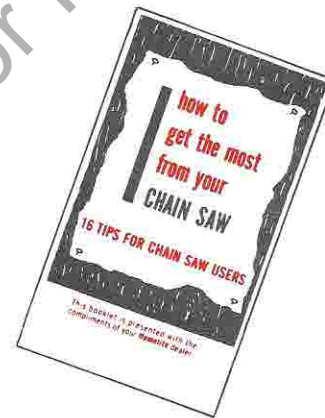
Attractive new style ball pen with plastic visible ink cartridge... two tone red and green with white imprint... smooth writing, retractable point... Excellent, inexpensive gift for all ages. Prices include 3-line imprint and free delivery. 100 for \$17.00, (minimum order), 250 for \$40.00, 500 for \$75.00.

PENCILS



Universal appeal... fine give-aways. Popular round shape... white with green printing... red rubber eraser in brass ferrule. 3-line imprint and delivery free. Prices, 500 for \$17.50 (minimum order), 1,000 for \$33.00, 2,500 for \$75.00.

MEMO BOOKS



These handy little books contain valuable information for every chain saw user - the 16 most important steps for top saw performance. Plenty of space on front cover for imprinting your name with a rubber stamp. Packaged in lots of 100, \$2.00 for each package, post paid.

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

HOMELITE CHAIN SAWS

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

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

YARDSTICKS

NATURAL FINISH

These "walking advertisements" feature your name, address and phone number in bright red lettering on 3 feet of display place... "Homelite Chain Saws" on back. Prices include imprint, 250 at 6¢ apiece (minimum order), 500 at 5½¢ apiece, 1,000 for 5¢ apiece, f.o.b. New York.

ENAMELED

Top quality attention getters in red or green enamel finish... Copy printed in black for strong contrast. Prices include imprinting. 250 for 10½¢ apiece (minimum order), 500 for 10¢ apiece, 1,000 for 9½¢ apiece. Specify red or green. f.o.b. Wisconsin.

HOMELITE HERE AND THERE

THE Little Homelite Chain Saw
 Once there was a little Homelite
 chain saw who belonged to Mr. & Mrs.
 Stroup in Fall River Mills Calif.
 But one day he got sold to Mr. Vern
 Cunningham and lived happily ever after
 The End

by Susan Cunningham Age 9
 my picture



Stanley Machida, right, from our new State of Hawaii, receives his Service Training Certificate from Ralph Reider, Manager, Machinery Department, Lewers and Cooke Ltd., Honolulu. Stanley, Supervisor of Service and Repair, Homelite Division of Craft Training Center, Honolulu, who came to San Francisco to complete his formal service training, made an outstanding record and a host of friends.



Susan Cunningham, Homelite booster and authoress, is the daughter of Vern Cunningham, professional timber feller who owns two Homelites. Susan is a daily visitor at the Homelite shop of her friends Mr. and Mrs. W. E. Stroup of Fall River Mills, California.



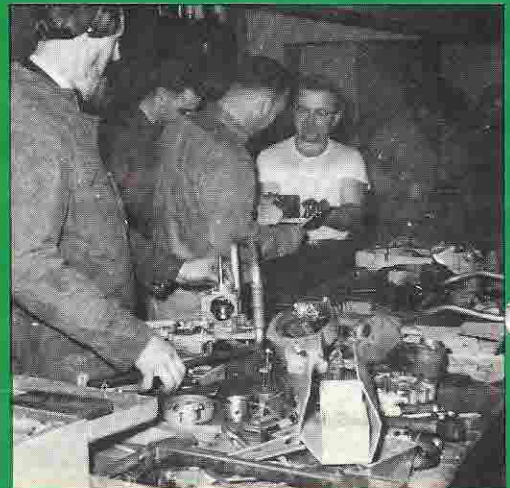
This "Homelite Ladder to Greater Profits" was used at recent Dealer Meetings in Columbus and Cincinnati, Ohio, and in Louisville and Lexington, Kentucky, by the Cincinnati District. Lois Herbert, daughter of Salesman Herbert, helped set up the display. (Price of 9-23 has now been set at \$292 with 17" bar.)

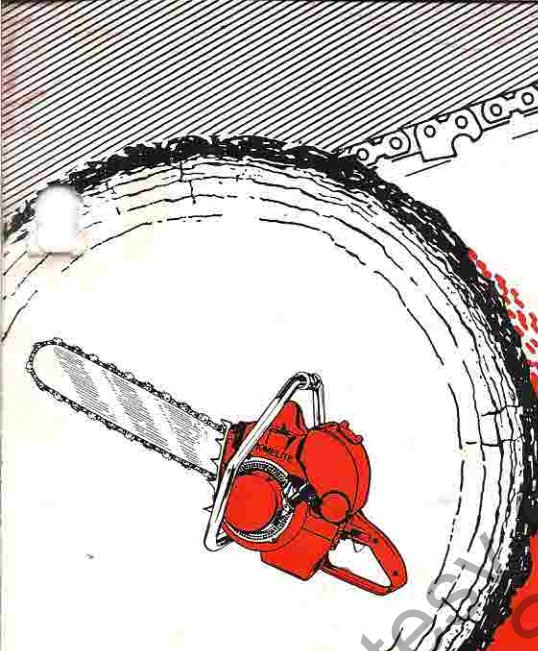
Pennsylvania Dealers Go To School

Receiving expert instruction at recent Service School held in the Harrisburg Branch are dealers Gerald F. Dunn, left, of Braco Supply Co., Towanda, and Douglas E. Thomas, right, of Mansfield Novelty Co., Mansfield. The experts are Joe Di Vincenzo, North Arlington, and Russ Wolfe, Harrisburg Branch Manager.



Levi N. Fisher, left, owner of Fisher's Diesel Service, Gap, Pennsylvania, watches as Joe Di Vincenzo checks repair work done by Ralph D. Bickler, Service Manager for Wilmer E. Plasterer of Lebanon, Pennsylvania.





SAWDUST

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

NO. 79 JUNE, 1959

'59 Pacific Northwest Survey Shows Homelite in Top Spot

Homelite dealers have a right to be proud. Sales of Homelite chain saws are soaring in all parts of the country. The whole business picture is extremely bright, particularly in the sale of hard goods, cars, farm machinery, etc. All indications point to the fact that Homelite will have a record year.

In the Northwest section of the country, the results of a survey have been released which show that Homelite is again on top. Every year for the past 36 years, farmers and ranchers in Washington, Oregon, Idaho and Utah, have been receiving questionnaires sent out by the Pacific Northwest Farm Quad, a group of farm papers covering the area. This is an "intention" study to find out what the farmers intend to buy in the coming year and what brands, if any, they prefer.

The tabulated answers provide manufacturers, distributors and advertising agencies with information about the buying habits, the buying plans and the brand preferences of this billion-dollar farm market.

Since Homelite first appeared on this list, just a year after the first Homelite chain saws were introduced into the area in 1951, it climbed to top popularity in record time. This speaks well, not only for the product, but for the sales organization which has used every possible means of promoting and selling Homelites. Now, in 1959, the survey again indicates that the largest proportion, 45% of those who name a specific brand of chain saw, hope to buy a Homelite in the coming year.

The survey also shows that a certain

number of those planning to buy chain saws have no special brand preference. They're all ready to be sold the first good chain saw they are shown. It's up to the Homelite dealer to show them a Homelite, demonstrate its superiority and tell them where to get one. By the time the 1960 survey comes out we predict that over 50% of the Northwest farmers will show a preference for Homelite!

It would be interesting to have this type of survey for the country as a whole. Farmers are buying an ever-increasing number of Homelite chain saw, especially since the introduction of the WIZ and the ZIP. Now's the time to get out and demonstrate to farmers . . . at Fairs, Field Days, any gala occasion . . . so that next fall, when they are ready to buy a chain saw, they'll look for and buy a Homelite.

CHAIN SAW BRAND PREFERENCE SURVEY* WITH PACIFIC NORTHWEST FARMERS OVER THE PAST SEVEN YEARS

1953		1954		1955		1956		1957		1958		1959	
McCULLOCH	44%	McCULLOCH	49%	McCULLOCH	40%	HOMELITE	39%	HOMELITE	43%	McCULLOCH	43%	HOMELITE	45%
MALL	23%	MALL	23%	HOMELITE	25%	McCULLOCH	34%	McCULLOCH	35%	HOMELITE	39%	McCULLOCH	44%
TITAN	20%	HOMELITE	11%	MALL	18%	MALL	11%	MALL	9%	MALL	3%	MALL	2½%
OTHERS	8%	TITAN	9%	TITAN	10%	TITAN	5%	TITAN	3%	OTHERS	15%	TITAN	2½%
HOMELITE	5%	OTHERS	8%	OTHERS	7%	OTHERS	11%	OTHERS	10%			OTHERS	6%

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



JEEP, MOWER CAR AND STATION WAGON line up in front of Davison's Filing Shed in Coquille, Oregon. Fritz Davison stands in the doorway of his Homelite Shop, proudly surveying the countryside.

There are lots of advantages in having a family business, according to Fritz and Norma Davison of Coquille, Oregon, especially if the business is selling and servicing Homelites.

"It means long hours and hard work," confides Norma, who does the bookkeeping and ordering, waits on customers and keeps the shop clean. "We know exactly where we stand, though, and we know the type of work that is going out of our shop. We want our customers to be satisfied."

Fritz Davison has a reputation as one of the very best service men in the area. His territory covers the south half of Coos County on the West coast of Oregon. About 70% of the area is logging and 30% is farming. By featuring cutter's supplies in addition to complete Homelite service, the Davison Filing Shed is a busy place the year 'round. The doors open at seven in the morning and don't close until all the work is done.

"I've been in the chain saw business for over ten years," says Fritz. "I started in 1948 with one saw on consignment. Until 1954, I handled a competitive saw. We had four shops and employed seven people."

"Then I found out about Homelites," continues Fritz. "I found it a better saw and I liked the Homelite policies. I liked them so much that I decided to sell out my three other shops to the managers I had running them. With the change-over to the quality saw that Homelite is, my wife, Norma, and I were able to run our shop by ourselves."

A well-run business has a habit of prospering, so by last year it became apparent that the Davisons would either have to put in another mechanic or put in another shop. They decided a shop in Myrtle Point was needed the most to give their cus-

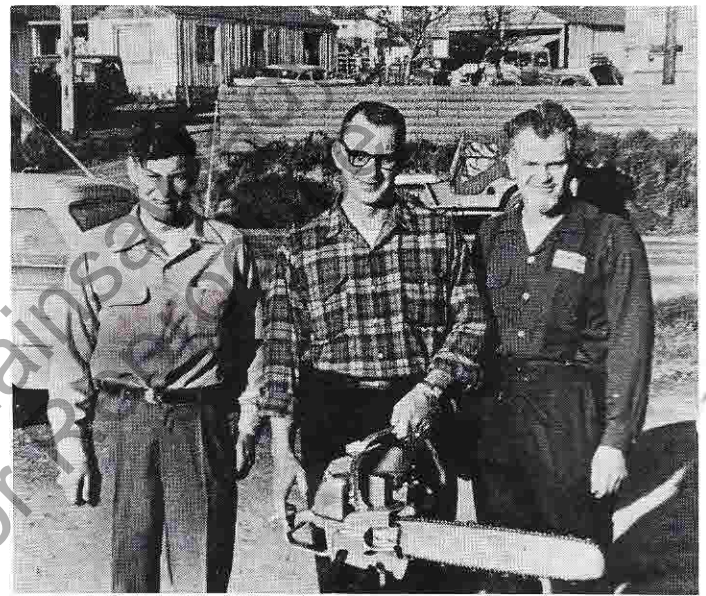


MIKE GETS TOP BILLING in the new Homelite shop in Myrtle Point, Oregon. Mike Michel, is manager. Fritz Davison, his cousin and partner, helped him stage a fine Grand Opening in April.

Keeping Homelite in

Fritz and Norma Davison their Coquille, Ore. Shop by

"We like it better than



A "GYPO" AND HIS ZIP, George McClellan, center, poses happily with Mike Michel, left, and Fritz Davison. He won the saw as a door prize and plans to use it for knotting and limbing.

tomers closer, more convenient service and cover more of their territory.

A branch shop, "Mike and Fritz", was opened recently with Mike Michel as manager and partner. Mike is Fritz's first cousin and fast friend so the business is still really in the family.

"We're all natives of this area," explains Norma. "We are all well known and have an active place in our community. A sound reputation helps, especially in getting new customers and keeping old ones."

"We make our business pay by guaranteeing all our work, charging fair prices and by being courteous," says Fritz. "We do a lot of advertising in newspapers, on the radio and the movies to get the prospects to come to us. We don't do much demonstrating in the field except by appointment. We're just too busy in the shop for that. Our bar repair and reasonable repair prices bring the customers to us."

"In selling, we find we're competing against ourselves, in a way. We found Homelite to be a better saw. Now we have to overcome our former sales talk for a competitive saw and compete against our former shops!"

The Davisons are great Fair-goers. Each August they display Homelites at the Myrtle Point Fair. This year they plan

the Family

son run y Themselves it way"



FRITZ AND NORMA DAVISON take plenty of equipment, including a Homelite, on their hunting trips.

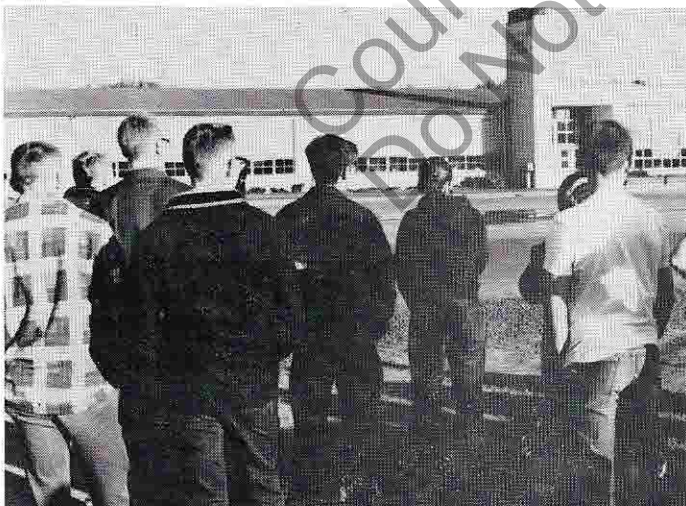
to have two booths. They give away a saw and make lots of friends for themselves and for Homelite. Another annual affair at which they give away a saw is the White Water Race and Barbecue at Agness. They feel it's a very good investment which brings them good will and business all year 'round.

Not only do the Davisons work together, they share the same recreational interests. It sounds like a fine life.

"Our main recreation is saved until fall," explains Norma. "We are avid hunters . . . get our deer each fall and have recently discovered the fun of bird hunting. We have a lovely black Labrador retriever who is an eager hunter also. On week-ends we fish or go sandbuggying and beach combing. We usually take a saw with us to cut firewood."

Fritz also collects old firearms and has a new interest, helping teen-agers with their Go-Cart problems. Their youngest daughter has a ZIP motor on her Go-Cart and is undisputed champion of the girls' class. Her boyfriend has a 7-29 on his and tops his class. Homelites are beating everything around there and with much less service. The shop is busy with the kids getting set up for races.

With three older children, plus two grandchildren, the Davisons have quite a family. They're as proud of them as they are of the fine Homelite products that they are selling. They seem to have found a very fine design for living and they're doing a fine job for Homelite in the bargain.



THE LATEST CRAZE for teen-agers and their parents, is Go-Cart racing, especially if the Cart is equipped with a Homelite engine. Most of these kids get Fritz Davison to help them.

I C E D U S T

by MARGILEE WATTS

Many and varied uses have been found for Homelite Chain Saws distributed in the Interior by Independent Lumber of Fairbanks, Alaska.

In the short, but often tinder-dry, hot summer, fires are a problem and a menace. The Fish and Wildlife Service hires professional fire-watchers and fire-fighters to keep a close tab on the outlying areas. Tundra, muskoe and bush burn and smolder and pose a difficult problem in the realm of firefighting. A chain saw is useful in cutting fire lanes and clearing brush.

An ingenuous member of the Fish and Wildlife Service designed and built a special pack to accommodate a Homelite chain saw. The pack was attached to a parachute enabling pilots to drop the equipment to firefighters in isolated areas.

In direct contrast to utilitarian uses, Marvin Watts, manager of the South Cushman distributorship, found the saws a dependable aid to further pleasure and convenience at his recreational cabin on Harding Lake, a sizeable lake about 45 miles south of Fairbanks.

Accessible only by boat or by a mile hike, getting refrigeration to the cabin in the summer time is a real problem. Last winter, when the ice on the lake was more than four feet thick, Mr. Watts and several other cabin owners made good use of a Homelite Chain Saw. On a day that was not too cold, (about 10 degrees) they loaded saw, sacked sawdust, peavey, king-sized ice tongs and a boy's ice sled in a station wagon and drove to Harding Lake.

A bulldozed road across the lake led to the cabins. Three feet of snow were shoveled aside to make room for a sizeable hole in the ice. The first chunk was difficult to remove as it was cut down the length of the chain saw blade and then had to be pried out with a sturdy prying instrument. After the first 200 pound piece was removed the rest was easy—cutting it, that is. Tying it on the sled and transporting it "over the hill" up a steep bank and over the other side to the ice houses turned into a melee of arms, legs and sled. A layer of sawdust, then another layer of ice insulated the much appreciated commodity so it would keep all summer. Enough ice was stored in this manner to supply three families with crystal clear ice for refrigeration, cold drinks and other uses all through the summer.

The far north finds many ingenious ways to make good use of the versatile Homelite Chain Saw.



MAKING ICE DUST IN ALASKA, Neal Johnsen, left, and Roger Butler, cut huge cakes of crystal clear ice with their trusty model 17 Homelite. They pack it in sawdust to keep it frozen.

Contests Spark Southern Sales



FISHING ANYONE? Bill Bedford, left, Memphis District Manager, provides the bait and W. C. Hearn, Vice-Pres., National Bank of Commerce, Memphis, fishes out the twelve lucky numbers.

TENNESSEE CONTEST

All chain saw dealers in the Memphis District were entered in a contest which ran from February twenty-third to May thirty-first. Special tickets were issued for each purchase of a chain saw, a lawn mower or a one hundred foot reel of chain. Stubs of these tickets were kept in the District Office and on June first a drawing was held.

Here are the twelve lucky winners of a free, all-expenses-paid, deep sea fishing trip off the Alabama or the Florida coast:

Mid South Chain Saw Company
 Joe Scott Truck and Implement Co.
 C. B. Creasy Radiator Shop
 Mountain Marine
 Luther Lura, Jr.
 Lancaster Loggers' Supply
 Farmers Tractor Company
 McMinnville Manufacturing Company
 Bland Motors
 C. K. Lancaster and Sons
 West Ark Equipment Company
 Shuqulak Welding Company
GOOD FISHING, FELLOWS!

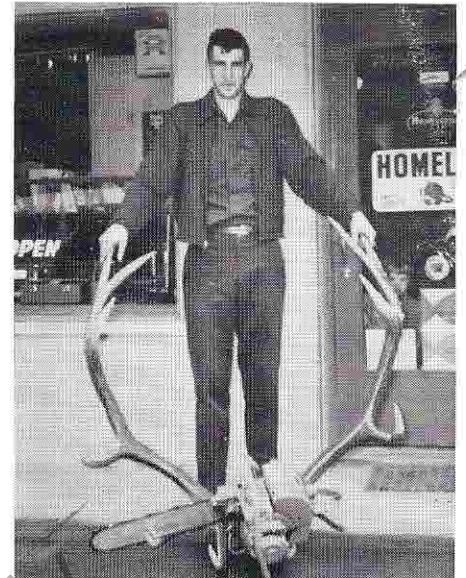


FIRST PRIZE WINNER in the Louisiana Hayride Contest was W. P. Trewolla, left, of Jena, Louisiana. He receives his Wiz with plunge-cut bow from George Banker, Shreveport Chain Saw Specialist.

WINNERS ANNOUNCED IN LOUISIANA

A very successful Homelite Contest came to an end in Louisiana recently. A WIZ was presented to W. P. Trewolla of Jena, Louisiana, and a ZIP to Tom Miller, Murfreesboro, Arkansas. The contest had been widely advertised over a thirteen week period on the Louisiana Hayride, a popular Shreveport, Louisiana, radio show.

To enter the contest, it was necessary to visit a Homelite dealer in the area and see a demonstration before receiving an entry blank. The dealers added to their list of projects and a drawing established the winners of the top prizes, plus ten others who each received two tickets to a Louisiana Hayride broadcast. All concerned were pleased with the resultant increase in interest and sales.

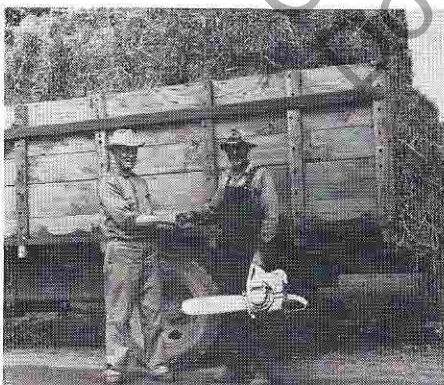


THIS ZIP HAS NOT SPROUTED HORNS! Kenneth Boylan, of Pinehurst, Idaho, proudly poses with the magnificent antlers of an elk he bagged and his prize, a Homelite ZIP.

SPORTSMAN WINS ZIP FOR HUNTING PROWESS

The desirability of the ZIP chain saw for hunters and other sportsmen made it the logical choice for the prize given for the annual hunting contest sponsored by Benson's Sportsmen's Supplies, Osburn, Idaho. The increase in interest in the contest because of the ZIP as prize was evidenced by the fact that registrations were more than double the registrations of the previous years.

This annual contest offers big prizes for the highest-rating set of antlers from an elk (wapiti) killed during the season. The 1958 winning set has a total of 359 4/8 pts. when measured by the standards used by the Boone and Crockett Club. The elk was killed in the Latour Creek area of Northern Idaho by Kenneth Boylan of Pinehurst, Idaho.



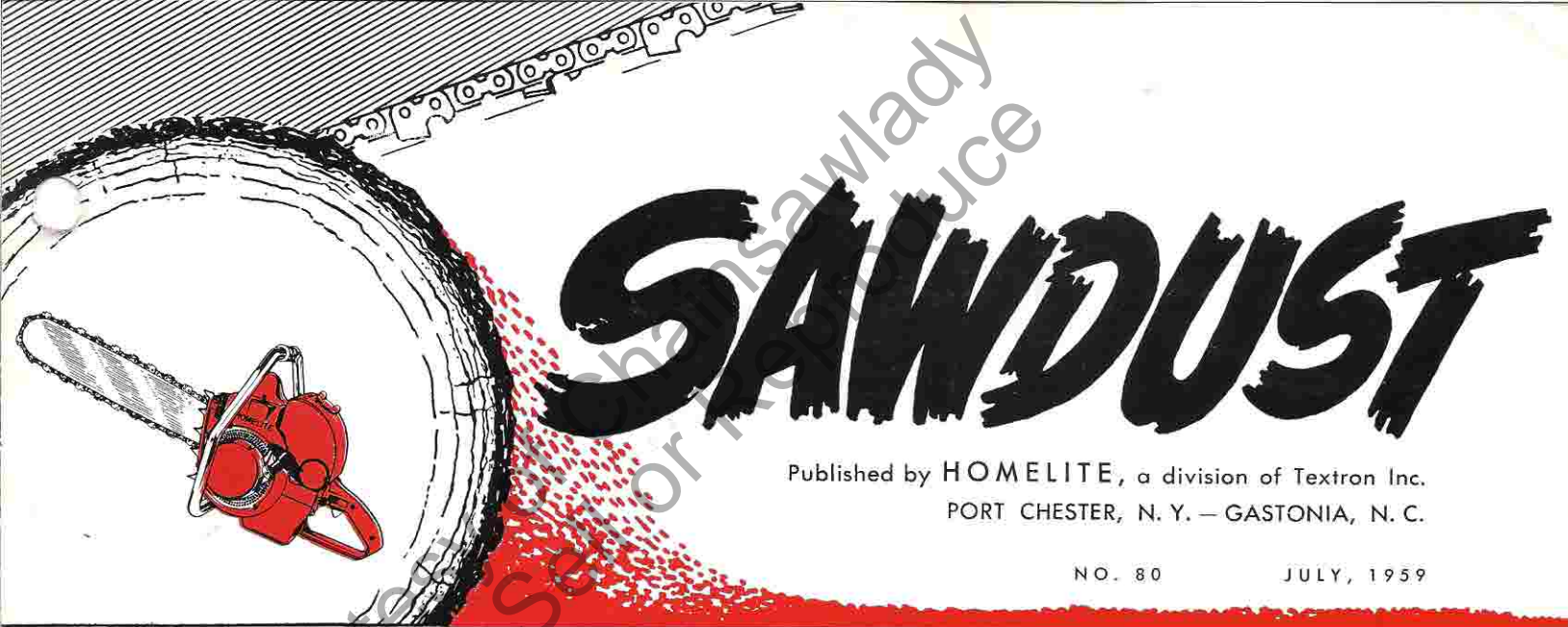
INSPIRED REASONS why "I need a new Homelite Chain Saw..." brought Tom Miller, right, 2nd prize in Louisiana contest. Dealer Luther Alford of Murfreesboro, Ark. presents him with new ZIP.



SAPLING OR SMALL TREE? This burr oak, 50 inches at the stump, was cut by a satisfied Homelite user, Merle Lawson of Converse, Indiana. That looks like a clearing attachment on his 5-20!



CLINIC FOR SICK SAWS drew an interested group to a special Field Day and Chain Clinic held by Waddell Hardware, Greeneville, Tennessee, recently. About 75 people attended the successful affair.



SAWDUST

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

NO. 80

JULY, 1959

Order Calendars Now for 1960

It's a little early to start saying "Happy New Year" but it's not a bit too early to start thinking about saying it to favorite chain saw customers and prospects in the year 1960. Homelite dealers are being offered a selection of five beautiful calendars . . . all with specially designed space for the dealer's name and address.

There's no doubt about the effectiveness of this kind of day by day advertising.

- *It holds the buyer's interest.* It is the kind of advertising he likes and keeps. A picture of a pretty girl or a human interest scene is a welcome addition to any home.
- *It makes a useful gift.* The usefulness of the calendar pad adds long life to the advertising message.
- *It's direct.* It keeps the dealer's name before the customer.
- *It builds goodwill.*
- *It goes only to the people who are interested in the Homelite message.*
- *It's economical.* It provides low-cost, year-round selling.

CHOICE OF FIVE STYLES

Homelite has selected five popular styles of calendars at a variety of prices. A Selector Sheet and an Order Blank are enclosed. Lists of prospects should be checked, and calendars ordered as soon as possible to avoid disappointment later. There is a 5% cash discount if they are ordered before August 15.

The small metal desk calendar, Style #170-541, has space for a three line dealer imprint. It comes in a gay Christmas envelope with an attractive greeting card.

A larger Desk Calendar, #130-9725, about five inches square, made of heavy cardboard, also comes with a three line imprint. The four color date pad features portraits of historical figures on their birth dates, plus appropriate pictures for each holiday. This also comes complete with greeting card and Christmas envelope.

One of the most popular styles is the Varnished Hanger Calendar, #130-1600, which can be ordered with any one of a great variety of subjects, (see enclosed Selector List.) There are pictures here to appeal to every type of customer. The dealer may want to choose several different subjects for different lists of customers. The date pad is the four color histori-

cal style. The four line dealer imprint has real prominence across the top of the calendar.

A new style is being offered this year, the large Commercial Calendar, #474-3F. Especially suitable for business offices, restaurants, bowling alleys, etc., it features a large picture of a Homelite chain saw, a five line dealer imprint prominently positioned and an easy-to-read date pad.

The Almanac Calendar for 1960, #130-6160, is an information-filled digest of historical and patriotic facts and dates. Twelve full-color Kodachrome pictures reflect the beauties of the changing seasons. The dealer imprint appears on each page of this 8" x 11" calendar and interesting stories and articles are printed on the back of each page.

Do your Christmas shopping early so that customers and prospective customers will be reminded of Homelite products, Homelite service and the Homelite dealer every day in 1960.



A Collection of Homelite Calendars for 1960. At bottom left, the Large Desk Calendar with greeting card; center bottom, the Small Desk Calendar with greeting card and gay envelope; left above, Almanac Calendar; Center, Large Commercial Calendar; Right, Popular Varnished Hanger Calendar. See enclosed Order Blank for prices.

The More He Spends The More He Makes!

Robert E. Querry of Mapleton Depot, Pa.

Homelite Dealer of the Month



Robert E. Querry

Here's a case history of a Homelite dealer who has proved to himself that advertising really pays. Robert E. Querry became a Homelite dealer in August, 1957. His shop was a workshop in the basement of his home in Mapleton Depot, Pennsylvania. With the help and encouragement of his wife Mary, and his faith in the Homelite products he was selling, his business prospered right from the start. And right from the start, he relied on advertising to help him.

The area which Robert Querry covers is in the hilly country of South Central Pennsylvania. His customers are farmers and pulpwood cutters, and he uses all types of advertising to be sure that every potential customer knows that Homelite is the best chain saw on the market and Robert E. Querry is the Homelite dealer. He uses roadside signs and direct mail, of course, and has regular weekly ads in local papers and daily spots on local radio programs. His latest advertising medium is TV, which, incidentally, he considers the most successful of all. Mr. Querry and other Homelite dealers in the Altoona area have gone in together to sponsor a popular TV program, "Outdoors with Harris Breth." Mr. Breth is a well-known conservationist who actually demonstrates the various Homelite models on the air—and the results in interest and actual sales have more than paid the cost of the 26 week session.

And how his business has grown! The basement workshop was soon too small, and a fine new shop was acquired. A mechanic, William Beatty, was hired to help with the greatly increased service and repair business. Mrs. Querry still helps a great deal but she now has more time to spend with the two children, Cleslie and Jo Ellen.

"My story would not be complete without my wife's never-ceasing help," admits Robert. "Mary not only keeps the books in apple pie order but also does most of the worrying. As for me—since I'm selling Homelites, I have no real worries!"

Largest and finest Chain Saw Headquarters in Central Pennsylvania, according to the owner, Robert Querry. A Truck and a station wagon provide transportation. A handsome sign identifies the Homelite dealership.



Mary admits to a very busy life but says it's been much easier this past year. "I used to spend most of my time in the shop," she says. "When my husband was away selling and demonstrating, it was up to me to sell the saws and parts and even be caught with having to act as mechanic sometime! Now, thanks to profits from Homelite products, my husband has provided me with an automatic washer, dryer and dishwasher which all give me extra time."

Robert Querry combines several qualities, all important to his job. He has always been mechanically-minded; he can tear anything down and put it back fixed. He has also had several jobs dealing directly with the public since he got out of the service in 1947. As a driver of a gas and fuel oil truck and later as a gas and electrical appliance serviceman, he went into all types of homes and met all types of people. He knows what the public expects of a dealer and will go to any length to see that his customers are satisfied.

As the business has grown, Robert Querry has stepped up his advertising. So far this year, in 5 months, he has spent as much for advertising as he did during the whole year of 1958. Significantly, he has sold as many chain saws in those 5 months as he did all last year! He has no intention of slowing down, either. The Querrys are looking forward to further expansion of their Homelite business.

"We always work together," explains Mrs. Querry. "We feel all families who can should work together to be successful in



Neatness and order are everywhere you look in this Homelite shop, which features complete repair service for all chain saws. A Bar Shop, a full line of spare parts and all special tools make immediate service possible.



Terry-Homelite Dealers from Canada, and their wives on a flying visit to the Homelite office and to the chain saw factory in Gastonia. Left to right, Frank and Mrs. Henning, Mrs. Morrison and husband, Harold, pose on the steps in Port Chester.

SKY-HIGH BONUS

Gene Damschroeder, Homelite dealer of Fremont, Ohio, is all up in the air about the new Homelite Mower Car. He put a big ad in the local paper offering a free airplane ride to each person who buys one of the "world's finest and safest lawn mowers."

A Navy pilot in World War II, Gene uses his private plane extensively in his business. He was featured as "Dealer of the Month" in the March, 1957, *Sawdust*, and since then has kept right on adding to his famous list of Homelite chain saw owners. He's now starting a list of local owners of Mower Cars and expects it will be one of his best selling aids. Gene may take his customers up in the clouds but his feet are firmly on the ground.



New Flange Sign attached to door frame, gives two sided colorful Homelite identification. This version advertises "Chain Saws" with white letters on a green band—easy to see and read.

OPEN DISPLAYS FROM RIVAL STATES

At a Homelite Display in California, at the Poly Royal celebration in San Luis Obispo. Dealer Glenn Layton, of Layton Tree Service, Atascadero, demonstrates a ZIP. At right, chickens are turning on an electric rotisserie, driven by a Homelite generator. Ten chickens were given away as tasty prizes to interested prospects. Note wooden go-cart Glenn made with a chain saw!



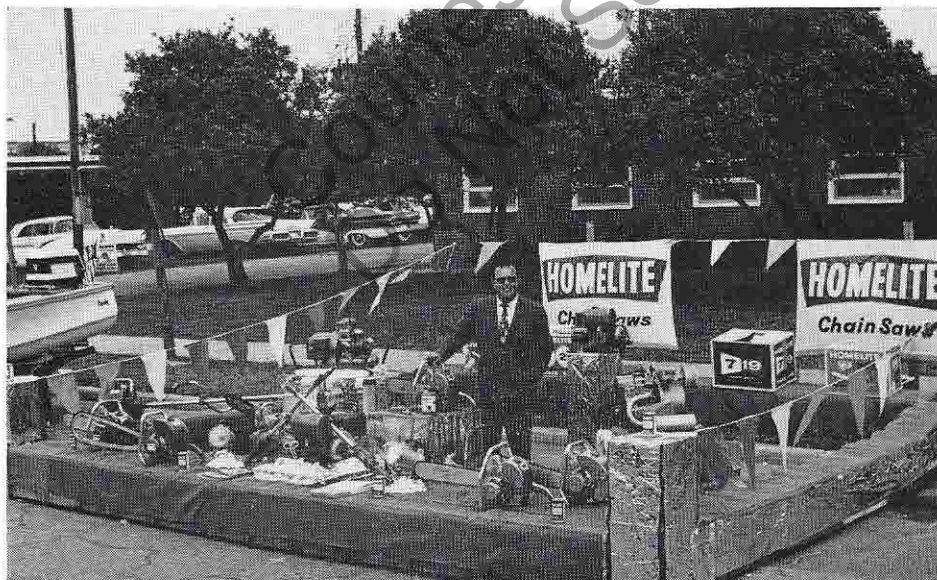
NEW—NEW—NEW

There are times when being two-faced is a real advantage. For instance, consider the new, inexpensive Flange signs that Homelite is making available to chain saw and mower car dealers. These signs are two-faced, with clear, bright colors silk-screened on both sides . . . red, white and green for chain saws; red, white and blue for the Mower Car. They're 18" wide and 14" high, sturdily constructed of 20 gauge steel.

These Flange signs can be mounted in minutes, by nailing the two inch fold to the door frame, to a concrete wall, to a post, in fact, to practically anything! Five cadmium plated concrete nails are included for each sign and they are easy to use, will not rust or break.

The price is unbelievably low . . . only \$1 apiece, complete with cadmium-plated nails. The signs are packed in lots of fifteen and can be ordered in any quantity, singly or in lots, from the Homelite Salesman or Branch Office.

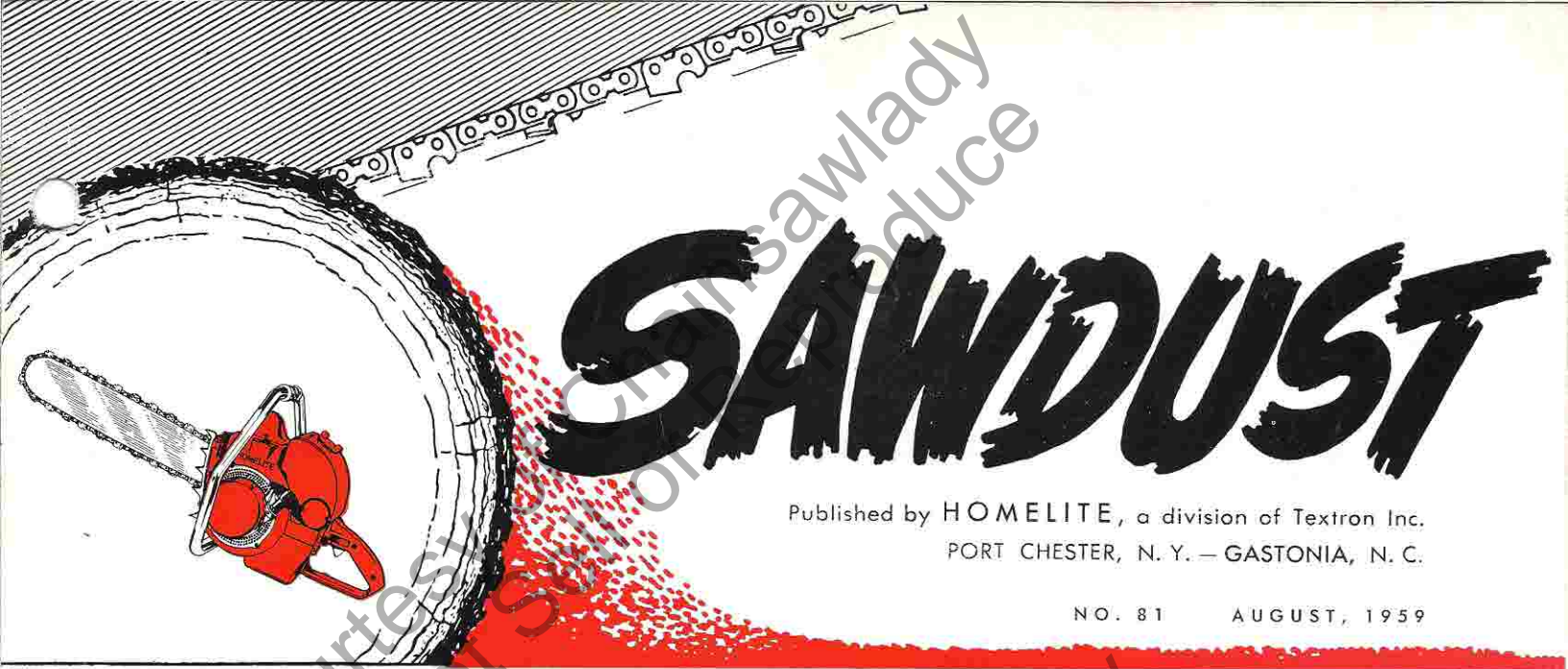
The impression that these sturdy, high-quality Homelite Flange signs will make, coming and going, on customer or prospect, will be really impressive.



At a Homelite Display in Florida, at the Winter Haven, Citrus Exposition, Joseph Farr, Miami Salesman, poses in his booth. This inexpensive display was made by covering orange crates with crepe paper and aluminum wrap. A heavy duty stapler made light work of the decorating and Homelite pennants, banners and units did the rest. Note the use of colorful saw cartons to add to the effect.



Mower Car Flange Sign in red, white and blue is made from the same sturdy 20 gauge steel. Special cadmium nails are furnished which can be used in wood or concrete, will not rust or break.



SAWDUST

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

NO. 81 AUGUST, 1959

"Homelite Farm Round-up" On New Nationwide Hook-up

Homelite has just announced the start of a new weekly radio program, the HOMELITE NEWS ROUND-UP. It will be heard on key farm radio stations . . . more than 75 of them . . . from coast to coast. This is the most extensive radio promotion ever planned by any chain saw company—one which every Homelite dealer will be proud to recommend to his present and prospective customers.

The opening program, on Saturday, August 22, was of special importance, featuring Secretary of Agriculture Ezra Taft Benson and two of the leading personalities on the staff of Farm Journal—Lane Palmer, managing editor, and Claude W. Gifford, associate editor. They were interviewed by the program's producer and narrator, Floyd Mack, well-known radio and television personality, who will be heard on all subsequent programs. This was a fine beginning for the series which is planned to bring vital agricultural news, directly to the farmer.

The farm market has become more and more important to Homelite. With the introduction of the ZIP and the WIZ, Homelite was able to offer high-quality, dependable, fast-cutting chain saws at prices low enough to interest every farmer. One of the best ways to reach this fast-growing market is by radio. These days, farmers often have radios in their barns or on their tractors and trucks so that they can keep up with the news and have some diversion from their long, solitary work.

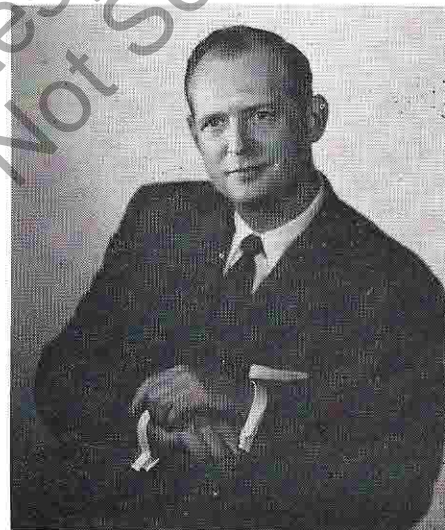
Long before most other people are up,

the farmer is listening to programs planned specially for him by his local station's farm director. This radio farm director is a man of influence among his rural listeners. He usually has a warm friendly personality and knows a lot about farming matters, especially the local ones. He assembles his program from material supplied by many sources; the U.S. Department of Agriculture; the County Extension

services; the regular news services and his own travels within the farming area. The HOMELITE FARM ROUND-UP was planned to add broader scope and a nationwide tie-up to these popular local programs.

The new program will consist of two sections: a five minute tape, prepared and voiced by Floyd Mack, (which will be the same on all stations) and a ten minute section given over to the local farm director. The tape will be prepared in four regional editions, recorded on Wednesday evenings and sent out to the Homelite list of radio stations for their use on Friday or Saturday. They will consist of reports on the top agricultural stories of the week, interviews with national farm personalities, penetrating studies of farm problems, all depending on what is current and timely.

The HOMELITE FARM ROUND-UP promises to be very interesting and worthwhile. It will be tuned in by farmers all over the country who will hear about Homelite from men they respect and trust. This is a wonderful opportunity for the Homelite dealer. He can let everyone in his community know about the quality chain saws he sells and the quality service he is equipped to give by scheduling a short spot announcement before or after the HOMELITE FARM ROUND-UP. This will assure him of local recognition and will round up many new customers and prospects for him . . . resulting in more chain saw sales than ever before.



FLOYD MACK, speaker for Homelite on the Homelite Farm Round-Up, has two main interests, radio and farming. Born and raised on a farm in Ohio, he became a well-known radio personality as narrator for 18 years for the popular Telephone Hour. He is also a newscaster, writer, technician and expert on recording problems.



The Dedricks, Charles, Edward and Frances, pose by the sign which marks their driveway in Stone Ridge, N. Y. Charlie has already sold three Mower Cars . . . one to famed tap dancer "Peg-Leg" Bates who runs a resort hotel in the nearby Catskill Mountains.

Without ever having seen a Homelite chain saw, Charles E. Dedrick, Jr., of Stone Ridge, N. Y., had his heart set on being a Homelite dealer!

Charlie was, and is, an engineer with a large manufacturing company. He's a recent graduate of St. Lawrence University, in Canton, N. Y., where he majored in mathematics and specialized in mechanical design. But years ago, when Charlie was a young boy in Bayport, Long Island, he saw a Homelite generator which had been used by the Fire Department over a period of years. He was so impressed with the quality and design of that 2-cycle engine, that he never forgot the name "Homelite."

In the fall of 1956, Charlie, married and settled down, with an 8 to 5 job, still wanted to take on a part time job in addition. His attractive new house had been chosen, first of all, because of its large double basement, ideal for a show room and workshop. Then, Charlie saw an ad for a Homelite chain saw in the Farm Journal and, without ever having had one in his hands, he wrote to the company and asked to be a dealer.

Jim Swan, Homelite Salesman in the North Arlington District, was given the letter to check, and he remembers his first call very clearly.

"When I called at the address noted, I found it to be a residence, not a store or place of business, and since it was during the day, Mr. Dedrick was at work. Mrs. Dedrick received me graciously and explained that her husband was looking for something to sell part time."

"I told her," says Jim, "that I didn't think the Homelite

Charlie Dedrick puts the final touches on a repair job in his workshop while Jim Swan, North Arlington salesman, watches with approval. On vacation from his other job, Charlie is able to give full time to his favorite occupation . . . working with Homelites.



Part Time Dealer Full Time Parent

CHARLES E. DEDRICK, JR.

line could be handled that way, namely from a residence on a side road, in a poor location, with no man at hand to take care of the customers for sales and service during the day."

Frances Dedrick knew how much her husband wanted this chance so she prevailed on Jim to come back and talk to him that evening.

"I met Mr. Dedrick, later," reports Jim, "and although I did not change my mind about the set up, his mechanical knowledge and enthusiasm impressed me. When he explained that he planned to meet all the conditions I outlined and expected to go out and make calls or do service every evening and on week ends, I finally agreed to let him try it. I set him up as a dealer in January, 1957, and to my great surprise he sold 16 saws and 4 general line units the first year; 45 saws and 2 general line units last year. Charlie says he's going to beat that record in 1959 and I believe him."

To find out how this young part-time dealer accomplishes a seemingly impossible task, we paid him a visit one day in July, during his vacation. Roadside signs on the main highway and a special sign indicating the turn-off, made his well-marked home easy to find. Perched on the side of a hill, surrounded by apple and peach orchards, is an attractive white bungalow.

His Homelite shop is in the large, neat double basement. On the right hand side is his work bench, with all the tools and fixtures necessary to handle any kind of repair work. Neatly arranged shelves are stocked with every spare part, so that customers won't have to wait for repairs. "We've never been stuck for parts," Charlie explains proudly.

The other section is fixed up as a show room and boasts a complete line of chain saws, displayed on their own colorful cartons. Homelite banners adorn the walls, and there are plenty of cartons of Homelite Oil within easy buying reach. This

Installing a new chain is just part of the day's work for Frances Dedrick. Other tasks include caring for a 5 month old baby, keeping a charming home in order, practicing on the harp and helping her husband with his Homelite dealership. She's a good cook, too!



Dealer Turns in Performance

R. — Dealer of the Month

Homelite shop would impress any customer with its orderly displays and businesslike atmosphere.

The real secret of Charlie Dedrick's success however, lies in the enthusiasm and industry of Charlie and his beautiful young wife.

The two met on Long Island when Charlie went to work during his summer vacations in a wood-working business owned by Frances' father. Frances shares her husband's interest in his work, and has done more than her share in keeping the Homelite business going. She takes over while Charlie is away at his regular job; answers the phone; sells spare parts ... even complete units; keeps track of rentals; replaces chain and makes minor repairs.

This is all the more unusual since Frances is a professional harpist and a concert harp occupies a position of importance in the Dedrick's cheerful, spacious living room! She and her sister, billed as the "Ripp Sisters—Harp Duo," have a fine reputation and still play for club meetings and concerts.

The Dedrick's son Edward is only five months old but he's a regular Homelite fan. He loves to sit on the Homelite Mower Car and he's as patient as can be expected when his mother has to leave him to wait on a customer. By the time he's grown up, he'll be a real expert.

Charlie starts right in every evening after supper, repairing units, instructing customers and selling Homelites. He's sold quite a few saws under floodlights! He often goes out calling on prospects and he finds that it takes patience and real salesmanship to get that first Homelite into a customer's hands. Every week-end finds him hard at work as a Homelite dealer.

"Once I made a sale, two years after I first approached a man," explains Charlie. "When they own a Homelite, though, they start telling their friends and relatives about it and I make

other sales very easily. The more Homelite saws I have out—the more I'll sell that way."

"The hardest person to sell is some one who is ignorant of mechanics and engines. They'll only be interested in price. They'll find out, though, that inferior saws are more bother than they're worth. One local man bought a saw at a discount house to save money and he's spent so much in repairs, he could have bought a Homelite in the first place!"

Service is what Homelite customers pay extra for and Charlie feels they deserve the best. He always spends an hour and a half with a new customer teaching him how to file the chain. He calls on all owners periodically to see how their saws are operating and he often bawls out his customers if they don't bring their saws back for a complete check in 30 days.

"I've had almost no repair work on the Homelites I've sold," says Charlie. "After all, I've only been selling for two and a half years!"

There's an ad in the local papers every single day, to let people know that Charles E. Dedrick is the Homelite dealer in the area. Charlie uses any and all of the promotional material offered by Port Chester and has many kind words to say about the service he gets, not only from the advertising department but from all Homelite departments. He's had good success using the ZIP broadsides and plans to use this type of promotion as much as possible.

While Charlie was handing out compliments to Port Chester he wanted to go on record as saying how much help he received from Jim Swan and his District Office.

Jim, in his turn, is more than proud of the excellent performance turned in by this part-time dealer. He often spends the evening with the Dedricks and watches the skillful and pleasant way they handle the customers who come in. On cold winter nights, coffee and doughnuts are served in the shop, so that nothing will interrupt the job at hand.

We figure that in addition to the 40 hours Charlie works on his regular job he puts in at least 40 hours each week selling Homelite in his community. That doesn't leave too many hours for eating and sleeping, but he doesn't look worn out by his heavy schedule.

"When you're doing something you like to do and selling something you're proud to sell, it doesn't seem like work at all," says young Mr. Dedrick. He and his wife spend enough time and thought and planning on Homelite to ring up a top-quality performance that out-ranks many a full-time dealer.

Jim Swan is glad he made an exception to the usual rule this time. He trusted the mechanical ability of Charles Dedrick and his enthusiasm for Homelite. The results have certainly justified Jim's decision.

Jim Swan, Homelite Salesman, checks supplies with Charlie Dedrick, who has done a fine job of turning his basement into a real Homelite show-room. He tries to stock at least one of each model of Homelite chain saw and all the necessary extras as well.

Charlie Dedrick reaches for a needed item on his well-stocked spare-parts shelves. He finds it is easy to make fast, complete repairs when all the parts are near at hand. The customer is satisfied, too, when he finds that he doesn't lose any unnecessary time.





Honoring the winner of a Homelite ZIP at Agness, Oregon, are, left to right, Don Long, Contest Manager; Fritz Davison, Homelite dealer, Coquille, Oregon; Dan Gibbs, winner, and Mike Mickels, Myrtle Point dealer.

Dealers Sponsor Contest

As sponsors of the Agness, Oregon, Community Council, Homelite dealers Fritz Davison of Coquille, and Mike Mickel of Myrtle Point, took an active part in the 4th Annual Barbecue, Field Day and Boat Race, held on July 26. They contributed a Zip as the first prize in the bucking contest which was won by Dan Gibbs of Broadbent, Oregon. Dan, a logger, plans to trade the Zip in for a 9-26.



Another Oregon winner was Norman J. Stiltner, at left above. He held the lucky number in a drawing sponsored by W. C. "Pokey" Allen, right above, Homelite dealer of the Toledo Saw Shop, Toledo, Oregon. The saw was given away at an Open House on May 24th.

Letter from an Admirer

Here's a letter received by Nelson Thompson, Executive Vice President of Homelite, several months ago, which will bring a feeling of pride and satisfaction to all the Homelite family:

Dear Mr. Thompson:

I wish to congratulate you on the perfection of a great saw.

Until we were awarded the largest tree removal job in the State of Illinois, we had been sworn users of a competitive saw. The conditions that exist on this project are unbelievable, every known saw hazard is present and many that we had not encountered before. The competitive saw went to pieces immediately and we were lost: fantastic repair bills and no production. This sounds like a melo-drama, but Homelite came to the rescue. We now are in high volume production with minimum repairs and lost time on our saws.

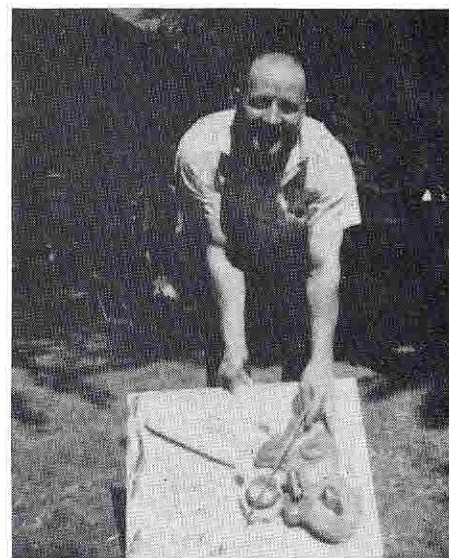
Thank you for listening.

Respectfully yours,

Taskmasters, Inc.

L. F. GABOUER
Vice President

P.S. We now have six 7-21's and one 8-29.



Logger Takes Cake

Pictured above is Ralph Johnson, West Coast logger, with the special cake baked for him by his sister-in-law for his 56th birthday. The Homelite chain saw, made entirely of cake, is a red and green work of art! Ralph has spent his whole life in the timber according to "Ho" Nelson, Homelite dealer of La Grande, Oregon. He's come a long way from the days of the cross-cut saw. "The Homelite model 7-21 is the finest saw I ever used," he says. "As long as Homelite builds saws such as this, they will have me for a customer."

Southern Dealers Fishing Trip



As a change from chain saws, these Southern dealers pose with part of the spectacular result of their week-end fishing trip at Destin, Florida, on July 6 and 7. Eleven dealers were guests of the Memphis District Office as a result of winning a sales contest. Front row, left to right, R. Tanner, Chattanooga, Tenn., A. Green, McMinnville, Tenn., D. Bland, Lebanon, Tenn., with his record catch, a 42 pound sailfish, B. Hearn, Vice Pres., National Bank of Commerce, Nashville, Tenn., L. Hayes, Homelite. Back Row, J. Scott, Cookeville, Tenn., E. Crittenden, Athens, Tenn., W. L. Hanna, Homelite, H. Ray, New Albany, Mass., B. Page, Russellville, Ark., C. K. Lancaster, Jr., Mountain View, Ark., Bill Bedford, District Manager, J. M. Ledbetter, Shuqulak, Miss. and J. D. Lancaster, Batesville, Ark.



SANDUST

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

NO. 82 SEPTEMBER-OCTOBER, 1959

The New Direct Drive BUZ Promises BIG Fall Profits

Priced right and timed right for the big "occasional user" market, the new direct drive, low cost BUZ is the latest model to join the Homelite family of quality chain saws.

Following on the heels of the low cost gear drive WIZ, the 7-19 C, the 7-21 C, the 9-23 and the 9-26, all introduced this year, the BUZ rounds out to perfection the "Full Line for '59" promised at Sales and Dealer Meetings early this year.

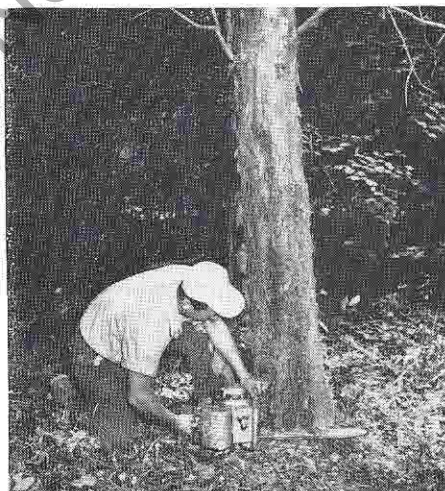
Priced below most competitive models, at just \$153.50, complete with a 12" Homelite bar and chain, the BUZ retains all the famous Homelite features. The short stroke engine, the tough, drop forged, counter-balanced crankshaft, the automatic clutch, the moisture and dust-proof magneto, the all-position diaphragm carburetor, the simple piston pump are all included in this new model. Certain changes, in design and accessories have been made to bring down the price without affecting performance.

"All recent surveys show that the lower-priced chain saws, in the under \$200 class, are making up a larger and larger percentage of the sales picture," according to Gene Carey, Manager of Chain Saw Dealer Sales. "This year, they will account for about 50% of the total sales in the chain saw industry."

"The BUZ was developed to provide Homelite dealers with their share of this rich growing market," explains Gene, "without sacrificing in any way the

Homelite reputation for performance and quality." Judging from all the tests made and from reports of the new saw's performance in the field, Homelite has come up with another winner in the BUZ.

To reach the farmers, sportsmen, builders, home owners and tree surgeons who will be the best prospects for the BUZ, Homelite has launched the biggest advertising campaign in its history. Full page two-color ads in the Farm Journal, Outdoor Life and other magazines, during the important fall and winter months and again in the spring, point out the profit possibilities in owning a Homelite BUZ.



The new BUZ goes into action, making quick work of a felling job. The flush-cut handle lets the operator cut level with the ground.

Other Homelite ads in magazines and local Farm publications are planned to appear at just the time of year when prospects in various areas and various types of business are in the market to buy. All Homelite advertising, and literature will highlight the statement, "Think first of Quality, Think first of Homelite."

In view of this extensive national advertising, it's more important than ever for the dealer to be identified properly so that local residents and passers-by will be able to find the Homelite dealer in the community. A new policy on co-operative advertising will simplify this for the dealer. (See next page.)

To make the prospects even brighter, a big "Holiday in Europe" Contest has been announced running from September 28, 1959 through January 30, 1960. The grand prizes are 10 trips to Europe on Scandanavian Airlines System's DC-8 Jet. Five Homelite dealers, one in each of five regions of the country, will receive a two-week all expense paid trip for two to Copenhagen, Paris and London!

"Bell Ringer" prizes, beautiful Endura Swiss watches, will be awarded to all dealers reaching their quotas during the contest period.

With the introduction of the BUZ, the stepped-up advertising and promotion campaign and the exciting sales incentive contest, Homelite dealers are heading into the biggest sales months in Homelite's history.

New Versions of Proved Success

Homelite dealers know a good bargain when they see one. That's why the ZIP Broadside, introduced about a year ago, were so popular that *over a million* were ordered and sent out.

Now, to tie in with the new BUZ and the stepped-up advertising and promotion campaign, *three new Broadside*s are available at only \$23 a thousand. This price includes the cost of imprinting, postage, addressing and mailing to the rural box-holders in the dealer's town or area. This is the most effective, low-cost way so far devised to get the whole Homelite chain saw story into the hands of interested prospects. A single mailing of any one of the three may be sent or, better yet, follow-up mailings can be arranged at set intervals.

1. The BUZ Broadside gives complete information about the new saw and the ways to use it. There are many pictures and drawings, showing all the quality features of the BUZ. The whole inside spread, 30" x 23" when open, features testimonials from every section of the country . . . telling what actual users think about their Homelites and how much extra money they have made with them.

2. The Homelite BUZ, ZIP and WIZ Broadside presents the three low cost chain saws and shows in pictures and words how they are designed to meet every cutting need on the farm.

3. The Full Homelite Line Broadside, which includes the new BUZ, features a quick selector guide, giving the user an easy comparison of each of the Homelite saws.

New Full Color Booklet

An important new piece of selling literature is now available, written specially to interest new chain saw users with little previous chain saw experience. It's well illustrated, in full color, and explains in easy-to-understand language, what a chain saw is and what it does. Care and use of the saw is explained, safety rules are stressed, a selector guide of Homelite chain saws and many other features are included. At \$2 per 100 including delivery, this is the perfect give-away item for fairs, demonstration days and mailings.



Four sure-fire prospect-getters. The self-mailers featuring the BUZ, the full line, and the three low-cost chain saws, bring the whole Homelite story to a large group of interested prospects at very little cost. The little booklet "A Man's Guide to Chain Saws" makes a welcome, inexpensive gift.

Winners of Homelite Servicing Dealer Plaques

Beneke's Garage, Walter, Glencoe, Minnesota
Bero Bros., Newark, Ohio
Bohn Implement Co., Castalia, Ohio
Brown, Frank M., Fairfield, Iowa
Brown's Hiway Garage, Corning, Iowa
Brush, Lloyd, Shenandoah, Iowa

Canady TV & Repair, Selma, Iowa
CB Saw Company, Brookeville, Pennsylvania
Clark, James A., Sandy Lake, Pennsylvania
Clintwood Lumber & Supply Co., Clintwood, Virginia
Coleman-Dunn Co., Princeton, Kentucky
Coos Bay Chain Saw Co., Coos Bay, Oregon

Dalton Auto and Implement Co., Gretna, Virginia
Dedrick, Charles M., Jr., Stone Ridge, New York
Deike Implement Co., Waverly, Iowa
Doc Fixit's Repair Shop, Mt. Vernon, Ohio
Dunn, John K., New Albany, Pennsylvania
Dunn Motors, Bland, Virginia

Fairbairn Lumber Co., Margaretville, New York
Falls Marine Service, International Falls, Minnesota
Farler's Power Mower & TV Service, Esserville, Virginia
Farmer Bros. Welding, Eldora, Iowa
Farmer's Supply & Hardware, Meadville, Pennsylvania
Farnham Implement Co., Mt. Paris, Illinois
Forbes Garden Supply, Charlottesville, Virginia
Forest City Tree Protection Co., Inc., South Euclid, Ohio
Fradette, Frank, Eastmann, Wisconsin
Francis Brothers, Marion, Virginia

Harman Sales & Service, Harrisonburg, Virginia
Harry's Saw Shop, Canyonville, Oregon
Harvey Bros., Clarksville, Texas
Heichelbeck, Joseph, Honesdale, Pennsylvania
Helber Chain Saw Sales, Logan, Ohio
Hoffa Farm & Home Supply, Center Point, Indiana
Hoopa Saw Shop, Hoopa, California
Hoyer Implement Co., Dodgeville, Wisconsin
Johnny's Tackle Shop, Gold Beach, Oregon

K B Tractor Sales, Sheridan, Wyoming
Krostue Implement Co., Albany, Wisconsin

Liddell Saw & Tool, Auburn, Colorado
Lloyd Sales & Service, M.G., Cayuga, Michigan
Lynch Farm Equipment, Rocky Mount, Virginia
Lynchburg Hardware & Implement Co., Lynchburg, Virginia

Mentor Elevator Co., Inc., The, Mentor, Ohio
Midway Market, Mukwonago, Wisconsin
Moss Equipment Co., Buford, Georgia

NESCO (Northern Engine & Supply Co.) Gouverneur, New York
Newton Implement & Sales, Vincennes, Indiana

Pardieck Sales & Service, Seymour, Indiana
Phillip's Auto Supply, St. Paul, Virginia
Polkinghorne & Sons, E.E., Littlefork, Minnesota
Poynter Sales & Service, Lebanon, Indiana
Prillaman Motor Service, Collinsville, Virginia
Proper's Chain Saw Shop, Union City, Pennsylvania

Ragan's Garage, Lineville, Iowa
Rental Equipment Co., Fort Worth, Texas
Russell Service Station, Pennington Gap, Virginia

Schaefer's Garage, Jim, Grafton, Ohio
Southern States Maysville Co-op Inc., Maysville, Kentucky
Stam, Mike, Centerville, Iowa
Stanley's Repair Shop, Hibbing, Minnesota
S.W. Virginia Tire Co., Richlands, Virginia

Townsend Tree Service, Muncie, Indiana

Wayne's Mower Service, Middlefield, Ohio
Williams Repair Service, Oakridge, Oregon
Wintermantel & Sprecher, Prairie Du Sac, Wisconsin
Wisconsin Turf Equipment Co., Janesville, Wisconsin
Woodford Bros., Bedford, Virginia
Woodsmen's Supply Shop, Titusville, Pennsylvania
Wright Equipment Co., Abingdon, Virginia



STRAIGHT FROM STRAETZ

This October is the month when the American compact cars were introduced. It's also the month when the new Homelite BUZ was introduced. What do these have in common?

In the first place, each fills a real need. The automobile manufacturers finally realized that a huge market existed for a smaller, more compact, less expensive car. They did something about it and this fall most of the big companies are featuring just such a car.

Homelite did something about the chain saw situation, too. A huge new market has developed in the past few years for a compact, inexpensive chain saw, selling well under \$200. The BUZ is Homelite's answer to this demand. We haven't been getting our share of this market... *we will from now on!*

Here's what's been happening in our business. As chain saws became less expensive, lighter and easier to handle, more and more loggers and pulp-cutters bought them. Soon, farmers, with woodlots to work, found how profitable and easy it was to use a chain saw. Next, home-owners, nurserymen, sportsmen, campers, ranchers and many others heard about chain saws and thought it would be nice to own one. However, they didn't want to spend a lot for a tool only used occasionally.

The new Buz was designed specially for just this type of occasional user. There's every indication that they'll buy thousands of them! You'll be selling more of the other models, too. Many new customers, attracted by the price feature of the BUZ, will be impressed by the quality features of the production models and you'll have a good opportunity to sell up. The professional cutters and day-by-day chain saw user still demands the durability and performance of the more powerful saws. You'll be selling the full Homelite line... and making more profits.

During the past few weeks I've had the pleasure of attending Homelite's five Regional Sales Meetings. I've had a good chance to talk with the District and Branch Managers and most of the Homelite salesmen. I've also been able to get to a few Dealer Meetings where I found out what the dealers think about the new BUZ and the coming season.

They seem to feel that this will be the biggest year that Homelite has ever had. After seeing and trying out the new BUZ, they agree that it will be a great addition to the line. They're also all very enthusiastic about the new promotion plans that have been put into effect. Many of them told me that they were planning to increase their local advertising to tie in with the planned national advertising. It seems nobody's going to miss those Scrip Dollars!

Take a tip from the automobile dealers and make a big display of this new BUZ. The important thing is to *tell people about it*. The price brings it within the reach of almost anybody who has a use for a chain saw. Be sure everybody knows that you are the Homelite dealer; that you are equipped to give quality service; that you handle this fine new low cost saw, the BUZ, plus all the other great Homelite chain saws.

The Bell Ringer Sales Contest offers an added incentive to go out and get record sales. It could be you on that jet!

ROBERT P. STRAETZ Sales Manager



Tricks on TV. A pretty model puts the Mower Car through its paces in front of the cameras of WFBG, Altoona, Pennsylvania, during a dealer-sponsored program. In addition to this greased plank test, the young lady towed a station wagon with the Mower Car and even cut grass.

Homelite Farm Round-Up

You have to get up early in the morning to hear the new Homelite radio program, aired weekly over key stations, in all parts of the country. It's worth getting up for, though, and has brought a great many favorable comments from farmers and other early risers.

The farm radio directors of the stations carrying the program, are very pleased with the whole format. The five minute taped sections, produced and narrated by Floyd Mack, well-known radio and TV personality, are of unusual interest. They provide interviews with men of national importance speaking of events on a national scale. Men such as Secretary of Agriculture Ezra Taft Benson, and the editors of leading farm papers have discussed timely and vital farm subjects. The local farm directors stress the important local farm issues.

The cheery sound of the new singing commercial "Think first of Quality. Think first of Homelite," may not be heard on the Hi Parade, but it's making friends for Homelite each week on the Homelite Farm Round-Up.

Dealers Applaud New Co-op Plan

"That's the best news I've heard in a long time!" said Dealer John Huston of NESCO, Gouverneur, N.Y., when it was announced at the North Arlington Dealer Meeting that Scrip Dollars are out as of October 1. "Now I can advertise any way I want, without counting and recounting my scrip!"

Other dealers agreed heartily that Scrip Dollars will not be missed. The new Co-Op plan is simple, time-saving, and allows the dealer to run as much Homelite-approved advertising as he wants. Homelite will send him a 50% cash refund regardless of the amount of his purchases.

The main points of the new plan are these:

- Homelite will pay 50% of the net cost of each dealer's local advertising.
- Each ad must promote Homelite products exclusively.
- No change has been made in the type of advertising eligible under the plan. (A detailed list was sent in the letter announcing the new plan.)
- The dealer must send all claims for advertising cash refunds to the Advertising Department, Homelite, Port Chester, N.Y. within 45 days after the ad appears. *He may not deduct claims when paying invoices to Homelite.*

"We're really going to go to town, now," John Huston announced to Martin Clarke, North Arlington Advertising Manager. "Send me mats on the new BUZ—and some radio scripts and I'll let you know later what transcriptions I'll need."

It looks as if local Homelite advertising would break all records this year, with no Scrip Dollars to worry about.



Ring Out the Bells

Bells have been ringing at Homelite meetings from Connecticut to California this past month. First came five Regional Meetings in the North-East, Mid-West, South, South-West and Far-West, attended by all District and Branch Managers and most of the Homelite Salesmen and Chain Saw Specialists. These men went home and in most cases held Dealer Meetings as soon as possible to pass on what they had learned while they were still filled with enthusiasm and excitement. At each of these meetings, bells were used to create interest and suspense.

They rang out the good news that the chain saw business is on the upswing again, sparked by a big building boom and increased use of pulp and paper.

The bells rang out the various new products that Homelite is putting on the market... notably the BUZ chain saw Changes and improvements in the Mower Car were explained in great detail and customer and dealer reactions to the first model were carefully considered. In some meetings, movies were shown of the new Homelite marine engine now in the experimental stage.

More bell-ringing introduced the great advertising and promotion campaign which has been planned on a national scale; the big assortment of attractive give-away items; the television and movie shorts; the Homelite Farm Round-Up.

Sometimes, when the bell rang, someone's name would be drawn for a door prize. In each case the lucky winner had to answer a question to show that he'd been paying attention to what went before!

The loudest ringing of all came when it was time to explain the Bell Ringer Contest with promises of prizes and profits for everybody.

Judging from the enthusiasm and interest, these Bell Ringer Meetings started the fall selling season off with a big clang!



RINGING IN the extensive fall promotion, J. H. Maxwell Jr., Sales Promotion Manager, in picture at left, shows reprints of coming ads. Above, Les Newman, North Arlington General Manager, and



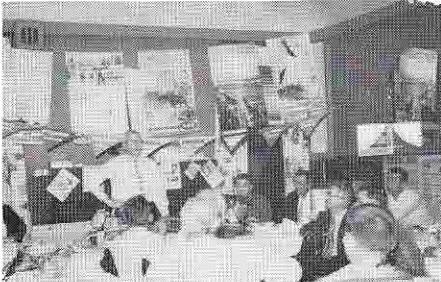
Gene Carey, Manager of Chain Saw Dealer Sales, show the trend in chain saws sales. Highlight of the meeting was the new BUZ, held triumphantly, above, by Dick Sidon, Philadelphia Manager.



MIDDLE WESTERN District and Branch Managers and Salesmen pay interested attention as the Bell Ringer Contest is outlined to them. They passed on the information at a series of dealer meetings.



IN MILWAUKEE, WISCONSIN, Branch Manager George Shier rings in the new contest for his dealers, giving them full details and helpful advice.



IN BUFFALO, NEW YORK, District Manager Darrow tells a group of his dealers about Homelite's advertising and promotion plans for the year.



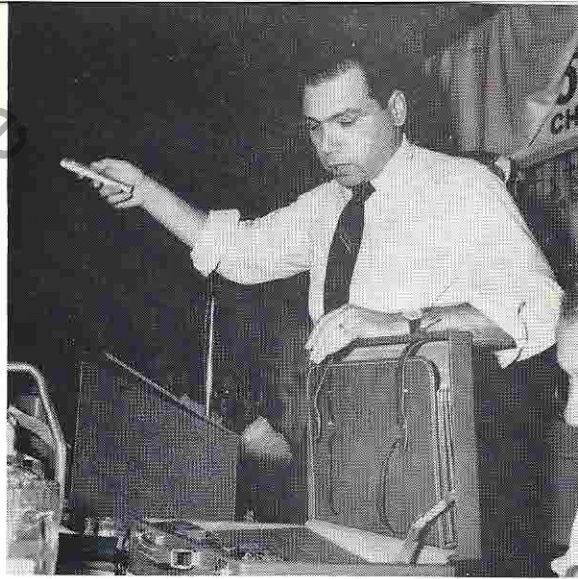
TAKING A CUT with the new BUZ, Ted Ashelin, Salesman from Kansas City, demonstrates before a group of Homelites at the Chicago Meeting.





FOR WHOM THE BELL TOLLS, an interested group of North Arlington dealers listen attentively to the discussion during the recent Dealer Meeting. More than 200 people, representing 140 dealers were

present at the well-planned meeting which went like clockwork. Six door prizes, including two chain saws, were awarded and a demonstration, reception and gala evening climaxed the day.



CHIEF BELL RINGER was Phil Halperin, Assistant Advertising Manager, who attended many of the meetings. Here he makes an amusing pitch about all the fine give-away items he has lined up.

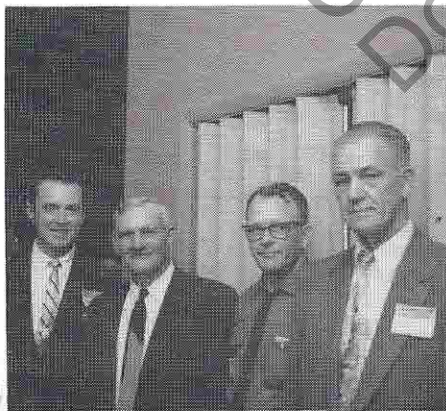


NORTH EASTERN group of District and Branch personnel held their meeting in Darien, Connecticut. Here they listen intently as the features of the new BUZ are outlined to them.

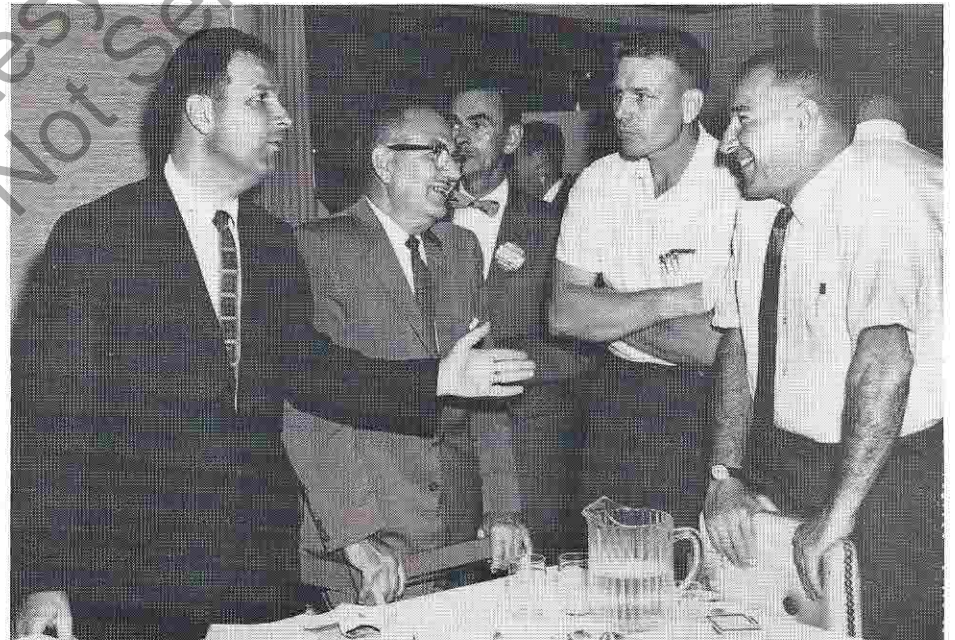


RAY MORGAN, dealer from Pine Grove, Pennsylvania, was lucky enough to have his name drawn, smart enough to answer the question put to him and more than pleased with his prize, a new BUZ.

**ALLS
RE
GING
or
e Dealers**



Two veteran dealers and the Homeliter who installed them: Left to right, Gene Carey, Dealer A. J. Eck, Jim Swan and Dealer Lloyd S. Hall.



HANK GEROW, dealer from Liberty, New York, second from right, was able to get expert answers to his questions at the N.A. meeting from Robert P.

Straetz, left, Nelson Thompson, Executive Vice President, Joe McMenaman, center rear, and District Manager Robert Worth, right.

FAIRS • DISPLAYS • PRIZES



A Royal Welcome was given this fine Homelite display at the Inyo County Fair in California by the Queen, standing, and her two attendants. Joe's Garage of Bishop, California, can take a bow for the eye-catching set-up. The Action Display, at far right, the banners and units create a colorful effect.

California

In eastern California, high up in the Sierra Nevada Mountains, a county fair is an exciting event, with special emphasis on logging, hunting and fishing, skiing and other mountain activities. There's a big parade to open the event, too. This year, a Homelite Mower Car was the big hit of the parade. It was ridden by a gaily dressed clown, who was sheltered by a huge green and white Homelite umbrella.

Inside the exhibition hall, Joe's Garage, the Homelite dealer of Bishop, California, had a colorful exhibit, featuring all the Homelite products. The display was a popular success and brought in many prospective customers.



The clown on the Mower Car was the hit of the Inyo County Fair in California, cruising around the grounds and taking a prominent part in the parade. Note the Homelite umbrella on the car!

Oregon and Washington



EYES LEFT!

Here's an outdoor display set up by F. G. Foster Co., Hoquiam, Washington, at Gray's Harbor County Fair in August. G. R. "Bud" Luce, Jr., Chain Saw Manager for the dealer, is on hand to answer questions and line up prospects for the Mower Car and the Chain Saws.

Minnesota



Kenny Cease, of Kenny's Sales & Service, Bagley, Minnesota, presents a \$25.00 U.S. Savings Bond to customer Raymond H. Sathes, Solway, Minnesota for his fine Homelite testimonial.

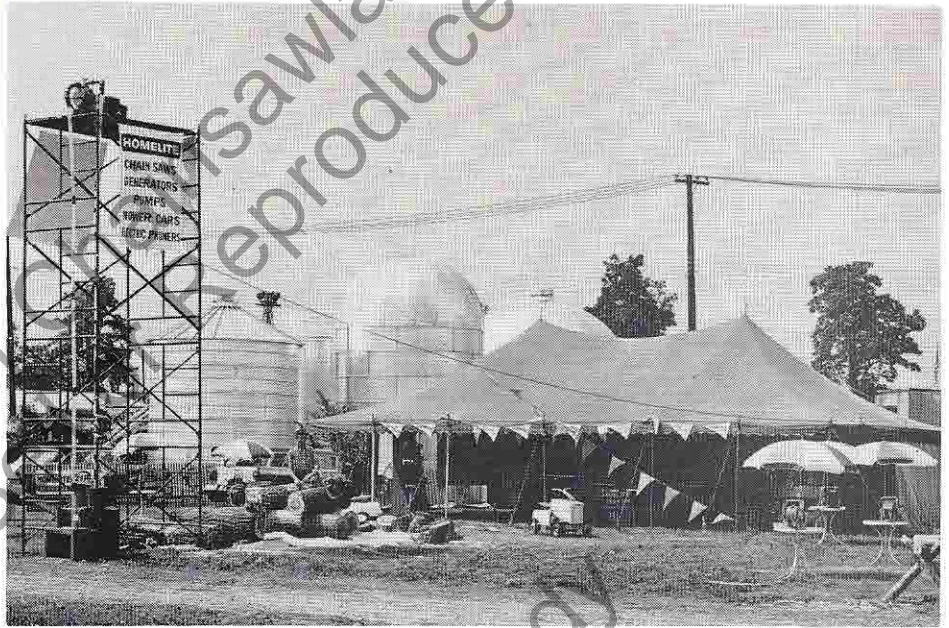


"Mike" Mikels, left, and Fritz Davison, right, well-known Oregon Homelite dealers present a ZIP to carpenter's helper Bruce Vleit, winner of the drawing at the Coos County Fair at Myrtle Point.

CONTESTS

This past summer has been a very active one for Homelite dealers, judging from the letters, newspaper clippings and photographs which have been coming in. "Homelite Chain Saws Win Again," is the theme of an effective ad for Toledo Saw Shop, Siletz Junction, Oregon. The three top places at the 13th Annual Douglas County Timber Days Bucking contest were won by expert cutters with Homelite 7-29's. First place winner was "Pokey" Allen himself, dealer-owner of Toledo Saw Shop.

An almost unparalleled feat was performed by 51-year-old Paul Searles, at Sedro-Woolley, Washington, recently. He won both the bucking and log chopping contests, defeating his son Max, who was world's champion log bucker! A customer of Jack's Chain Saw Service, Paul is now the proud possessor of a 7-21 C.



Homelite tops them all at the Ohio State Fair, held August 28 to September 4. There was plenty of activity at the Homelite display at all times, with cutting demonstrations, Mower Cars in motion, Homelite pumps drawing up columns of water. The big Homelite banners could be seen from all parts of the Fair Grounds.

Ohio



Two views of an effective Fair display, set up by Taylormaid Boat Co. of Mentor-on-Lake, Ohio. Mr. Taylor, on Mower Car at left, is a new dealer. His display with the specially built platform for the Mower Car, featured a big pile of logs, right, for cutting demonstrations. "Step right up Folks! No Waiting! Try the new Buz!"



Virginia and Illinois



At left, Smokey Bear, symbol of safety in the woods, officiates at a power saw demonstration and training session at the 4-H Club Conservation Camp at Virginia Beach. The 7-21 was furnished by the Baltimore District Office.

At right, part of the Homelite exhibition at the Illinois State Fair this past summer. This was a popular and well attended spot.



Go-Karts In Knoxville

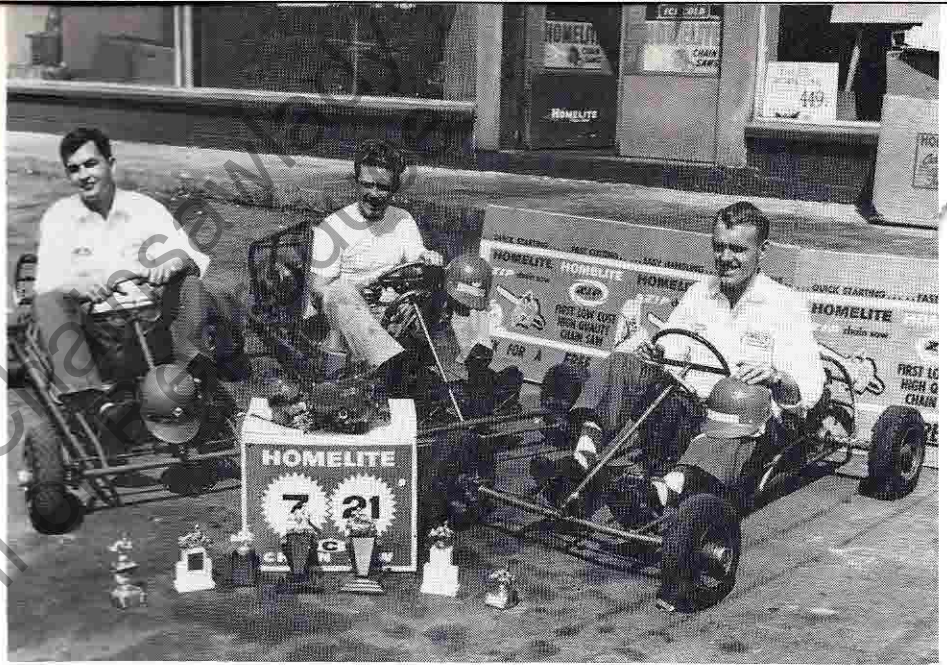
J. C. Lowery

"There come those durn Homelite boys again," is a typical exclamation of Go-Kart racing enthusiasts of the Knoxville, Tennessee area . . . at least those who run their little midgets with some other make engine than a Homelite.

Almost four years ago, "Pat" Patrick, mechanic at the Homelite Knoxville Branch, built his first Go-Kart from miscellaneous pipes, coat racks, sprockets, lawn mower wheels, and various odd parts from an old Mercury two-man chain saw trade-in. Since then, the Homelite boys have spurred interest in the sport in Knoxville to such an extent that there is now an official Go-Kart Association of fans who conduct regular weekly racing events which are attended by thousands of spectators.

Besides setting numerous track records, Homelite-powered Go-Karts have been in great demand by those who do not have the equipment or know-how for building up their own. Those who have seen Homelite Go-Karts take the lead and hold it in these fascinating races know what it takes to power a Go-Kart that will hold its own in all kinds of competition.

Knoxville races are conducted on asphalt tracks, dirt tracks, concrete "drag" strips and even inside large skating rinks. Go-Kart enthusiasts have even teamed up with local new car dealers in staging races on special promotion nights as crowd builders. One of Knoxville's largest indoor skating rinks has opened its doors to the Go-Karters for special Sunday night races on the gleaming hardwood surfaces. In these events, as in others, Homelite's Pat Patrick and Ben



Knoxville's Go-Kart Builders, seated on their own Homelite-powered Go-Karts are left to right, Bob Patrick, Ben Tipton and Gene Warren. In their spare time they are chain saw mechanics at the Knoxville Homelite Branch. They regularly take top winner's trophies at local Go-Kart races. Bob Patrick started the fad in Knoxville over four years ago. Since then, speeds and records have piled up in his favor.

Tipton have taken all firsts in area competition. One commercially sponsored racing event has ruled a fast (Homelite) Go-Kart heat, and another slow car heat for other contestants who persist in running their little cars on lesser power plants. Homelite has thereby been eliminated from competition so that some others would be able to cop some trophies.

Go-Kart enthusiasm has spread to such an extent that the Knoxville Branch ran an advertisement in the Knoxville News-Sentinel daily newspaper recently to the effect that Go-Kart enthusiasts could purchase Homelite chain saw engines at the Branch for that specific purpose. It paid off too!

Used chain saw trade-ins pose no problem. There is a waiting list for Homelite

engines for use as Go Kart power plants. They can be stripped of bar, handle bar and other non-essentials and sold at a good profit to Go-Kart makers. The Knoxville Branch is justly proud of the free publicity and advertising which their mechanic race-drivers have bestowed upon Homelite Chain Saw products in the past season. Their off-time weekly roles as Homelite Go-Kart drivers have paid off in more ways than WON!

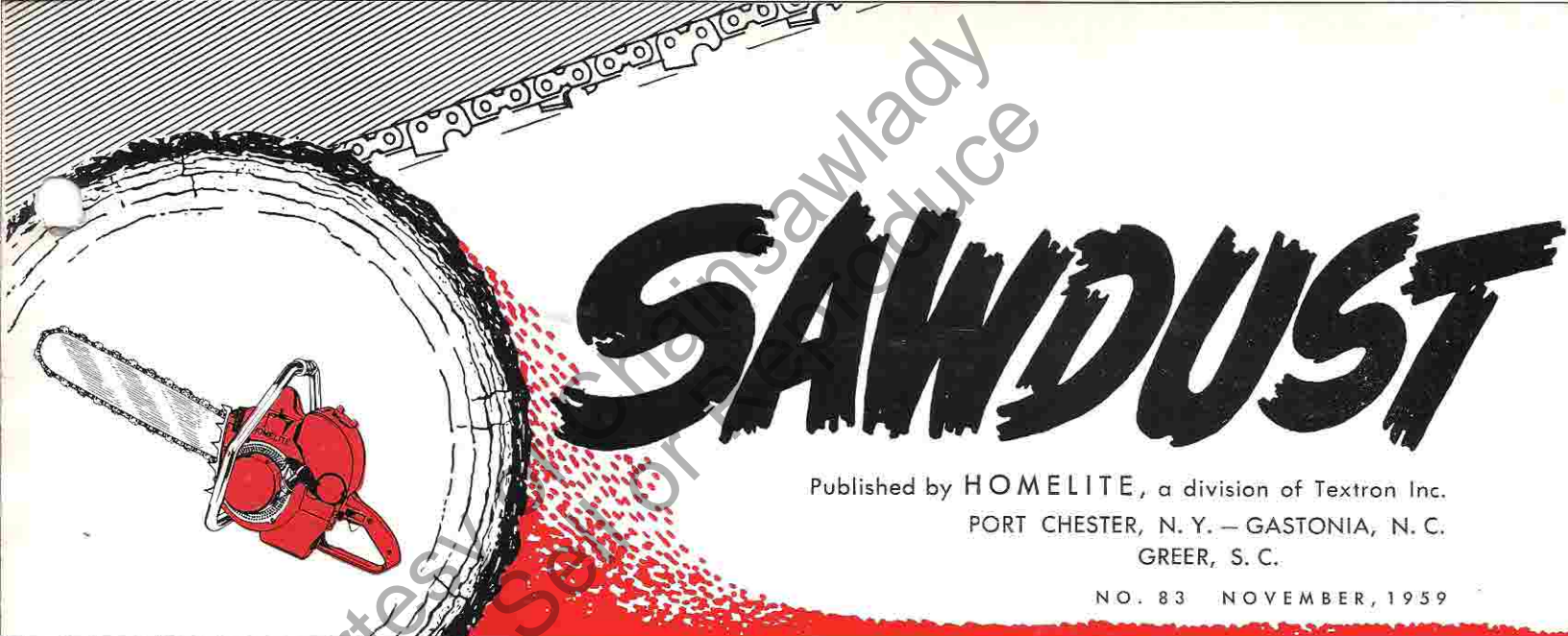
They are looking forward to Homelite's version of a bona-fide Go-Kart engine, and hope they will sell as readily as their converted chain saw engines have. With the same kind of interest and enthusiasm, there's little doubt that the Knoxville area will be winning players on the Homelite Go-Kart team.



Patsy Mathis, 8 years old, helps out her father, Homelite dealer, F. F. Mathis of Water Valley, Mississippi, by posing for Mower Car Ad that was used in the local paper. Many inquiries were received as a result of this appealing picture which illustrates the Mower Car's safety and ease of handling.



They said it couldn't be done—with a 23" bar and chain! Howard Vandegriff, Homelite dealer at Albert Lea, Minnesota, proved that it could be done by finishing off this giant cottonwood, over 125 years old. Here he blocks out 300 lb. sections with a 7-21.



SAWDUST

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

NO. 83 NOVEMBER, 1959

Dealers Top Contest Quotas As Sales Hit Record High

Fifteen Homelite Dealers have already reached their quotas in the big fall "Holiday in Europe" Sales Contest. The four month contest has not even reached the half-way mark, yet hundreds of dealers have gathered more than half of the necessary points. If they keep selling at the same rate, they'll all make their quotas, receive beautiful Swiss watches of their choice and have a chance for one of the five top dealer prizes, trips for two to Paris, London and Copenhagen!

Some of the first fifteen winners are already on their way towards doubling their quotas—as shown here.

REGION 1	% of Quota
Farmers Exchange of Modoc, Inc., Alturas, California	154%
Addison-Dupont, Quincy, California	142
Walt & Art's, Payson, Arizona	107
Wilson Chain Saw Service, Weott, California	100
REGION 2	
Gulf Coast Equipment Co., Inc., Perry, Florida	130
Charlton Machine & Welding Shop, Folkston, Georgia	100
REGION 3	
Gerow Brothers, Liberty, New York	135
Stepney Hardware, Monroe, Connecticut	113
Jack Brown, Acme, Pennsylvania	106
REGION 4	
Frank Fradette, Eastmann, Wisconsin	108
REGION 5	
Baily Brothers, Robinson, Illinois	190
Bill's Gasoline Engine Repair, Marion, Indiana	135
Leslie Wilson, Osgood, Indiana	122
Brooks Repair, Newton, Illinois	111
Maddix S. Moore, Olive Hill, Kentucky	102

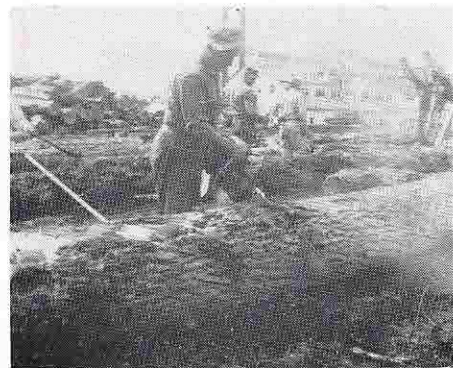
Now that the cold weather has finally arrived, it's time to make an all-out effort to top all previous sales records. Now's the time to contact all your prospects . . . to brighten up display rooms and shops with attention-getting point of sale material . . . to tell *everyone* about Homelite chain saws. Use banners, newspaper ads, radio spots, field days, direct mail—all the promotional material available. You have a complete line of quality saws to offer. Be sure everyone sees them in action.

After all, that top prize of a two-week trip to London, Paris and Copenhagen is well worth the effort. Imagine flying across the Atlantic by jet to three of the most famous capitals in the world . . . everything planned for your enjoyment. You'll be in the company of other Homelite winners and you'll have the time of your life!

Now's the time to ring the bell and go over your quota to win. You'll make money, win that watch and have a good chance for that "Holiday in Europe."



Dramatic First Appearance. San Francisco area dealers welcome the first BUZ on the West Coast, delivered by helicopter. Left to right, in front, Stan Beeman, Mr. and Mrs. George Forte, Jim Bell, District Manager R. C. Glidden, Dan Dugna, Ferd Mathias, Eric Nielson. In rear, Mrs. and Mr. W. Cushing, Mrs. and Mr. Robert Wray, Earl Hitchcock, Ferd Wilde and Art Rogers.



George Colgin works along steadily with his 9-26. In a day, he cuts over 35,000 board feet of wood.



Erland Berg, of Wakefield, Michigan uses his 9-26, all day long, five days a week, rain or shine.

New Rain Wear Offers Pr

The woods will be full of them soon—full of the new red Homelite rainwear suits, that is. These suits, which were introduced at the BUZ sales meetings, make a big hit with men who have to demonstrate and work in the rain and cold.

The material is tough, cold-and-tear-resistant, non-allergic, fire-resistant, dust-proof and mildew-proof. The cut is full and comfortable. The cuffs and waist band are adjustable, the pockets man-sized. Each

Two Hardworking 9-26 Chain Saws

Here's a short story of a couple of hard working 9-26 chain saws.

These two saws were purchased by the Conner Lumber and Land Company, Wakefield, Michigan on July 22, 1959, from Homelite dealer, Bingo and Son.

These saws work 5 days a week on the Wakefield landing, and cut a *daily log* scale of 35,000 square feet each, plus chemical wood and butts. This amounts to roughly three million feet each, so far.

Erland Berg and George Colgin, the operators of these saws, both of Wakefield, Michigan, are extremely well satis-

fied with them. They put on new chains every three to six days, but the saws have the original bars. Except for chains, gas and oil, the total maintenance of both saws has been a big fat zero!

The operators also know that if and when their saws do need service, Bingo and Son will be right on the job—so that their down time will be as little as is humanly possible.

This steady, reliable performance record is one of the great features of Homelite Chain Saws and accounts for many of the sales to professional cutters.



The sturdy plastic suit keeps out the rain. Too bad this isn't in color! The suit and the saw match.

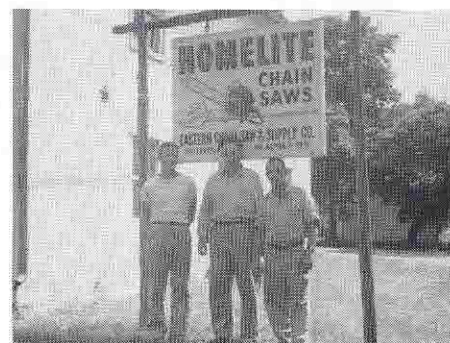
PARADES AND DISPLAYS



Mr. Ward, Homelite dealer of Pencil Bluff, Arkansas, won top place in the parade for the Montgomery County Fair in Mt. Ida, this year. His decorated car had two 7-19 C's mounted on it.



Another possible reason for that first prize! Miss Joyce O'Neal, above, of Oden, Arkansas, rode on the top during the parade, while Mr. Orville Ward, shown with her, drove the Homelite car.

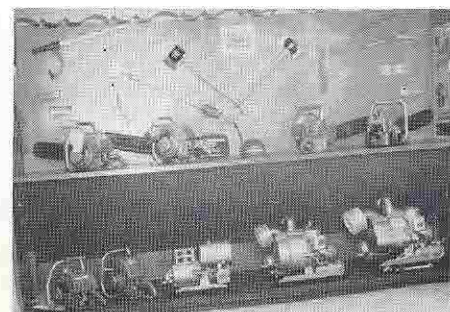


Eastern Chain Saw and Supply of Sellersville, Pa., make display pay. Above, owners Dan Beardsley, left, and Harry Girou, right with salesman Jack Burns. Below, their interior Homelite display.



Leading The Parade

This unique parade gimmick won a prize for Homelite dealer H. T. Olson of Everett, Washington. The Mower Car pulled seven chain saws, each one mounted on its own truck. The driver has a seeing and steering problem—but Homelite comes first!



Protection and Identification

Jacket has the name Homelite and picture of a chain saw imprinted on the back. The whole set, including snap-on hood, costs only \$7.50 and comes in medium and large sizes. An extra-large jacket is also available. If ordered separately, the jacket is \$3.75, the pants, \$3.25 and the hood \$.50. If two dozen complete sets are ordered, the dealers name and address will be imprinted, free.

Order them from Homelite in Port Chester or through your Homelite Salesman.



No sense in wasting valuable display space! Chain saw and name are printed black on red.



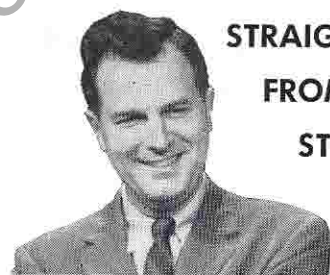
C. I. Summy, of Harman Sales & Service, Inc.

VIRGINIA DEALER

Inspired by the dealer meeting held by the Homelite Branch in Roanoke, Virginia, C. I. Summy, Promotion Manager for Harman Sales & Service, Inc. of Harrisonburg, Virginia, decided on a change.

"In the past, we left the business to our competitor," he says, "but we mean business this year and are out to get the business. With intelligent use of the Homelite material available; with a complete set of newspaper mats; with radio spots on the prime early morning spots and with good, intelligent selling, we can capture the business available to us here in the Shenandoah Valley."

Judging from the sales records, the new policy is working already!



STRAIGHT FROM STRAETZ

Recently I heard a talk by a man who had an impressive background as president of a very large company. The title was "The Magic Key To Making The Sale".

He made several strong points in his talk but the one that impressed me the most was "the need to sell the true worth of a product." As an example, the speaker told of a sales force who were trying to sell ice cream to a large Super Market. The salesmen all stressed the quality of their ice cream (and it was excellent) but they couldn't make the sale.

Finally a "sales consultant" tackled this selling problem only to learn that Super Market management wasn't impressed with the sales pitch on quality. They *knew* the quality was good even before they saw the salesmen. The reason they wouldn't put the ice cream line in their store was because they doubted it would account for enough dollar volume. The sales consultant then proceeded to find some impressive figures on ice cream sales from other grocery stores and turned his information over to the original salesman.

The salesmen went back and got the order based upon the true worth of this product to *this customer*—namely, the *additional* dollar volume it could bring to the Super Market.

I then tried to recall where we might apply the "true worth of the product" technique in selling saws. I concluded we must listen carefully for the customer's *real* reason for not buying... and then aim our sales talk at eliminating the objection.

For example, a prospect might say he can't buy a Buz because he can't afford it. What he might really mean is that he wouldn't have enough use for a saw to justify the investment. If the salesman's investigation of the prospect's wood lot shows 5,000 board feet of good oak on the stump, worth \$200.00 at the local saw mill, he can easily convince the customer he can buy the saw and have money left over.

In short, before you can find the magic key to making the sale you must find the customer's *hidden* objection to buying. You can often overcome his objection by presenting the real worth of the Homelite chain saw to him!

Robert P. Straetz

Sales Manager

GO-KARTS EAST AND WEST



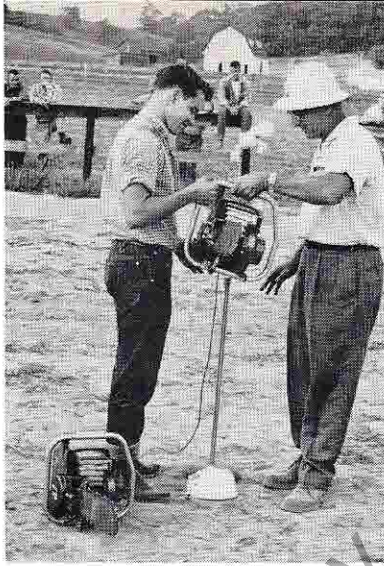
Speed Demons

In the Boston, Massachusetts, area, Go-Kart racing has attained professional standing. Robbie Spuller, left and his step-father, Jim Hahn, riders of Homelite-powered Go-Karts, proudly display their trophies to M. Gale Lemoine, Boston District Manager. One of the winning engines was a 5-20 with pyramid reed valve and the other a 6-22. The trophies are for the 50 and 100 lap feature races.

Twin-Powered

Go-Kart enthusiast at right is Jim Johnson of Johnson's Saw Service, Corvallis, Oregon. This Kart took 2nd place in the Northwest Regional Championship in Salem, Oregon. Later on, it beat the winner in another contest. It's powered by a 7-21 and a 9-23.





Ohio State Champion

Richard Parker, left, timber worker of Willoughby, Ohio, who won the 1959 Ohio State Chain Saw Championship, receives his prize, a Homelite 9-23 from Joe Paull, Chairman of Special Events for the Fifth Paul Bunyan Forestry Exposition.



An added attraction of the Homelite display at the Paul Bunyan Forestry Exposition was Ohio's newly crowned Forest Queen for 1959, Miss Patricia Kent. Shown here with Miss Kent are Homelite salesmen Thomas Taylor, left, and Richard Stokes, of the Cleveland office.

Dealer Notes . . .

A CHAIN SAW JAMBOREE was held in Chardon, Ohio, on November 13 and 14, to mark the grand opening of new Homelite dealer, Carlson Hardware . . . Richard Parker, shown above, Central Ohio and Ohio State Champion was on hand to demonstrate the Homelite chain saws . . . Free coffee and hamburgers were served . . . The announcement ad included congratulations from Homelite and from four nearby Ohio dealers, Wayne's Mower Service, Newbury Auto Service, Taylormaid Marine Service and Lamphear Arborist Supply . . . a nice, friendly gesture!

PRaised IN TOWN AND COUNTRY REVIEW of The Ringgold Record of Louisiana, was the Boyett & Morgan Saw Company, Homelite dealers of Hodge, Louisiana . . . We quote, "A business such as theirs is essential to the entire area. Their fair and honest business policies have rightfully merited the confidence and patronage of this community."

THREE STOLEN SAWS . . . L. L. Moss, dealer from Buckhannon, West Virginia, reports that a 7-21, Serial #904 470, with 23 inch bar and chain, was stolen from Mr. George Marteney of Route 1, Hall, West Virginia on the night of November 11th . . . Dealer T. F. Mathis of Water Valley, Mississippi, asks all dealers in the area to be on the lookout for a 7-21, Serial #931 612, which was stolen from Mr. Wade Massey of Bruce, Mississippi . . . Mr. Eugene King of Locust Grove, Arkansas, requests dealers in Arkansas, Missouri and Oklahoma, to be on the look-out for his ZIP #854 185, stolen on September 22, 1959.



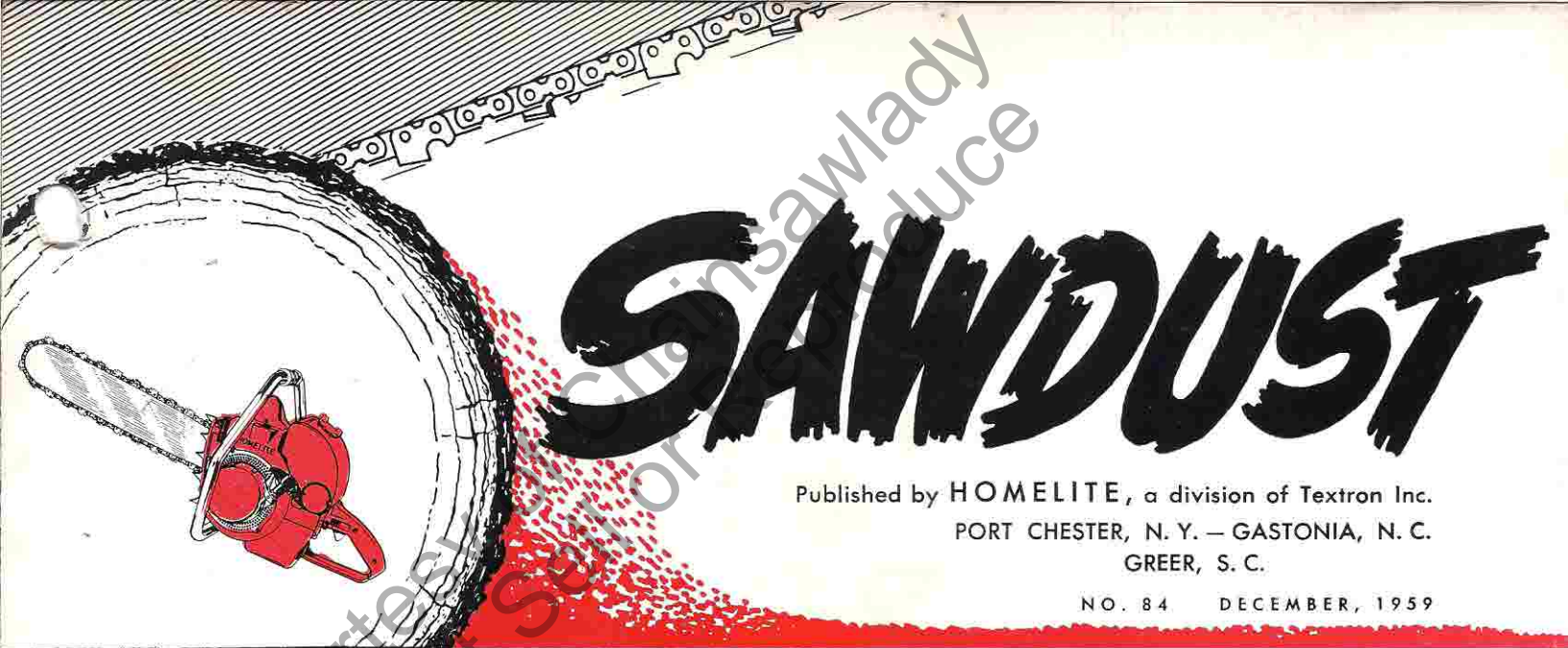
Enough wood here for quite a few matches! Art Phelps, Homelite dealer in Olympia, Washington, is dwarfed by the hugh Douglas fir log, felled with a Homelite 9-26. This is at the Vail Camp of the Weyerhaeuser Timber Company where many Homelite chain saws are in use.



Mower Car dealer Ed Peckelis of Indian River Sales, Jensen Beach, Florida, wants to be sure that every passerby sees the Mower Car. He built a bright red platform which proves useful for demonstrating the Mower's power and showing its clean, good lines.



In New Jersey, the Garden State, they are advertising the Homelite BUZ on a license plate! Posing in front of the shop of Homelite dealer Philip G. Berger & Co. are, left to right, Albert Enea, Chain Saw Expert, Mary Bloemke, Office, and Jack Handle, Mower Car Expert with a BUZ pointing to the plate.



SAWDUST

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

NO. 84 DECEMBER, 1959

Points Doubled in Value as Contest Reaches Home Stretch

From January 1 to January 31, the last month of the Bell Ringer Contest, the point value of all chain saw orders will be doubled, according to an announcement by Sales Manager Robert P. Straetz. This will provide added incentive for those who are "almost there but not quite" and will give a fairer chance to dealers in certain areas where selling conditions have been poor this year.

Four dealers already have a double chance to be the winners because they have doubled their quotas. One has almost tripled his! We'll announce his name next month. The four double-quota-busters are:

- Milan Chain Saw Company of Milan, Georgia
- Stepney Hardware Company of Monroe, Connecticut
- Bailey Brothers of Robinson, Illinois
- Brooks Repair Shop of Newton, Illinois

Hundreds of dealers have already reached their quotas or are very close to making it, with a whole month left to pile up more points.

Here are some useful ideas gathered from the dealers who are already proud owners of their Bell Ringer watches.

"We held a Chain Saw Day and used a lot of newspaper and radio spot ads to tell people about it.

"We held a cutting contest with good prizes, and a drawing for a BUZ. We had a good crowd, sold several saws that day



Dealer Lauren Purcell, right, of Auto Parts and Equipment Co., Toccoa, Georgia, receiving his Bell Ringer Award watch from District Manager Gene McClellan. A full page Homelite ad in the local paper announced the event.

and got some very strong leads which we followed up successfully."

"I went through my prospect list with a fine tooth comb. I called and wrote to every person on the list and arranged to give demonstrations. It really paid off."

Using these and other methods, Homelite dealers can ring up record sales and, with every sale worth double the points, they can be sure of earning that Bell Ringer watch and having a chance for the jet trip to Europe.

A CHRISTMAS THANK-YOU LETTER

"I would like, at this time, to express my appreciation to Homelite and the Homelite Chain Saw Dealers for the Homelite Forestry Award that was presented to me at the School of Forestry's Rolleo this year," writes R. Scott Wallinger, a senior at North Carolina State University.

"It was indeed a high honor for me to be recognized in this way and it will certainly provide a stimulus for even more industrious work in the future. I only hope that in my career ahead, I prove myself worthy of the recognition which I received. I thank everyone concerned."

Mr. Wallinger is one of 12 upper class forestry students who have received one of the Forestry Awards so far this year. He will undoubtedly equal the fine record of the more than 75 former Award winners who have gone on to graduate study and responsible positions in the field of forestry.

These young men and their forestry professors are sincere in their expressions of gratitude. As these Awards are given in the name of all Homelite Chain Saw Dealers, it should bring satisfaction the year 'round to know that this Award program serves such important purposes.

The 4-H Scholarship winners join the Award winners in expressing their gratitude. Their thanks add up to a fine Christmas present for Homelite.

Tree Surgeon, a big operator

A. H.

(After Homelite)

Minnesota Treeman Earl Bunke

is

Homelite Dealer of the Month

Earl Bunke, the proprietor of Earl's Tree Service in Rushford, Minnesota, was completely honest about his intentions when he sent in a dealer inquiry to the St. Paul office about five years ago.

"I primarily want your franchise so that I can buy saws wholesale for my own operation," he informed Salesman Nick Van de Ryn. "If I happen to sell one to somebody else, I'll service it and get the parts in stock to do it right."

The St. Paul office badly needed a dealer in this Southern Minnesota farming area. Rushford has a population of about 3000 and although it was a good town to sell tractors and farm implements, chain saws had been a different story. With the thought that any dealer was better than no dealer, the appointment was approved.

Within a week, Earl's nine men were using Homelite saws. These men with three trucks and other various equipment were doing all the right-of-way cutting and clearing for the R.E.A. and Rural Telephone Company in three counties.

Earl had been using different make saws in the past, and these saws had been giving him so much trouble that he had thought about going out of the tree surgeon business. Now A. H.—"After Homelite" as he calls it—things were going differently.

The first few months he used Homelites he felt that he was just lucky because his men experienced no difficulties with their saws. Then the months passed into more months and he began to talk saws up to the people he knew, telling them about the almost unbelievable reliability of Homelites.

The local farmers knew that Earl's saws were really pounded, day in, day out, and if they were good enough for Earl they were good enough for them. Before he knew it, Earl was in the chain saw business. One farmer told another about that Homelite cutting wonder and about Earl's services, and the



Tree man Earl Bunke, right, had to move from his garage location into this well-equipped Homelite Shop to handle all his new business. Here he shows a 7-19 to a local farmer.

next thing Earl knew he had so much business that he had to hire a full time mechanic and move out of his garage into a downtown location.

He spends a lot of money, advertising and time promoting his saws. Homelite bill boards are on all roads leading into town, and all local and surrounding newspapers carry his Homelite ads. Once a year, in the Fall, he holds his famous Homelite Day. He serves coffee and doughnuts, the factory men give free carburetor adjustments on all Homelite saws brought in that day, and a few lucky people win gift certificates towards the purchase of a new saw. Naturally there are plenty of logs on hand so that everyone can try the different models and find out which saw suits him best.

Last year a farmer from a different town read the ad about Earl's Homelite Day in his local paper. He started out towards Rushford, but he did not know where the Homelite shop was. He did not have to ask anybody, he just followed his ears and found the place in record time. "There must have been a whole lot of guys sawing wood," he said, "and about a mile out of town it sounded like a bunch of bumblebees in a glass jar." He won a \$25.00 gift certificate and went home with a new EZ-6.

Southern Minnesota is known as a price cutting area, but Earl has no trouble receiving full list price for his new saws. "I'll give you the best chain saw service in the area," he tells a prospective bargaining customer, "but my new saws carry only one price." He has no trouble convincing his customers that the cheapest saw on the market is a Homelite backed with good service.

Earl's Tree Service is also known as a fair and reliable place to buy a used saw. He reconditions most saws completely, and then gives them a new saw guarantee. It is well known in the area that nobody ever "got took" at Earl's, and he has a constant waiting list for used Homelites.

The St. Paul district has enjoyed doing business with Earl Bunke, and has appreciated his loyalty and honesty. Earl is a busy man with his Homelite saws, his brush clearing, and his tree surgeon work. However, there is always a little time left to sneak off and catch a fat brown trout out of the nearby Rusl creek, or shoot a pheasant out of a cornfield in the Fall. Next time you are in the area, drop in, and just say: "Hey Earl, how are they biting?"

Latest offshoot of Earl Bunke's Tree Service is this neat Homelite Shop in the downtown section of Rushford, Minnesota.



Former "Dealers of the Month" Continue Top Homelite Service

The same qualities for which a Homelite dealer is chosen as "Dealer of the Month" keep right on selling chain saws and winning the respect and confidence of his customers and his community. Here are three items that came in this past month, all concerning former "Dealers of the Month."

ITEM 1—From Port Wentworth, Georgia, a letter to the Manager of Towles Service Center, Savannah Homelite dealer.

Dear Mr. Williams,

Let me take this opportunity on behalf of the City of Port Wentworth to thank you and commend you for the great assistance given by you to the City in the recent windstorm.

You and your equipment (Homelite Chain Saws) were of invaluable aid in this time of trouble. It is with pride in citizens like you that I can say that no streets in the City of Port Wentworth were blocked by fallen trees for more than an hour.

Thank you very much.

Yours truly,

W. B. Osteen, Mayor
City of Port Wentworth

ITEM 2—A letter from Mrs. Ralph L. Sweet of Coos Bay, Oregon, in praise of Dealer Fritz Davison of Coquille, Oregon.

"I wanted to tell you what a nice thing Mr. Davison and a Homelite representative did for us. On the last nite of the Coos County Fair, the bendix, (part of the starter) of our car stuck. With an automatic transmission we either needed a mechanic or a heavy vehicle. Obviously, there wasn't a mechanic in the middle of the fair grounds at 12 o'clock at night!

Mr. Davison pulled out of line and helped us get underway. With two sleepy children we certainly appreciated his help, another case of his helping beyond the call of duty."

Sincerely,

Mrs. Ralph L. Sweet

ITEM 3—A letter from L. Myrtle Nicholl, wife of "Dealer of the Month" Francis Nicholl of Deer River, New York.

"Francis and our chain saw man took off a few days this week, leaving me alone to take care of the saws. I was rather pleased. I sold a 7-21, a 7-19, and a WIZ all for cash and they were the easiest sales I ever made.

One man came in and said he wanted a Homelite just like the one he bought last spring. We looked up the files and found it was a 7-19. He said "I don't need to try it out. Just give me the saw, the name Homelite is good enough for me."

Another customer drove in 40 miles and told me he had used his neighbor's saw and he liked it so well he wanted one just like his. We looked it up to see what his neighbor had and he carried the saw out to his car after leaving his money with me.

The third customer is a retired farmer and he wanted a lighter saw to cut his furnace wood. This man said he would have nothing but a Homelite as he heard we gave the kind of service anyone with a saw would want. I was happy to tell Francis when he came back the ease I had in making the sales."

Mrs. Francis Nicoll is not only her husband's right hand "man" in their dealership in Deer River, N. Y. but owing to his severe eye condition, she serves as his eyes as well. They are shown here at the recent North Arlington Dealer meeting.



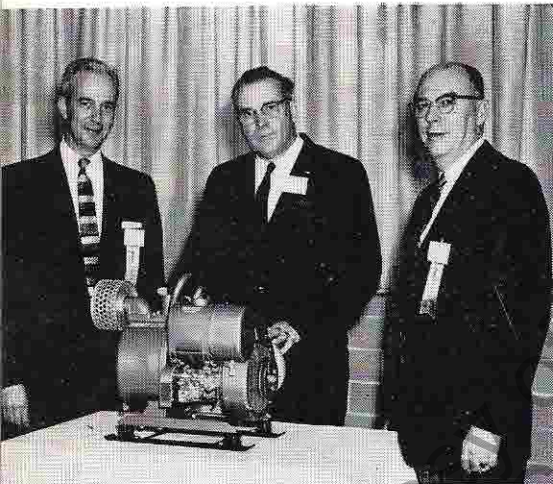
Successful Chain Saw Days



Over 1,500 people attended the Homelite Chain Saw Day, held at McAdams Tractor and Implement Co., in McKenzie, Tenn. In spite of 20 degree weather people came from as far as 60 miles away, drawn by frequent radio and newspaper ads. Below, left to right, John McCadams, Woodrow Burlison, winner of the 7-21 and Douglas McCadams.

A three day grand opening at Rohde's Shell Station in Pardeeville, Wisconsin, featuring prizes and cutting demonstrations kept owner Roland Rohde very busy. Here Dan Curley, left, Milwaukee Branch chain saw representative, helps demonstrate the latest Homelite chain saws to prospective customers Marvin Siegert and George Harris. Dealer Rhode is at right.





The one millionth Homelite unit, presented to the City of Greer is accepted by Mayor Lloyd Hunt, center. John Reed, left, Works Manager, and R. C. McDonald, Vice President, represent Homelite.

Satisfied Customer



Mrs. Claudia Timmons of Grand Cane, Louisiana, bought her BUZ from Dealer J. E. Davis of Mansfield, Louisiana. She uses it to cut fence posts and timber for pulpwood on her 120 acre farm.

Mail Box By Homelite



"What's new, Pop?" Ray Lamb asks his Homelite dealer father A. W. Lamb of Tennessee Ridge, Tennessee. What's new is the mail box made from the hull of a 6-22, painted to look like new.

Greer Open House

December 12, 1959, was a big day for Homelite. In Greer, South Carolina, a beautiful new plant was formally dedicated and an all-day Open House was visited by the families of the 300 employees, by a large group of special guests from all over the country and by hundreds of area residents.

The plant is very much like the chain saw plant in Gastonia, North Carolina, a one-story, 360 foot square, windowless building, where all Homelite chain saws are now being manufactured. All other Homelite products, generators, pumps, blowers as well as guide bars and ride-on mowers will be made in Greer.

One of the highlights of the dedication luncheon was the announcement that Homelite had just reached the serial number one million, that day! It had been assigned to a pump which was presented, with ceremony, to the City of Greer.

Poetry Corner

One of our customers, Virgil Ritchie of Broadway, Virginia, tells us that poetry is his hobby and that his Homelite saws inspired him to write the following.

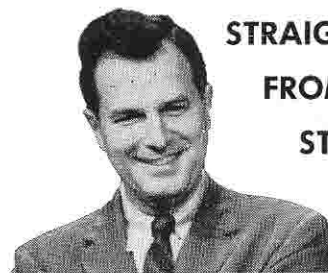
Thru pulpwood sticks, your EZ-six
Sails like a flying pheasant
It makes my day seem partly play
That evenings may be pleasant.

Nine-26 now with me clicks;
It is a Homelite honey
It has the guts for toughest cuts
And saves me time and money.

Mr. Ritchie also passes along this discovery. "Say did you know, one can actually saw rough boards with a 9-26? I needed a few and just sawed a log (a short one) into what I needed."



Virgil D. Ritchie, a logger by profession and a poet by inspiration, has nice things to say about Homelite in prose and verse. Formerly of Spiceland, Indiana, he recently moved to Broadway, Virginia.



STRAIGHT FROM STRAETZ

In retrospect, 1959 has been a banner year. In fact, this will be one of our biggest years in all respects.

During the year 1959, Homelite added a second floor to the new wing of the Ferguson Building in Port Chester to provide more space for research and development for the Engineering Department. Another department which has been greatly enlarged is the IBM Department with its intricate electronic equipment, designed to handle bills and inventory records with speed and accuracy. Most important of all, a beautiful new Homelite factory was built in Greer, South Carolina, for the manufacture of all Homelite products except chain saws. These are being made in the Gastonia, North Carolina plant, built in 1957.

The year 1959 will be remembered as the year of the longest steel strike in history... the year the first missile landed on the moon... the year of President Eisenhower's unprecedented peace mission to 11 countries... the year of Khrushchev's unprecedented trip to the United States... the year of the near record bumper farm crops. Many of these things did not directly affect us but they were all items of significance.

Now—what's ahead for 1960? It will be a year in which Homelite will proceed to capture a larger share of the ride-on mower market... a year in which Homelite will enter the marine engine field... and a year in which Homelite will have new chain saw models for you to sell. This follows Homelite's plan to offer dealers varied products that will sustain them the year 'round.

Just about all of the forecasts predict a boom year in 1960... one that should even surpass 1959. With the ideas and products which we have brewing for the coming year, your Homelite dealership will become more valuable than ever.

Robert P. Straetz
Sales Manager