

# SANDUST

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PORT CHESTER, N. Y. — GASTONIA, N. C.  
GREER, S. C.

NO. 85 JANUARY, 1960

## New Homelite Kart Engines Designed to Win Kart Races

A powerful push, in the form of demands from all over the country for a specially designed kart engine, has sent Homelite out on the tracks to take the lead in this popular, new racing sport—karting. Beginning this month, the model KL-82 (left-hand mounting) and the KR-82 (right-hand mounting) engines are being manufactured in the Homelite plant in Gastonia.

The first kart was made in 1956 in California. It consisted of a welded, tubular frame, bolted on wheels with a lawn mower engine to make it go. The first enthusiasts had to build their own karts. Now, more than 40 manufacturers turn out production models, all following the same general form, but varying in accessories and design.

As the sport of racing these two-cycle engine-driven karts spread, the engine itself became more and more important. Homelite dealers were among the first to become interested in the new sport. They mounted Homelite chain saw engines on karts and these karts began winning races and acquiring a reputation for speed and trouble-free performance. The next step was, naturally, a Homelite kart engine.

The two new engines are the result of months of track testing and study. They are specially designed to give get-up-and-go power to either left or right wheel drive. A kart equipped with either of these can compete in Class A races, the most popular class at this time, as they fall into the less than \$100 price range and have a 5.01 displacement. The engines come completely assembled with mounting brackets ready for installation. If both engines are mounted as a perfectly matched pair, the kart will qualify to compete in Class B racing. Three of these engines puts the kart into Class C.

Kart tracks have sprung up all over the country and several organizations have been formed to determine standard racing rules and to establish basic safety regulations which will protect not only the driver but the spectators as well.

Karting is a fast-growing sport, there's no doubt about it. It's a family sport, too, which can be shared by mother, father and older children. There are special Powder Puff races for the ladies; other races for different age groups. Then mother and the kids can cheer for father as he whips around the track. It's

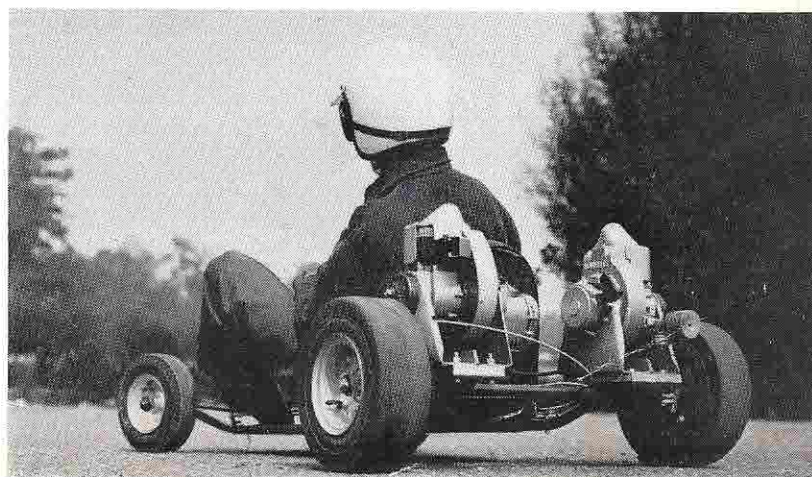
a sport that's fun to watch, too, and an interested group of spectators usually gathers when the karts are running.

In communities where karting is already an established sport, Homelite dealers are undoubtedly right in the thick of things and up on all the latest developments. In areas where karting is not known as yet, Homelite dealers may want to help organize the sport by forming a karting club and encouraging some businessmen to lay out and maintain a track. There's no doubt that the man who's in on the start of karting in an area will get the service, parts and accessory business. And this could be a very sizable business. There are over 100,000 of these miniature racers in use and the number is growing all the time.

Any dealer interested in knowing more about requirements and qualifications for handling these new kart engines should ask his Homelite representative for all the details. A very interesting booklet, containing competition and track regulations of karting, may be obtained by sending 50 cents and your name and address to Go Kart Club of America, Box 806, Azusa, Cal.

Here's another whole field where the Homelite 2-cycle engine can take the lead and hold it with the enthusiastic support of thousands of karting fans. It's a race that will provide rich prizes, in the form of greatly increased profits, for the Homelite dealer who enters it.

The two new Homelite Kart Engines, the KL-82 and the KR-82, being tested by Bob Townsend, Assistant Service Manager, under actual racing conditions.





# Homelite-powered Karts Win Trophies for Owners



*Jeweler wins trophies! At left, Mr. and Mrs. John Bulmer of Wichita, Kansas, pose with one of their karts and a few of the many trophies they have won in karting races. This kart was made by Mr. Bulmer, who is a jeweler by trade. It is powered by three ZIP engines.*

*Another trophy winner is William Hollingsworth, at right. He is the Service Manager of the Homelite Memphis Office. With these karts driven by specially mounted Homelite engines, he won a transistor radio and two fine trophies in the Memphis Kart Races.*



## SALES CONTEST ENDS WITH BURST OF ORDERS

The Bell Ringer Sales Contest is over at the end of January after four months of intensive effort on the part of Homelite dealers all over the country. Some dealers have been so successful they surprised even themselves by hitting 300% of their quotas! Many others are above the 200% level and hundreds have reached their quotas.

The list of winners is far from complete at this time, due to the unavoidable delay in posting the sales to each dealer's credit. The sales orders are processed first in the Branch office, then sent in to the main office where the information is transferred to cards. These are then fed into the new RAMAC, a bookkeeping machine, and the results are checked carefully against the set quota. When you consider that there are nearly 3000 Homelite chain saw dealers in the contest, you can understand what a job it is to keep track of each one.

Some dealers may not have seen their names on the list of winners sent out each two weeks, although they know that they have made their quota. They must not feel neglected.

There will be a complete score, with names of all Bell Ringers as soon as all the records are complete. If by chance, any names are omitted from this list, it should be reported and they will be triple checked before the final drawings for the grand prizes.

These drawings will take place in March, if possible, to give the lucky winners a chance to get ready for their European vacations in May.

## TRIPLE THREAT WINNERS

As of January 15th, 1960, three dealers have made 300% of their quota! That means they each get three beautiful watches and have three chances to win that jet-propelled trip to London, Paris and Copenhagen in May. Here are dealers to watch!

Valasky-Klug, Route #1, Reeseville, Wisconsin

Leslie Wilson, R.R. #2, Osgood, Indiana

Milan Chain Saw Company, P.O. Box 341, Milan, Georgia

## DEALER NOTES

A CUSTOMER, Mr. Ferd G. Holt of Nashville, Arkansas, sent in a glowing testimonial for his Zip to Dealer S. H. Luck of The Seed Shop, Nashville. He also sent a little poem which has a catchy swing to it.

"When working timber  
Your future is bright  
Go to your dealer  
And get a Homelite."

Thanks for your kind words, Mr. Holt!

REPORT ON STOLEN SAWS . . . Too late to be included in the December "Sawdust" was this plea from Earl P. Craine, Route #1, Highlands, N.C. to all dealers in his part of the country to be on the look-out for his WIZ #893923, stolen late in November . . . From Dan Coblentz, Dealer of Hartville, Ohio, reports of two saws stolen from his customers . . . One is an EZ, #663678, belonging to Rolling Hills Farm, W. Canton, Ohio. It disappeared between November 5 and November 15, 1959 and is believed to be in the Ohio or Virginia area . . . The other is a WIZ, #893044, which was stolen the 1st of May, 1959 from James Moore of Uniontown, Ohio.

Two saws were just reported stolen from Don Cunningham's Welding Shop, Jacksonville, Missouri . . . A BUZ #95137 and a ZIP, #991421 . . . The St. Louis Office asked all dealers in the area to be on the watch for them.



Leon Wilcox, Homelite dealer in Pike, New York, one of the dealers who topped his quota early in December, stands beside the eye-catching window display which helped bring in the customers. He attributes his success to Advertising, Demonstrating and Good Service.



# Flying Farmer, Flies High as Dealer of the Month for Homelite

Sometimes, Ray White wishes he could be in three places at once. On a fine day, he likes to get in his Taylor Craft plane and fly around above the rich Illinois countryside. He can circle his 250 acre farm, near Irving, Illinois, and then get a fine bird's eye view of Springfield, the State capitol. For Ray White is a Flying Farmer, one of a large group of farmers who own their own planes and fly as a hobby.

Being a farmer, however, Ray has plenty to do on the ground, even though the fertile soil of the area takes good care of making things grow. Seeds have to be planted, crops have to be harvested, and there are a thousand and one chores to keep a man busy.

Add to this a thriving Homelite chain saw business into which Ray puts a great deal of time and thought and you can see why he wishes there were 48 hours in every day.

His small shop is in an area which is mainly farming, but which has some pulpwood and logging activity as well. He has a part time helper who handles repairs and service but Ray does all the demonstration work and selling himself.

His wife Eleanor helps in the business. This seems to be one of the main qualifications that all Dealers of the Month can boast—a devoted wife and partner who takes an active part in the business. So Eleanor White takes on many of the business details, leaving her husband more time to handle the actual sales. She also has a full time job of keeping house and taking care of two lively boys.

How does this busy man manage to turn in such an outstanding record of selling Homelite chain saws? "I always treat customers like I want to be treated," Ray says. "You have to show a real interest in them, give them real good service and sell them what they really need."



SOLD . . . Dealer Ray White, center, his wife Eleanor and a customer who just bought a 9-23, pose in front of Ray's Homelite Shop.

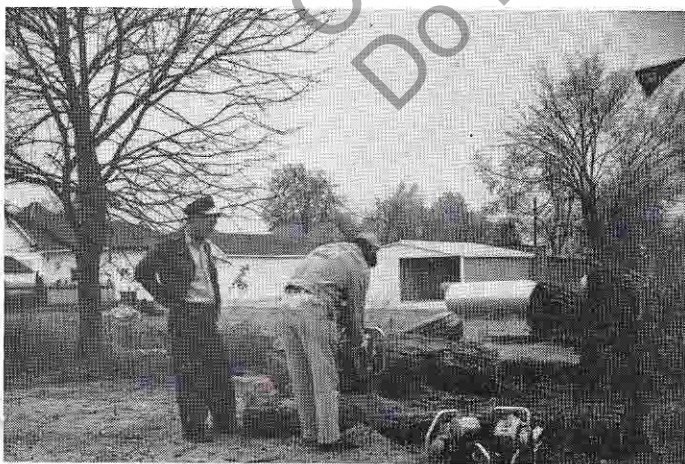
Ray is a friendly man, a good story teller and a good host. His field days are well attended by customers and prospective customers who come to find out what's new in the Homelite chain saw line, to swap saw stories and sample the coffee and donuts.

One of his customers, Herbert Robinson of Irving, told Ray about how much money he made with the Zip he bought from him. In his spare time, cutting saw logs, hedge posts and mine props, he made \$2150.00. He used twenty gallons of gas, one extra chain, and did this work with complete trouble-free operation of his ZIP.

Ray likes to hear reports like this because he can count on getting more sales from them. He finds that satisfied customers help him more than anything else.

"I'm a firm believer in using Homelite advertising, too," says Ray. "Road signs, and newspaper and radio advertising keep reminding people of what I sell and where to find me. Then, all I have to do is demonstrate how good my Homelites are and I've made more sales!"

It sounds easy, but everyone knows it takes careful planning and hard work to do such an outstanding job. Maybe Ray White has found out the secret of how to be in three places at once. Homelite is proud to have him devote so much of his energy to being a Homelite dealer.

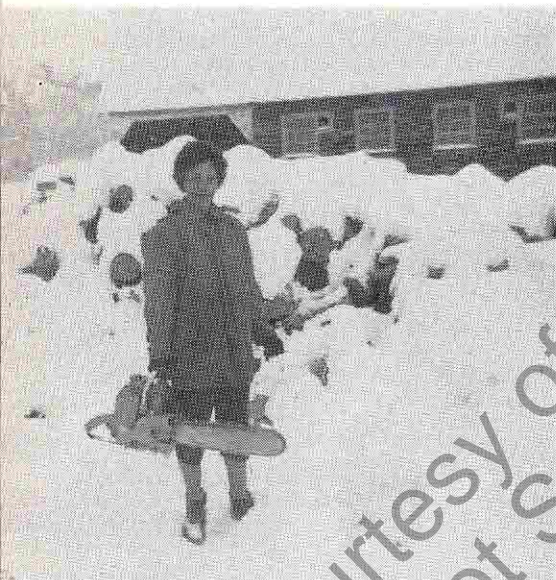


"SOME SAW!" . . . The customer is really interested now as Ray demonstrates the cutting power and easy handling of the big direct drive 9-23.



"SHOW ME!" . . . Ray White demonstrates the special qualities of several Homelite models for a customer. Ray keeps a big log pile for this purpose.





Youthful-looking mother of five, Juanita Uselton poses beside her snow-covered woodpile in Palmer, Alaska. She cut all the wood herself with a ZIP.

### Alaskan Mother

"I would rather take our Zip out and cut wood than sit down with a good book," confides Mrs. Juanita Uselton of Palmer, Alaska. She also confides that the reason her husband likes the saw is because she can use it!

Mr. Uselton has been a loyal Homelite user for some time—having done much logging, but now he lives on a farm and works from daylight to dark. His wife takes over the chore of cutting fire wood and fence posts.

This cheerful young lady is the mother of five children, including 18 month old twin girls. She doesn't seem to mind the below zero cold, or the four foot blanket of snow that covers everything. Even a broken foot from a slip on the ice doesn't daunt her! Here's her idea of fun.

"I get a sitter for the kids, pick up my little Zip, and a gallon of gas mixed with oil, check my chain, bar and chain oil and off I go to the woods. I'm not kidding, I love to cut wood with a Homelite."



Timmy Spradlin, above, and the 9-26 with which his father cut down this huge spruce in Hoquiam, Washington. The spruce measured 9'4" at the cut.

### Check the Yellow Pages

New order forms for inserting "Yellow Pages" ads are being sent out to all dealers. They list several different choices—"Saws", "Lawn Mowers", "Generators" and "Pumps".

It is important that the dealers check or circle the classifications they wish to order. This will save time and the inconvenience of having the form returned to be corrected.

"The first place to look for anything—the Yellow Pages" is a slogan that becomes truer all the time.

Be sure your prospective customers find your name in the Yellow Pages. Mark the order form carefully and return it promptly. Homelite will pay half and will handle all the details.

### Radio Contest Winner

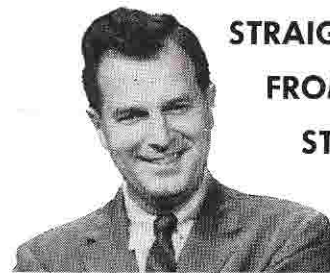


Mr. Arthur Kehrwald, Route #1, Rossville, Illinois won a Homelite chain saw contest which ran over Station WLS in December. He plans to use his prize saw to cut fire-wood.

### Junior Paul Bunyan

Out west "Where men are men" as they say, little boys evidently start in training to be Paul Bunyans at an early age. The huge tree shown in the picture at the left was *not* cut down by young Timmy Spradlin of Hoquiam, Washington. His father J. T. Spradlin did the actual felling with a Homelite 9-26.

Timmy is a strong young lad who'll probably follow along in his father's footsteps and when he's a logger, he'll be using the newest Homelite for 1980.



**STRAIGHT  
FROM  
STRAETZ**

Right after the first of the year, I had an opportunity to visit the Homelite District Office in Shreveport, Louisiana. On the way down to New Orleans, Jim Anderton, our District Manager, and I visited a half-dozen top Homelite Chain Saw Dealers in Louisiana and Mississippi. And there was no mistaking that they were Homelite dealers! They had Scotch-lite signs, set up and maintained by the National Advertising Co., Homelite Roadside Signs, Homelite Electric signs, easily seen from the highway. They were fully stocked with saws, parts and accessories and most important... they were proud of their Homelite business and their contribution to the community.

One of these dealers told us a story that should interest all Homelite dealers.

"In the last few years," he said, "I have been asked by quite a few chain saw manufacturers to take on their 'inexpensive' chain saw. All of these saws used the same engine with a different paint job. As each saw salesman came in to my place of business, the price of the saws being offered got lower and lower as they desperately sought the business. And as their prices dropped, I noticed that the advertising help dropped... sales calls became less frequent... no offer was made of service training... in fact nothing was being offered to me but a low price. After these competitors' calls, I valued my Homelite franchise even more."

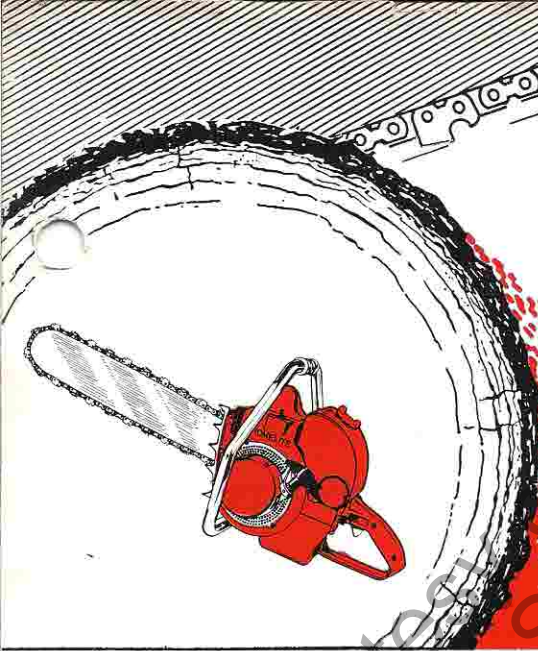
This dealer's story was particularly interesting to me because I happen to know that during that same time, Homelite chain saw sales have steadily increased in the area. By selling a top quality saw at a fair price, we have been able to give the sales, service and advertising help our dealers deserve.

This whole trip gave me so much important information that members of the Factory Sales Department will increase their field trips to contact more dealers and customers. By gathering information and discussing problems, face to face with dealers and customers, we can give better, more understanding cooperation.

*Robert P. Straetz*

Sales Manager





# SAWDUST

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 GREER, S. C.

NO. 86 FEBRUARY, 1960

## Bell Ringer Contest Ends All Sales Records Topped

### FLASH

Today, March 1, 1960, the drawings took place to determine the grand prize winners of the Bell Ringer Contest. They were held in the New York Offices of S.A.S. where a pretty stewardess, Miss Dolores Meier, did the actual drawings. The winners and their wives will take off for Europe on an S.A.S jet flight, May 1st.

Pictures and stories will appear in the next issue of Sawdust.

#### THE LUCKY TEN

Region	Dealers
#1,	Gene Schermerhorn, Eureka, Montana
#2,	Walker Saw Service, Rocky Mountain, N. C.
#3,	Merit Hardware, Bridgeport, Connecticut
#4,	Chain Saw Sales, Bedford, Ohio
#5,	Taylor Lumber Co., McDermott, Ohio
Region	Salesmen
#1,	Charles Ridenour, Eugene, Oregon
#2,	Leonard Hayes, Memphis, Tennessee
#3,	Charles Van Allen, Albany, New York
#4,	William H. Johnston, Indianapolis, Indiana
<i>District Manager</i>	
	Bill Bedford, Memphis, Tennessee

The contest is over, the lucky winners have been notified, hundreds of Endura Swiss watches have already been awarded and hundreds more are ordered

for the dealers who made their quotas. A last minute careful check was made to be sure that every qualified name was in the proper box and that all those who rated more than one chance had the right number of chances.

Over 16% of those who exceeded their quotas did it the dramatic way by over 200%! In fact, so many of them were 200%ers that there isn't room here to list their names! This shows a real competitive spirit which marked the contest all the way.

"The overall effect of the contest was very satisfactory," commented Gene Carey, Manager of Chain Saw Dealer Sales. "Dealers were eager to get a chance at that trip to Europe and also were eager to show that they could achieve the goal set for them. Some of the dealers surprised even themselves with the success of their efforts. Here are the top winners who brought glory and profits to themselves:

#### 500% Winners

Jack Brown, Acme, Pennsylvania  
 Wolford Equipment Co.,  
 Cottage Grove, Oregon

#### 400% Winners

Tri-Ways Marina, Sitka, Alaska  
 Vic's Power Equipment,  
 Livermore Falls, Maine  
 Wilson's Chain Saws and Tractors,  
 Keene, New York  
 Milan Chain Saw Co., Milan, Georgia  
 Leslie Wilson, Osgood, Indiana  
 Frank Fradette, Eastmann, Wisconsin  
 Kasper Small Motor Service,  
 Marinette, Wisconsin

Quick Way Service,  
 Richland Center, Wisconsin

#### 300% Winners

Walter Byron, West Peru, Maine  
 Ellsworth Chain Saw, Ellsworth, Maine  
 Merrimac Valley Garden Center,  
 Haverhill, Mass.  
 Peter Suttmeier, Leeds, New York  
 Sowers Farm Machinery Co.,  
 Christiansburg, Virginia  
 Gulf Coast Equipment Co., Inc.,  
 Perry, Florida  
 Arrow Saw & Tree Supply,  
 Royal Oak, Michigan  
 Traverse Saw Service,  
 Traverse City, Michigan  
 Amburgey's Farm Supply,  
 Mt. Sterling, Kentucky  
 Maddix & Moore, Olive Hill, Kentucky  
 Valaskey-Klug, Reeseville, Wisconsin  
 Swinyard's Service, Deer Park, Washington  
 Empire Chain Saw, Eugene, Oregon  
 Reedsport Outdoor Store,  
 Reedsport, Oregon  
 Coos Bay Chain Saw Co., Coos Bay, Oregon  
 Stroup Chain Saw,  
 Fall River Mills, California  
 Somerville Farm Supply,  
 Washington, Pennsylvania  
 Woodsmen's Supply Shop,  
 Titusville, Pennsylvania  
 Bob Davis Marshall Store,  
 Marshall, North Carolina  
 Rhodes & Carriher Implement Co.,  
 Lincolntown, North Carolina  
 Niedergeses Brothers,  
 Lawrenceburg, Tennessee  
 Forestry Equipment Co., of Alabama,  
 Pritchard, Alabama  
 Terry's Welding Shop,  
 Columbia, Mississippi





Norman Underwood, at right, receives his Homelite 4-H Forestry Scholarship Award from Gene McClelland, Atlanta District Manager. Norman, a freshman at the University of Georgia, is one of four to win this Award for 1959-60.

## National 4-H Club Week

### March 5 - 12



at the National Club Congress in Chicago, last December, went to Herby Branscum, Jr., Onia, Arkansas, Norman Underwood, Calhoun, Georgia, Robert Gerald Moore, Enterprise, Mississippi, and Kent Keenlyne, Durand, Wisconsin. All of these young men are freshmen in college and most of them plan to take up forestry as a major study.

The eight former scholarship winners are all doing very well in college and not one of them has dropped out or failed to make the necessary good grades.

This is not surprising, considering the care and thought which went into the choice of these enterprising and hard-working 4-H members. Most of them had spent six or seven years in 4-H Club work with special emphasis on projects in forestry. These are the leaders of tomorrow, who have been inspired to "Live—Learn—Serve through 4-H." Homelite can take a real pride in having had a part in their education.

### He Preaches What He Practices

Norman Underwood, of Gordon County, Georgia, a winner of one of Homelite's \$1600 4-H Forestry Scholarships, feels that there's a crying need to tell people about forestry and the many advantages of wood. Norman became interested in this whole subject as part of his 4-H Club work.

"There was plenty of wood on my father's farm, but no one had paid any attention to it for a long time," explains Norman. "I started with a small forestry project . . . identifying different kinds of trees, doing some clearing . . . then I became more and more interested in the whole subject. Now I manage a 7 acre tract of woodland, clearing and cutting when necessary and planting thousands of seedlings to insure future crops of wood."

In addition to these chores, Norman raised nine acres of cotton, 13 acres of corn, 12 hogs, seven dairy calves and six beef calves. He won 4-H honors and prizes for these projects and for talent, public speaking, land judging, soil conservation, agriculture, entomology and leadership. All of this was accomplished before he was 18 years old!

With his Homelite 4-H Scholarship and a summer job teaching forestry to young 4-H members at the beautiful new Rock Eagle 4-H Club Center in Georgia, Norman will be able to graduate from the University of Georgia and start in on the career of his choice which will combine forestry, journalism and public relations. He's planning to learn all he can and then tell as many people as possible what he learned. Homelite will watch his career with great interest.

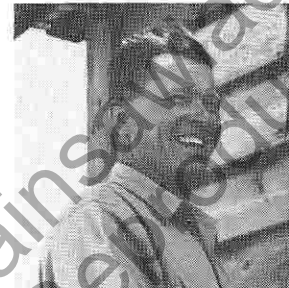
### Live—Learn—Serve Through 4-H

As sponsors of the four \$1600 Forestry Scholarships awarded to 4-H members, Homelite is proud to join in saluting these fine, young people as they celebrate National 4-H Club Week from March 5 to 12.

There are more than 2¼ million 4-H Club members between 10 and 21 years of age, belonging to about 93,000 local clubs in all fifty states and Puerto Rico. The latest records show 3,749,652 projects completed in a single year in farming, homemaking, community service, forestry and other activities in their rural, urban and suburban localities.

It takes lots of adult leaders to supervise and direct these activities . . . 296,000 of them, in fact . . . and they will share honors with 4-H Club members during this special week. The main purpose of 4-H Club Week is to acquaint more young people with the opportunities available to them through joining or forming 4-H Clubs; to assist new members in starting projects and to inform the public about 4-H aims and methods.

The 1959-60 Forestry Scholarships which were announced



Vernon Ravenscroft

### Homelite Dealer 4-H Leader

A Homelite dealer, Vernon Ravenscroft, and his family, of Tuttle, Idaho, were the subjects of a fine story in 4-H News recently, entitled "Of Trees and Talent."

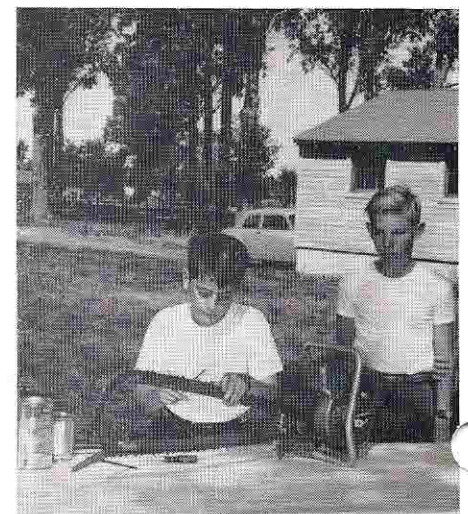
The central theme of the family is forestry and all five children have shown real talent in working with trees and nourishing growing things.

Out of this interest has come a 4-H forestry club, lead by Mr. Ravenscroft, with daughters Marilyn, 16, a 1958 National 4-H Forestry Winner, and Carol, 14, acting as junior leaders. It is now a county-wide group with 16 members.

"For a county that is made up of reclaimed desert land with no forests, that is quite an accomplishment," proclaims Marilyn.

Mr. Ravenscroft, a former State Extension Forester, is an understanding and companionable father to the girls and their three brothers, Allen, 12, Gordon, 10 and Brian, 8. He is extremely interested in the development of youth in 4-H and in church.

Homelite is very fortunate to have such a fine, community-minded man representing the company.



Allen Ravenscroft, 12, son of Homelite dealer Vernon Ravenscroft, demonstrates the proper way to file a chain before his 4-H Forestry Club. He is assisted by a partner from Gooding County, Idaho. The 4-20 was borrowed for the occasion from his father.



## California Dealer Visits Gastonia

"If every Homelite dealer could go to our chain saw plant in Gastonia and see the way they emphasize quality control there, we would never lose another sale to competition."

This is the positive conviction of Homelite dealer Andy Bradford who visited the plant recently. He and his wife Pearl and their son Fred are the forces behind the very successful Homelite chain saw shop, Bradford Power Tools, of Placerville, California.

The Bradfords have had eleven years of chain saw experience but feel that the past four years as Homelite dealers have been the best.

Before they came to Placerville, it was the hardest area in all Northern California for Homelite to get volume sales. Our worthy competition was deeply entrenched and had been for five years. Dick Dodelin, Sacramento Branch Manager, felt that Homelite could outsell them if we just had the right dealer. He contacted Andy Bradford and explained the situation and the area. Andy made the 300 mile trip to Placerville, looked over the area, liked it, located a building and went to work.

Each year has showed a definite increase as Andy was able to demonstrate Homelite chain saws and prove their dependability and quality. His rewards have been very satisfactory. Each year, Bob Glidden, District Manager for Northern California, gives away five imported Motor Scooters to the dealers who exceed their quota by the largest percentage. Andy won one of these prizes and also two wrist watches in the Bell Ringer Contest which just finished. Another reward, of course, for this type of volume selling is a nice profit.

In fact, due to Andy's nice profits last year he was able to take a trip East to visit his parents who live 28 miles from our Gastonia chain saw plant. Andy was pleased to have an opportunity to see this handsome, modern factory and was greatly impressed by the modern machines, expert plant layout, methods of testing and, last but not least, the quality control.

When Andy is at home he doesn't spend all of his time selling chain saws. His hobby is being a "Rock Hound." A "Rock Hound" is a person who searches the country for rocks that contain precious stones and metals. In order to pursue this hobby, Andy has trained his attentive wife, Pearl, and his husky son, Fred, in the fine art of selling and servicing Homelite chain saws.

Bradford Power Tools have been getting more and more of the business in the Placerville area. The year 1960 should turn out to be a banner year for the Bradfords and for Homelite.



The Bradford Family, from left to right, Andy, Pearl and son Fred, stand outside their Homelite shop in Placerville, California.

## Prizes and Profits

The Homelite chain saw dealers in the Shreveport, Louisiana, District, were all given quotas at the beginning of 1959 and had a whole year to make or exceed these quotas. The prizes offered by District Manager J. A. Anderton were well worth the extra sales effort.

Each dealer to reach his quota received his choice of a portable television set or a 1 h.p. window air-conditioning unit. By the end of the year, 30 dealers were proud possessors of one or the other.

In addition, the ten top dealers, with the highest percent over the quota, had their names put in a hat for the drawing of the grand prize . . . a 17 foot moulded fiber glass boat and 70 h.p. Mercury Motor complete with trailer, value \$2500!

The contest was rated a big success by Dealer George Green of Prescott, Arkansas, who won the boat, and District Manager Anderton, who reports that the whole District made 97% of the very optimistic quota set.

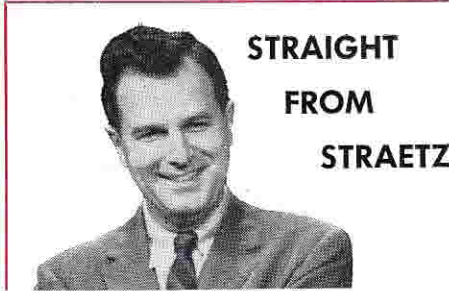


San Francisco District Manager Bob Glidden, presented a Dealer Service Award to Jun Hatakenaka, Serviceman at Waiakea Automotive in Hilo, Hawaii, on a recent visit to the Islands. At right is the Machinery Manager for Lewers and Cooke, Homelite dealers in Honolulu.



Mr. George Green of Prescott, Arkansas, is the happy Homelite dealer, above, who won this beautiful 17 foot boat and 70 h.p. motor, complete with trailer. He was eligible for the drawing because he was one of the ten top dealers in the Shreveport District's year-long contest.





## STRAIGHT FROM STRAETZ

One of our District Managers, Bob Worth of North Arlington, tells of an actual sales situation that took place recently.

A customer walked in and said to the dealer: "I've been looking around at chain saws. I've decided to buy a Homelite but I'm going to buy it from the dealer who gives me the best price. What kind of a discount will you give me?"

The customer's question is a sign of the times. Now, how shall we handle this situation? Is this a time for price cutting? We don't think so. We feel very strongly that if we are going to maintain our reputation for having a top quality product backed by first-class service, we should continue to maintain a stable price structure. Let's return to the dealer's showroom and see how he handled the situation.

The dealer first found out how the customer was going to use the saw. Since it would be used mainly for clearing and cutting firewood, the dealer showed him the clearing attachment and explained how useful it would be. The customer was obviously impressed but still asked, "What's my discount?"

Then the dealer pointed out that the reputation of Homelite chain saws rested partly on their built-in quality and partly on their promise of real service.

"After you buy your saw," he explained, "you will want to be sure that your dealer can afford to give you the service that you're entitled to. I would like to be able to give you a better price, but if I start cutting prices, I'm going to have to chisel some place to stay in business. It costs money to give good dependable service."

"But that's what everybody says," replied the customer. "How do I know your service is better than anybody else's?"

The dealer said, "I'd be glad to give you the names of a number of satisfied Homelite users in the area. I'd like to suggest that you let me bring the saw over to your place tomorrow so I can show you how this clearing attachment works. I can show you a lot of little tricks which will help you make this saw pay for itself many times. This is an example of what I mean by service. We know that satisfied customers come from giving real service."

This story, of course, has a happy ending. The dealer made arrangements to demonstrate the saw and got the order without giving a discount!

*Robert P. Straetz*  
Sales Manager

## DEALER NOTES

Patronage pays off at the shop of Homelite dealer Harold Burton of Fulton, New York. Harold is so loyal to his customers that he picked the name of one of them, Walter Herrick of Hannibal, New York, in a drawing recently. There were hundreds of names in the contest, from 30 business establishments in town.

These merchants have been holding a "Shop in Fulton" contest during which customers in their stores fill out and deposit coupons. Once a week, all the coupons are picked up, mixed well and a "bond picker of the week" dips in to come up with the winner of a U.S. Savings Bond.

The first week in February it was Harold Burton's turn to pick and by a curious coincidence he came up with the name of one of his regular customers. This is the first time since the "Shop in Fulton" promotion began that such an oddity occurred. It was strictly on the up-and-up of course, but Mr. Herrick is convinced that Homelite has a lucky chain saw.



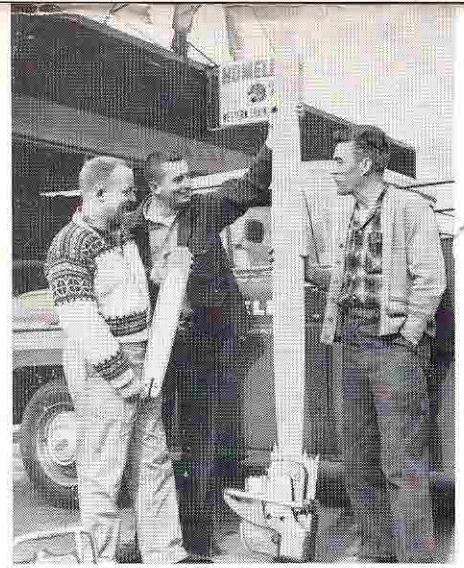
Dealer Dan Rahrig, left, of Rahrig Sales & Service, Forest, Ohio, presents the prize chain saw to Leonard Brandt of Carey Ohio at his Open House. Toledo Branch Manager Moulton is at right.

## GOOD NEWS IS NEWS

Many dealers have been finding that the recent contest could provide good publicity stories in their local papers.

Frank Fradette, 400% winner from Eastman, Wisconsin, was written up in the Crawford County Independent in a very favorable way. Mr. Fradette conducted a tree-pruning demonstration at the Rosa Orchard and proudly revealed that he had won four watches in the contest and hoped to win the grand prize in the final drawing.

Other Contest winners might take a leaf from Mr. Fradette's book and, if necessary, send a story about the contest to their local paper. It's a good way to let the community know that you're doing a fine job for a company that prides itself on the caliber of dealers that represent Homelite in all parts of the country.



Hakan A. Gullichsen, left, Finnish Distributor, compares guide bars with Ralph Sheppard of Western Saw Company, Eureka, California. Bill Walsh, center, Homelite Salesman, does the honors.

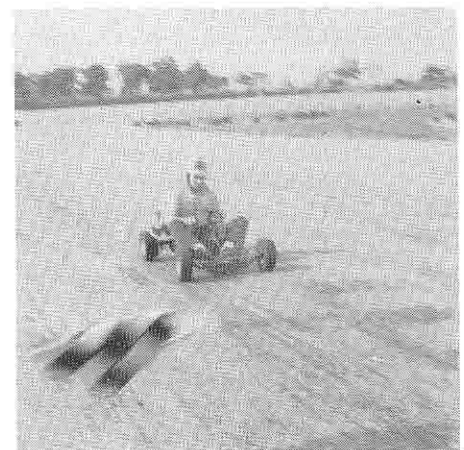
## VISITOR FROM FINLAND

"I still don't believe it," was the comment of Haken A. Gullichsen, Homelite chain saw dealer from Helsinki, Finland, after being shown the giant redwood forests of California.

"Although our pine trees in Finland grow as high as 90 feet, they are only about 13 to 15 inches in diameter," he explained. "Our best cutting season is in the winter, from early November to the end of February, with pulp cutting in the spring. We sled our timber over the snow."

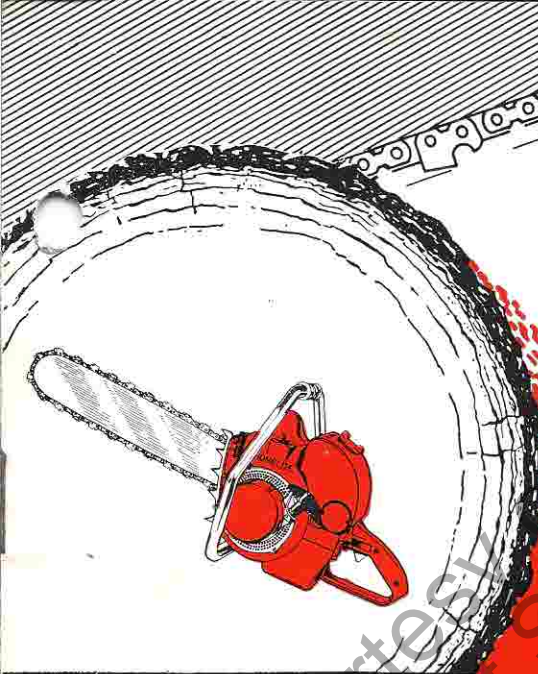
"Because of the size of our trees, the Homelite ZIP has sold very well," Mr. Gullichsen said. "A saw in our woods must last three to six years and must be easy to repair with standard parts. We outsold our chief American-made competitive chain saw by 200% last year."

Bill Wahl, Homelite Salesman, was host to Mr. Gullichsen on a tour of mills of the redwood forest industry.



The waving checkered flag tells the Kart driver Wentz J. Hannaberger, Jr. that the race is over. He won in a Class A race at the Saramana track in Bradenton, Florida, using a Homelite KR-82.





# SAWDUST

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NO. 87 MARCH-APRIL, 1960

## New Homelite Metal Signs To Help Spur Spring Sales

It's been a long hard winter. Spring has finally come, though, and the bright, new, all-metal Homelite signs pictured below will prove to be a real spring tonic to attract customers to the Homelite dealer's shop and perk up his sales figures.

This is the time of year when motorists head for the highway again. Shoppers are in a buying mood. Grass grows too fast to keep up with. Estate owners look over their winter-damaged trees and begin to think about buying a chain saw. Construction crews start out on important jobs. Tools are brought out to be sharpened and put in working condition. Adventurous souls from age ten to ninety, congregate at the kart racing tracks.

If people know where to go, all this

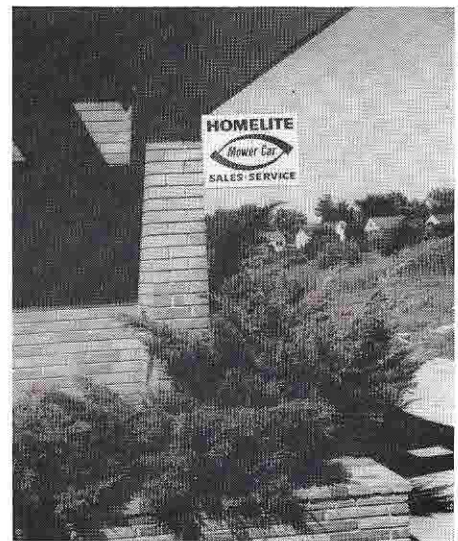
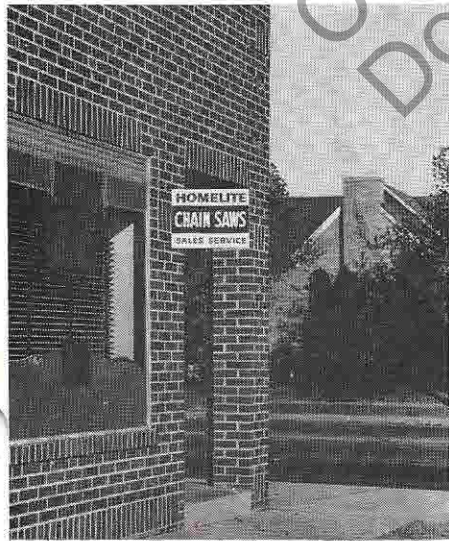
activity can mean sales for the Homelite dealer... sales of chain saws, Mower Cars, Karts and Kart engines, parts, accessories, oil. The new signs are specially planned to give the dealer excellent identification at a low cost.

The Flange signs, two-faced, sturdy and attractive, are 18" by 14", made of 20 gauge steel. They are so easy to mount on door frames, concrete walls, posts... on almost anything. They're so colorful, silk-screened on both sides... red, white and green for chain saws, red, white and blue for the Mower Car. They're so inexpensive, too... \$1.00 apiece, complete with cadmium plated mounting nails.

The new All Purpose signs are made from the same 20 gauge steel and measure

35" by 27". Printed on one side, they feature the same bright colors as the Flange signs... red, white and green for chain saws and red, white and blue for Mower Cars. These fine, large signs are sold only in pairs, at \$6.50 a pair, and with each pair the dealer is entitled to two privilege panels, 35" by 7 1/2", imprinted with the dealer's name as shown in center below. Both the Flange sign and the All Purpose sign should be ordered direct from the Salesman or Branch Office.

As Homelite's fame spreads and more people see and use the expanding line of products, it becomes even more important to have every dealer announce boldly where Homelite Sales and Service can be found... with the help of signs.

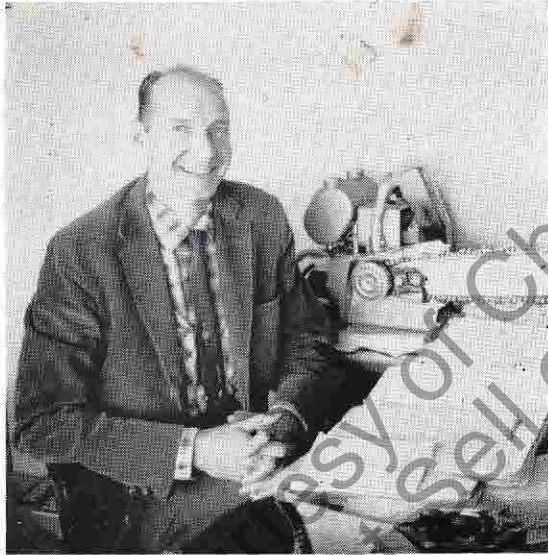


All Purpose sign, above, can be used on a wall of the shop or a highway post.

Two-sided Flange sign at left gives colorful easy-to-read Homelite identification.

Mower Car Flange sign at right in blue and red on white is an effective eye-catcher.





# Dealer of the Month

**PHILIP G. BERGER**

## Rides to Success on Homelite Mower Car

"I've always been made to feel like a real partner in my dealings with Homelite," said Philip G. Berger of Clinton, New Jersey, the other day. "Phil" was chosen the "Dealer of the Month" because of the outstanding job he has done with the Mower Car. His opinion was sought even before the first Mower Car was introduced and his letter evaluating that first model was read at Sales and Dealer Meetings last fall.

"Sawdust" was curious to see just how this veteran Homelite dealer operated his thriving business in Western New Jersey, so we drove over to see him. A fine big Homelite sign about five miles before we reached Clinton made his shop easy to find. It's on a main east-west highway, well situated at the bottom of a hill, with another easy-to-see sign to mark the place.

Phil gave us a warm welcome and showed us around his place of business. He's a very tall blonde man with bright blue eyes, a deep, friendly voice and an easy, warm manner. He's proud of his fine business as well he should be. The showroom stretches across the front of the long low building, and in the back is the shop and the spare parts department, presided over by Jack Handl and Mathew Tinnes.

Built only two years ago, the place is already crowded! Phil handles not only Homelite chain saws and Mower Cars, but Homelite's general line of pumps and generators, as well as

other makes of Sanders, garden tools, lawn mowers and power tool accessories.

"I've been surprised at the amount of drop-in business we get in this location," he told us. "We do a big rental business, and as soon as the spring weather really comes—we'll start selling Mower Cars like hot cakes, we hope."

Phil has had extensive experience with power mowers and feels that the Ride-on Mower has the most future possibilities. He feels that this year's mower car is a fine piece of equipment.

"I'll admit, I didn't think it was important to have such a classy looking mower—but now I'm glad Homelite thought it was! The looks of the Mower Car is a big attraction. People really notice it."

We learned that in the area around Clinton, it's not unusual for people to have four acres of lawn. These are not wealthy estate owners, with a staff of gardeners to care for the grass. The owner and his family take care of it themselves—and they want ride-on mowers, naturally.

That's where the Mower Car can come in and Phil Berger sees to it that people know about it through ads in the paper, through demonstrations and aggressive selling.

"I'm out on the road a good deal of the time," he said, "I'll go a good many miles if I smell a sale in the offering."



Jack Handl, chief mechanic, received his mechanical training in Leipzig, Germany, working in the Mercedes-Benz plant. He also studied music there and recently played bassoon with the New Jersey Symphony Orchestra. Here he reassembles a 20LCS for its still loyal owner.



Mathew Tinnes, formerly a farm machinery mechanic, likes working on Homelite engines. He finds them easy to service, well designed. Matt and his family live nearby on a 52 acre farm. His 17 year old son has a great time using a Homelite to trim hedge rows.



We were curious to know how Phil Berger came to choose this particular career, above all others.

"It took me quite a while to make up my mind to just what I wanted to do," admitted Phil. "I was brought up in Nutley, New Jersey, and went two years to Rutgers University in the Department of Agriculture. Two big events, World War II and my marriage in 1942, changed the direction of my life."

A whole article could be written about Phil's experiences in two major theaters of the war—with the Pack artillery. That's the mule division of the army, we learned, and when the mules were of no further use, after helping to conquer Italy, Phil and the rest of the two pack artillery divisions became glider pilots, with only two trial flights, and took part in the invasion in southern France.

After the war, Phil moved to Clinton and worked for the Federal Department of Agriculture. Then he went into business for himself, spraying field crops for the control of insects and weeds in the summer and also doing custom wood cutting.

That's when Homelite came into the picture because Phil had heard about the Homelite electric chain saw and went to the North Arlington Sales office to see a demonstration. He bought one for his own use and because North Arlington didn't have much sales coverage in those days—he sold for Homelite on a commission basis for several years.

When Homelite began setting up a dealer organization to handle the newly introduced gasoline-driven one man chain saws, Phil couldn't decide at first to become one, as he was still making a good living from his custom cutting and spraying business. He soon decided that there was a big future for Homelite's new chain saws—and he threw in his lot, all the way, with Homelite.

"I was still operating from my home," he recalled, "with my shop in the garage and a service man to help me. I finally opened a store in Clinton. It was an old red barn, heated by a kerosene stove, and it looked pretty bare at first, with no equipment and only one chain saw! We had a struggle, but gradually the business started coming, and we've been kept on the run ever since."

His present shop is a busy place, with plenty of repair work to keep two men busy. Mary Bloemeke comes in three full days a week to handle the clerical work, to keep the Kardex up to date and to do any parts ordering that is necessary. Phil himself is on the road, selling a great deal of the time.

"This is primarily a farming area," he explained. "A few

small scale timber operators come into the area on a one-time basis occasionally. Farmers buy chain saws for their own use to cut firewood and to clear their wood lots. Quite a lot of city people have cabins in these hills where they spend vacations and week-ends. They're good prospects, too. Our customers are mainly land-clearing contractors, tree surgeons, regular contractors and other local businesses."

It was interesting to watch for a few hours as Phil and his staff took care of the customers and situations that arose.

A friendly customer suggested a promotional idea he wants Homelite to agree to. He said he'd be willing to ride the Mower Car from the most eastern point of Maine to the most western point of Alaska—Homelite to pay all expenses of course—plus a big fee!

A young couple dropped in to see if they could find a special type of blade for a skill saw and went out with a fine new sander, due to the interest Phil showed in their needs. The telephone rang repeatedly; customers dropped in to pick up repaired units or take out rental units. It was a very busy place.

And Phil Berger is a very busy man. He keeps his shop open six days a week, but frowns on evening and Sunday work.

"If you keep open," he told us, "they'll wait to bring in repair work until the very last minute. Of course, in a real emergency, I'm always available, but it's a matter of training your customers to come in during regular hours."

Phil had plenty to do outside of his business. He has a fine family... a lovely wife, a son and four daughters. He's on the Boy Scout Troop Committee, the Rotary Board of Governors, the Forestry Conservation Committee for the Country and is associated with other local organizations. Judging by the way he is greeted wherever he goes, he's a popular and important man in his community.

By getting to know his customers and what they need and want, Phil Berger is able to contribute a great deal to the Homelite organization. His loyalty and admiration for Homelite is well known.

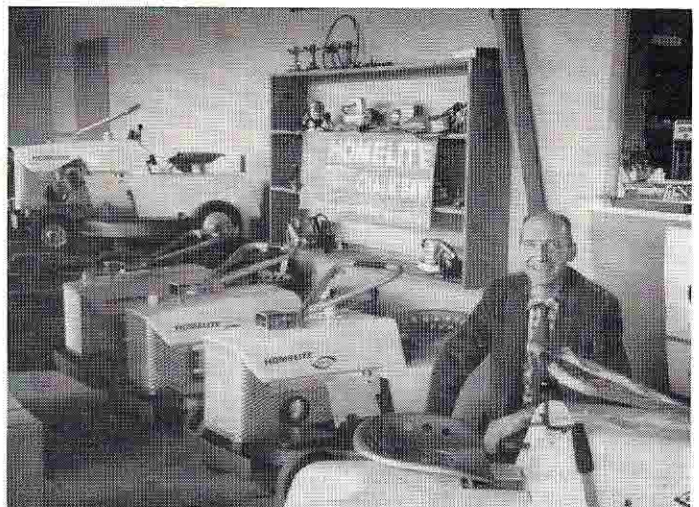
"There's a wonderful spirit of cooperation which shows up in all Homelite dealings," he said. "The North Arlington group, as an operating unit is out of this world! Bob Worth always backs up everyone in his organization, and they show it."

"I've always felt that Homelite products were superior, and if my little bit of observation and suggestion can be added to the pot, I feel very glad to be a partner, however small, in the Homelite organization." A fine attitude, partner Berger!



View from the hill at the back of Phil Berger's property, shows the handsome new sign on Highway 22, the Homelite station wagon and the side of the long, low, red and white building which contains a large sales and show room, shop and storage space.

March - April, 1960



Phil Berger had to be content with demonstrating his fleet of Homelite Mower Cars inside his showroom while the snow fell outside. When spring comes at last, he'll be demonstrating on the hill back of his shop. He'll be able to keep his grounds looking like a park. It's all in the day's work!





*How it feels to win  
the Grand Prize.*

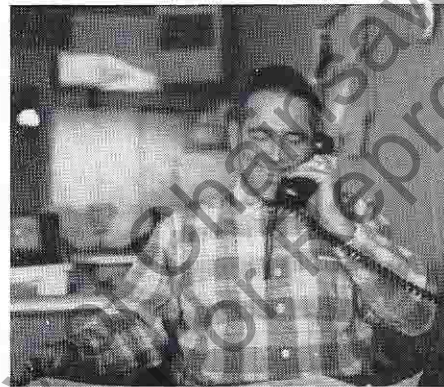


S.A.S. Stewardess, Dolores Meier, shows J. Howard Maxwell Jr., Sales Promotion Manager, the name drawn from the box of Dealer Region #3 in the New York office of S.A.S. on March 1st, 1960.

# THE HOLIDAY IN EUROPE



New dealer, Fedd Walker, above, of Walker's Saw Service, Rocky Mount, North Carolina, came with Homelite in March, 1959. He has two children, Vickie age 18 and Henry age 14. The Walkers never thought they would be going to Europe!



Old Timer Charlie Van Allen, above, Albany Branch Manager, has been with Homelite for 14 years as serviceman and then salesman. He's the father of two boys, Bruce age 10 and Wayne, 13. A baby, due May 1, is more important than Europe!

Bill Bedford, at left, below, winning District Manager of Memphis, Tennessee, and the sales force that helped top their Bell Ringer quota. From left to right: J. C. Coats, Leonard Hayes, W. L. Hanna & W. R. McMillen. Bill and his wife, Annie, have three children, Mary Ann, 17, Billy Kyle, 14, and Steven, 3½.



Ten very surprised men received the word on March 1—that their names had been drawn in the final ceremony of the four-month Bell-Ringer contest.

"Wow!" was all that Robert Graf of the Taylor Lumber Company could say. Bill Johnston, Indianapolis, thought he was being kidded when his office called him in Terre Haute to give him the news. Gene Schermerhorn of Eureka, Montana, described his feeling as "butterflies in the stomach" and he says he still has them.

Not one of the ten had expected to win, so there's been a lot of excitement and



Salesman William "Bill" Johnston, works out of the Indianapolis, Indiana office. He has a boy Donald, age 17, and daughter, Virginia, age 14. Bill and wife, Lelah never thought he'd win. He's very grateful to his dealers for their efforts.

SAWDUST





Robert Graf of McDermott, Ohio, and his wife Jeanne, would like to take all ten of their children on the trip with them, from Michael, 11, to James, 5 weeks. Instead, Mrs. Graf's mother will take care of them and let the Grafs enjoy their well-deserved prize. Mr. Graf has represented Homelite for eight years, through his firm, the Taylor Lumber Company.



Salesman Leonard J. Hayes, of Memphis, Tennessee, looks really happy about his good fortune. He and his wife, Luella, have a son Carl, age 18, and a daughter Elaine, age 13. His only complaint—"Sure is costing a heap to get ready!"

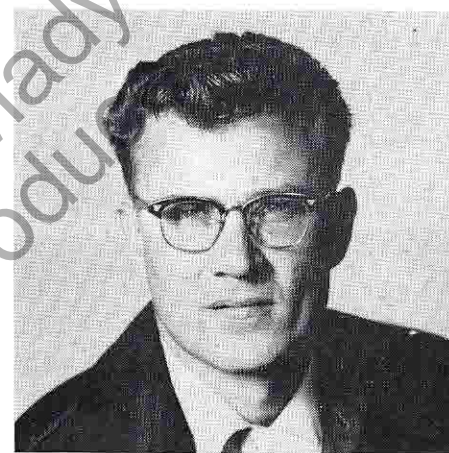
planning to get ready for the big adventure. They and their wives will be flying into New York from all parts of the country on Saturday, April 30th. They'll be given a big welcome with dinner and a theatre party planned. On May 1st, with lots of other celebrities, they'll take off on the inaugural flight of S.A.S.'s new D.C. 8 jet for a wonderful two week trip to Europe.

Some interesting statistics: these ten men represent 77 years of Homelite experience and leave an average of 2.9 children for someone else to take care of while they're gone. All ten think that contests like this are a good idea because (1) they bring forth more incentive to sell, (2) people get a satisfactory feeling out of reaching a set quota, (3) they create a new interest, a different outlook,

a goal to work for. (4) they give the public a better idea of Homelite products.

All but one feel that this contest will have a lasting effect on their sales picture. Here are some of the methods they used to push their sales over their quotas and beyond: increased advertising, both radio and newspaper; direct mail advertising; keeping quota in mind at all times; offering good trade-in allowances; but mostly work, work, work!

The five dealers could more or less take the credit for making their quotas themselves, but they wanted it known that their families and employees helped all along the line. Bill Bedford, Memphis District Manager, and the four salesmen all gave credit to the ones who had made this contest such a success for them... their dealers.



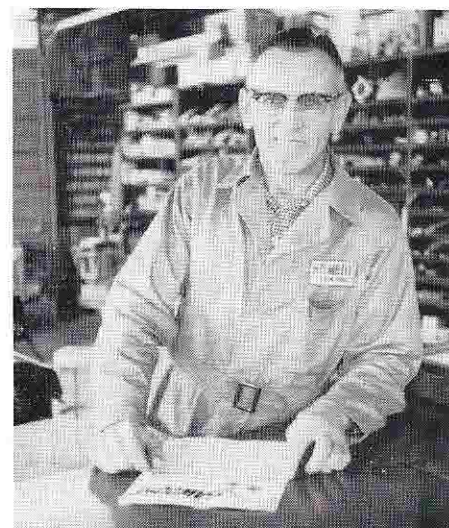
Charles H. Ridenhour, Salesman of Eugene, Oregon, credits a well equipped truck, plenty of demonstrations and hard working dealers, for his chance for this wonderful trip. Nineteen of his twenty dealers made their quotas.



Robert Del Buono in front of his Bridgeport, Conn. store, Merit Hardware, and the Homelite display which helped him make his quota. Robert and his wife Irene have two little girls, Renee Jo and Rhea Rose and a son Robert Jr., aged 3.



Gene Schermerhorn, of Eureka, Montana, has been a Homelite dealer since June, 58. Gene gives credit to his wife, Rae Jane, his four sons and his little daughter for helping him win two watches and the big prize.



Orville T. Smith, of Chain Saw Sales, Bedford, Ohio, has been selling chain saws since 1946. He couldn't believe it when he won his first big prize. Unfortunately the Smiths will not be able to take the trip. They have a son Wayne, aged 14.



Here's  
The  
New



Homelite's  
Own  
Kart

### HERE COMES THE SPITFIRE !

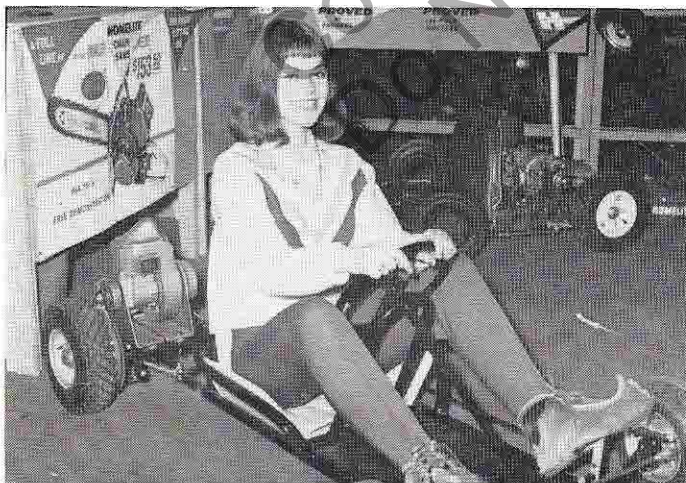
As the karting excitement grows, Homelite comes into the field with another winner, the easiest to handle, most dependable kart on the market, the new Homelite Spitfire Kart.

Dealers, enthusiastic about the K-82 kart engines, will find that they are even easier to sell with a Homelite kart to offer at the same time.

Homelite engineers had a good idea of the features and ideas they wanted to combine in one kart, after driving many different makes while testing the K-82 engines. They wanted a kart of rugged construction but one which would handle easily and precisely. That's just what they made in the Spitfire.

Its rugged construction of jig-welded chrome-molly steel tubing with top-strength, fish-mouth joints throughout, will take the strains of competition racing, season after season. Other features found only in the highest quality karts include Ackerman-type steering gear, adjustable for toe-in; Timken tapered roller bearings in all wheels; double-shoe expanding brakes. The foam rubber upholstery is covered with Naugahyde, a material which is tough and durable.

In appearance, it's a quality kart, too, with its red and white frame and shiny black upholstery. The Spitfire is a kart that Homelite dealers will be proud to show and they'll be proud of the trophies that are won, too, when the Spitfire is equipped with one or more K-82 engines and raced in competition.



A pretty model, Miss Paula Vigeant, demonstrates a Kart equipped with twin Homelite K-82 engines, at the exhibit of the Majestic Hardware Co., Inc. of West Warwick, R. I. at a show sponsored by the Federated Sportsmen's Club of R. I. Arthur E. Elman reports that four sales resulted from the exhibit.

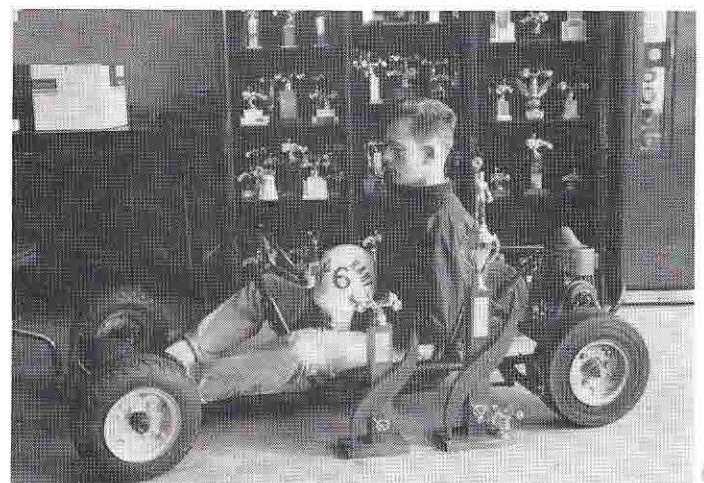
### SAFETY FACTORS EMPHASIZED

One of the big problems in the sport of karting is to make it safe without lessening the thrills and fun that are part of it.

Several national and local karting organizations have tackled this problem and, in our opinion, the United States Karting Association (USKA) has made an excellent beginning to keep karting safe and yet exciting. Calling on the ideas and experience of kart and engine equipment manufacturers, kart track operators, karting clubs, insurance companies and kart drivers, they have set reasonable standards for equipment, tracks and drivers.

Some of the common sense precautions which the USKA suggests include fencing to keep spectators from crowding too close to the track; an adequate number and proper placing of hay bales; driver qualification tests to make sure that drivers can handle themselves on the track; kart inspection to avoid dangerous breakdowns in the middle of a race. These safety rules are obvious to any experienced racer. It's alarming to realize that many tracks do not take even these basic precautions and they are the tracks where most accidents occur.

Homelites urges all dealers interested in karting to write to the USKA, 615 N. Delaware Ave., Indianapolis, Indiana, for complete details and rules. We are anxious to make karting a safe and acceptable sport in all parts of the country without losing any of the fun and thrills of this new family sport.



Driver Mark Jackson, above, poses with his trophies and the Kart, powered by a Homelite KL-82 which came in 1st in its first competitive race, an "A" Class Overall at Marlboro Raceway, in Maryland. Kart and Mower Car Dealer Roger W. Williams of Dundalk, Maryland, sent in the picture.



## Dealer Plaque Award Winners for 1960

Abele Tractor & Equipment Co., West Albany, New York  
 Amburgey's Farm Supply, Mt. Sterling, Kentucky  
 Anderson County Farm Service, Lawrenceburg, Kentucky  
 B.B.&H. Equipment Co., Elizabeth City, North Carolina  
 Barker Tractor Co., Athens, Georgia  
 Batchelet's Power Equipment Co., Delavan, Wisconsin  
 Bazaar's Machine Shop, Joe., Amsterdam, New York  
 Beck's Saw Shop, Prineville, Oregon  
 Bohn Implement Co., Warner H., Castalia, Ohio  
 Brake Shop, The, Yreka, California  
 Buyce, Gerald, Speculator, New York  
 Culton's Seed Cleaner, Winchester, Kentucky  
 Demarest & Son, A.W., Stamford, New York  
 Don's Magneto & Speedometer Service, Salem, Indiana  
 Durham Saw Company, Durham, South Carolina  
 Eberlin, Howard A., Hermann, Missouri  
 Fameree's Garage, Casco, Wisconsin  
 Farm Equipment Sales, Clintonville, Wisconsin  
 Foster's Hardware, Ft. Thomas, Kentucky  
 Goyer, Emmett, Troy, New York  
 Greenup Milling Co., Inc., Greenup, Kentucky  
 Hall's Mercantile, Happy Camp, California  
 Hardin County Implement Co., Elizabethtown, Kentucky  
 Humboldt Logging Supply, Orick, California  
 Hunt, W. & Son, Covington, Louisiana  
 Jack's Small Engine Service, Point Arena, California  
 Jacobi Sales & Service, Palmyra, Indiana  
 Kaspar's Lawn & Garden Equipment, Marysville, Ohio  
 Kasper Small Motor Service, Lancaster, Wisconsin  
 Lakeview Shop, Oshkosh, Wisconsin  
 Litzkow Motors, Black Creek, Wisconsin  
 Lohman Produce Exchange, Lohman, Missouri  
 Looney's Standard Service, Oconto, Wisconsin  
 Lowery, Wilson, Leitchfield, Kentucky  
 MacLeod Saw Shop, Norman H., Whitehall, New York  
 McWhorter Brothers Farm Service, Albany, Kentucky  
 Meyers Sales & Service, E. W., Sunman, Indiana  
 Mohawk Marine Sales, Nelliston, New York  
 Mullins & Parker, Natches, Mississippi  
 New Albany Ford Tractor Sales, New Albany, Indiana  
 Otto Farm Equipment, Frank L., Brookville, Indiana  
 Overstreet & Homes, Columbia, Kentucky  
 Peetz Chain Saw Shop, Carl, Roseburg, Oregon  
 Pope Motors, Inc., New London, Wisconsin  
 Prattsville, G.L.F. Service, Prattsville, New York  
 Probst Bros., Sales & Service, Aurora, Indiana  
 Red Fern Sales & Service, Campbellville, Kentucky  
 Ritz Tractor Co., Napa, California  
 Rock's Farm Center, Mumfordsville, Kentucky  
 Rocky Corners Milling & Implement, Mosinee, Wisconsin  
 Schlise, Inc., Mark, Forestville, Wisconsin  
 Schmit's Service, Appleton, Wisconsin  
 Sielaff, Paul & Sons, Shiocton, Wisconsin  
 Smithfield Saw and Pulpwood Co., Smithfield, North Carolina  
 Sportsman Equipment Co., Hilbert, Wisconsin  
 Troy File Works, Troy, New York  
 Turk's Chain Saw Service, Leggett, California  
 Waiakea Garage (Lewers & Cooke), Hilo, Hawaii  
 Walker Saw Service, Rocky Mount, North Carolina  
 Western Auto Association Store, Greensburg, Kentucky  
 Western Auto Association Store, English, Indiana  
 Wilson, Leslie, Osgood, Indiana  
 Woodsmen's Supply Shop, Titusville, Pennsylvania  
 Wright Implement Co., Hardinsburg, Kentucky

March - April, 1960

## Dealer Doings . . .



Dealer Aumiller, of Aumiller's Sales & Service of Milroy, Pennsylvania, set up a fine display at the Mifflin County Sportsmen's show, recently. He rides the Mower car while Homelite Salesman Bob Hood "minds the store".



Warren Hastings, left, proprietor of the County Power Tool Co. of Elmsford, New York, collected his prize Bell Ringer watch in person from Gene Carey, Manager of Chain Saw Dealer Sales in the Port Chester office.



Top Winners in the 1959 San Francisco District Sales Contest, show off their new Delux German NSU Motor Scooters: Left to right, Andy Bradford, Arnold & Idus Moore, Dan Bugna and Robert C. Glidden, District Manager, Commercial Hardware of Reno, Nevada and Lewers & Cooke, Hawaii also won.



# Our Customers Do Some Boasting

"I had a very fine week's cutting with a Homelite 7-21," reported woodcutter Mr. Douglas C. Welch, of Fredericktown, Ohio. Mr. Welch happens to be 73 years old—but his record would be good at any age. Don Caldwell, of "Doc" Fixit's, Mt. Vernon, Ohio, who has sold Mr. Welch two 7-21s and three 7-21 Cs in the past two years, was kind enough to obtain a picture of his customer for use in Sawdust.

In one 33 hour work week, he cut 22,361 feet of sugar, 1,160 feet of s. maple, 3,334 feet of elm, 352 feet of beech and 194 feet of cherry, a total of 27,401 feet.

He evidently thinks Homelite is the one and only saw and is a very good customer of Don Caldwell's. He's proud of his age, too. Don says he's a "darn good cutter" as this record shows.



Douglas C. Welch of Fredericktown, Ohio, and the chain saw of his choice, a 7-21.

"Since I purchased my Homelite in September, I have been very well pleased with it," writes Mr. Dean Sandison of Poughkeepsie, New York, to States Sarles Sons, Homelite dealers, Marlboro, N. Y.

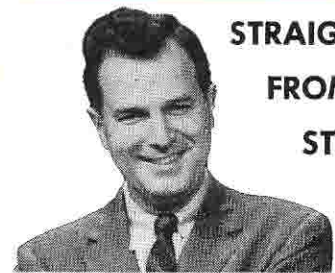
"We cut down a giant elm tree with our 17" Zip saw and cut about three cords of wood from this tree.

"I bought the saw mainly for two reasons. We have ten acres of land here and want to clean out all the trees that are worthless. We also get a lot of pleasure from our fireplace all winter long and cutting wood by hand would be a tedious job. I have had a few jobs cutting up trees for other people and I was amazed at the small amount of gas and oil my saw uses for the amount of work that it does.

"My fifteen year old son gets a lot of pleasure from the saw. It makes the winter seem a lot shorter and more fun."



Dean Sandison of Poughkeepsie, New York, and the giant elm he cut with his Homelite Zip!



**STRAIGHT  
FROM  
STRAETZ**

A farmer entered a farm equipment store to buy a V-belt. In the window next to the entrance was a chain saw and accessory display. Inside the door the farmer paused momentarily and picked up a wedge. After examining it, his interest turned to other items on the window platform. When that farmer left the store, not only did he have the V-belt which he wanted originally, but he also carried the wedge, a six-pack of oil, a file and a file holder.

Unusual salesmanship? Not at all. A farm equipment store in St. Joseph, Missouri has been promoting store traffic for years with small items—and at the same time, making a sizable profit out of it.

"We call them door squeaking items", the dealer says, with a twinkle in his eye. "That is, they're items that we plan and expect the farmer to buy for the privilege of squeaking the door when he enters the store. Actually, the farmers appreciate it." Accessories and replacement parts that lend themselves to merchandising help pay the overhead. Although, dollarwise, individual sales may be small, these small items carry a markup usually higher than that of complete units. The selling of oil, files and filters is repeat business. It brings the farmer into the farm store again and again. Every time he enters the store he is exposed to other merchandise.

No magic formula is necessary to build volume in items of this type. It involves two things: 1) Having the merchandise in stock. 2) Displaying it where it can be seen and by so doing, letting it act as its own silent salesman.

It is a fact that this type of merchandise for the most part requires little selling and a minimum of expense in order to satisfy the customers' needs. Consequently, it can be sold by inexperienced help. The mere sight of an article is often a reminder.

By all means, every piece of merchandise should be priced and the price marked on the item. It requires only a few seconds to mark an item and regardless of salesmanship, the fact remains that *price sells*. We put merchandising items right in the way of the farmer, says one dealer, so that he almost has to walk around it. It's surprising how many items are sold from bulk displays or counter displays. A bushel basket full of Homelite oil cans would be an example of good merchandising. *Impulse buying pays off!*

*Robert P. Straetz*  
Sales Manager

## AID TO EDUCATION



A welcome gift of a 4-20 chain saw, is being accepted by Prof. Robbins, left, of the Department of Forestry of Michigan State University from A. Gruettner, Homelite Detroit District Manager. The saw will be used by Forestry students for classroom and field lab demonstrations.

## AID TO ADVERTISING



E. E. Chandler, Manager of Chandler Equipment Co. of Ft. Pierce, Florida, proudly shows off his new VW clearly identified with Homelite decals. "Mr. Chandler's classy vehicle literally speaks 'pride-in-product'" according to Jacksonville District Manager Norman Supove.





# SANDUST

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

NO. 88

MAY, 1960

## Great New Direct Drive 700 D Top Value — Top Profit Maker

A new Homelite chain saw is being introduced all over the country, the 700 D. It's a handsome, rugged, direct drive saw, an improved, *more powerful* version of the highly successful 7-19C.

*When the 7-19C has been selling so successfully, why bring out a new model?*

It's part of Homelite's policy of trying to improve on existing models by providing more power, more trouble-free performance. New designs and new materials are constantly being tested and approved. It's of utmost importance to keep way out in front of your competitors in modern, competitive business.

Homelite also studies the chain saw market carefully as a guide to building the right saw for the right price. Recent studies show that the moderate-priced direct drive saw brings in more than half

of the dollar volume in the total direct drive sales. Although there are more unit sales in the under \$200 range, there's more profit for the dealer in the moderate price range.

By providing dealers with new, improved models, with new "something-to-shout about" features, Homelite tries to help dealers build top sales volume and top profits.

So, having developed some exciting, new, tested improvements and being convinced that the type of unit was right and the price was right, the new 700 D was put into production.

*What's the difference between the 7-19C and the 700 D?*

The only outward change is in the new cylinder shield with the word Homelite on top. This small change makes a real

difference in appearance though, and the Homelite name stands out boldly, giving the saw a neat, trim appearance.

Internally, there are important changes, listed below, that make this saw more powerful, faster cutting and lower in maintenance costs. All these improvements have been added at no increase in price! Competition has nothing to offer to match this beautifully engineered Homelite 700 D.

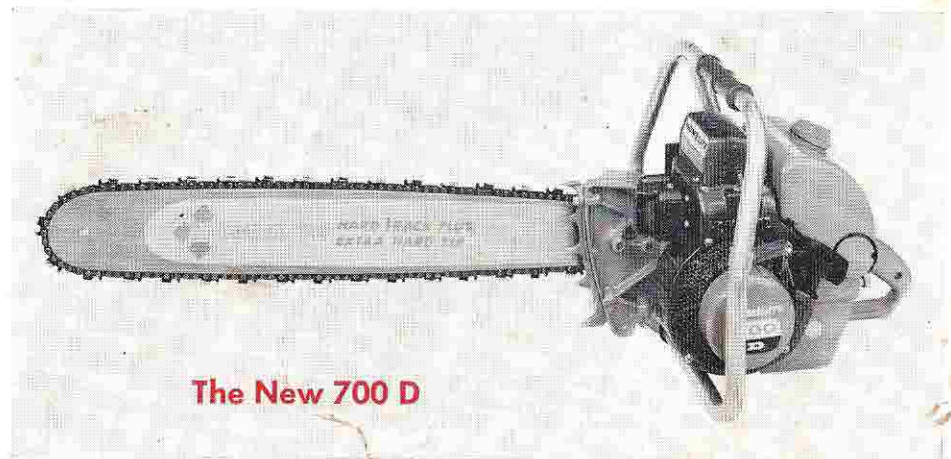
To reach the large and profitable market which exists for just this type of saw, the dealer is urged to use every means at his command. Advertisements in newspapers and on the radio; Field Days; on-the-job demonstrations; direct mail announcements are all good ways to let your customers know about the new saw.

Let the 700 D do what it was designed to do . . . give you top dollar sales volume.

### OUTSTANDING NEW FEATURES OF THE 700 D

1. New, larger piston and cylinder—2 3/16" bore
2. Bigger piston displacement—5.64 cubic inches
3. 10% more power than the 7-19C
4. New, larger cylinder shield
5. New sealing caps on ball drive assembly
6. New, stronger, longer-wearing clutch spider
7. New, long-flange chain guide plates
8. New, husky dowel pin to anchor starter pulley to hub

Many other new features designed for longer wear, easier handling, increased efficiency





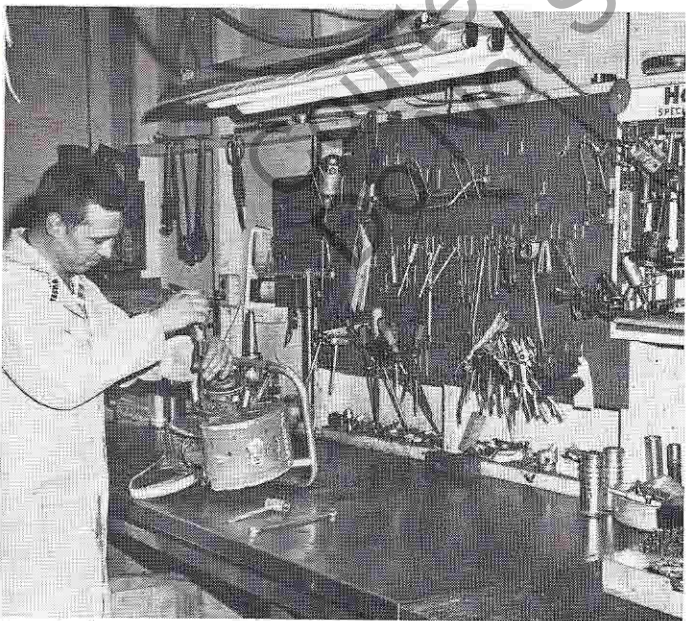
# Small Town Dealer Dealer of the Month is



FIVE CHILDREN, FIVE PRIZE WATCHES is the proud record of Horace Wolfard of Cottage Grove, Oregon. Left to right, Dale, 16, Vila, 13, Horace Wolfard, Homelite Dealer, Mrs. Dorothea Wolfard holding Jeff, 1, Reba, 12, Janice, 6, helps her father display the five watches he won in the Bell Ringer Contest.



Wolfard Equipment, newly enlarged, is one of the busiest places in Cottage Grove. Above, Horace Wolfard, third from left, tells some customers about the Spitfire. Charles Ridenhour, Homelite Salesman, is at extreme right.



Gary Leathers, Shop Foreman for Wolfard Equipment, starts a repair job on a 7-21C. All his tools are within easy reach. His three years of experience in servicing Homelites help him turn out expert work, time after time.

It isn't the size of the town or area that makes a successful Homelite dealer. It's the reputation he has and the effort and enthusiasm that he puts into his job that count.

Horace Wolfard, of Wolfard Equipment Co., has certainly proved this to be true. Cottage Grove, Oregon, would be classed as a small town, as the population is less than 5,000. It's in the western part of the state, not far from the Pacific Ocean, in an area of fertile farms and towering timber. Horace Wolfard was born on a farm a few miles from town, as was his wife, Dorothea, and they are happy to be bringing up their family of five fine children in the same small town.

"Dorothea and I were married in 1941," reports Horace. "I worked for a few months for a tree surgeon in Portland, but we decided to return to Cottage Grove, and I went to work falling timber. That was in the days of the cross-cut saws and spring boards!"

Horace went overseas during World War II with the 8th Armored Division, European theater, and when he came back he went back to the woods as a faller.

"Power saws were making their appearance by then," he explains, "but we stayed with our hand tools until the chain saws became lighter and more efficient. My first saw was a 5-49 McCulloch, followed by a couple of Hornets. Then Homelite made their appearance here with the 26LCS."

"I bought the second 26LCS sold in Lane County," he boasts, "and operated nearly all the models Homelite made up to the time I bought the shop in the Spring of 1957."

Horace attributes his success in selling Homelite chain saws and mower cars to several main things.

- Personal Contacts

"In a small town you have many personal contacts," he says, "especially when you've lived there all your life. Our family is active in school, church, community and lodge activities."

The Wolfard's have five children, Dale, 16, Vila, 13, Reba, 12, Janice, 6, and Jeff, 1. It's easy to see why their interests and activities keep the family active. Mr. Wolfard feels that he can't begin to measure how much this has helped the business.

- Handling Other Allied Lines

Mr. Wolfard has acquired dealerships in Briggs-Stratton, and Clinton engines; Jacobsen Mowers, Merry tillers and Simplicity tillers. He also carries lawn and garden equipment. "These other lines have definitely helped our saw sales," he says. "Many people who were customers of our complete lawn mower and tiller Service Departments, eventually buy chain saws from us too."

"This also works the other way," adds Horace. "As for Mower Cars, I'm certain these other lines account for our success in selling them. In most cases, they haven't been sold to chain saw customers and we wouldn't even have had the leads if it hadn't been for our lawn and garden business."

- Expert, Interested Service

The overall service policy of Wolfard Equipment is "to treat customers as we would like to be treated." That means that Horace Wolfard, Gary Leathers, who is shop foreman, and Ray Thies, mechanic, give prompt, careful, attention to all repairs. Homelite chain saws come first, then garden equipment.



# Does Big Time Job

## Horace Wolfard of Cottage Grove, Oregon

"Both of the shop men are real dependable and conscientious about seeing that the customer always has a saw ready to go the next morning, even though it may upset their own plans. They're both married and each one has three children. Gary has been with us for three years and Ray for two."

"I, myself, do much of the saw repair and nearly all the demonstrating," reports Horace. "I find that the cutters appreciate my appearing on the job occasionally, and on the spot demonstrations really pay off."

### • Lots of Advertising

Using every opportunity to promote Homelite, Horace has frequent ads in the local papers, on the radio, and at the local movie. He has erected Scotchlite signs to guide prospective customers to the shop, and he uses all the display equipment he can get.

He sponsors a bowling team, too, which brings him excellent local publicity.

### • Displays on Every Possible Occasion

Mr. Wolfard seizes every opportunity to set up a Homelite display—at Merchant's Meetings, Grange Meetings, Fairs. He always holds an Open House when new models arrive, with cutting demonstrations and refreshments. His customers and friends look forward to these affairs and show up regularly.

These principles of successful selling would work for every Homelite Dealer if he tackled them with as much enthusiasm as Horace Wolfard does. He finds them easier to carry out in his own home town where he knows almost everybody and knows their interests and needs.

"My family really enjoys outdoor life," he says. "We do a lot of camping, fishing and hunting together. Dot, Dale and I usually get our bucks. I've had real good luck with elk hunting the past few years, too. We use a 7-21 with Lewis winch to drag these big animals out of the bush."

Business comes first, however! Wolfard Equipment has doubled its floor space by leasing an adjoining building.

"We hope to have our business continue to grow and thrive in the coming years and we believe that with Homelite's fine policy of development and improvement, we shall all see some very good years."

Wolfard Equipment was off to a bang-up start for 1960—as one of two dealers in the whole country to come up with *five times* the quota in the recent sales contest.

A good slant on the Mower Car! Below, Horace Wolfard drives a Mower Car into his truck so he can demonstrate its performance at the Hidden Valley Golf Club. Result, the sale of a Mower Car and a fine testimonial about the job it does on creek banks and hard to reach corners.



On the Wing! Here is the Homelite group leaving Idlewild Airport for their prize "Holiday in Europe" trip. In foreground, left to right, are couples Mr. and Mrs. Schermerhorn, Mr. and Mrs. DelBuono, Mr. and Mrs. Hayes, Mr. and Mrs. Graf. On stairs, Mr. and Mrs. Bedford, Mr. and Mrs. Johnston, Mr. and Mrs. Ridenhour, Miss Fikul, Miss Sevcik and Mr. and Mrs. Walker.

The "Holiday in Europe" trip is all over but the memories, now, for the lucky group who won the top prize in the Bell-Ringer Chain Saw Sales Contest last winter.

As an extra bonus, they were all treated to a get-acquainted week-end in New York before they left. By the time they boarded the plane at the airport, they were all old friends. As this was the first S.A.S. jet flight to leave for Europe, there were many other celebrities on hand.

From all reports, the whole two weeks trip was a big success. They're all safely back at home, after a never-to-be forgotten experience.

## Dealer Notes

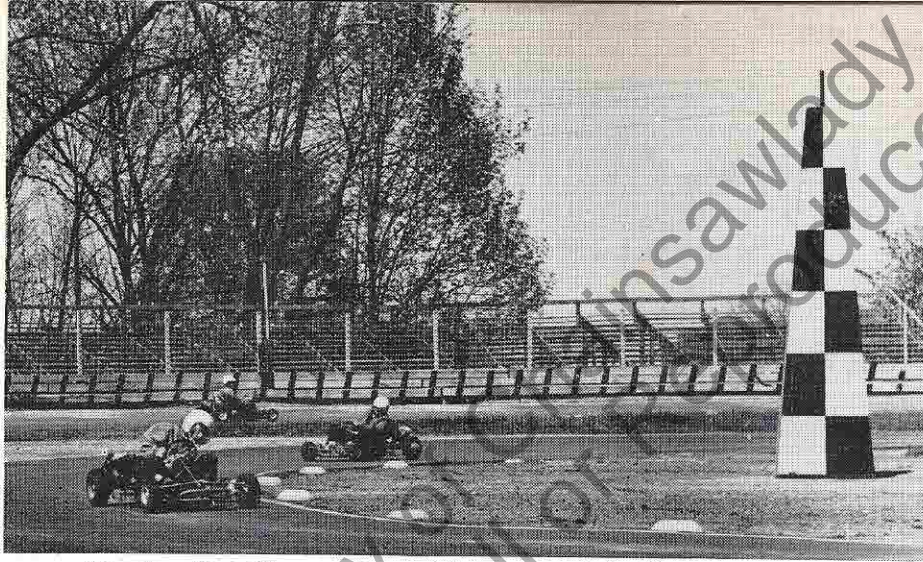
**STOLEN SAWS . . .** Two reports have come in recently . . . A customer, Harold Karcher, of R.D. 1, Deposit, New York, offers a reward of \$25 for any dealer who locates his Model 17 Homelite, Serial #552646P, which was stolen recently . . . The saw had not been used much and was in good condition.

The Calvary Cemetery in St. Louis, Missouri, had a saw stolen, an 8-29, serial #855298. If located, please contact the Homelite Office in St. Louis.

**ATTENTION-GETTERS . . .** A printed flyer, was given out at the Home Show in Osburn, Idaho by the Homelite Dealer, Benson's Sportsmen's Supplies . . . It was a parody on the Gettysburg Address beginning "One score and sixteen years ago our fathers brought forth upon this nation a new tax" . . . and concluding, "We here at Benson's Sportsmen's Supplies are sorry we can not fix your Income Tax Report, however, we can fix your Homelite Saw so that it will run like the money out of a taxpayer's pocket on the 15th of April, and, Pardner, that's nothing but FAST" . . .

A Homelite radio commercial for Gardener's Aid in Santa Rosa, California, starts with the catchy phrase, "Sarah sells sea shells by the seashore, but Sam saws spruce logs with a Homelite and makes more!"





Three Homelite Spitfires, speed around the zig-zag track in Allentown, Pennsylvania.

## KALLING ALL KARTS!

A Kart race, staged specially for dealers, took place in Allentown, Pennsylvania, recently at a meeting attended by over 250 North Arlington dealers and dealer prospects. The Spitfires made a big impression and many dealers tried them out themselves.

Safety measures were stressed, as the future of the sport of Karting depends on keeping it a safe and accident-free one. All participating dealers, as well as Homelite personnel, were required to wear high quality head gear and heavy jackets.



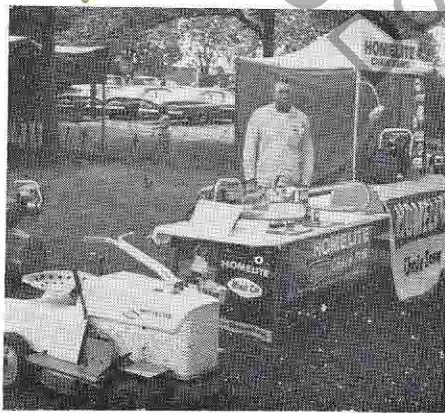
Even the bears at Penn State are Homelite fans. Ed Heary, manager of Nitany Timberlands, Inc. of State College, Pa., was greeted by Bruno, wearing a Homelite hard hat, in the Forestry Building, at the annual Forestry Field Day.

### TOP SCORER

Robert Thomas, Homelite Dealer from Council Bluffs, Iowa, achieved a perfect score on the final test given following a two-day factory chain saw service school at the District Office in Omaha.

Mr. Thomas, in addition to being an A student, is a firm believer in the value of displays at County Fairs and other gatherings. He's an expert bowler, too, and promoted Homelite by sponsoring the championship team in a mixed league during the past season. He and his wife and Mr. and Mrs. Charles Raney made up the team.

"With Mower Cars and Karts, Homelite now gives us dealers in Midwest farming areas a chance to do business the year 'round," writes Mr. Thomas.



Robert Thomas, of Thomas Saw Service, Council Bluffs, Iowa, mans his Homelite display at the Pottawattamie County Fair. He finds displays really help business.

### HOMELITE IN A BANK

Joseph Heichelbeck, Homelite dealer of Honesdale, Pennsylvania, was honored by the Honesdale National Bank, as "The Business of the Week," recently. A display of Homelite Chain Saws and a Mower Car was on view in the bank lobby all week, and a very nice write-up appeared in a local paper.

As one of the Homelite dealers who made 200% of quota in the recent 'Holiday in Europe' sales contest, Mr. Heichelbeck has had a busy fall and winter.

Mr. Heichelbeck, who became a dealer last July, after ten years of experience as a chain saw repairman, has recently added a fine new display room to his shop. With this good local publicity, his business should continue to grow.



The Honesdale National Bank provided an unusual display space for Homelite dealer Joseph Heichelbeck of Honesdale, Pennsylvania, recently, in honoring him as "Business of the Week."

### OLD SAW

Over 100 years ago, the great grandfather of Wayne Zehner, Homelite dealer of Plymouth, Indiana, bought a sawmill at a sheriff's sale in Wolf Creek, Indiana.

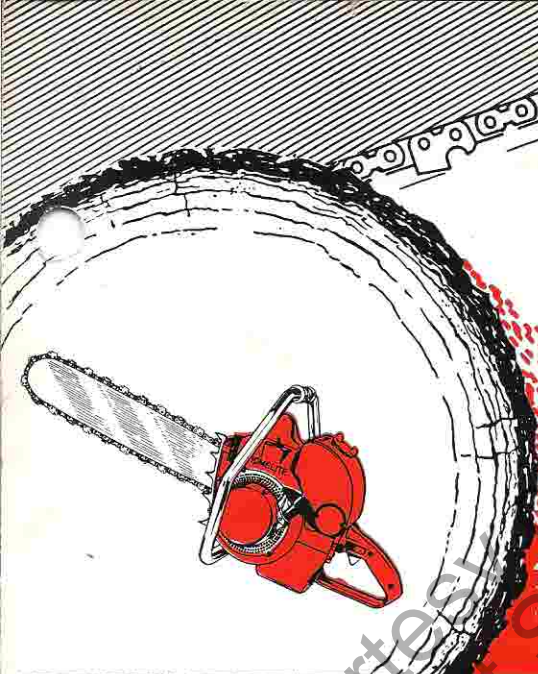
Wolf Creek is no more—but the Zehner family have been in some form of wood cutting business since 1851. Adam Zehner, Wayne's father, has seen this old sawmill in operation.

Now, modern tools and equipment have made the old ones obsolete. Wayne Zehner runs an up-to-date saw and mower sales and service business. "Gaining customer good will" is the guiding principle of Zehner Motor Service, Plymouth, Indiana.



Contrasting the new with the old, C. Art Bennett, Homelite Salesman, left holds ZIP, Homelite dealer Wayne Zehner, right, holds 26LCS while Adam Zehner, center displays the old saw.





# SAWDUST

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GREER, S. C.

NO. 89

JUNE, 1960

## New Homelite **700G** Geared for Profits

On the heels of the 700 D, announced last month, comes the new Homelite 700 G, a great gear drive chain saw, successor to the famous 7-21C. Internal changes make this saw more powerful, faster-cutting, lower in maintenance costs than its predecessor. Like the 700 D, it is designed for the tough, gruelling job of production cutting.

The woods are full of cutters at this time of year, making the most of the fine weather and the lingering spring dampness. Now's the time when a production cutter needs a big, dependable chain saw for maximum production and best pay.

The 700 G is just the saw for him! It is the finest, best-engineered, gear drive saw in its price range on the market. It still carries the same price tag as the 7-21C did, in spite of all the improvements which have been added.

Most of the added features are the same as in the direct-drive 700 D... the new larger piston and cylinder; new larger cylinder shield; new stronger, longer-wearing clutch spider; new sealing caps on the ball-drive assembly.

Both saws are equipped with a new fuel cap relief valve which can be installed without screws. It is much easier to replace and eliminates troubles that result from improper installation.

The 700 G has additional features. The 3.5 to 1 gears have been widened from 3/8" to 7/16". For the drive case oil hole there is a new gasketed cap with a machine thread to make it easy to put in by hand. A new method of securing the driven gear to the hub is being used, em-

ploying 12 rivets instead of 8.

All these mechanical features are designed to provide more power, faster cutting and less maintenance costs.

"We are confident that there is a real market for these great, new saws," advises Gene Carey, Manager, Chain Saw Dealer Sales. "It's important to remember one thing: Surveys show that the total *dollar volume* of gear drive saws priced over \$300 is 18% more than the volume of lower priced saws, although the *unit sales volume* is less.

It isn't the number of units sold which determine the profits in a chain saw dealer's business. Total dollar sales volume is the all-important figure. The new 700 G will add to Homelite's reputation for performance and quality and at the same time bring in a greater dollar volume to the Homelite dealer.



The new Homelite 700 G has the extra power and rugged strength for production cutting.

### FAIR TIME AGAIN!

Summer's here already and folks are getting all set for local, county and state Fairs, and celebrations. Among them are many Homelite dealers who have found that a good, lively Homelite display will do a fine job of making friends for them and influencing people to buy Homelite chain saws, Mower Cars, and other products such as the new kart items.

As a reminder to them and a suggestion to those dealers who are planning a Fair display for the first time, here are some tips which have proved valuable:

#### DON'T FORGET . . .

TO RESERVE THE SPACE well in advance and find out what rules apply. Try to get permission to run the chain saws. It's a big drawing card.

TO NOTIFY THE BRANCH OFFICE so that they can help out with ideas, equipment and extra manpower.

TO PLAN THE DISPLAY and order the necessary supplies and any prizes and give-aways that will be needed.

TO USE Mower Cars and Homelite Spitfires whenever possible. They're great attention-getters if used to circulate around the grounds inviting people to the Homelite booth; to pull cars or other vehicles (see back page); to carry Homelite posters or placards. The dealer could sponsor prizes or trophies for kart races.

TO PLAN A CONTEST of some kind . . . a cutting contest if possible, or a guessing game, or drawing for prizes.

TO LET PEOPLE KNOW about the Homelite display. Invite them to come to see it by sending them cards through the mail, by ads in the local papers, by spot announcements on the radio.





TEAM CAPTAIN, Floyd Miller, owner of Miller's Saw and Tool Co., attends to some of the paperwork in the Office and Parts Department of his shop.

"We're just one cooperating team, trying to give good service to our customers," says Floyd Miller, owner of Miller's Saw and Tool Co., of Alexandria, Louisiana. By "we" he means his manager and salesman, Willie Blackwell; his serviceman-mechanic, Glen Sanford, and himself.

"We're believers in the theory that the least governed is the best governed," he admits. "Therefore, we have no bossing. We all work to make a friend of every customer."

This three-man team is well-qualified to do just that. They can sell, they are all excellent mechanics and they all like to please the customers and give them unequaled service. Mr. Miller, himself, handles the paper work, and manages the business. He has been in the chain saw business for over 15 years. He started selling heavy two-man saws, and sold and serviced several makes of chain saws before he took on the Homelite line in 1955.

"I soon dropped the other lines I carried," he says. "I have found that Homelite Chain Saws are top performers in all types of cutting and the most trouble-free chain saws I've ever seen."

A number of other companies have tried to get Mr. Miller to handle their saws, but his answer is always the same. "No thanks! Homelite has a complete line and to my way of thinking, they're the best. I'm perfectly satisfied with Homelite."

The second member of the team is known far and wide among the woodsmen in the area, as "Willie the Homelite Man."



ANCHOR MAN and mechanic, Glen Sanford, right, handles the repairs and sells as well. Here he points out features of the Spitfire to George Crooks.

# Teamwork Wins for Louisiana Dealer

**DEALER OF THE MONTH:**

**MILLER'S SAW AND TOOL CO.**

That's because Willie Blackwell is on the road every day with the Homelite truck, calling on old as well as new customers. The truck is easy to recognize, even without Willie at the wheel, as it's well marked and carries Homelite decals. Inside, it is well-stocked with new and used saws and plenty of parts. Specially made sliding drawers keep the parts neat and easy to get at.

"Willie is about as good a chain saw mechanic as you will find anywhere," reports Alton Ellzey, Homelite Chain Saw Specialist from Shreveport. "He has been working on and selling Homelites for 8 or 9 years and he believes that there is none better. He's quick to tell you so, too! I'm glad we have him on our side for he surely has done a good job for us."

These daily trips of Willie's are a result of the team's firm conviction that the best way to sell saws is go into the woods and demonstrate. They've evidently found the right answer for their territory because sales keep getting better every year.

Glen Sanford, Serviceman, is the third man on the team and his place is in the shop where he does a bang-up job of repairing and reconditioning chain saws. He sells, too, when Mr. Miller and Willie are out and he does a fine job of that, too. As Willie says, "I go out and drive the customers in and Glen sells them!"

Teamwork for these men, means more than working well together. Each one can play any position . . . he can sell Homelites, repair Homelites, give top Homelite service.

Mr. Miller sees to it that this team has the right equipment to work with. He carries a very complete stock of units.

"You can't sell it if you don't have it," he says. "I keep at least one of each Homelite chain saw and on fast-selling ones, I usually have three to five. Then I see to it that there's plenty of parts to service what we sell."

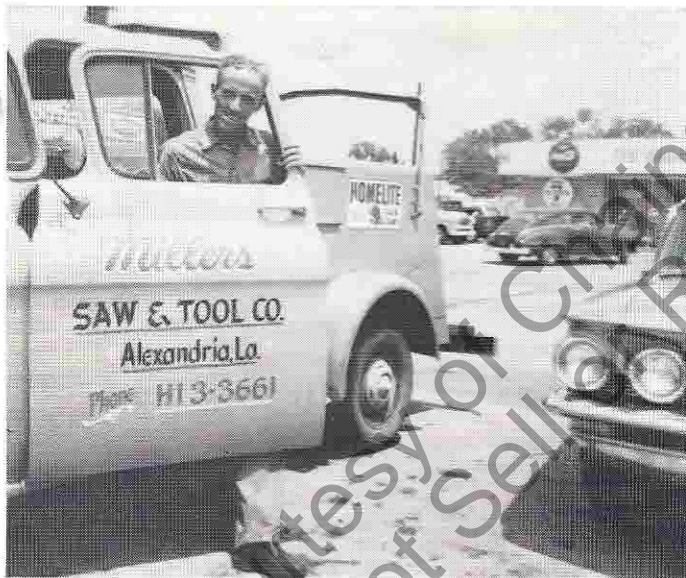
In addition to his truck, which is a travelling workshop, his main workshop has everything necessary for complete quality repair service—all the special tools, a bar shop, welding equipment.

"We guarantee our work and take pride in giving prompt service, night or day," Mr. Miller boasts. "We have standard rates for labor and take an interest in each job. There's a saying among our customers, 'When Willie or Glen fix it, it is fixed!'"

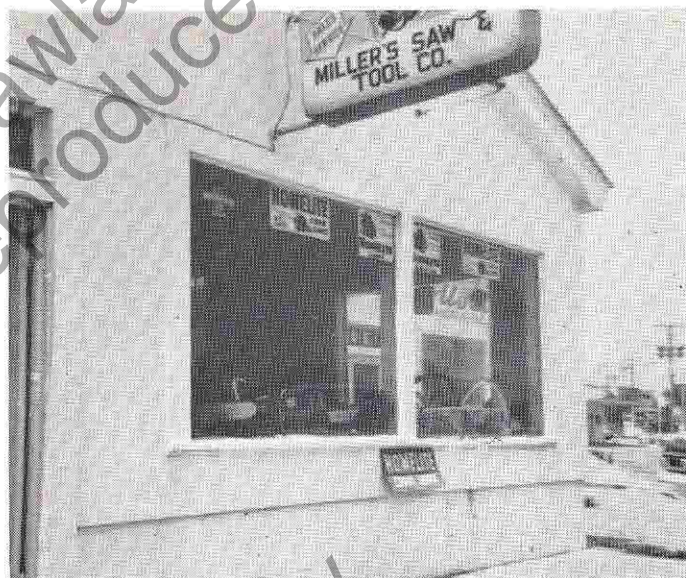
Where do their customers come from? Alexandria, Louisiana, is in the center of a farming and wood producing area. There's lots of pulpwood production as well as logging in the rich southern pine forests nearby.

Miller's Saw and Tool Company uses every possible way to interest all potential customers in Homelite. In addition to Willie Blackwell and his Showroom on Wheels, there are ads in the newspapers, radio spots, road side signs, direct mail pieces all emphasizing Homelite products and service.





BALL CARRIER, Willie Blackwell, has a large following of Homelite owners who count on him to bring service, parts and new saws right to their doors.



HOME BASE for the successful Miller's Saw and Tool Co. team is this neat shop on a well-travelled highway in Alexandria, Louisiana.

"We have given chain saws at different times," recalls Mr. Miller. "These drawings gave us the names of many prospects to follow up and contact."

It isn't hard for these prospects to find Miller's Saw and Tool Co. It's on a well-travelled street, well-marked with a Homelite electric sign. There's ample parking space. The windows are clean, with an attractive display featuring the latest Homelite model. A friendly welcome greets them and one or more of this three-man team stand ready to help them, with a sincere interest in their problems.

Because "Sawdust" is a dealer publication, we don't feature the Homelite Salesmen and Branch Personnel very often. However, Mr. Miller has such fine things to say about the ones he deals with, that it's evident he considers Homelite an important part of his winning team. This is how he expresses it:

"I have found a great cooperative spirit in Homelite and all of Homelite's personnel that calls on me. They are always ready to go into the field and help iron out the problems that arise. They bend over backward to satisfy all parties concerned. Mr. Anderton, (the Shreveport District Manager) is specially anxious to keep his dealers happy and his entire personnel make an effort to carry out this policy. He encourages dealers to consult with him about their problems and this is a great help and inspiration to his dealers. Alton Ellzey, (Chain Saw Specialist) is a great help to us, too, as he will come, any time we call on him. He is the greatest public relations man I have ever seen and a hard worker."

With this attitude, it's no wonder that Homelite and Miller's Saw and Tool Co. are a winning combination. The teamwork pays off in good will and good profits.

## Two New Money Making Items Available to Homelite Dealers



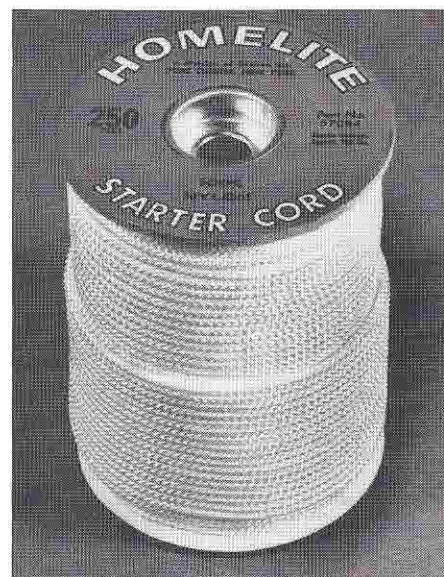
The new Homelite Oil Display Stand holds a good supply of quart and half-pint cans, takes up minimum space: 34" high, 22" wide and 12" deep.

The first is an oil display stand which will act as a silent salesman to remind customers to buy and use Homelite oil. It's a sturdy metal stand, beautifully lettered in red and green on a white background. It takes up very little space, keeps the counter free, can be used in the window or on the floor as a display.

Best news... it's free when you buy 10 cases of Homelite Engine oil, in any combinations of quarts or half pints, for shipment at one time. The stand can also be purchased from the Branch Office for \$4.95 f.o.b. Port Chester.

Another real moneymaker is also available through the Branch Office... Nylon Starter Cord in Spools, Part #57084. Each spool costs \$6.75.

You can use the cord for chain saws, kart engines, lawn mowers, outboard motors, at substantial savings over cut lengths. You'll be able to make a big profit from each spool.



This spool of Homelite Starter Cord holds 250 feet of high-quality, 100% nylon cord, which can be used for chain saws, kart engines, lawn mowers.



## MOWER CAR ESCORTS CHAMP AT INDIANAPOLIS



This Homelite Mower Car had a part in the qualification time trials before the 44th annual 500 mile race held in Indianapolis this year. Here, a mechanic on the Mower Car tows the famous Roger Ward out on the track in the car which won the 1959 race. They came in 2nd this time, 13 seconds after the top winner. Then, in Milwaukee, the following week, Mr. Ward was the winner in the main event.

## Winning Karts



The first complete Spitfire and K-82 combination in the Cleveland, Ohio, area, driven by Steve Cooper, age 12, took two Firsts and a Second, recently. It was sold by dealer Dale Helber of Logan, Ohio. Steve is a proud boy!



Former stock car driver Paul Costello, of St. Paul, Minnesota, finds thrills in kart racing, too. At the Twin City Drag Strip, May 28, he won three Firsts out of a field of 58 with his KL-82-driven kart. Mr. Costello believes that karting will expand.

## SUCCESSFUL OPEN HOUSE

Mr. and Mrs. Tom Remy are so proud of their new Homelite Shop at Gold Beach, Oregon, that they held an "Open House" on May 7.

A good crowd attended during the day to see and try out the new model Homelite chain saws and to participate in the drawing for the saw to be given away.

Mr. A. T. Holycross of Gold Beach was the winner. He received a 9-23 which he surely appreciated as he needed a new saw for his work.

A chain clinic was held for the benefit of those needing help in chain maintenance, with "Doc" Lowe of Omark Industries ready and willing to aid in any way possible. He also presented merchandise vouchers to runners-up in the saw drawing. The "Open House" went over so well that it will no doubt be an annual affair.

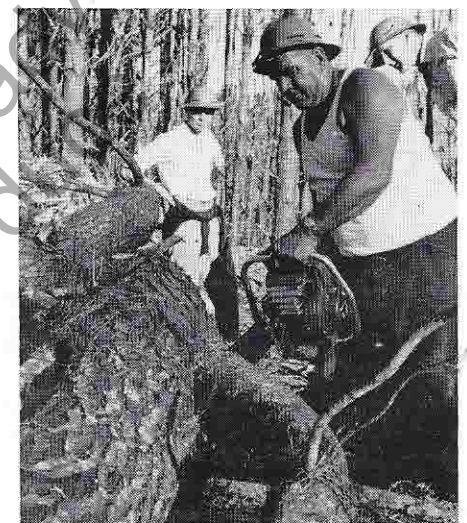


Proud winner, Mr. A. T. Holycross, left, holds the 9-23 which he won at the Open House given by dealer Tom Remy, right. Mr. Remy became a Homelite dealer in April and celebrated with a party in Gold Beach, Oregon.

## Homelite in New Zealand

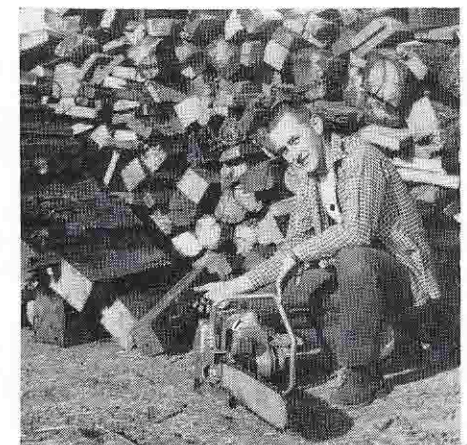
"Down-Under" the other side of the globe, in New Zealand, is the largest man-made forest in the world with 347,800 acres of trees! Homelite chain saws are kept busy the year 'round in the Kaingaroa Forest. Due to the temperate climate and long growing season, trees reach maturity in thirty years.

George Lodge, Homelite's factory chain saw specialist held a two day service school and demonstration there recently for some of the dealers who represent the Homelite distributor in New Zealand, Cable-Price Corp. Ltd. They assembled at a logging site of the Kaingaroa Logging Co. Ltd. to learn the latest techniques of servicing and selling Homelite saws.



Joe Julian, center, a New Zealand dealer demonstrates a 9-23 for Pat Brody, left and Russ Proctor, both of Cable-Price Corp. Ltd. Mr. Julian retired recently as undefeated woodchopping champion of New Zealand.

## SUMMER TIME JOB



Enterprising teenager Mickey Wood, of Fresno, California, cut all this wood and much more with the ZIP his parents Mr. and Mrs. J. M. Wood gave him for Christmas. He's signed up customers for fireplace wood, too, for their summer cabins.





# SAWDUST

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

NO. 90 JULY, 1960

## Dealers Get Set For '60 Fairs

Fair time is here again and there's a scurry of preparation going on all over the country. Booths are being put up; the pennants and bunting are being draped; the displays are being attractively arranged; the bands are starting to tune up. Soon the crowds will throng in to see what they can see and find out what's new in the way of equipment and machines.

Homelite dealers are caught up in the activity, making their final plans to display their quality products. Some will be demonstrating Mower Cars, Spitfires and kart engines as well as chain saws, to large crowds of goodnatured, interested people. Among them will be many prospective customers who will buy Homelites eventually, even if the actual sales are not made at the Fair.

Particularly in areas where competition is keen and other chain saws, karts and lawn mowers are exhibited, it is important to have the Homelite dealer represented by the best possible display and supplied with the best give-aways.

Homelite has provided a big array of display and give-away items for the dealer's use at such times. A few of them are pictured here as a reminder. Many others are listed on the enclosed order sheet and other standard items, obtainable from Homelite, can be ordered on this sheet.

Three new items are shown below: the paper *Sun Visors* which come in packages of 100, at \$3 a package; the Homelite *Coffee Cups* for hot or cold beverages which come 1000 to a case at \$11.50 a case; the Homelite *Sun Helmets* of red

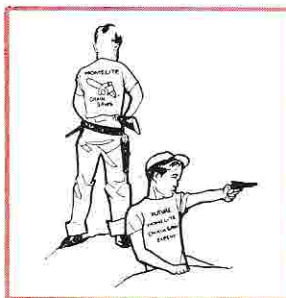
fiber, which are priced at \$17 a dozen.

Items which were popular last year are available again. Among them the *Kiddy T Shirts*; *Forester Hats*; *Balloons*; *Yardsticks*; *Memo Books*; *Matches*; *Fair Kits* and a long list of other give-away items.

Homelite representatives will be able to answer questions about any of these items and dozens of others which are available. Costing only pennies, they are all clearly identified with the Homelite name to build good will and make people Homelite-conscious.

It's Fair time . . . no time for the Homelite dealer to sit around wishing for business and no time to close up shop and go fishing. It's time to get into the thick of things at the nearest Fair. *That's where the customers will be.*

KIDDY T SHIRTS



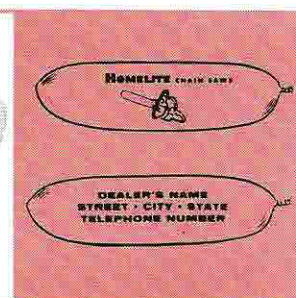
FORESTER HATS



HOMELITE COFFEE CUPS



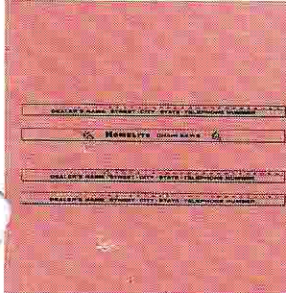
BALLOONS



SUN VISORS



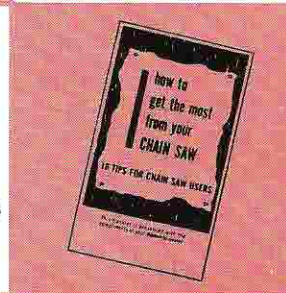
YARD STICKS



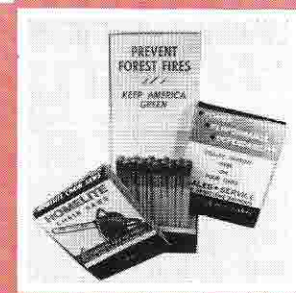
SUN HELMETS



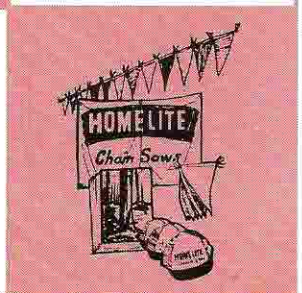
MEMO BOOKS



MATCHES



FAIR KITS





# Ed Warner Leads Three Lives

## Busy Homelite Dealer of Phillipsburg, Pennsylvania Is Tree Surgeon and Leading Citizen



Ed Warner, Homelite Dealer of the Month, at his desk.

Until a year or so ago, Ed Warner of Phillipsburg, Pennsylvania was a very busy man. He'd been in the clearing and landscaping business for over twenty years and always had plenty of jobs. He also found time to participate in many community activities. All in all, he was working about twelve hours a day.

Then he bought his first Homelite chain saw for use in his clearing business and everything changed. That Homelite was an eye-opener for Ed. He could hardly believe the results; the durability, the ease of handling. After a two week trial, he started to run 100% Homelite chain saws and brush cutters on his clearing jobs and was an enthusiastic Homelite booster.

"Ed talked his way into a Homelite dealership in Phillipsburg in January of 1959," according to Altoona Branch Manager, Robert E. Ross. "He now often works twenty hours a day!"

As soon as he became a dealer things began to happen. Ed had so much faith in Homelite's quality that he immediately bought property on the main Tyrone-Phillipsburg highway and built a new 28' by 48' brick office and shop.

He equipped this shop with a full assortment of Homelite special service tools, a barshop, a chain grinder, a welder. He now had at his fingertips, everything needed to repair and service Homelite chain saws.

Next, he stocked a full line of Homelite chain saws and Mower Cars and enough spare parts to meet any demands. He hired Glenn Evans as a full time serviceman, and was ready for business.

The results were much rosier than Ed Warner's most optimistic dreams. He sold well over 100 saws during 1959 and six Mower Cars!

That's why he's leading three lives now.

### Life #1—As a Homelite Dealer

In this his second year as a Homelite dealer Ed expects a large increase in chain saw sales. On the strength of this rapidly expanding business, he has hired a part time shop and salesman to help Glenn Evans and has just completed a new 28' by 32' addition to his present building.

Warner Tree Service is open two evenings a week so that woodcutters and farmers bringing their families to town for an evening's shopping may find it convenient to drop in. They may pick up a new chain, a case of Homelite oil or some such item, or they may look over the new models and decide to trade in their old chain saws for new ones.

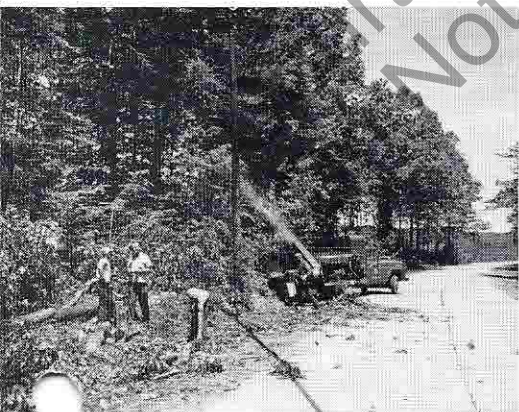
Ed Warner takes a definite personal interest in the Mower Car which he thinks is a great product. He demonstrates it whenever he can, and finds that demonstrations really pay. He had already doubled last year's Mower Car sales in June and he's still going strong. Ed is so convinced that his customers should have Mower Cars, he has offered to take horses, saddles and other things of value in exchange.

With the sales volume and parts business Ed Warner has developed, he has plenty of details to attend to in his Homelite shop and out in the field. He makes full use of Homelite promotional material and has joined with other dealers in the Altoona area to advertise on Radio Station WFBG.





Enjoying a rare evening at home, Ed poses, above, with his wife Edith and his daughters Linda and Sandra. In the picture below, Ed supervises his crew on a trimming job along the highway.



His Homelite shop on the main highway brought Ed Warner so much business that he had to add another section. The new wall is visible at far left. The garage is planned as a show room with huge display window. In the picture below, Ed, at left, is telling some customers all about the 7-19c. His full time Serviceman, Glenn Evans, is the 2nd man from the right.



### Life #2—As a professional tree man

The Warner Tree Service has a fine reputation not only locally, but even in neighboring states. He does commercial clearing for the Pennsylvania Electric Company, The Rural Electrification Association etc. Depending on the area to be cleared, there may be from 12 to 100 men working for Ed.

Owning and managing a complicated business such as this, with men to hire and equipment to keep in shape is another full time job which would take most men at least eight hours a day.

### Life #3—As a family man and generous citizen.

Ed doesn't have as much time as he would like to have to spend in his lovely home in Lanse, which is about fifteen miles from Phillipsburg. His wife, Edith, and his two charming daughters, Sandra and Linda, understand what a busy man he is and make the most of his rare evenings at home.

There's a saying, "If you want to get

a volunteer job done, get a busy person to do it," and Ed is often asked by his church, the local schools, the Boy Scouts and the Girl Scouts to give his time and efforts to their projects. He seldom refuses. Last spring he gave up a whole week-end to help clear the ground for a new camp for the Boy Scouts. Part of this was on television in Altoona and was made into a movie which has been shown many times.

Ed Warner seems to thrive on all this activity. To such an ambitious and hard-working man, each day is full of interest and challenge.

Future plans call for big emphasis on Homelite karts and kart engines as this new sport is becoming increasingly popular in the area.

"Homelite is really going places, and I'm going with them," says Ed Warner. The speed with which his Homelite business developed is a reflection of the drive and ability possessed by this energetic man, Ed Warner, who lives three lives at the same time.



Glenn Evans, Serviceman, and Ed Warner load a Mower Car into the station wagon for delivery to a customer.



## HOMELITE DEALER IN SQUAW VALLEY

These pictures of Homelite at the Winter Olympics are intended to be a cooling note for the middle of summer. The Homelite dealer in Tahoe City, California, Robert Wray, had a busy time before the Olympic Games, helping to prepare the area for the winter sports events and for the thousands of spectators who attended this historic session in Squaw Valley last winter.

Robert J. Wray, Homelite dealer of Tahoe City, California, poses with chain saws and station wagon in front of the Winter Olympic Games Headquarters in Squaw Valley. The hockey ployer, carved out of ice, is probably melted now!



The job of clearing large areas of the valley was made easier by the use of chain saws. Here a logger uses a 7-21 to buck a felled tree.

## ROUGH ON ROUGHS

Golf courses are excellent potential customers for Homelite Mower Cars. Mower Cars can pull three-gang reel mowers over the fairways, producing a fine smooth lawn, but they're especially adaptable for difficult-to-cut areas in the rough.

Homelite received a fine testimonial letter from Mr. E. W. Gene Hooton, Manager of the Hidden Valley Golf Course, Cottage Grove, Oregon. He says, in part,

"In 1959, Horace Wolfard of Wolfard Equipment Company, our local Homelite dealer, came out to the club and demonstrated the new Mower Car to us. He went into the roughs and cut grass, berry bushes and brush that has been a problem to us in the past. He could go on the creek bank and terrain that looked impossible to negotiate. We purchased this versatile machine from him and it has certainly proved to be the answer to our problem. It does a fine job of cutting those corners and close quarters that we can't get into with the big fairway motors."

Every golf club could use one or more Mower Cars.



Smoothing the roughs of the Hidden Valley Golf Club in Cottage Grove, Oregon, E. E. Gene Hooton, Manager of the Club, guides his new Mower Car through hard-to-get-to spots.

## KEEN ON KARTS

Kart racing has crossed the Pacific Ocean and is now all the rage in New Zealand. Our distributors in Auckland, New Zealand, Cable-Price Corporation, Ltd., sent along pictures of some championship Kart drivers who rode to victory using Homelite engines.

The New Zealand Championship race was held at New Plymouth and the two young men shown below captured a lion's share of the prizes. Tom Petherick, works in the Chain Saw Shop of the New Zealand Forest Products, who operate over 100 Homelite chain saws. He won the 150 c.c. New Zealand Championship with his kart, equipped with a 9-26 Homelite engine. Noel Dabb, a local constable, won the 100 c.c. New Zealand Championship with a 5-20 powering his kart.

"We were very pleased with results of these races," writes John S. Bayley, Cable-Price engineer, "as they are quite a good advertising medium. We have, of course, given these chaps quite a lot of assistance, one way and another with their Homelite motors."



Showing off their trophies, Noel Dabb, left, and Tom Petherick pose with cups and other prizes won at the New Zealand Championship Kart Races. They emerged as champions.





# SANDUST

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

NO. 91 AUGUST, 1960

## New Full 1960 Chain Saw Line Greatest in Homelite History

Ever since the new Homelite 700 D was introduced in May, there's been a feeling of excitement in the air at Homelite. This fine, direct drive saw and the 700 G, a gear drive saw that made its appearance in June, made a fine first impression and gave every promise of being sure-fire hits because of improved power and outstanding improvements.

Now, four more new models, plus an improved model of the WIZ have been introduced at sales and dealer-sales meetings all over the country. With the ever-popular ZIP, these eight high quality, dependable chain saws provide the *fullest and greatest chain saw line Homelite has ever offered.*

To prove that there's a saw to fit every need and every pocketbook, a new full-color folder has been prepared, featuring all eight of the new Homelite saws. In a series of photographs, each different model is shown being used in a different type of cutting operation.

Ranged side by side, these Homelite saws make an impressive, colorful lineup. First come the big professional models, the new red and green 900 G and 900 D, basically similar to the 9-26 and 9-23. The important improvements which have been added make them the best production models on the market today. New larger pistons, new plastisol ends and new undershroud design to keep the air filter free of debris all add up to greater

power, greater accuracy in felling and easier handling and servicing. These are only a few of the features of these powerful, trouble-free saws.

Next come the 700 G and the 700 D, also gleaming red and green, already proving themselves to be profit-making saws for the owner as well as the dealer.

The new blue WIZ may look about the same as before, but this new model has many new and improved features to make it more rugged, cooler-running, even more dependable than before. Used with the new long-life 16" plunge-cut bow, the WIZ is a natural for professional pulpwood production.



Introducing the new chain saws is Gene Carey, Product Manager, Chain Saws, at the Eastern area sales meeting held on July 18 in Stamford, Conn. At left is Walter Herold, Service Manager.

The newest member of the Homelite chain saw family is the 600 D which offers fast cutting and light weight at a new low price. It's a handsome red saw with a green starter and it's equipped with all the latest features. It is sure to be very popular with farmers and occasional users such as campers and estate owners.

The famous blue Homelite ZIP remains the same. With its quality features, found in no other chain saw of its class, and with its low price, the ZIP is a great bargain and a great little saw.

Finally comes the 500 direct drive, the brand new economy saw, packed with Homelite quality. The 500 is a handsome, streamlined saw, finished in Homelite blue, which fits right into the rapidly expanding market for relatively inexpensive saws. More and more farmers and land owners are learning that a chain saw is a profitable tool which will cut not only their fuel wood and fence posts but also marketable pulpwood and sawlogs. The 500 does every cutting job at a price anyone can afford.

There isn't room here to go into all the great features of these saws. The full color folder supplies a lot more of the details. Dealers who have seen and ordered the new saws are sold on their outstanding appearance and years-ahead designing. With this complete line of models and prices they know they can set their sights on a record year of sales and profits.





## SET YOUR SIGHTS ON THE NEW FULL LINE OF HOMELITE Chain Saws

Homelite went all out to design and produce the new full line of chain saws. Now Homelite is prepared to back up these outstanding products with the greatest advertising and promotional program in chain saw history.

The bullseye is the symbol of this program. Homelite intends to help the dealers score with the customers, in every possible way.

### ◎ A BULLSEYE!

#### SOLID ADVERTISING SUPPORT

National magazines such as Farm Journal, Popular Mechanics, Outdoor Life, Sports Afield, Field and Stream and National 4-H News will carry a continuous schedule of product and testimonial ads on the new full line of Homelite saws.

Regional and State magazines—twenty three of them—in all areas of the country will carry the same kind of hard-hitting, hard selling ads.

Eight of the top professional Logging and Pulp cutting publications will feature Homelite ads during the fall and winter.

### ◎◎ A DOUBLE BULLSEYE! SOLID PROMOTIONAL SUPPORT

The "Set Your Sights" Promotion Kit which every Homelite dealer will receive contains the sales ammunition designed to introduce the new full line of Homelite saws in the dealers own area.

**CAUTION!** This is live ammunition. It fits this 1960 Homelite full line promotion. It won't do any good shut up in the box it came in. It is meant to be taken out and used!

Use the full-color, full-line accordion style folders to give or mail to customers. These folders will score a direct hit! Additional quantities available on request.

Use the colorful giant broadside for a store give-away and for effective rural mailings. Available at only \$28 per thousand including dealer imprint, postage, addressing and mailing, they go right to the mark to arouse interest and create future sales.

Decorate with the multi-purpose Display Cards, printed in various gay colors on special stock. String them together to make a streamer; stand them on counters or in window displays; tape them to windows or walls; use them separately or together. They'll make a hit everywhere.

Set up the Target Display Stand, well-stocked with new, colorful literature, in a prominent place to attract attention.

Hang up the big new da-glo orange and black weatherproof banner. It's 88" by 15", easy to hang anywhere, inside or out, the year 'round. Use it at fairs and field demonstrations, too.

Fire away at customers and prospective customers with new, fresh advertising! Use the matsheets to order the mats needed. Supply local stations with the new radio and TV scripts and transcriptions describing individual models or the full line. Take the publicity releases, correctly filled in, and hand them to local newspaper and radio and TV news editors.

Round after round of good live ammunition is in the promotion kit. Make a big bang with it and let everybody know about the new saws and the Contest.



Loading the Promotion Kits, this group of girls in Port Chester using an assembly line technique, have a gay time packing over 4,000 Kits.



Unloading the Promotion Kit, Howard Maxwell, Sales Promotion Manager, describes the colorful and useful items at the Stamford Sales Meeting.



### TRIPLE BULLSEYE!

#### A BIG CONSUMER CONTEST

To make sure of a perfect score, Homelite is running a big Consumer Contest, guaranteed to build store traffic for every Homelite dealer. This contest starts September 1 and runs through November 30.

The first prize is a \$4,000 Vacation Lodge, designed especially for Homelite, plus a Homelite chain saw of the winner's choice. There are 357 second prizes—Harrington and Richardson .410 pump-action shotguns. There are 357 third prizes—Harrington and Richardson .22 caliber, bolt-action repeater rifles. All are prizes to appeal to the outdoor type of man: the logger, the farmer, the tree man, the construction worker, the sportsman and the estate owner.

Any resident of the U. S. 18 years of age or over, except employees of Homelite, its advertising agencies or their families, can enter.

Homelite representatives will review the rules with each dealer as they apply to his state and will explain the way entries from customers and prospects will be handled.



### MORE BULLSEYES!

#### SPECIAL PROMOTION MATERIAL

There's lots more effective, live ammunition in the Promotion Kit for use in calling attention to the Contest... a bright paper streamer, 74" by 16" in brilliant da-glo colors; a special Bullseye counter card to hold entry blanks; a supply of entry blanks with the rules for your state; give-away small bore rifle targets to please the outdoor man and advertise the contest; a special newspaper mat about the contest; publicity stores, radio and TV scripts for local use.

Every Homelite dealer will have plenty of ammunition in his possession to bang away at the target and score bullseye after bullseye... the target of great profit opportunities which the new full line of saws and the Contest will provide.

**READY, AIM, FIRE!** ◎



# Brothers Build Big Future In Batesville, Ark.

*featured*

**"Homelite Dealer of the Month"**

## The Lancaster Brothers

Less than five years ago, John D. Lancaster started in the logger supply business for himself in Batesville, Arkansas. He was young, only 28 years old, without much capital, but with a good background of experience, in servicing and selling Homelite chain saws and a big lot of ambition.

Now, in 1960, John D. Lancaster has a thriving business. His brother DeWayne, 28 years old, came in as half-owner recently and a full time serviceman, Herman Dougherty, 19 years old, does the repairing and reconditioning.

Lancaster is a well-known Homelite name in Arkansas because C. K. Lancaster, a cousin of John D's, established the first dealership in Mountain View, Arkansas in 1951. John D. worked for his cousin and learned to service and sell Homelite chain saws. In 1955, they decided that Batesville, Arkansas would be a good place for another Homelite dealership so they opened a shop there.

This is Ozark mountain territory, with large forests of Southern pine nearby,

mostly loblolly, short leaf pine and yellow pine. The farms have stands of trees, too, so it's good chain saw country. There was strong competition in the area, however. It was no easy job.

These young men don't mind the competition! John D. with his years of experience as a mechanic and salesman, does most of the selling in the field. "I get my leads mostly from satisfied customers," he says. "They give me names of their neighbors and friends and I go out and demonstrate." When asked about his competition he laughs and says "I've about got them licked. I reckon I have 75% of the market now!"

Brother DeWayne is learning the business, handling some of the paper work, giving good friendly service to the customers who come into the shop.

They now carry more than six times the stock of parts and units that they started with—all the Homelite chain saws, of course, and the Mower Car and Spitfire. They carry some other lines such as outboards, mowers and logger supplies.



John D. Lancaster, on Mower Car, left, and DeWayne Lancaster on Spitfire, are partners in a thriving Homelite business, Lancaster Logger Supply.

"The Homelite products make up the biggest and most profitable part of our business, though," says John D.

"Advertising has really paid off for us," he admits. "We have two Scotchlite signs on the main roads and all the remaining roads are covered with Homelite signs. We advertise on the radio, in the newspapers and in drive-in movies. People really know about us!"

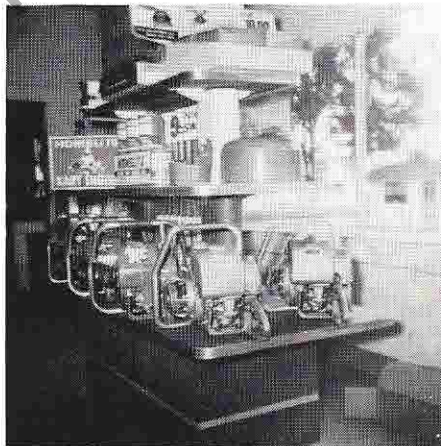
"One of the best results we get is from displaying at the local and county fairs," he explains. "We take two pages of ads in the IZard County Fair program. They let us demonstrate our chain saws and the people really like it. We've sold plenty of saws from leads we got at the fair."

"The new full line of saws is really great," says John D. after returning from a dealer meeting in Memphis in early August. "With a price and size range like that, we'll have something for everyone."

Business is surely booming for Lancaster Supplies. And the future looks very bright for these ambitious young men.



Chain saws growing out of a tree and the sporty-looking Mower Car make a traffic-stopping display for the Lancaster Brothers. DeWayne rides the Mower, John is at center, behind chain saw tree.



An island display featuring a selection of Homelite chain saws and accessories is placed before the window to act as an inside-outside display for Lancaster Logger Supplies of Batesville, Arkansas.



Young and optimistic, left to right, DeWayne Lancaster, Herman Dougherty, serviceman, and John D. Lancaster enjoy selling and servicing Homelites. They're headed for a prosperous future.





Homelite-powered Karts were out in front in all the opening day races at the Parkway Go-Kart track in Maryville, Tennessee, recently. This picture, showing Charles Nelson of Athens and Jack Lail of Maryville leading at the turn in a class C race, was used on the sports page of the Maryville-Alcoa Times. An accompanying article gave full credit to the Homelite engines.

## Maryland Dealer Wins Color TV Set



Dan Ingersoll, Dealer of Chestertown, Maryland, left, is congratulated by Jack Grannan, Arlington, Va., Branch Manager, for winning this RCA color TV set in a recent District Dealer contest.

A sales contest, based upon sales quotas established by the District office has just ended for chain saw dealers in the Baltimore-Washington area.

The names of all dealers who reached or exceeded their quotas were put into a hat. To make the drawings impartial, Mr. Truman Keeney, Maryland State Roads Commission Equipment Engineer drew the winning name.

The lucky man was Dan Ingersoll of the Silver Hill Shop, Chestertown, Eastern Shore, Maryland. He received as his prize a 21" Color TV set.

### CHAIN SAWS REPORTED STOLEN

From Charleston Tractor Co.  
Charleston, Missouri

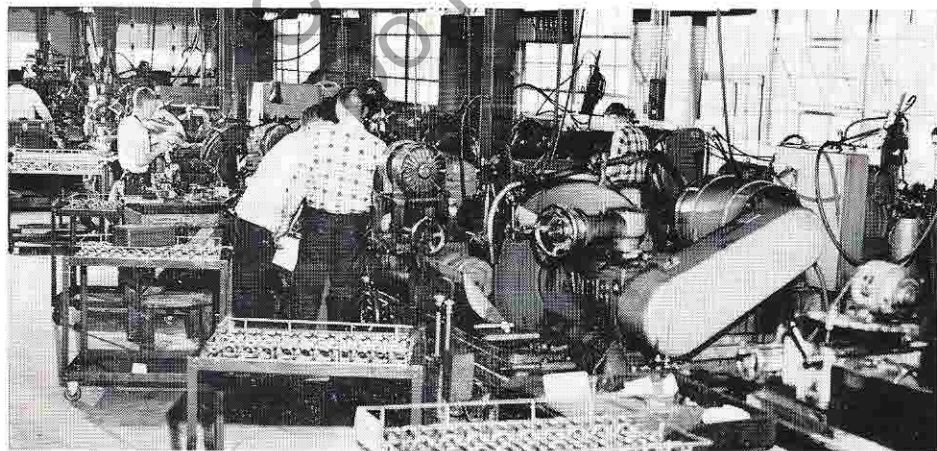
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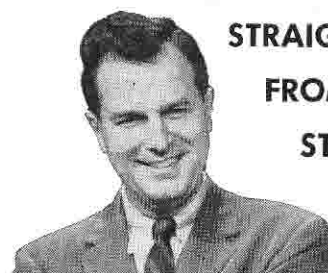
EZ #679328

Dealers please watch for these.

## MILFORD MACHINE, MAKERS OF HOMELITE CRANKSHAFTS ACQUIRED BY TEXTRON INC. TO BE DIVISION OF HOMELITE



A section of the machine shop of Milford Machine Corp., of Leesburg, Indiana, now a division of Homelite, where the crank shafts for Homelite chain saws are made. Homelite, as a customer, took 65% of the output of the company. The closer coordination under the new set-up will be beneficial to both companies and plans for development and expansion are already under way.



## STRAIGHT FROM STRAETZ

Shoot the works with the new full line of Homelite chain saws! With this program, Homelite, through its dealer organization, aims to get a bigger share of the growing chain saw market next season.

*What have we done to help you?*

YOU have the broadest line of chain saws on the market, ranging from the new, more powerful 900 models to the new low-priced 500.

YOU have competitive prices and profitable discounts.

YOU have Homelite's own brand new chain . . . a top quality chain to go on the rugged Homelite guide bar.

YOU have a hard-hitting, far-reaching advertising program, complete with effective point-of-sale and promotional aids to help you "put across" the Homelite story.

YOU have a big consumer contest, chock-full of appealing prizes to draw prospects into your store.

*This is what Homelite is doing for you.*

*What are you doing for yourself?*

At recent dealer meetings in St. Louis and Kansas City, I asked several dealers that question. Here are some of their plans:

"We will carry a good stock of new models, so that prospects have a choice. We'll set them up in an attractive display, using the new material."

"We plan to promote the full line of saws and the "Shoot the Works" contest through consistent local advertising."

"We're going to conduct a direct mail program, making use of the new Broad-sides."

"We'll demonstrate the new Homelite saws against all competition. The others won't have a chance!"

I thought these plans were excellent. If carried out with real enthusiasm they should bring in a record number of Homelite chain saw sales.

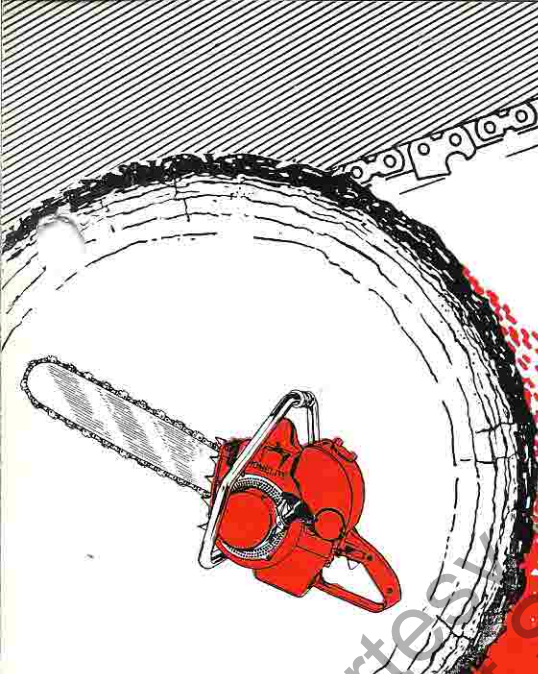
I'd like to ask the rest of the Homelite chain saw dealers in the country:

*"What will you do to sell more Homelite chain saws in the months ahead?"*

*Robert P. Straetz*

Sales Manager





# SAWDUST

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

NO. 92 SEPTEMBER, 1960

## Fall Contest, New Models, Spark Top Chain Saw Sales

With the new full line of Homelite chain saws and the "Shoot the Works" consumer contest as ammunition, Homelite dealers have begun the fall season with a bang. Sales figures have not only gone ahead of last year's but have broken all existing records for September.

The fall season is the prime time to cut wood in most parts of the country. The weather turns crisp; the woods are dry; the roads usable. Soon ice will form on the lakes and ponds and logs can be brought out of isolated areas on sleds.

Production cutters in the South, the Northeast and the Lake States find these fall conditions very favorable for cutting.

Farmers have about finished bringing in their crops and those fortunate enough to have woodlots are getting ready to cut firewood, fence posts and logs which will be sawed into lumber or used for pulpwood. Financially, farmers are having a pretty tough time these days. They are struggling against rising costs which have cut down on their profits. Many farmers are looking for an outside income. Some go to nearby cities and work at part time jobs. Others find it profitable to harvest their trees. And these farmers have been buying chain saws . . . more and more of them every year.

Sportsmen are taking to the woods, too, and many of them find the small, lightweight chain saw a very useful tool for clearing trails, cutting firewood, etc.

This all means that many potential customers will be in the market for chain saws during the next few months.

Right now, Homelite dealers are better equipped than they have ever been before to provide the right chain saw at the right price for every cutting need.

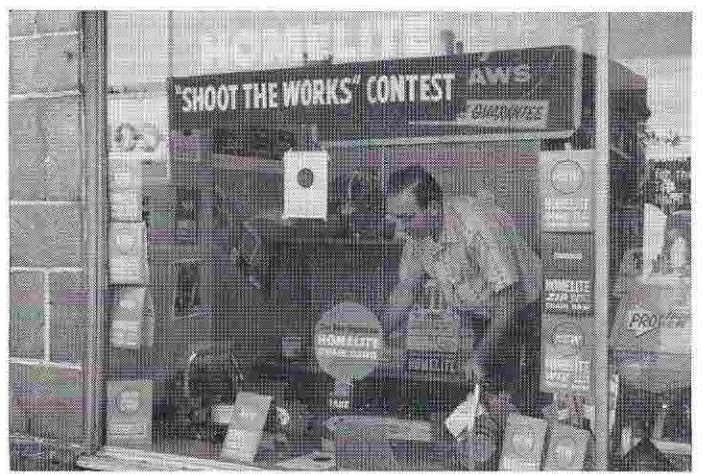
They have the BUZ, the 500 and the 600 D . . . lightweight and economical . . . for the farmer and occasional user. They have the dependable WIZ, ideal for pulpwood cutters; the 700's and 900's, both direct drive and gear drive, for the professional cutters; a high quality saw for every customer.

But first, they have to "catch the customer!" They have to tell him about Homelite and the new complete line of Homelite saws and where he can buy these saws locally.

There are many ways of doing this and every Homelite dealer has the means at his command. The "Shoot the Works" contest is an excellent theme on which to base local advertising and promotion . . . in newspapers and on the radio; in bright window displays, using material supplied in the special promotion kit; at Fairs and Community Days. The contest prizes offered—the vacation lodge, the chain saw, and the rifles and shotguns—have a strong appeal to most men, especially outdoor men such as farmers, hunters, cutters and builders.

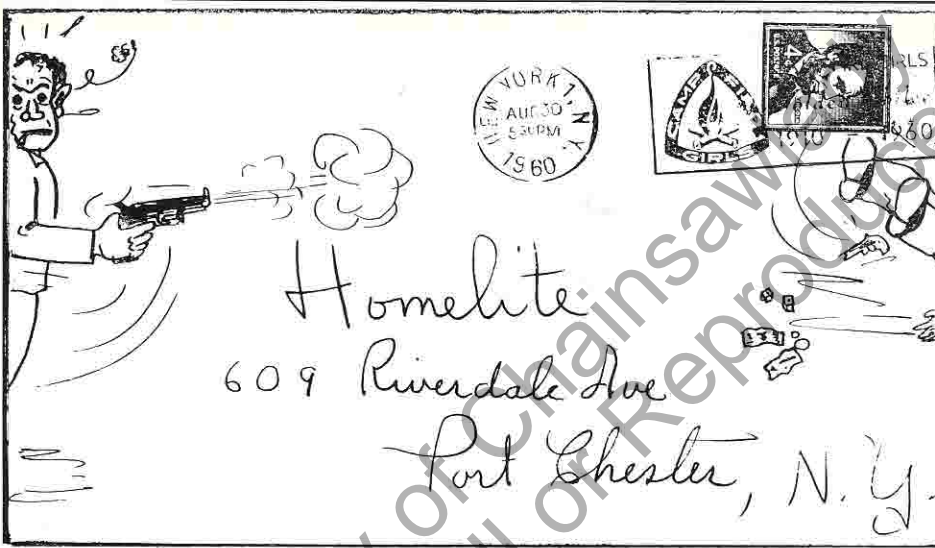
"It pays to advertise" is not just a smart slogan, it's a proven fact. With Homelite footing *half* the dealer's local advertising bills and *all* the cost of national advertising and promotional material, Homelite dealers can't afford *not* to advertise.

By setting their sights on the new full line of Homelite chain saws and using all the ammunition at hand, Homelite dealers are sure to hit the target: top sales and top profits.



Tony Petrillo, a salesman of the Gramatan Hardware Store in Mt. Vernon, New York, puts the final touches on a fine window display highlighting Homelite chain saws and the easy-to-enter "Shoot the Works" Contest.





W. Carney, alias "Bead Eye Slim", of the Bronx, is desperately anxious to win top prize in the "Shoot the Works" Contest, judging by the above letter he sent requesting an entry blank.

## ⊙ Shoot The Works Contest ⊙

The Homelite "Shoot the Works" contest is off to a fast start, with entries pouring in to the contest office from all parts of the country. The response to the national advertising is very exciting. Hundreds of requests for contest rules and entry blanks are being handled every day in Port Chester. Many who write in also request literature on the new full line of chain saws. This is sent to them with the name and address of the nearest Homelite Dealer.

There are still two months to go in this easy-to-enter contest which ends November 30th. If you need more contest supplies you can get them free of charge from the Advertising Department in Port Chester. It's important to keep plenty of entry blanks on hand so that everyone who comes in will have a chance to fill one out.

Dealers are also urged to get in touch with the Harrington & Richardson dealer in their area. They have been asked by their company to cooperate with you, the Homelite dealers, in exchanging materials for displays and local promotions.

Be sure that everyone knows about the contest. It will make friends and potential customers for you and for Homelite.

## NEVER UNDERESTIMATE THE POWER OF A WOMAN!



Dealer Joe Heichelbeck and his wife of Honesdale, Pennsylvania, proudly display the new 700 G won at the North Arlington Dealer Meeting in August. The fact that makes it newsworthy—it was Mrs. Heichelbeck who won the saw! Her name was drawn at the meeting. She aimed for a target and although she'd never fired a gun in her life before, almost hit the bullseye at the very first try!



Helen Rechter, an employee of Dealer Elmer E. Plasterer of Lebanon, Pennsylvania, was the other lady who was faster and more accurate on the draw than any of the five men who competed for the prizes. (She won a chain saw, too!) The ladies answered the questions directed to them—showing that they'd been paying close attention to the meetings. They're both loyal Homelite boosters.

**BUZZ...BUZZ**

## Broadsides Spread New Low Price

Big news for Homelite dealers is the announcement of a special price of \$139.50 for the BUZ. Homelite has never tried to compete in the very low-priced chain saw market because any unit bearing the Homelite name is expected to uphold the well-earned Homelite reputation for quality. Any sacrificing of quality just for the sake of price was unthinkable.

There's a big business in this class however, among occasional users and farmers who just can't afford to spend over \$150 for a chain saw.

Now, with the special price of the BUZ, Homelite dealers can break into this whole new market.

The cut in price was made possible because of the greatly increased volume in the three lower-priced saws, the BUZ, the new 500 and the ZIP. These are basically alike with a great number of interchangeable parts. The BUZ has none of the extra refinements of the other two.

## West Coast Dealers Use



Wilmer Lyon, right, of Junction City, Oregon accepts the chain saw he won at the Lane County Fair, from Monty, in front of Monty's Sales & Service in Junction City.

In picture at right, Raymond W. Biggs tries out the Spitfire he won at a church fund-raising Jamboree and Box Social. It was donated by Dunlap Metal Works of Oregon City, Oregon.



**BUZZ...BUZZ**

## Get The Word About of Homelite Buz

units but will give the occasional user the maximum in quick-starting performance, low up-keep and endurance. It's still a quality chain saw.

To help Homelite dealers introduce these specially priced BUZ saws, a special broadside has been prepared much like former broadsides which were sent to rural box holders and star routes with great success.

These big, colorful mailing pieces are available at only \$28.00 per thousand and this price includes postage, imprinting with the dealer's name, mailing, etc. They will bring traffic into the dealers' shops. In addition to the new customers who will be more than happy to own a Homelite for such a low price, others may decide they'd like to pay a bit more for the extra features on some of the other models.

Homelite doesn't have a mark down sale very often. This new low price on the BUZ is big news in chain saw circles.

## Prizes For Promotions



Above, John M. Anderson, left, Manager of Klamath Falls Branch, Fred E. Barrett Co., presents the prize chain saw to Alfred Hammond. During the promotion, 56,000 tickets were given out.



Dexter Kawalmacher, center, in hard hat, making winning cut at the World's Championship Logging Competition in Arcata, California. At right, is 2nd Place Winner Charlie Bass. (Editor's note. Could this be the same Charlie Bass in the picture below—who came in 1st in Oregon?)

## WORLD'S CHAMPIONSHIPS GO TO HOMELITE USERS

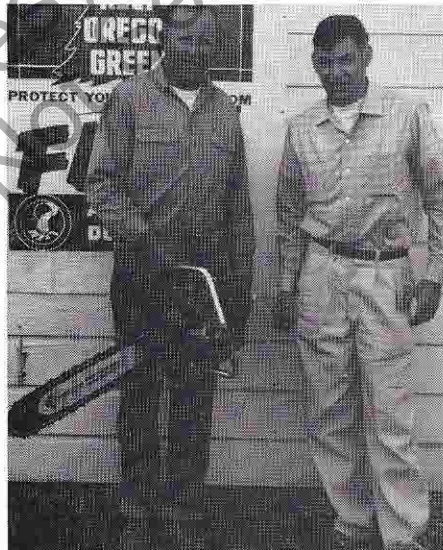
Each year a big celebration, the Arcata Loggers Jubilee, is held in Arcata, California. Arcata is known as the "Lumber Capital of the World" according to Homelite Salesman Bill Wahl of San Francisco. It is located in the heart of the Redwood Region where trees are enormous and hundreds of years old.

Feature event of the Jubilee is the

World's Championship Logging Competition. This year Homelites placed 1st, 2nd and 3rd in the tree felling events and 1st, 2nd and 3rd in the log bucking events as well. A clean sweep!

One of the outstanding cutters who helped bring about this great record was Dexter Kawalmacher, of Grass Valley, California, a loyal Homelite user for over six years. He continues to come in first in such contests, winning fame for himself and Homelite.

## FAIRS AND FIELD DAYS FEATURE HOMELITES

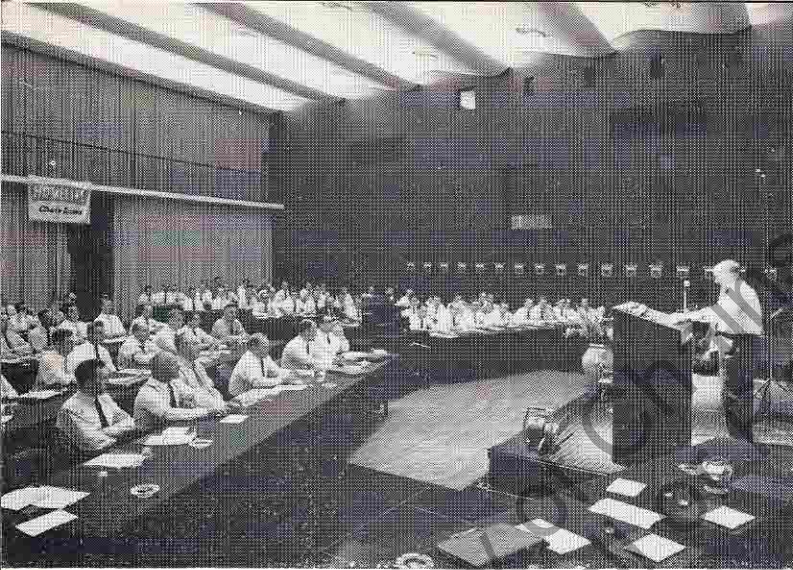


Glenn Gulstrom, left, of Broadbent, Oregon, with the 600 D he won at the Coos County Fair. At the right is Mike Michel who operates the Mike and Fritz Shop in Myrtle Point, Oregon, associated with the Davison Filing Shed of Coquille, Oregon. Mike and Fritz Davison find it's good business to donate the top prizes for the log cutting contests in their area.



Mike Michel again, at left, presents a 700 G to Charlie Bass of Roseburg, Oregon. Charlie entered the Bucking Contest at the 5th Annual Agness Barbecue and Field Day, held on July 31, and came in 1st with his trusty Homelite 7-29. His time, a fast 1.5 minutes. The prize saw was donated by Davison Filing Shed, of Coquille, Oregon, a former "Dealer of the Month."





In Stockholm, Sweden, recently, 85 dealers, associated with Homelite distributor AB N. K. Kristensson, met for a two-day meeting to learn about new products and discuss sales and service problems. Jack Siliakus, Assistant Export Sales Manager, and Jim Ransom, Field Service Representative, from the Port Chester office assisted Homelite at the day-long session of meetings, as did 19 members of the N. K. Kristensson staff. The second day included visits to various places of interest, a boating expedition and a luncheon.

from  
**North, South, East, West**  
 come

### Stories of Homelites

A third generation is being trained to follow along in the family Homelite business, States Sarles Sons, of Marlboro, New York. Founded by their father, States Sarles, the business is now owned and operated by S. Alton Sarles, Sr. and E. P. Sarles.

The two brothers attended the highly successful North Arlington dealer meeting on August 22, and brought along three of the next generation who were all working in the family business during the summer. S. Alton Sarles, Jr. better known as "Bud", his sister Judy and cousin Wayne, son of E. P. Sarles, took a keen interest in the day's program—the meetings with previews of new products, the luncheon, the party and demonstration at the District office and the dinner and performance of "High Button Shoes" at the famous Meadowbrook Restaurant in New Jersey.

The family carried home one of the fine prizes given at the meeting, as E. P. Sarles was one of the lucky ones to have his name drawn. He won a handsome suitcase.



The Sarles Family present a united front at the Dealer Meeting in North Arlington. Left to right, S. Alton Sarles, Jr., E. P. Sarles, Judy Sarles, S. Alton Sarles, Sr., and Wayne Sarles.



Rickey Yeager, son of Homelite Dealer Yeager of Sedalia, Missouri, has won 52 trophies with his Kart, powered by Homelite. He runs in A Junior Class. They won't let him run in the A Senior Class because he can always win and it makes the oldsters look bad. His father also races, using Homelite Karts and Engines and he has won the lion's share of trophies in his class.

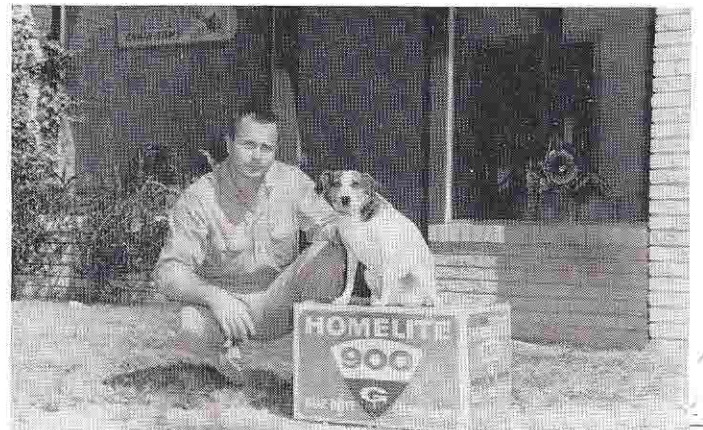
### Lady Comes Home to Homelite

Our nomination for "Homelite Dog of the Month" goes to that faithful watchdog and loyal Homeliter from Texas—"Lady."

Several years ago, a stray dog came to the Homelite shop of Norman Sweatt in Silsbee, Texas. She either adopted everybody or they adopted her—maybe it was mutual. She has had three litters of puppies for a total of eighteen, many adopted by Homelite customers.

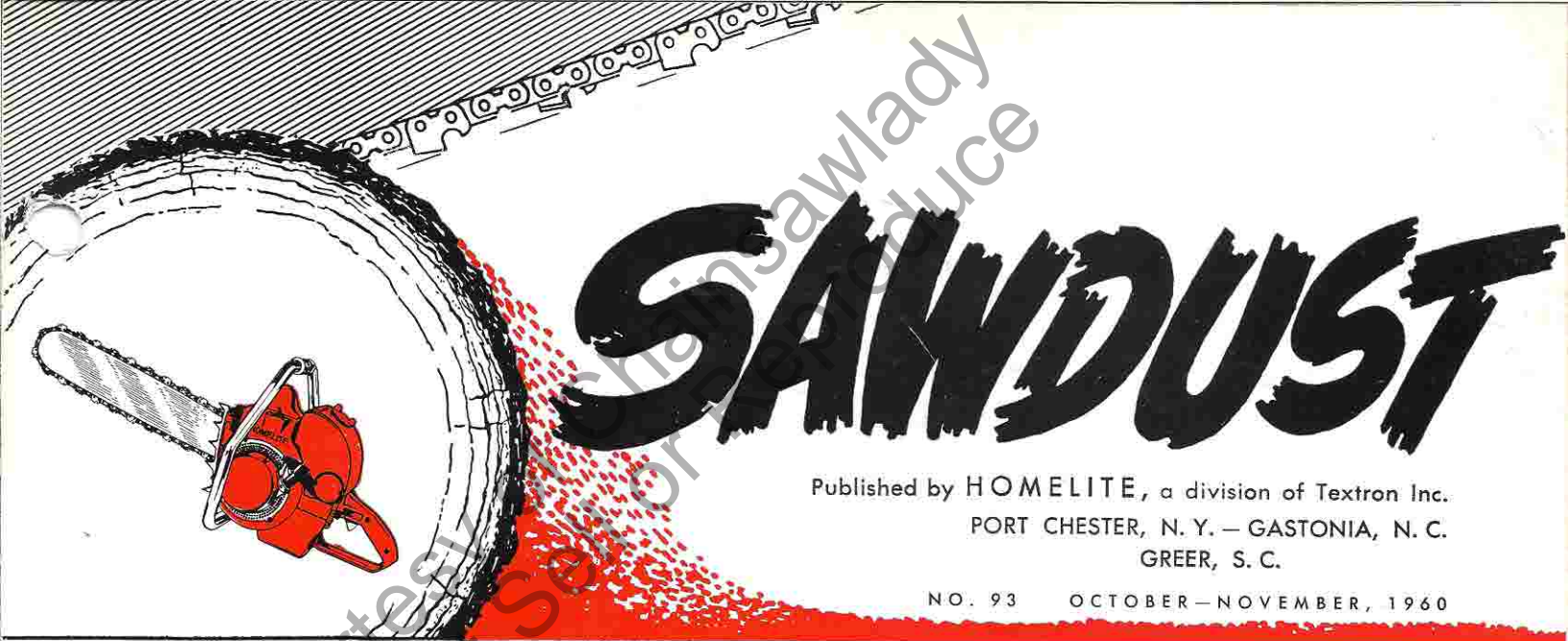
One very hot night this summer, Norman Sweatt and his wife Gladys took Lady home with them to Beaumont, 22 miles away. A severe thunderstorm during the night frightened their guest and she ran away. Eight days later, after frantic efforts to find Lady had failed, she limped into the shop in Silsbee, soaking wet and with badly cut feet. What a welcome she got!

No one knows how she found her way back over miles of swamps, woods, bayous, rivers and heavily traveled highways, but her Homelite friends think she's the greatest dog in the world.



Norman Sweatt, Homeliter, of Silsbee, Texas, poses with "Homelite Dog of the Month," Lady. The story above tells of her latest adventure. She's a fine watch dog and faithful to Homelite.





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

NO. 93 OCTOBER—NOVEMBER, 1960

## Dealers Promote Chain Saws As Useful Christmas Gifts

The "Shoot the Works" consumer contest, offering a \$4,000 Vacation Lodge as first prize, plus a Homelite chain saw of the winner's choice, is in its final days. All contest entries must be sent to Reuben H. Donnelly Corp., postmarked not later than November 30th and must be received by the Judges not later than December 12th.

It's fair to say that the dealers who have taken advantage of the possibilities of this contest have been more than satisfied with the results. A top dealer in Liberty, N.Y., Gerow Equipment, Inc., sponsored a 4 hour election night program on his local radio station. Here's what he has to say.

"Due to the close listening audiences for election returns, I have had inquiries for saws from four corners of the county and am still getting more—especially on the contest."

This kind of well-thought-out promotion brings well-deserved results.

### CHRISTMAS IS COMING—AND SOON

It's not too early to get all set to capture some of the billions of dollars that Americans spend each year for Christmas gifts. What could be more welcome under the Christmas tree than a gleaming Homelite Chain Saw, for the outdoor man, the farmer, the lumberman. It's a gift he'll use and enjoy all year round. If a new stove or washing machine is considered a very welcome gift for the lady of the house, why not suggest to her that she give her husband a Homelite.

In looking over the stocks of accessories and spare parts carried by Homelite dealers, we find dozens of other items, large and small which suggest themselves as Christmas gifts for the lucky owner of a Homelite Chain Saw. Chances are he'll be much happier with a chain filing outfit, a new chain or guide bar than he would be with a box of neckties he'll never wear.

### DECORATE FOR CHRISTMAS

It's easy to give that Christmas effect in the Dealer's shop with some tinsel, some red ribbon and some aluminum foil and cellophane. A chain saw wrapped in cellophane, sporting a big red bow, deserves to be lighted with a spotlight, day and night.

A handy double decker display stand, like the one illustrated below, is specially useful and adaptable for this type of display. Homelite still has a few of these at only \$15.00, including shipping charges, which can be ordered from the Advertising Department.

This has been a good farm year on the whole, and after a later than usual harvest, the farmers are ready to start in cutting wood. Homelite dealers have a better-than-ever opportunity this year, to capture this important market—with four fine less-expensive chain saws, the BUZ, at it's sale price, the ZIP and WIZ, dependable as ever, and the new 500.

Now's the time to make a real effort to see to it that the customers find Homelite chain saws and accessories under their Christmas trees. The profits from these extra sales, will make it a Merry Christmas for the Homelite dealer and his family.



A Christmas display featuring chain saws, a kart engine, guide bars and assorted accessories is shown off to advantage on a double decker display stand. Many gifts ideas for the outdoor man can be suggested this way.





The Homelite Yard Trac features the same handsome blue and white color scheme as the Mower Car. It is smaller, more economical yet has the same quality features and can be used to do dozens of jobs.

### THE NEW YARD TRAC

Newest member of the Homelite product family is the Yard Trac, which will be manufactured in the fine Homelite plant in Greer, South Carolina. It has been displayed at several large shows, such as the New York Hardware Show and the Chicago Mid-America Lawn and Garden Show, and the reaction from dealers and potential customers was very enthusiastic.

The Yard Trac is an exceptionally fine machine with more real selling features than any other mower in its class. It's the only medium-priced mower with a floating pan construction that lifts the blade and housing as the operator goes over bumps or the crest of a hill. This eliminates scalping and insures a smooth cut even on an irregular lawn.

The Yard Trac is also the only riding mower with the easy-to-operate features of the Homelite Powerdisc transmission and only the Yard Trac has the advantage of the Dualtrac drive.

Most important, the price of the Yard Trac is highly competitive and the quality and operational features make it a real bargain at the price. Having this in the line in addition to the finest quality Homelite Mower Car will greatly enlarge Homelite's share of the profitable ride-on mower business.

## New Billboard Program

A new outdoor advertising program has been designed for Homelite dealers which will prove effective and inexpensive.

A series of brilliant posters, 6' by 12', in vivid, fluorescent colors are available now for use on Junior Billboards. Each poster tells a different Homelite story, featuring the various chain saws and the Spitfires and Kart engines. There's space across the bottom for the dealer's name and address to be imprinted in large letters. Best feature of all, the cost is so low that the dealer can't afford not to use them.

The dealer can choose the posters he wants out of a selection of nine different ones and every sixty days a new panel is posted.

To simplify the program, dealers will be billed for only 50% of the cost. Under the new co-op advertising plan, Homelite pays half the cost of the paper, the imprint and the posting charge. The dealer pays the other half directly to the poster company. There is no co-op claim to make and no waiting to get any money back.

The company which handles this is Miller-Carter Advertising, Inc., Box 908 Grenada, Mississippi. They have designed the posters and are printing and distributing them. The dealer has only to get in touch with them and one of their representatives will call to arrange all the details of the billboard location, the choice of posters, the correct imprinting, etc.

"We feel that these posters provide unusual versatility," confides Mr. J. H. Maxwell, Promotion Manager. "They keep bright and fresh looking because they are changed frequently. They can be used to feature a particular product in the important selling season. We urge all Homelite dealers to look into the possibilities of these bright, colorful, effective posters."



One of nine bright displays available in Junior Billboard posters.

## Middle West Kart Champions



Steve Tilton, left, Kart engine specialist of the St. Paul, Minneapolis, District, beams with pride on Larry James who is Class B champion for the Northland, Minnesota, region. Larry owns his own Kart and Homelite sponsors and maintains the two KL-92 kart engines. He took first place in Class B in the country's first 500 lap (100 mile) race held in Mound, Minnesota.



Jim Hoover, above, of Hoover Wheel Sales, Akron, Ohio, poses with his Spitfire, powered by 2 K-92 engines and a few of his trophies. He broke the track record, racing a "B" kart in a "C" race, by doing 1/8 mile in 11.77 seconds. Don Brancaccio, Cleveland Salesman, sent in the picture and information. Jim is holding the trophy he won for his record performance.



# They Retired to the Hills and a Full Life as Homelite Dealers

*Introducing*

## Larry and Nola Shannon of California

Some men dream of retiring to a small chicken farm, others dream of just sitting and rocking. Larry Shannon dreamed of going back to the Sierra Mountains and setting himself up in some business that would tie in with his love of the outdoors. Luckily, his wife Nola had the same dream. And unlike a lot of dreamers, they did something about it. Larry became a Homelite chain saw dealer.

Larry Shannon was retiring after 30 years with Trans World Airlines as an engine maintenance supervisor. Nola decided to give up her job with the Pacific Telephone Company at the same time, so they could move to the country they loved, the Shaver Lake area nestled high in the Sierra Mountains, 56 miles from Fresno, California. Larry had been coming up for hunting and fishing in this area for years. His relatives have lived in the San Joaquin Valley and adjacent mountains since the gold rush days.

This was in the spring of 1958, which wasn't very long ago, but he took to being a Homelite dealer as if he'd been born in a Homelite shop. His years of experience with TWA gave him a strong background in mechanics and he started out from the first, in high gear.

As a chain saw mechanic, Larry is fast and accurate and as a salesman he is a master of the low pressure technique. This is proved by the fact that over 90% of the saws used in the woods



Larry and Nola Shannon, Homelite dealers of Shaver Lake, California.

in the entire Shaver Lake, Huntington Lake and Dinkey Creek area are Homelites. The loggers buy, of course, because they get the most for their money by dealing with Larry Shannon.

Shannon Hardware carries a complete line of logging supplies as well as hardware and sporting goods.

Nola, like so many other top Homelite Dealers' wives, helps her husband in the shop and twice a week makes the (usually hot) drive to Fresno for supplies which invariably include at least one new Homelite Chain saw.

This year, Larry travelled far and wide to various cutting contests, accompanying some of his customers who were participants. He not only gave them moral support but he gave away hundreds of dollars of merchandise as prizes to advertise Homelite and Shannon Hardware. This was very unusual as he was often more than 100 miles from home.

Larry's hobbies are, of course, hunting and fishing, but there is little time for this in the summer months. He stays open far into the night so all his "boys" can be back in the woods with smooth running saws, early the next day.

Larry is looking forward to the advent of our marine engines as he is an excellent outboard and inboard engine mechanic with all the tools ready at hand.

It looks as if Larry and Nola Shannon have planned a pretty busy and profitable retirement for themselves.



Above, the Shannon Hardware store in a grove of tall trees, is a welcoming spot for all the area chain saw users.

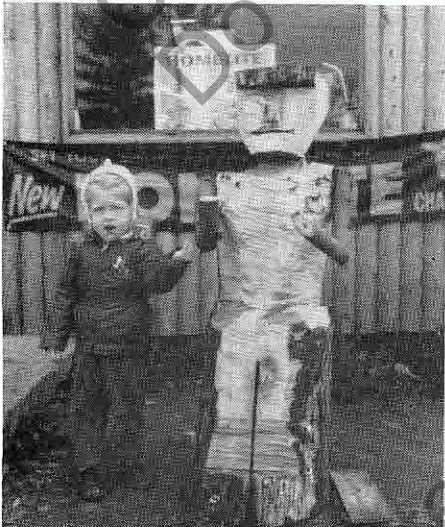
The Shannons, right, make a big thing out of the Homelite "Shoot the Works" contest. They're in hunting country, after all, and their customers would really like to win the prizes offered.







David Poulson, left, of Blooming Prairie, Minnesota, poses willingly with Homelite Dealer Clarence Vigdahl and the BUZ which Mr. Vigdahl used to rescue him from possible suffocation.



This little girl is Susan Taylor, daughter of Homelite dealer A. L. Taylor of Oakland, Maine. Her "friend" was made by her daddy with a Homelite. The arms are fastened on with chain files.



At the Chain Saw Clinic held by John Gauthier Power Equipment of Poughkeepsie, New York, a record attendance resulted from good newspaper and radio ads. There were door prizes, refreshments and expert advice on chain care and maintenance. Here Charles Dedrick, North Arlington, demonstrates what a Homelite can do.

## SAVED BY A HOMELITE

Mr. David Poulson is an employee of the Farmer's Elevator in Blooming Prairie, Minn. This Company processes cattle feed, and in its production uses huge grain bins. During a routine inspection of a corn vat, Poulson slipped and fell into the huge container. The corn completely engulfed him placing him in imminent danger of being suffocated.

Co-workers laid planks across the top of the bin, and shovelled frantically to keep the corn away from his head. One worker had the presence of mind to run across the street where Clarence Vigdahl has a small engine shop with the Homelite franchise. He grabbed a Buz which was "ready to go", ran back, and in a matter of seconds had cut a two foot square hole in bottom of the grain bin through two by six timbers and big iron spikes. The corn ran through the hole onto the floor, away from Poulson, and in due course he was freed. He was already turning blue when rescued but recovered rapidly.

Mr. Poulson can truly say that the Buz, in more ways than one, is a real LIFE SAVER!

## STOLEN SAWS

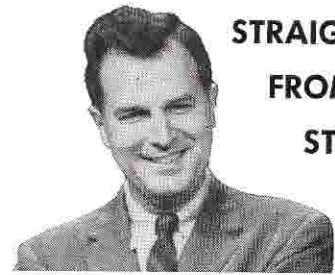
Thomas Saw Service of Council Bluffs, Iowa, reports a model 6-22 #0771544 with flush cut handle stolen from a customer in October.

Martin Schultz of New Era, Michigan, writes to say that his 7-21 #1045331 was stolen.

"This is my seventh Homelite saw," he explains. "I bought a new 700 G now. I wouldn't have any other, due to the fact that my dealer Don Lefevre of Hesperia never lets me down. He is a man that really takes care of us loggers. If he doesn't have the parts to fix our saw, he always lets us use one until he gets us fixed up."



Mr. and Mr. Adolph A. Koch of The Saw Shop, Jackson, Michigan, on a recent vacation trip to the New York area, paid a visit to the Port Chester office. They were amazed at the number of people who work behind the scenes and at the RAMAC operation which handles the invoicing and billing automatically.



## STRAIGHT FROM STRAETZ

Two weeks ago, I asked one of our factory field representatives to call on a member of our Mid-West dealers to find out why many dealers sell between 50 to 100 chain saws a year in a good farming area while others, with the same potential, sell less than half of this.

It was my hope that we could find some selling practices which were common to all the successful dealers, and pass the word along. However, our visit proved that it takes more than good salesmanship to make a good dealer.

It takes *enthusiasm*—above all... *enthusiasm* for his product and a thorough knowledge of what it can do... *enthusiasm* for his customers, with a sincere interest in understanding their needs... *enthusiasm* for making a good profit for himself from a quality chain saw franchise.

We found that the successful dealer *takes advantage of opportunities*. This fall, for instance, at the height of the selling season, Homelite dealers had the big nationally advertised "Shoot the Works Contest" to bring customers into their shops. The successful dealer *took advantage* of this and with local advertising and strong displays, saw to it that everyone in his area heard about the contest.

Another feature was the marked-down price on last year's Buz, with the special Buz Broadside to use as mailing pieces. The dealer who took advantage of this, and let people know about his sale, not only brought in a new group of customers, but many of these could be shown the superior advantage of the larger, more powerful models and could be "sold up" to them.

This isn't just talk. Many dealers who took advantage of these promotions are having the best selling season they have ever had. It's a good time for each dealer to take a long look at his sales and his profits. He knows he has a quality product. He knows he can make a much higher return on the capital invested in his chain saw business than in many other products and appliances. Homelite gives him constant help in advertising and promotional material and bears half of his local advertising costs.

Every dealer can have a big season and make a big profit by going after the business with enthusiasm, and by taking advantage of every bit of help that Homelite offers.

*Robert P. Straetz*

Vice President and Sales Manager





# SAWDUST

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GREER, S. C.

NO. 94 DECEMBER, 1960

## Dealers Hail New Floor Plan

A new 90-Day Renewable Dealer Floor Plan has just been announced by Homelite. This will be of real interest to Homelite dealers, as most of them have a so-called "slack season" caused by varying seasonal conditions and by seasonal variations in the chief occupations of the product users.

Even during this slack season it is important to have a selection of chain saws and other Homelite products on display. Many sales are lost if the merchandise is not available when the customer wants it.

It is often difficult for the dealer, however, during this slack season, to tie up a lot of cash in units which may not move very quickly. A Floor Plan allowing dealers to order chain saws during this period and pay for them within 90 days was introduced in January, 1958, to help take care of this situation. The dealer's profit on just one unit more than pays for the advantage of displaying a full line.

The new plan, which is even more

liberal than the original, is available to all Homelite dealers with good credit ratings. It makes it possible for the dealer to order the units he wants and allows him up to 180 days to pay, under certain specified conditions. There is a small interest charge, naturally, after 30 days, but it varies with the time of repayment.

The plan has these extra features:

1. All Homelite products except karts and kart engines can now be purchased under the plan. It was formerly limited to chain saws.
2. The plan is no longer seasonal. It may be used at any time of the year.
3. The dealer can renew the original 90-day payment terms for a second 90 days if payment of at least 10% of the original invoice has been made or will be made at the time of renewal. On chain saw sales, approval must be obtained from both the District Manager and the Credit Manager.

A recent example of the benefits of using this plan was reported by W. B. Livingston, Pittsburgh District Manager.

"During the past few years," he reports, "an Ohio dealer in our district sold an average of about 14 chain saws a year. Lack of capital made it hard for him to stock enough different models to supply all customers' demands."

"In September, a Floor Plan deal was arranged whereby the dealer could stock a complete line of Homelite saws. Up until September, he had sold a total of only seven saws all year. In September he sold ten, in October, three and he has ordered eleven more which he felt sure he could sell in November."

"Our dealer has been able to buy chain in reels and he has increased his stock of parts considerably because he doesn't have all his money tied up in new saws. I believe the new Floor Plan should be very advantageous to any other dealer in a similar financial situation."

### FORESTRY AWARDS

Homelite's annual Christmas gifts in the name of all Homelite dealers, continue to play an important role in the training of outstanding forestry students.

Since 1954, more than 85 young men have shared in the \$500 Forestry Awards presented annually by Homelite to eight of the country's leading Schools of Forestry.

At right, J. Howard Maxwell, Jr., Promotion Manager, presents \$250 each to Gordon M. Heisler, right, and J. Robert Stottlemeyer, center, at the Pennsylvania State University.



Merry

Christmas





John Houston stands ready to greet his neighbors and customers in front of a display of Homelite chain saws. The flowers were sent by local businessmen to welcome NESCO.

**B**Y EARLY November, the first snow flurries of the season had frosted the brown fields, up in the northwest corner of New York State, and a long, hard winter stretched ahead.

John Houston, the Homelite dealer who is co-owner of NESCO (Northern Engine & Supply Co.) had just moved into spacious new quarters on the outskirts of Gouverneur, N. Y. Instead of sitting around worrying about the effect that the coming winter would have on his business, Poor John decided to give a party ... a three day affair on November 10, 11, and 12. He invited everybody in the neighborhood, by using full page ads, radio and television and a touring sound truck.

Then he and his partner Bruce Byrns, with the help of Wendell Laidlaw, their mechanic, set up attractive displays in their spacious well lighted show room; rigged up a little movie theater in one part of the big service area and put all non-essentials away in the huge storage area at the rear of the building. With a couple of Homelite District men to help with demonstrations and information, the hosts were ready to receive the guests. By Saturday night, in spite of rain all day Thursday, and overcast skies the rest of the time, over 400 neighbors and visitors from as far away as North Arlington, N. J. and Port Chester, N. Y. had dropped in to wish Poor John and his crew the best of luck in their new home.



Bruce Byrns, partner of John Houston in NESCO and long-time expert on Homelite chain saws does a fine job of sharpening chain for a customer. Bruce has two sons, Thomas, 14 and Ronald, 12.

# Poor John Gives

NESCO, of Gouverneur, N.Y.

is

**Dealer of the Month**

It was a nice party. There were refreshments for all, gifts for old and young and a prize was given away every hour. In addition, everyone who came had a chance to win the drawing for a Homelite chain saw and also to fill out a card for the "Shoot the Works Contest." Movies of Homelite products were shown, chain saw cutting demonstrations were put on in the 2 acre parking lot and a nice, friendly spirit prevailed.

John is known far and wide as "Poor John". He began using the name "Honest John" when he first began to advertise. One time, when business dropped off, it was suggested that he use "Poor John" instead. It caught on immediately and sales perked up. Perhaps his customers felt sorry for him and decided he needed their business! Whatever it was, the name stuck, although it's hard to see how it can be applied to the friendly, cheerful, successful dealer who answers to it.

Poor John and Bruce Byrns worked together for E. S. Scott, one of the earliest Homelite chain saw dealers. John established his own company, NESCO, in 1958, in which Bruce joined him, and they are now assisted in the service end of the business by Wendell Laidlaw, an experienced chain saw mechanic.

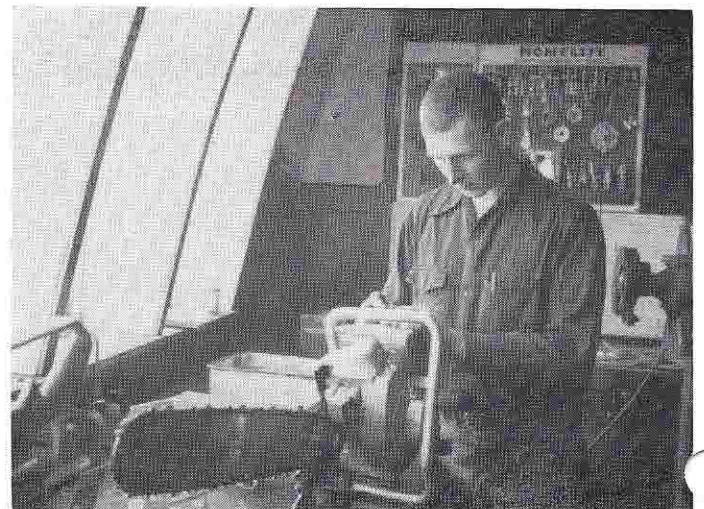
"I still say Homelite's the best danged saw in America," Wendell admits.

Bruce and John also have strong loyalty for Homelite products and for Homelite.

"We have sold hundreds of Homelite saws," says John. "Each saw was sold 'money back if for any reason you don't like it.' We have never given any money back. This speaks well for the product."

It speaks well for the dealer, too, and for the interest he takes in giving his customers what they need.

You don't have to wait for a three-day party to visit NESCO in Gouverneur. In all John's Homelite ads, (and he runs many of them), he always says, "Come see Poor John".



Wendell Laidlaw, mechanic and serviceman, repairs a Homelite chain saw at his well-lighted, well-equipped bench. He lives nearby in Spragueville, N. Y. with his wife and 5 children.



# Three Day Party



A chain saw running is the surest way to attract interest. Here, guests gather in the NESCO parking lot as Bruce Byrns demonstrates the speed of a Homelite chain saw.

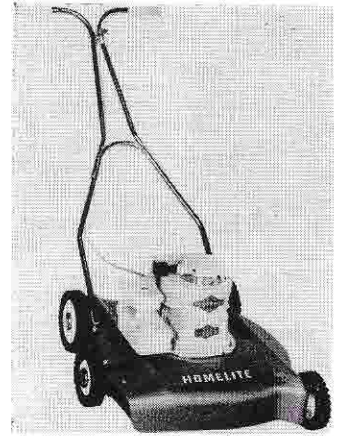


Business goes on as usual during the party and Poor John, right, totals up an order for parts bought by a customer. John carries a large stock of all types of small engine parts.



The new home of NESCO, Northern Equipment Sales Co., in Gouverneur, N.Y. is set off by a large Homelite sign, used at the local Kart racing track during the racing season, where Homelite karts and engines won consistently.

## New Homelite Lawn Mowers Added to Product Line



New Homelite 20" Push Rotary Lawn Mower with 2 H.P. engine.

Homelite has just announced its first complete line of lawn mowers, priced to match or better the competition in quality mowers. Six new models in rotary and reel lawn mowers, a new heavy-duty garden tractor and the recently introduced Yard Trac, Homelite's new riding mower tractor, will be added to the Homelite Mower Car, the finest riding rotary made.

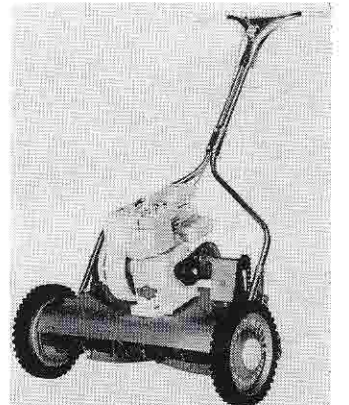
A brief description of the new models follows.

- NEW—20" Push Rotary—Heavy-steel deck, 2 H.P. engine.
- NEW—22" Push Rotary—Heavy-steel deck, 3 H.P. engine.
- NEW—21" Deluxe Push Rotary—Cast-aluminum deck, impulse start, quick height adjustment.
- NEW—22" Self-Propelled Rotary—Heavy-steel deck, 3 H.P. engine, impulse start, air-lift blade.
- NEW—24" Deluxe Self-Propelled Rotary—cast aluminum deck, 3 H.P. engine, impulse start, gear and chain drive.
- NEW—20" Self-Propelled Reel—a best buy in power reel motors, 2 H.P. engine, automatic clutch, finger tip controls, sectional rollers.

This complete line of high quality mowers will insure to Homelite dealers, a much larger share of the power lawn mower market. Now, there will be a model to suit the needs and pocket-book of every potential customer. Demonstrator models will be available very shortly at Homelite Branch offices, together with price and discount information.

A brief description of the ride-on units follows.

- NEW Garden Trac—a big-wheel, heavy duty, garden tractor, 5 $\frac{3}{4}$  H.P. engine, attachments for plowing, cultivating, mowing, etc.
- 24" Yard Trac—Homelite's new riding mower-tractor with more features than any other medium priced riding model.
- 26" Mower Car—the fabulous Homelite riding mower, the finest ever made—tops in looks, performance, quality.



New Homelite 20" Self-Propelled Reel Lawn Mower.

This line is designed to meet all customer needs and provide additional profit for Homelite dealers.





Homelite dealer A. W. Lamb, of Tennessee Ridge, Tennessee, with the 700 D which he traded for the Austin-Western Grader shown.

## TRADE-IN

The old barter system, where you get paid in goods rather than money, is still very effective at times.

Homelite Dealer, A. W. Lamb of Tennessee Ridge, Tenn. took in an Austin-Western Grader as payment for a 700 D. "It was a close deal," says Mr. Lamb. "I had to throw in a gas can, also! The Grader's in perfect condition and I've used it quite a bit since I traded."

W. L. Hanna, Chain Saw Specialist, Memphis, feels that this proves that chain saw dealers can trade for anything if they put their minds to it.



Anthony Arnold of Marietta, Ohio, and the scooter he built around a 5-20 chain saw engine.

## FALL FAIRS

Homelite dealers in Louisiana and Arkansas have had a busy fall, displaying their Homelite chain saws and Karts at State and County Fairs.

The Louisiana State Fair in Shreveport had a handsome display of Homelite products with one of the new Junior Billboards outside to attract attention, Jim Northern of Northern Saw Co., Pine Bluff, Arkansas, and two of his men, Mr. Curtis and Mr. Wont manned a well-attended Homelite display at the Tri-County Fair.

The Western Auto Store, Homelite Dealers in DeQueen, Arkansas, used a pine panelled effect as a background for their display at the Sevier County Fair.



Mr. Ward, owner of Ward's Garage, Homelite dealer in Pencil Bluff, Arkansas, entered two cars and this fine Homelite display in a local parade.

## MIDGET MOTORCYCLE

Ground transportation to and from small town airports is often hard to arrange. So Anthony Arnold, shown above, of Marietta, Ohio, and his brother Bill, a Homelite dealer, took a 5-20 chain saw, some odds and ends of parts and built a dwarf motorcycle which fits right in the baggage compartment of a small plane.

When the pilot lands at the airport, he jumps on his scooter and goes about his business without wasting time.

This machine has a license and a title. Arnold recently competed in a standard race and came in third, thanks to his trusty Homelite engine.

## HOMELITE IN MALAYA

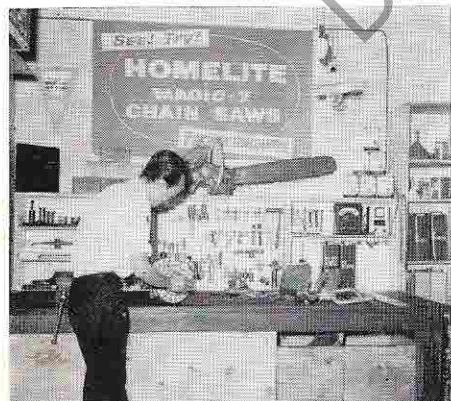
Still loyal to Homelite after over 30 years, our distributor in Malaya sent us a series of photographs of Homelite activities there to be shown at the World Forestry Congress held in Seattle in September. Mr. Eng Kiat Soon, of SPOTRADIO, LTD., Singapore, Malaya, is the son of the man who was one of Homelite's very first distributors. Mr. Eng's father took the Homelite business

to SPOTRADIO, LTD., as far back as 1927. Homelite was represented at this worldwide forestry event by a beautiful display featuring a special map showing the names and locations of our distributors all over the world. Frank McInerney, our Export Manager, was in attendance, assisted by A. D. Sherwood, Seattle District Manager and other Homelite salesman and chain saw specialists.

## MORE STOLEN SAWS

A good customer of Homelite's, the Starner Tree Service of 60 Carthage Road, Scarsdale, N. Y., reports the theft of several Homelite units from his place of business during the past few months.

Will Homelite dealers please be on the look-out for the following: a 5-30, #466812; a 6-22, #755416; a 7-19, #0790292; a 9-23, #944117; a generator 20A-115-1, #464128; also two McCulloch chain saws, a Model 170, #24218 and a Model 140, #26909.



The repair area of the Homelite distributor in Malaya is well-stocked with Homelite equipment.



A huge truckload of logs, felled with Homelite chain saws, is all ready for a trip to the sawmill.

Happy  
New  
Year