

SAWDUST

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

NO. 95 JANUARY, 1961

Dealer Ads Get Extra Mileage With Scotchlite Highway Signs

SCOTCHLITE SIGNS

With costs rising for almost any service these days, the Homelite Advertising Department is proud to report a reduction in cost of one of the most useful forms of advertising ever used by Homelite Dealers.

It's the Homelite Scotchlite* sign program which began three years ago. Homelite has just renewed its cooperative advertising contract with the National Advertising Company and the new agreement provides for a cost to the dealer of \$1.00 less per month on renewal of his 6'x10' Scotchlite* sign contract.

Actually this highway advertising is a bargain even at the old price! If the dealer has not used Homelite Scotchlite* signs in the past and wants to start now, he pays direct to National \$7.00 a month for a 2-post 6'x10' sign. Homelite pays National an equal amount. That means no co-op claims to make...no paper work, no waiting for refunds. If the dealer is using Scotchlite* signs and if he renews his contract for the 6'x10' signs, Homelite still pays \$7.00 a month on each but the dealer cost will be reduced to \$6.00 a month!

It's so easy too, to turn over all the details to the National Advertising Company, largest in the business. Their agents secure the choice locations for the signs, subject to the dealer's approval; make

*Trademark for reflectorized highway sign of 3M Company.

the signs; erect the signs and pay all lease fees, taxes and other expenses. They even provide complete public liability insurance and take full responsibility for maintenance.

This Scotchlite* reflective sheeting is amazing stuff. It looks like ordinary glossy metal in the daytime. At night, this sheeting reflects the light from passing cars making the sign come to life and repeat the Homelite sales story, over and over.

Thrift is usually thought of as a Scotch virtue. Right now, an order or reorder for the Homelite Scotchlite* road signs will be a thrifty step to higher profits.



The colorful, two-post, day and night Scotchlite sign is a big advertising bargain for Homelite dealers.

CONTEST RESULTS

In all but five states, Connecticut, Florida, Nebraska, New Jersey, and Wisconsin, the winners in the "Shoot the Works" contest have been notified of their good luck by the Reuben H. Donnelly Corp., who handled the details of the contest for Homelite. The winners were given two weeks to submit a 25 word statement to be eligible for the National Grand Prize: a vacation lodge and a Homelite Chain Saw. In the above named states the winners have already submitted such statements as required by law.

By the next issue of *Sawdust* the top winner will be announced and full coverage of this event will be provided.

Plans are being made by the District and Branch Offices, to arrange appropriate presentations of the prizes through the nearest Homelite Dealer and the Harrington and Richardson Dealer, who will donate the shotgun or rifle. We will be glad to include pictures of some of the presentations in the next issue of *Sawdust*.

Dealers who have a winner in their area will be able to get good local publicity from this event. Local papers will be glad to run a story and picture of the winner with the Homelite and the Harrington & Richardson dealers. A suggested news release will be available, but any interesting personal facts about the winner should be added by the dealer to liven up the release.



Dink and Edna Gibson have a right to be proud of their fine Gibson Saw Co. shop. Three moves in three years brought them to Forest, Mississippi, and this new building, which is already being enlarged to keep up with the growth of the company.

MISSISSIPPI DEALER PLAN BIGGER AND BETTER FUTURE

Almost from the first month he started in the business in December, 1953, D. R. "Dink" Gibson, Jr. of Gibson Saw Co., Forest, Mississippi, began outgrowing his business quarters.

"I got out of the U.S. Air Force in 1953," reports Dink "and went to work for my father-in-law, Mr. Earl Davis, who was a paper wood dealer for International Paper Co. In December of that year I took on a well-known chain saw (not a Homelite) and started the Gibson Saw Co. in an old office building next to the main wood office in Lake, Mississippi."

"I did everything myself for the first six months, although I did get some occasional help from the bookkeeper next door, my wife Edna. My first mechanic was a schoolboy who worked after school and on Saturday. His wages were \$8.00 a week; the rent was \$10.00 a month and my total overhead ran about \$50.00 a month."

That first year the business was evidently not too profitable for the new company. However, the second year they moved to a new location, an old service station on Highway 80, and they took on the Homelite line. These two changes made for an immediate increase in business.

"We hired one full-time and one part-time mechanic," Dink recalls. "Then the following year we moved down the highway to an old garage. This gave us more room. All the time our business grew a little larger each year."

In 1956, the company moved 9 miles away, to Forest, Mississippi. They built a new 2900 square foot building, put out the Homelite sign and were ready for business.

"Since then we have enjoyed four straight years when we have topped \$110,000 in sales," says Mr. Gibson. "We have dropped all lines of saws except Homelite (we handled five other leading brands, at one time) and also sell outboard motors, lawn mowers, karts, several lines of small four-cycle engines and replacement parts. Still, with all the other items we handle, 75% of the total is Homelite chain saws, parts and labor."

"Today," he continues, "we have an



Dink Gibson points out some of the money-making features of the 4-20 to a customer who has just purchased it.

assistant manager, Travis Usny, who has been with us four years. His job is to keep everything going smoothly, to sell, to collect payments, and be sure the part inventory is kept up. We also have a part-time parts man, Billy Tate, who does nothing but keep up with parts; two full-time mechanics, Bo Sandford and Thurman Weems, and my wife Edna who has kept the books for the company since the very beginning."

Edna has also found time to manage a home and bring up three Gibson young ones, Dave, 8, Steve, 6, and Randy, 2.

The Gibson Saw Co. hasn't stopped growing yet, however. They have had to add a shed off the side of the building with a cyclone fence around it to store the many things that accumulate around a chain saw shop.

"The secret of our success?" muses Dink, in answer to the question. "I think there are four main parts to it. *First*, we carry a complete line of saws and parts. We never want to miss a sale because we don't have just the right model in stock. *Second*, we give the best and quickest service that we possibly can. We maintain a complete shop for repairing and rebuilding saws and for hard-tipping blades and bows. We do electrical and acetylene welding and have learned to weld aluminum and magnesium which we have found to be very successful in salvaging parts that would otherwise have been ruined."

"The third secret of success," he continues, "is to be as fair as possible in our labor charges and in all our dealings. And *fourth*, we try to be as nice to people as we can. We know them all by name, joke with them, keep a supply of giveaway items such as yard sticks, ash trays, pins, etc. to give out. Each Christmas we send Christmas cards to our customers and give small gifts such as I have mentioned. We try to get them to enjoy coming around so they'll recommend our shop and talk up our product."

This policy of knowing the customer, his interest and his needs extends to the basic policies which govern the financial transactions of the company.

"In figuring on how much credit to extend, we try to know the customer," says Dink. "Then we set the down payment for as much as he can stand and arrange terms to suit him... within reason. We sell saws on weekly, monthly or farm terms and lately on 'chicken' terms. By this we mean 'every ten weeks' when the chicken farmers sell their chickens. We have had very good collections and very few repossessions. In cases where we did repossess a saw, we were usually able to rebuild it, repaint it, sell it and salvage most of our money."

A slight decline in paper wood and logging in the area has set back the business about 2% in the past two years.

"Where we fell down on bigger production saws such as the 5-30, the 9-26, the 7-21 and the 4-20, we picked up on the ZIP the WIZ and the 500," Dink explains. "Our used saw market is still very good. We still manage to rebuild and repaint 4-20's and by giving them a full guarantee and throwing in a file and wrench, we have been able to sell customers who wouldn't consider anything second hand, before. In most cases the saws hold up real well."

"We also carry a large inventory of used parts which we have found sell well, too, especially during the wet season and when the wood quotas are short."

Dink Gibson is full of plans for the future. First, he'll add more space to his shop to include a sound proof room for running motors and a new parts room so that the office and display space can be enlarged.

"We're looking for the 60's to be bigger and better each year," he prophesies. "We believe that the wood business will be better and the weather will be drier. We think the karting business will pick up and a partially finished area lake will increase our boat and motor business. All in all we look for business to grow each year."

With such positive plans, founded on careful management, lively promotion and friendly service, Gibson Saw Company should have an increasingly successful future.



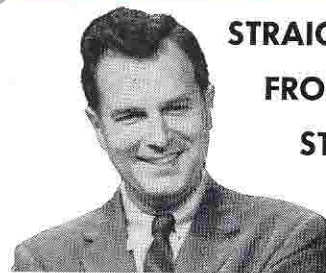
Travis Usny, Assistant Manager of the Gibson Saw Co. has plenty of paper work to do in addition to selling Homelite chain saws.



Thurman Weems, left, and Bo Sandford, mechanics of Gibson Saw Co. take pride in repairing and rebuilding Homelite units so they're "like new."



The Gibson Saw Co. is a busy place with customers being served by Travis Usny, left, and Thurman Weems, behind the counter, and Bo Sandford, in front of the counter. The customers seem to like the Homelite guide bars... find the shop a friendly, helpful place.



STRAIGHT FROM STRAETZ

Are your profits high enough?

A question like this would get the same answer as the question "Do you approve of sin." But, nevertheless, with the cost of doing business going up faster than gross profits on sales, business men in all kinds of industries are asking the question.

While overall expansion of the chain saw market has been good in the past four years, there has also been a trend to less-expensive direct drive units. Consequently, it takes more unit sales to produce the same dollar volume.

Another factor which has adversely affected our profit picture is the intense competition for the accessory business... particularly guide bars and chain.

In the face of these conditions, what can we do to increase dollar volume and profits?

We are currently training all Homelite field personnel to conduct Chain Saw Clinics so that they, in turn, can train you. Most of you are familiar with the former clinics which instructed customers on how to service chains, bars and sprockets. These new Chain Saw Clinics are designed to cover this information *plus* telling the customer what his saw needs to put it in top running order.

The possibilities of these clinics are tremendous! Customers will appreciate chain filing tips and will also take the opportunity to replace bad filters, mufflers, spark plugs, sprockets, chains and bars. The clinics will not only stimulate on-the-spot-business but will also provide you with a prospect list for future sales of units.

We will provide you with all the technical information you will need for running these Chain Saw Clinics and also with colorful promotion kits. Our target date for supplying you with these aids is February 20. The next issue of Sawdust will feature all the elements which will guarantee a successful clinic.

The Chain Saw Clinic is the first of several steps we are taking in 1961 to help you to improve your profit picture.

Robert P. Straetz

Vice President and Sales Manager

EVEN THE BEAVERS ARE SWITCHING TO HOMELITE CHAIN SAWS...



GERMAN HILL EQUIPMENT COMPANY
 YOUR HOMELITE CHAIN SAW DEALER
 BLACK RIVER FALLS

This clever and effective ad was used by the Homelite dealer in Black River Falls, Wisconsin, recently and sent to our attention by Nico Van De Ryn, St. Paul Salesman. Nick reports that Maynard Meek, the owner of German Hill Equipment Center, is as good a promoter as he is a mechanic and salesman.



The above photograph shows Ralph Reider, Manager of the Machine Department of Lewers & Cooke, Ltd., the Homelite dealer in Honolulu, Hawaii, with their new demo truck... the color, red and green. Though advertising on the side shows other products, about 70% of the items carried in the Machinery Van are Homelite units and parts.

The personnel of Lewers & Cooke Inc. are getting ready to greet Homelite dealer Myron Goodell and his wife of Twain Harte Chain Saw, Twain Harte, California, who won a trip to Hawaii in the San Francisco Chain Saw Dealers Contest for 1960.



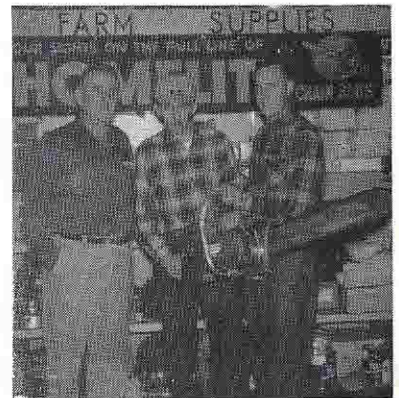
A trip to Bermuda hangs in the balance as Adelaide Coleman, a Secretary in the Homelite Philadelphia Office, draws the winning ticket at the close of the 1960 Contest for dealers in the North Arlington District. At left is Ronald Enslin, Davey Tree Co., at right, center, Les Newman, North Arlington General Manager and at left, Dick Sjon, Philadelphia Branch Manager.

The name drawn entitles Bill Niemeyer of Niemeyer Service Center, Newton Square, Pennsylvania, to take his wife on an all expenses paid trip to Bermuda.

Thirty dealers who made their quotas received handsome merchandise prizes. Two dealers, Rent-A-Tool of Union, New Jersey, and Worth Supply Co., Garden City, New York, doubled their quotas and received two prizes each.

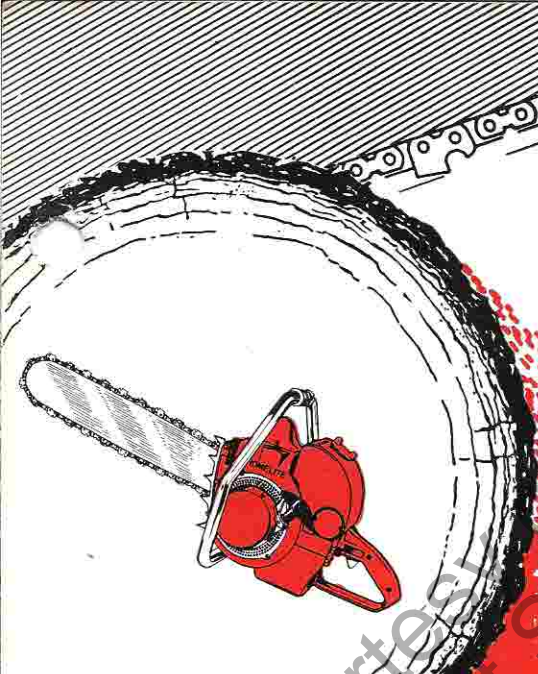
STORY-TELLING PICTURES

Harvey Fadden, center, the lucky gentleman who won the Chain Saw A Year for Life Contest in 1957, chooses a 900 G this year. Earl Peterson, left, of Peterson & Benson, Buffalo, Minnesota dealer, and Dave Tilton, St. Paul Sales Representative, make the annual presentation.



Another champ, below is young Gary Alexander, 11 years old, of Watervliet, New York. He won all these trophies and many more with his Homelite-powered kart. He drives in Class A, Juniors. His father and brother are both pilots.





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NO. 96 FEBRUARY, 1961

Chain Saw Clinics To Help Build Know-how, Good Will

A cheerful Indian maiden "Princess Falling Tree" will blossom out on posters, banners and ads all over the country next month, inviting all woodcutters, especially Homelite chain saw owners, to Homelite Chain Saw Clinics. The Homelite dealer, backed by Branch personnel, will serve as host, expert and Answer Man for his customers and neighbors.

These clinics are designed to give customers training in taking care of their chain saws, in preventing trouble before it starts. They are like the visit of a Chest X-Ray unit. A customer doesn't have to have a "sick" saw to be admitted.

A great deal of preparation has gone into this program with the hope that hundreds of these clinics will be held in the next few months. A crew of factory chain saw specialists have held meetings with all Homelite field personnel to insure successful clinics.

A special Chain Saw Clinic Promotion Kit has been assembled to provide the materials necessary to conduct the clinic, and a door prize of a 21" chain, or some other prize costing the equivalent amount of money, will be allowed by Homelite.

ARE THERE ANY QUESTIONS?

What will a Chain Saw Clinic mean to the Homelite dealer?

It will increase traffic to his place of business, provide additional lists of prospects, promote his name locally as the Homelite dealer and offer an excellent

opportunity for extra sales of bars, chain, tools, and spare parts.

How will the Chain Saw Clinics be conducted?

The dealer will run a local promotion, supported by material in the Chain Saw Clinic Promotion Kit, cooperative advertising and a door prize provided by Homelite. He'll have to pay his share of the advertising, of course, but the branch office will do everything possible to help with the planning and will supply manpower to assist at the Clinic.

What will the chain saw user get out of the Clinic?

Many points which will be stressed with charts, discussions and demonstrations . . . points such as preventive maintenance; the proper way to sharpen a chain; when to change the filter; when to inspect the muffler; how to mix fuel; how to oil the guide bar; which parts need tightening; how often to have a dealer check-up.

These are just a few of the essential operations which can be easily performed by the customer so that he can get the best possible use from his equipment.

Why hold Chain Saw Clinics?

When a man gets a new saw, he's often so excited that he forgets half the instructions the dealer gives him. The Chain Saw Clinic serves as a follow-thru, to make sure he understands his equipment and knows how to take care of it.

It also brings home to the chain saw user the fact that he has, locally, an interested Homelite dealer who gives one-stop service on chain saws, bars, chain, sprockets, accessories and tools. If he hasn't met the dealer before, this will be a fine time to get acquainted.

So before another moon comes and the work piles up in the woods and on the farm, let Princess Falling Tree issue an invitation to all woodcutters in your area to bring their chain saws and come to your Homelite Chain Saw Clinic.

**YOU'RE INVITED
WOODCUTTERS
CHAIN SAW CLINIC**



Find out how to get the most 'mileage' from your saw, chain, bar and sprocket

The smiling Indian maiden with the Homelite chain saw is taken from one of the free advertising mats included in the Clinic Promotion Kit.

HOW TO PLAN A POW-WOW

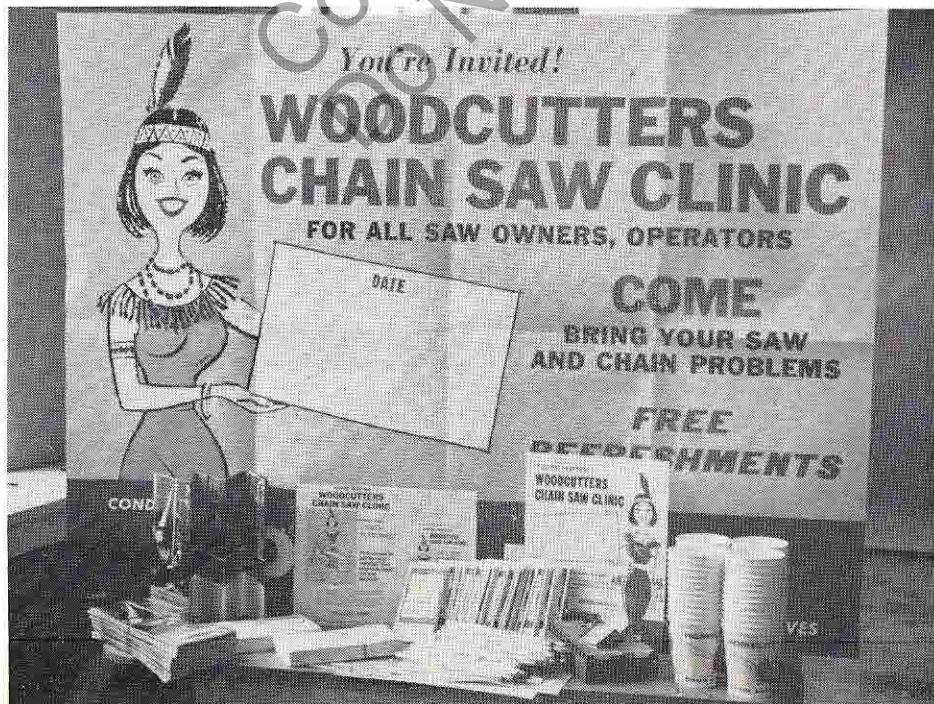
1. *Pick a day and a time that will be good for most of your guests and for you.* Be sure to check with your Branch Office so they can plan to supply a specially trained expert to conduct the meeting. Give yourself at least three weeks to get ready so that you can let everybody know about it. Then pray for good weather!
2. *Decide where you are going to hold the Pow-Wow.* Your own place of business is best, of course, either inside or out, if you think it's large enough. If you decide on a local hall, or some other place, make sure you'll be able to run saws, as this question will certainly come up.
3. *Decide on a door prize.* Homelite will pay the cost of a 21" chain or an equivalent amount of money towards some other prize.
4. *Make full use of the material in the Kit.* Send out the 100 post cards, inviting your customers and prospects. Be sure to fill in the date and place. (If you need more of these write to the Advertising Department in Port Chester for a free supply.) Plan an advertising campaign using the special material provided... *radio scripts, newspaper releases, mats.* Put the *big poster* in your window with the date of the Pow-wow in big letters. Place the *invitation counter cards* where folks are apt to see them... in the local drug store, bus station, lumber yard.
5. *Fix your shop up so that you'll be proud to show it off.* This is a good excuse to do some housecleaning.



Packing their kits to take to Homelite offices in all parts of the country are Chain Saw Experts Thomas Stever, left, William McDonald, Phillip Vollmer and George Lodge, kneeling, right.

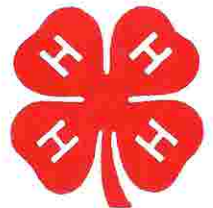
6. *Plan your one-day Chain Saw Clinic,* arranging time for a two-hour demonstration and training session and another question and answer session about specific problems. Be sure to allow ample time for your guests to get to the meeting and try to be thorough so they'll get home in good time.
7. *Plan to serve some refreshments...* coffee and doughnuts, cider, whatever you think your guests would like. The kit contains 50 *Homelite paper cups*, for hot or cold drinks. If you can provide an Indian Princess of your own to greet people and serve refreshments, so much the better. Your wife or daughter might have fun dressing for the part, or you might run a local contest to choose "Princess Falling Tree."

All the fixings for a successful Homelite Chain Saw Clinic are included in the special kit supplied free to dealers who hold a Clinic... a large poster, counter cards, invitations, newspaper releases and mats, radio scripts, door prize tickets, paper cups, pencils, matches, memo books and full color product literature. Who could refuse an invitation from this lovely Indian Maiden?



8. *Give your guests some gifts when they arrive;* Homelite matches, pencils, memo books and literature on Homelite chain saws, chain and guide bars. A supply of all these comes in the Kit. Make sure each guest receives a *door prize ticket* and signs it so that you will have a record of these interested prospects for future follow-up.
9. *If possible, have some pictures taken* of the door prize winner and of the guests. Send them to the SAWDUST editor. We'll print all we can.
10. *Make the most of this chance* to meet the chain saw owners in your area. Show them how well equipped you are to handle any and all of their chain saw needs with quality products and spare parts and with quality Homelite service.

**HOMELITE
SALUTES
4-H**



Homelite, as a donor of four \$1600 Forestry Scholarships each year to 4-H members, is proud to salute this fine organization on the occasion of 4-H Club Week, March 4 to March 11.

Homelite has now awarded scholarships to 16 young men who are in college. Many are working toward careers in forestry.

The last four to receive these scholarships were notified of their good fortune at the time of the annual 4-H Club Congress last November. We have had fine letters from these young men expressing their appreciation for this substantial help with their educational expenses.

From Wyoming, Illinois, Maurice Brucker writes, "I am deeply grateful for the National 4-H Scholarship which I received... Having almost finished my introductory course in forestry, I can say that the more I learn about the field and related subjects, the more interested I become. Recently, in class, we have been discussing opportunities in forestry and I think the future promises to be both challenging and rewarding."

The other winners, Darrel Floyd Roberts of Belfrey, Kentucky, Joel A. Huneycutt of Locust, North Carolina and Jesse Lovell of Cleveland, Tennessee, repeat in their own words, the same gratitude.

We urge all Homelite dealers to participate in National 4-H Club Week, March 4-11, in every way possible, to show that our interest in 4-H is company-wide.

A TREE WHICH leans heavily, over a building or threatening power and telephone lines and other improvements, is often troublesome and even dangerous to fall. A new piece of equipment to be used with a one man chain saw has been developed by the Idaho Northwoods Company of Sandpoint, Idaho, to handle such situations.

Now on the market under the name of Trott's Directional Tree Faller, this five piece assembly comes in two models, the 46 lb. lightweight Model 100, which will normally handle trees up to 14-16 inches in diameter and the Model 200 which weighs 152 lbs. and will handle the largest and heaviest of problem trees.

Power for the Tree Faller is obtained from a hydraulic ram (jack). This ram is mounted in a heavy pad which is tied to a tree by an adjustable chain or chain and cable combination. The angle of thrust is controlled by an adjustable support which is applied to the base of the tree. The chain around the trunk restrains any side movement.

The hydraulic ram is placed against the tree trunk and hydraulic force is applied to control the weight of the leaning tree or snag while it is being cut off.

The accompanying pictures show the Directional Tree Faller being used by its inventor Arthur Trott, with a Homelite 600 D to do the cutting. In promoting this tool which promises to be of real value to loggers, tree surgeons, fire wardens and others, a Homelite chain saw will be used in all the pictures and ads as a perfect companion for the equipment.

Actual usage in the field has proved that one man with a Tree Faller and a Homelite usually can accomplish what



This 55 ft. high Douglas fir is a real problem tree. Weakened by root rot, it threatens to topple over on an improved camp ground area. Mr. Trott, equipped with his Directional Tree Faller and a Homelite 600 D will fell it in a direction other than its heavy lean.

Directional Tree Faller

Permits safe Removal of Problem Tree

it used to take a crew and vehicular equipment to do.

For further information about this equipment and possible handling of it, dealers may write to the Idaho Northwoods Co., P.O. Drawer 391, Sandpoint, Idaho.



The lower leg of the Directional Tree Faller is placed against the tree at ground level and held tight with a chain. The upper leg or hydraulic ram assembly then slides into the base plate. A loose adjustable sleeve with prongs is slipped over the ram. The operator has made his "overcut."



The inventor of the Directional Tree Faller, Arthur Trott, makes the final cut which must be $\frac{1}{2}$ " below the "overcut" on the opposite side of the tree to prevent the possibility of sliding the trunk off the stump. The equipment provides power and safety of operation.



STRAIGHT FROM STRAETZ

An idea has been passed on to us which seems like a good, profitable one to pass on to Homelite dealers.

It could easily bring you several hundred quick dollars and bring customers into your shop as well.

Have you ever tried an Auction?

If you're like most dealers, you have quite a few used chain saws lying around which have been taking up valuable space. You took them in in trade and they're not worth spending a lot of time or money on to fix them up. They're too good to junk but too hard to sell, and every day they get a little older!

These used saws could be turned into assets if they could be sold at auction to bring more than junk prices.

We know this idea works in other fields and certainly there's no logical reason why it wouldn't work for chain saws. But to be a successful promotion, it would take more than a simple announcement that the auction would take place at some certain time.

Here are four suggested steps to insure a successful sale of used chain saws.

1. Give yourself three weeks in which to promote the auction.
2. Have a local sign painter make some signs and posters. Possibly paint a notice of the sale on your shop window.
3. Have circulars printed for distribution in the immediate neighborhood and at gatherings and meetings, and for mailing to your own customers.
4. Run an ad in the local paper on the day of the sale if possible.

The total cost of such a promotion shouldn't be more than about \$50. Sales from such an auction should certainly bring in from \$200 to \$450 depending, of course, on the number of people you can attract to the auction.

The result will be money in the cash register and more space to move around in, without the used chain saws taking up valuable space in your shop.

What am I bid? Going, going, gone!

Robert P. Straetz

Vice President and Sales Manager



The smile on dealer Ashenfelder's face, at right, froze there early in the day at the Demo day held in Napoleon, Ohio, in spite of 5 degree temperature. Of the 150 hardy souls who attended, Edwin Drewes, 2nd from left, was the lucky winner of a new 500. Russ Ashenfelder, left, and Bud Moulton, Toledo Branch Manager, assist at the presentation.



Getting into a Hawaiian mood, Mr. and Mrs. Myron Goodell, of Twain Harte, California, don flower leis and native hats in preparation for their trip to Hawaii, as top winners in the 1960 San Francisco District Dealer Contest. District Manager Robert Glidden, at right, who is a frequent visitor to the newest state, outlines their trip for them.

TWENTY-FIVE TROPHIES



Walter Haack, left, driver and Edgar Haack, Homelite kart dealer of Stewartville, Minnesota, proudly display the 25 trophies Walter won last year with his kart powered by two Homelite kart engines. The large trophy in the center is the Season Trophy from Rochester's Skyline Raceway.

At a dinner meeting at the Holiday Inn in Knoxville, sponsored by Homelite's Knoxville Branch, a large group of East Tennessee dealers met to learn service and operating techniques for the new Homelite products. In center, under the Homelite banner is J. Thompson, Charlotte District Manager, flanked by Bobby Patrick, left, Knoxville Service Manager, and Gurney Roberson, right, Knoxville Branch Manager.



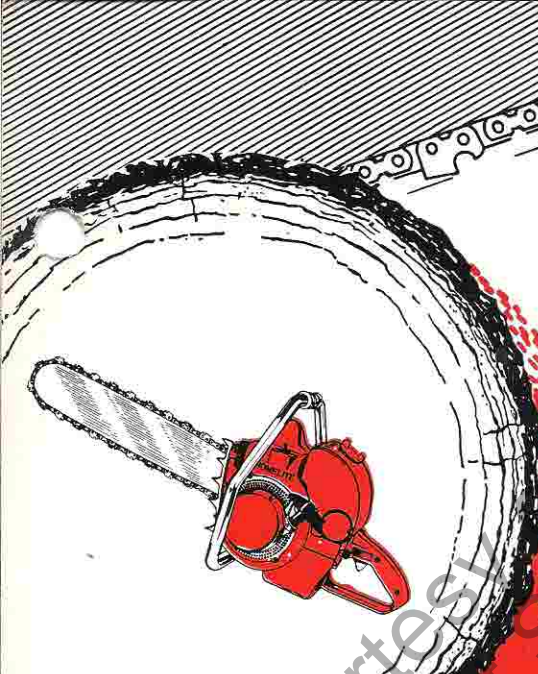
WEST COAST TRIPPERS

A jet trip for two to the Gastonia plant and points east was the prize won by Mr. Abe Eilts, at right, Homelite dealer of Susanville, California. Richard Lotti, Homelite Salesman gives him the good news. Mr. and Mrs. Eilts arrived in New York during the blizzard but saw all the sights anyway and had a wonderful trip.



STOLEN SAWS

The following saws have been reported stolen:
 WIZ #941242 from Thomas Saw Service, Council Bluffs, Iowa.
 7-19 #862350 from Bob Truse, Rt. 3, Thorp, Wisconsin.
 700 D #1094308 and BUZ #958965 from Desper's Power Equipment Service, P.O. Box 1148, Charlottesville, Virginia.
 ZIP #915878 (Suspect thought to be in W. Virginia, the Carolinas or Tennessee) and a 9-23 #993241 (Suspect in Cleveland, Ohio area) Reward offered by Forest Tree Protection Co., 1884 South Green Road, Cleveland 21, Ohio.
 Homelite #1073653, owned by Willie R. Good, reported by Dixon Lumber Co. Galax, Virginia.
 Four saws stolen from a new dealer, Jim Clark Sales & Service, Yuba City California. 500 #1076504, ZIP #1141933 with 17" bar and chain, WIZ #1109375 and 600 #1147176.



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New Low Price On Model 500 Promises Brisk Spring Sales

The news that a low price of \$149.95 has been set for the Homelite 500 with a 14" bar and chain, will act like a spring tonic for Homelite dealers after the long, severe winter.

The new price will appeal strongly to the ever-growing price-conscious market classified as "occasional users"... farmers, estate owners, hunters, campers, construction men. Unlike the professional cutter or tree man, who uses his chain saw for hours every day, these users set a very definite limit on the price they will pay for a saw. But it's a proven fact that most of them can be traded up to other Homelite models when the dealer finds out their specific needs and demonstrates the features of the higher priced saws.

The features which made the 500 a bargain at the original price make it even more of a bargain now. The customer will be getting a light-weight, dependable saw, simple in design, which means it's very easy to service and keep clean. It has the same basic engine as the other Homelite chain saws. In the more than six months that the 500 has been on the market, it has proved to be virtually trouble-free.

Homelite dealers have another big plus factor to sell, in addition to price and quality... Homelite service. This is something that can't be emphasized enough and should be pointed out to every customer and potential customer.

When a man buys a Homelite he is



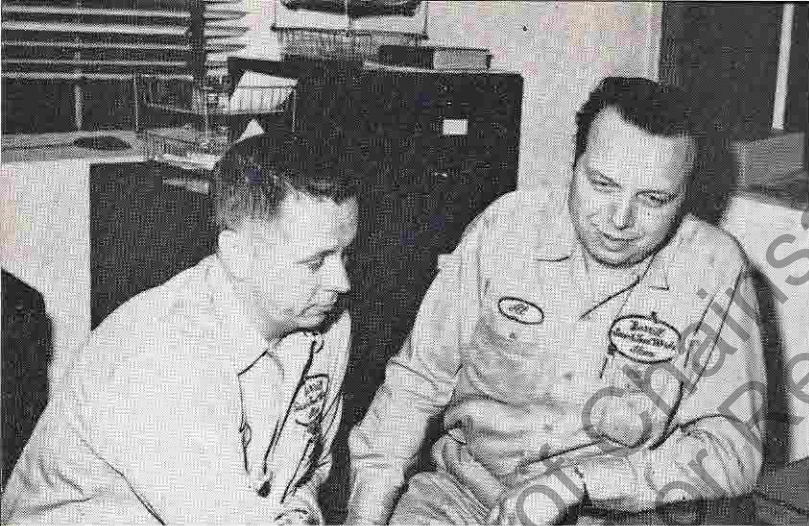
Compact and simple in design, the Homelite 500 does a quick efficient bucking job. At the new low price, the 500 is in a class by itself.

buying the right to count on the Homelite dealer's knowledge of Homelite chain saws and expert and efficient service facilities. He is also assured of fast parts delivery because of Homelite's unique set-up with 56 factory Branches in strategic parts of the country. No other chain saw manufacturer can offer this excellent service.

Spring is the time of year when the farmer and estate owner find plenty of clearing jobs to do... which could be done more easily with a good, light-weight direct drive saw such as the 500. It's also a time when the dealer gives his shop a spring cleaning and puts up new promotional material. A new Woodcutters Headquarters Kit, full of bright, colorful display items is now available. Full details can be obtained from his Homelite representative.

The new low price on the 500 gives the dealer a special reason to invite customers to stop in and see not only the 500 but the *full line* of quality Homelite saws. The dealer can use the newspaper mats, #5-1, #5-2 and #5-3 the way they are and ask the printer to add some such words as "New Low Price, \$149.95 with 14" bar and chain" above or below it.

With an expected improvement in general business conditions and with an ever-growing demand for good quality, low-priced saws for the occasional user, the Homelite 500, at its new price, can be the leading item in a busy, profitable spring season for the Homelite dealer.



Walt Burrill, left, is the chain saw specialist in the family while his brother Al is responsible for the machine division of the Burrill Saw and Tool Works, Ilion, New York. They are the third generation to operate the business.

As times have changed and new inventions have made their appearance, the Burrill family business has grown from one man selling mill supplies from a horse and buggy to a whole crew conducting a highly profitable chain saw and tool operation from a fine plant in Ilion, New York.

The present members of the Burrill family who are carrying on the tradition are Albert P. Burrill, 43, and his brother Walter, 37. Al and Walt are both married and each has two children, a boy and a girl. When their sons get old enough, it is hoped that they will continue in the family business, although they may be servicing and selling atomic tree harvesters or something else just as wild!

"Our grandfather, J. D. Burrill, was a millwright for a furniture plant in Camden, New York," explains Walt Burrill. "In 1900 he started out on his own in a horse and buggy to sell mill supplies."

"In 1923, he persuaded our father, Albert S. Burrill, who was a designer for the Burroughs Adding Machine Co. in Detroit, Michigan, to join him in business. Dad designed a machine for making band saw blades and they moved to Ilion, New York, to set up their business. By 1927, they were shipping band saw blades all over the world and they erected the building we are in today to house their thriving business."

The brothers have evidently inherited their father's inventive interest in machines, because one of the special features of the Burrill Saw and Tool Works is the fact that they *can* and *do* make practically anything in their own shop. "If you can't buy it, we'll make it" is their slogan.

"In 1943, our mill supply salesman took an order for two



Arnold McClay, center, Homelite Salesman, is on hand at the Open House and Chain Saw Clinic put on by the Burrills on February 25th. Here he shows two customers the correct way to file chain.

From Mill Supplies To Chain Saws

It's All In The Family

Third Generation Operates Burrill Saw and Tool Works Ilion, New York

Disston 2-man chain saws from a furniture company in Herkimer, New York," Al relates. "They were to be used for sawing veneer logs in the veneer mill yard. This was our first chain saw sale and from that time on we were in business. We sold those early chain saws as fast as we could get them."

That's when Al and Walt actually came into the business, to handle the servicing of the chain saws the company was selling so fast. By 1949, a full time mechanic had been added to the staff and Mr. Burrill sold the band saw portion of the business to L. S. Starrett Co. of Athol, Mass. "At just about the same time, Charles Schindler, Homelite's chief engineer and Jim Swan, Salesman, came to our plant with a prototype of the first Homelite chain saw, the 20MCS," recalls Walt.

"It looked good to us," he confides. "As soon as they went into production, we started selling them. I guess we were one of the very first Homelite dealers. We are now full line dealers of Homelite products, construction equipment, lawn mowers as well as chain saws. If these products were thrown into one pile, it would be a H... of a high one!"

There's no doubt about it, the two brothers are operating a bustling business. In addition to Homelite products they also sell heavy wood-working machinery such as is used in furniture plants, lawn mowers, mill supplies and logging supplies. Their territory takes in about a 30 mile radius of Ilion and consists of farming, logging and pulpwood areas. Right of way clearing also provides them with plenty of business.

To serve their customers, the Burrills have a staff of four beside themselves: Donald Proulx, machine shop mechanic; Gerald Proulx, saw and knife mechanic; Jack Roberts, chain



A log pile in the rear of the Burrill plant in Ilion, New York, draws an interested group of spectators as a Homelite chain saw is demonstrated. They're waiting for a chance to try one themselves.

DEALERS OF THE MONTH



This fine building on a main street in Iliou, New York, houses the Burrill Saw and Tool Works. It was built in 1927 by J. D. Burrill, grandfather, and Albert S. Burrill, father of the present owners.

saw and small engine mechanic and Marian Marley, Office.

They have a complete machine shop with facilities for gas and electric welding, also a bar shop. They will tackle almost any mechanical problem given to them but admit that the impossible takes a little longer than their usual service.

"Our service policy is a simple one," explains Al. "We bend over backwards to keep our customers happy. (Once in a while we lose our balance!) We have found that if you give the best possible service within your means, you will generally have satisfied customers."

The company does a great deal of advertising, via radio, newspaper, pennysavers, etc. to solicit new business and make their Homelite connection known.

"In December, 1959, we held our first Open House and Chain Clinic," says Walt "which in our opinion was a tremendous success. The highlight of the party was a drawing for a 7-21 Homelite chain saw, plus drawings every hour for chains and accessories. We had a total registration of 285 and we sold \$1400 in small items that day plus about \$500 in contract sales and a good influx of sales that were a direct result of the Chain Clinic for the next four weeks."

"Our party this year, on February 25th, drew a total of 319," adds Al. "The drawing was for a lawn mower and cash credits on merchandise purchases. An added feature this year was a two-hour radio program from our plant. This has drawn a good deal of favorable comment."

The Burrill brothers have all kinds of plans for the future. "We're looking forward to growing bigger and better, right along with the Homelite products we sell."

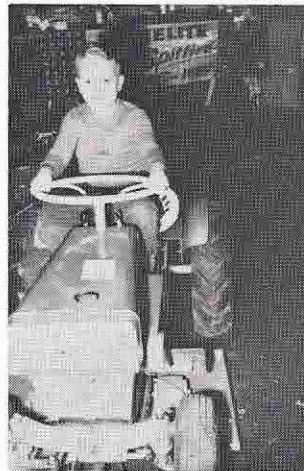
Jack Roberts, at right, is a chain saw and small engine mechanic, who has had a great deal of experience with Homelite chain saws. Burrill's is equipped with all the proper tools and machines to help him do a topnotch job.



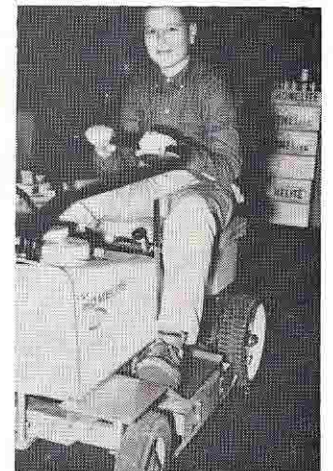
Below, the whole force, with the exception of Marian Marley, Office, lines up to greet the guests at Open House. Left to right, Jerry Proulx, Al Burrill, Walt Burrill, Don Proulx and Jack Roberts.



The recent Open House drew a total of 319 guests who came to see the full line of Homelite chain saws and power mowers and to attend the Chain Saw Clinic conducted by Homelite factory-trained experts.



Jimmie Burrill, above, aged 7, is the son of Walt Burrill. Here, he rides the new Garden Trac.



Lynn Burrill, aged 14, is the son of Al Burrill. He prefers the Homelite Yard Trac for his chariot.



The photos above and at right show the largest log ever handled by the small sawmill of Paul G. Collman of Winfield, Kansas. The log was 66"-70" in diameter. Mr. Collman split it two ways with a Homelite 7-21, using a 44" bar and chain. He finds his saw gives top performance in cutting and splitting logs.

IT'S EASY WITH A HOMELITE

A loyal Homelite customer, Mr. Paul G. Collman of Winfield, Kansas, was so pleased with one job his 7-21 did that he wrote to us about it. "This is my third Homelite since 1953 and believe me I would use no other brand," he admitted. "Many of my saw-mill customers have been amazed at the swiftness with which I cut a log in two with the Homelite saw. It has really given me top performance."



HOMELITES ARE HOTTER THAN EVER

The most recent win recorded on the track was on March 24 at Sebring, Florida, where a Homelite Spitfire, powered by modified K-92's, took 1st place in the Sportsman Event, Class B, out of a field of 65 starters. This is a great start for 1961 for all Homelite kart enthusiasts.

Other reports of wins with Homelite karts and kart engines are beginning to come in from parts of the country where the kart season is getting off to a spring start. From San Francisco District Manager Bob Glidden comes the following: "Karts & Engines... new interest coming with each clear day... stroker kits give us winning places now against tough competition."

Others agree that the Homelite kart engines which have been modified with the new Homelite stroker kits are really blazing around the tracks. These kits have been so much in demand that orders are backed up but this condition is being corrected as fast as possible.

The booklet "How to Make Your Homelite Hotter" which is included with each kit, gives very detailed instructions on just what to do and how to do it, to get increased performance out of the K-82 and K-92 kart engines.

Most karting enthusiasts enjoy working with tools and tinkering with engines. It gives them the feeling of being more directly responsible for the performance of their karts.

The stroker kits are the result of some close cooperation between the sales and engineering departments, and provide a new crankshaft and a new cylinder gasket which can be used to give greater power and higher revolutions per minute to the K-82 and K-92 engines.

Engines modified by the procedures explained in the booklet have been thoroughly tested, not only in the engineering department with a dynamometer and other instruments but also on the track.

NOTES IN PASSING

Our dealer in Walpole, Mass., the Fisher Co. reports that a customer came in, wanting to trade an almost new competitive saw. It turned out that he worked with some other men who all had Homelites and they made so much fun of him that he wanted a Homelite, too. He got it!

Also from Massachusetts comes the information that several tree surgery companies who are dealers for competitive makes of chain saws, use only Homelites when they go out on their jobs.

Everett Long, Homelite dealer of Albia, Iowa, was sent a sales lead to follow up on a Mr. Harry A. Sampson. Everett returned the card to the office with a note, "Sighted Sampson, Sold Same."

A customer, Merle R. Lawrence of Lockridge, Iowa, one of the winners in the "Shoot the Works Contest" is worried because Chesterfield cigarettes are using a slogan very like the Homelite contest slogan, "Set your sights," etc. He had the following kind words to say about Homelite Dealer Don Long of Mt. Pleasant, Iowa: "He's a swell fellow who gives service of which you can well be proud."

Phil Berger, Homelite dealer featured as Dealer of the Month recently, reports that a lady wrote in to say she "wanted a part for her husband's Home Delight Saw."

STOLEN SAWS

The following Homelite chain saws have been reported stolen: From J. M. McNees, 179 Summerfield Street, Scarsdale, New York, a 7-19C, #930677; a 700 D, #1074380; a 9-26, #921336; a 9-26, #920240; a 4-20, #703662.

From Bangor Hydro-Electric Co., Bangor, Maine, a 7-19 #884233, which was stolen from their West Enfield station. From Mr. Artie Gentry of Patterson, Missouri, a 7-19, #906234.

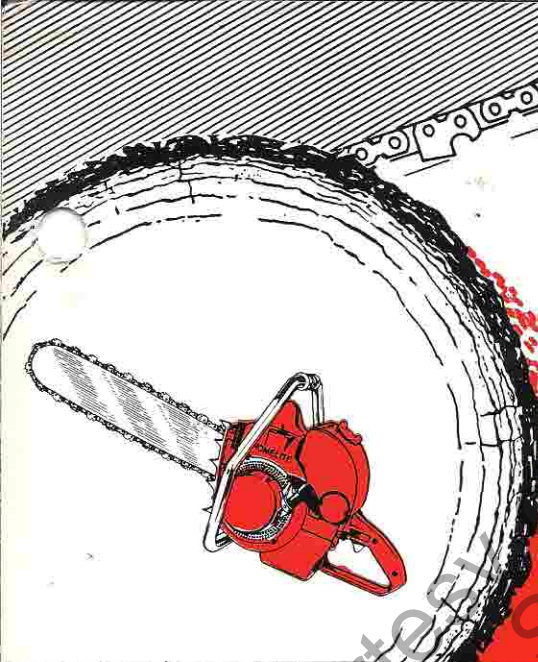
From Leslie Wilson, Osgood, Indiana; Zip, #894146, a 17, #535724, a 17, #464254 and a 7-19, #820358.

Any help in returning these saws to their rightful owners will be greatly appreciated.

WINS POWER MOWER AT OPEN HOUSE

The Homelite dealer in Winnsboro, Louisiana, is McLemore's Wholesale Grocery Co. Mr. Gilbert Howes, in center of photo at right, was the lucky winner of a new Homelite push-type rotary lawn mower at a recent successful Open House which they held. At left is J. Fowler of McLemore's and at right is George Banker, Homelite Salesman. Six chain saws were sold as a result of the Open House.





SAWDUST

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

NO. 98 APRIL, 1961

Homelite Dealers Establish Woodcutters Headquarters

Because Homelite dealers "Service what they sell", they have a closer relationship with their customers than salesmen who just sell and move on.

The Homelite shop is often a headquarters for the woodcutters and farmers who are Homelite users. So, in addition to being a salesman and serviceman, the Homelite dealer becomes a host, an expert on chain saw problems and a friend to his customers. Some dealers always keep a pot of coffee ready and hot; others have soft drink dispensers for the customers convenience. It's good business to make the shop a clean, friendly place to visit,

even if a major purchase isn't planned for that day.

A special chain saw promotion kit has been assembled which will help the dealer get across this idea in a bright, new way. It's called the "Woodcutters Headquarters" kit and it's designed to promote all Homelite saws as well as bars and chain, parts and accessories. It is tailored for the 'production' dealer as well as the 'farm' dealer and will also be a big help to any new dealer.

These kits, featuring some brand new display items, are available from the District or Branch office. Many dealers have already received these kits and have put the material included in them to good use.

The largest item, a bamboo banner, 30" wide and 40" long, can be hung on a wall or in a window. Bold red letters state that this place of business is a Homelite Woodcutters Headquarters and list the main items for sale... chain saws, chain, guide bars, parts and accessories. This is an unusually attractive banner, of an entirely new design.

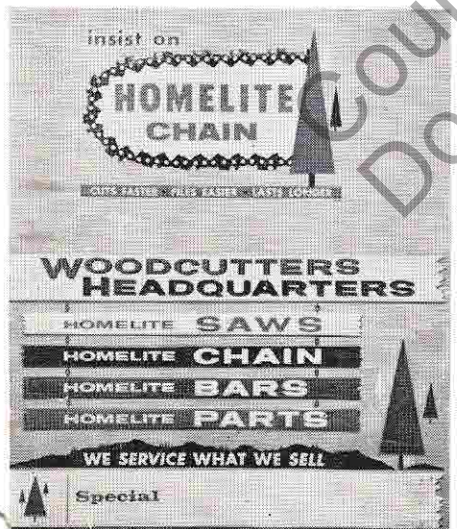
All the other items in the kit are pressure-sensitive and can be put up quickly and easily by just peeling off the protective sheet at the back and sticking them up on a clean, flat surface... no glue, no tape, no water needed!

Two window streamers, one playing up the "Woodcutters Headquarters" theme, the other advertising Homelite chain, are "see-through" items which can be put on a window or door. The large chain decal, once it's up, sticks better than glue so it pays to put it where it won't be necessary

to move it. The pressure-sensitive price tags, which can be stuck on saws or bars or just about any item, can be peeled off and used again on something else.

These are colorful, bright items which dress up a dealer's place of business and promote all the things a Homelite dealer has to sell. They announce to the customer that he is welcome and that here he can find not only Homelite products but Homelite service and Homelite friends.

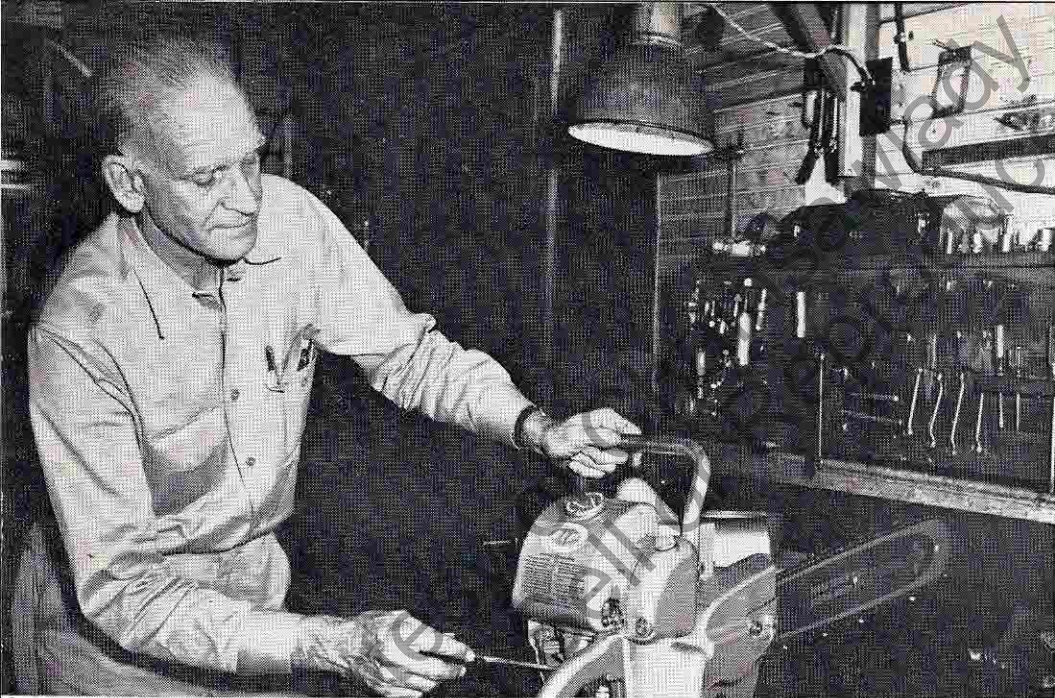
Never underestimate the power of the customer! He comes back and brings his business to the place where he is sure of the product, the service and his welcome.



These two see-through streamers in the Woodcutters Headquarters kit attach to wall or window with pressure-sensitive material. Both panels are printed in four bright colors.



This bamboo banner hangs anywhere and rolls down just like a window shade, to announce that the Homelite dealer's shop is "Woodcutters Headquarters" for chain saws, parts and accessories.



OPPORTUNITY

Clues to Success

HOMELITE

This is

James E. Davis, Dealer of the Month, of Many, Louisiana, with ZIP.

This is not a success story in the Horatio Alger tradition nor is it a record of brilliant coups and big promotions. It might be called a service story, or it could be considered the realization of a dream, a modest sized dream, of course.

Picture a man in 1952, almost 48 years of age, who had spent the previous ten years as parish (county) administrative officer for a Federal agriculture and regulatory agency, who had unrolled endless miles of bureaucratic red tape and who was tired of being a minor cog in a great machine; in short, a man who wanted a job where pay might be somewhat in proportion to effort, where decisions could be made on local level reasoning rather than by reference to a monumental rule-book and where a feeling of real accomplishment could be earned by a day's work. Probably you would have to call him a rugged individualist reverting to type.

Private business seemed to be the only

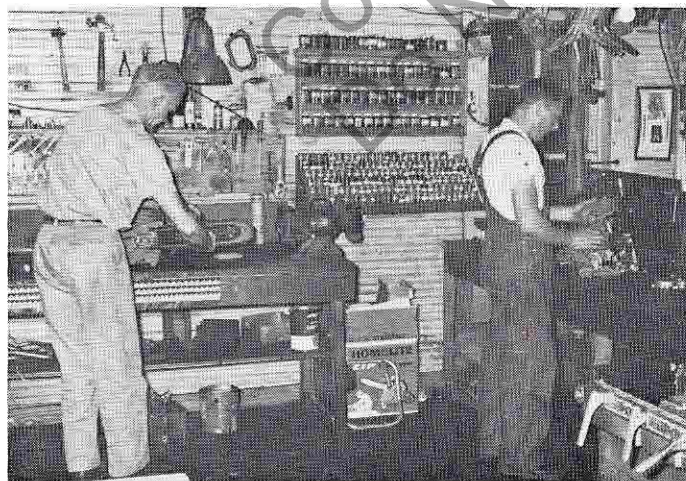
adequate answer to the problem. However where to take hold was the question and the longer my wife and I looked at it the more impossible the question seemed. In a rural area of small towns which had gone almost entirely to a timber and cattle economy, opportunities seemed scant and the investment required out of reach. Finally my wife said "Take the first offering. With faith it will lead to opportunity." This we decided to do.

A few days later an opening appeared for parts manager for a local International Harvester dealer. This we accepted as the starting point. Two months later the dealer took on a Homelite dealership. Eight months' work in buying and handling Homelite engines and parts gave opportunity to work out the essentials for a successful dealership, and to realize the very real opportunity offered by servicing the first stage of the area's basic industry.

At this point the Harvester dealer decided to close out and enter another line

of business and offered to sell the Homelite business. A hurried call to "Andy" (J. A. Anderton, District Manager), a trip to the bank and within 48 hours the transfer was completed on October 23, 1953. Thus was faith justified.

We named the new business "Pineland Chain Saw Agency" since this is prime producing land, and opened in a good location on the main street, with limited capital and a small but complete parts stock plus an arrangement with the local bank for handling installment notes up to six months. The operating policy adopted was based on the idea that offering the best service work in the area would inevitably attract most of the better quality customers. Seven years of operation has proved this assumption to be correct and has drawn regular trade from points far outside the normal agency range. It is not unusual to have customers from three Louisiana parishes and one or two from Texas in the shop at the same time.



James E. Davis, agency owner, left, and E. P. "Peck" Rains, mechanic, right, each have a complete tool set-up. Both can work at the same time without getting in each other's way.



Peck Rains, mechanic, left, showing new ZIP to customer in the Pineland Chain Saw Agency. Peck has been with the company for over four years. Homelite banners are used as shop-divider.

ITY, FAITH AND WORK

ccess of JAMES E. DAVIS

E DEALER OF THE MONTH

article was written by Mr. Davis, himself.

Operating policies may be outlined briefly:

New saws—keep a full line on hand.

New parts—Have at least one of every part in all current models and as far back as five year old models.

Parts inventory—Use card control, posted as consumed, order by phone, ship by bus, daily if necessary.

Used Saws—sell *only* after complete rebuild with shop guarantee. No bargains, just good saws at about half price.

Used parts—Junk saws scrapped out fully, good parts cleaned, stored in separate shelves, sold or used at half price. Many customers appreciate this saving.

Advertising—Tried to build a balanced program; Ads, usually small, each week in three weekly newspapers; Road signs, 3 Scotchlite placed on main roads near edge of territory, several 4x5; Radio, occasional, directed to farmers; Yellow pages; phone books; 3 directories, covering two parishes and part of another; Parish Fair exhibits.

Note—The best advertising, the kind that pinpoints sales is the customer who tells a neighbor "You can get it fixed there."

Service—Get all of today's jobs out today—the man may need to work tomorrow.

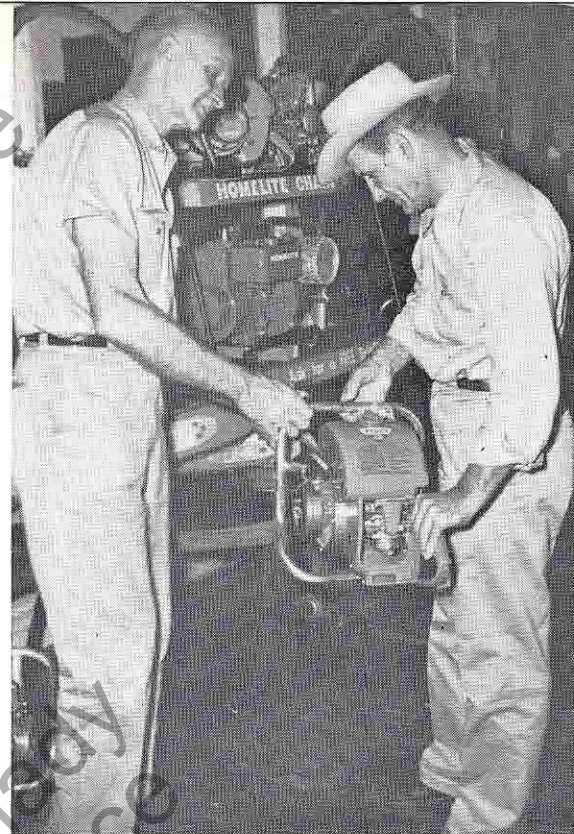
Work only on Homelite—Ignore the competition, but don't help him stay in business.

Consistent application of these policies has paid off well. Starting with less than

Mr. Davis rides a Homelite Garden Trac on the sidewalk in front of the Agency. Townspeople who trip over his display, often come in to buy.

a thousand dollars parts inventory and the intention of developing a one man business, growth was steady and solid. After two years it was necessary to add a full time mechanic. Three years ago a branch was opened at Mansfield, Louisiana so the one man business is now keeping three men busy. Parts inventory, computed at cost, exceeds \$15,000 and sales volume is near the hundred thousand mark annually.

A large part of the credit for repeat business must be given to my two mechanic-salesman-general helper assistants, E. P. (Peck) Rains has been with the agency at the Many shop for over four years; Roy Hilderbrand, who now operates the Mansfield branch, for over three years. Neither had any previous experience with saws but were carefully selected for honesty, responsibility, intelligence and intimate knowledge of the people of our area. I felt that the necessary mechanical know-how could easily be taught



Truly Fletcher, right, a customer, gets the feel of the new 700 G. Mr. Davis solicits new business "mostly by taking care of my old business."

under shop conditions, whereas the other qualities mentioned were basic requirements. Customer acceptance of their work and judgement has fully justified this opinion.

Conclusion: The combination of opportunity, faith and work can provide a profitable and very satisfying way of life. My future plans include living quietly; seeing that my daughter Peggy finishes college; helping as many people as possible to make more with their saws; finding a little time to go fishing.

Incidentally, I have no plans for retirement! To which Homelite has only one word to add—"GOOD!"





An even dozen Spitfires are lined up outside the Homelite Indianapolis District office. They have been specially adapted to be used as rental karts on the Pee Wee Kart Track in Madisonville, Kentucky. Notice the front and rear bumpers, the removable roll bars, the knurr bars... all added for the safety of young and old sports who rent the karts for the fun of karting.

OF STOLEN SAWS AND CARELESS REPAIRS

Lowell Painter, a customer of Edgewood, Illinois writes: "In regard to my chain saw, Model ZIP, serial #991-816, I liked it very much and will miss it very much. I had it stolen, so I thought I might get it traced down some way. It was stolen between the 30th of March and April 4th. If I buy another one it will be a Homelite."

Such a loyal customer deserves to find his saw!

Clare E. Schutt, a Homelite dealer of Falconer, New York, makes an important and helpful suggestion in a letter to the Service Manager:

"Several times it has been drawn to my attention by saw owners that some dealers are very careless when replacing pistol grips on the gear drive saws and crankcases on the direct drive saws, for they do not remove the serial number plates and install them on the new replacement parts. This is not only a complaint of the owners for their own records and parts information but is also a complaint of the police when they are searching for stolen units. In addition it is also difficult for dealers when such units come in to their possession, especially on trade-ins for it immediately creates suspicion."

**ACTIONS
SPEAK
LOUDER
THAN
WORDS**



Clarence Coleman of Lexington, Tennessee, and the trusty BUZ with which he showed up the doubters.

Clarence Coleman was talking about chain saws with some other customers in the Greasy Radiator Shop in Lexington, Tennessee, owned by Homelite dealer C. B. Creasy. Mr. Coleman, the owner of a two-month-old BUZ, was boasting about how well his saw would cut.

One man spoke up and said he'd give \$4 a rick for 30 ricks of wood, provided it was all cut in one day. If this wood was not cut in one day, Mr. Coleman would not get paid for what he had already cut.

This brought such a commotion throughout the neighborhood that the neighbors racked the wood as Mr. Coleman cut it. As a result, he cut 31 ricks of wood each 4 feet high, 8 feet long and 15 or 20 inches in width in 8 hours and 5 minutes. This included the time necessary for eating and drinking water. The man paid him \$120 for the job. (What, no bonus!)

A picture of Mr. Coleman and his BUZ was used in an ad in the Lexington Progress. "As a result of this ad," writes Dealer Creasy, "We have sold several saws and we have good prospects of selling more."

This is the kind of performance that demonstrates, more than words, the speed and dependability of Homelite chain saws.

Service with a Smile is Dispensed by Youngest, Prettiest Homelite Mechanic



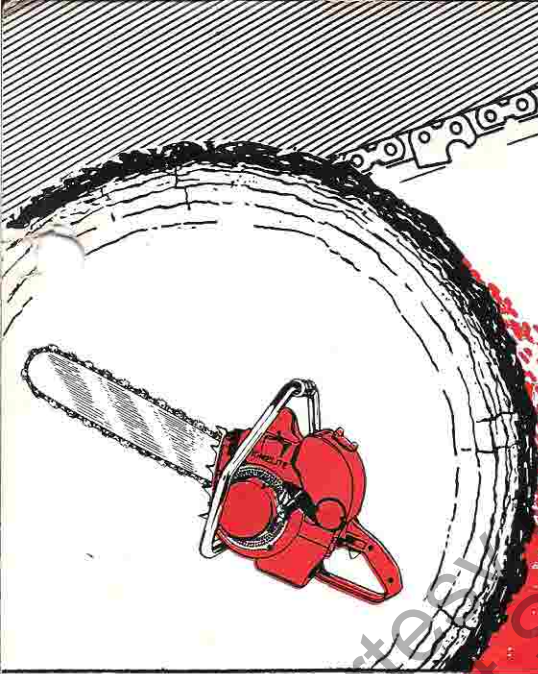
Valerie Storms, aged 1½, selects her pick of chain saws in the window of her parents' Homelite shop in Hulett, Wyoming.



She starts to take the saw apart. Her parents, Dixie and John Storms, say that Val is a show-stopping Homelite booster.



"Now," says Valerie, "I'll put it back together again." The Storms do not vouch for the technical implications in these photos.



SAWDUST

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

NO. 99

MAY, 1961

Homelite Proudly Introduces Four Great New Chain Saws

During the month of May, four 1961 models of Homelite chain saws have been introduced... the 707 D, the 707 G, the 909 D, the 909 G. They will give the Homelite dealer an excellent opportunity for more sales in the highly profitable market which exists for these production saws.

The 707 D and the 707 G not only have many important internal improvements but they have a completely different silhouette from the 700 D and 700 G which they replace in the line.

This change in appearance offers a big selling point. It also makes possible certain improvements which provide powerful selling points, too. The fuel tank is completely new. It has a recess in the back to accept a flat, pleated paper air filter with a very large filtering area. Now, air is scooped in from the back of the saw. The filter, which is very easy to remove, stays cleaner longer and because of its almost vertical position, tends to shed sawdust accumulation.

Basic changes which are not as obvious to the eye but which will increase durability and performance include a new, heavier, counterbalanced crankshaft; a bigger engine with 5.8 cubic inches of displacement; a bigger connecting-rod needle bearing for greater load-carrying capacity; a new location of the ignition switch near the pistol grip for easier control; an automatic governor which keeps

the engine at the proper speed range and avoids overheating.

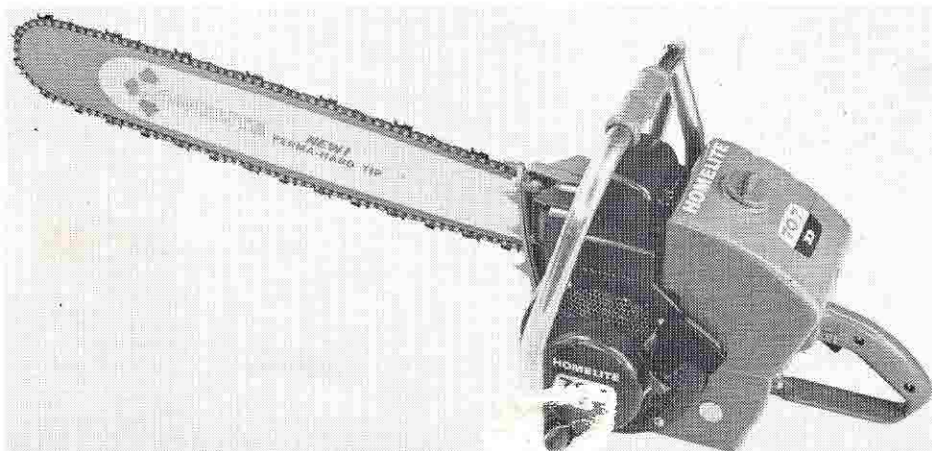
These and other improvements make the 707 D and the 707 G the top value buys in the production cutting class.

The 909 series, while changed very little in outward appearance from the 900 series, has many important internal changes and improvements. These saws are equipped with a new, oval air filter which is pleated and mounted vertically to shed sawdust accumulation. This filter breathes from the outside in, is easily removed for quick cleaning, stays cleaner longer and has greater capacity.

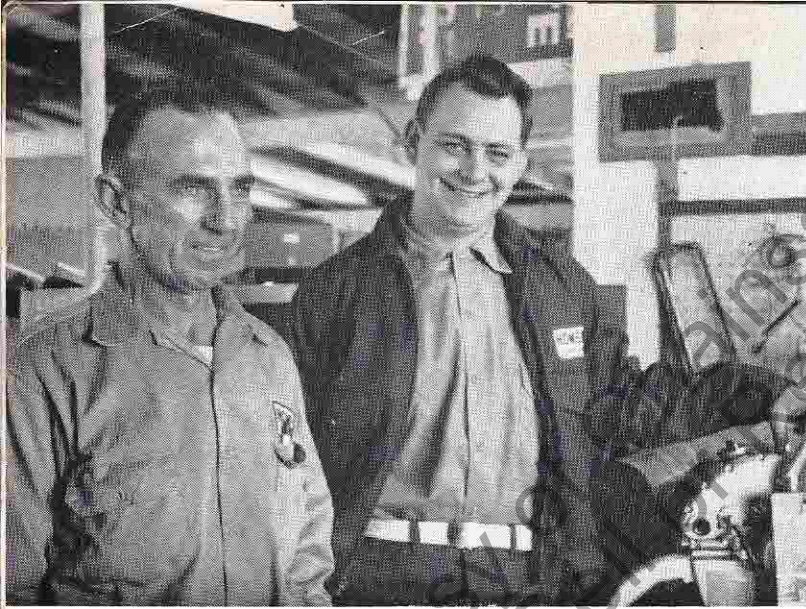
The 909 chain saws have a new, com-

pact muffler, a new heavier crankshaft, a new chrome plating on the cylinder bore for longer cylinder life, in addition to many other refinements.

All four of the new Homelite production cutting saws are powerful, well-balanced and beautifully proportioned. The engineers who have worked out these improvements are more than proud of the results. The production workers in the Gastonia plant who manufactured and tested them are proud of producing quality units. Homelite dealers will be proud to offer these chain saws, the very best in the field, to their production cutter customers.



The fuel tank of the new 707 D gives this powerful, compact chain saw a silhouette quite different from the 700 D which was the previous model. A new gear drive, the 707 G, is also being introduced.



Vic Collins, left, and his son Ray, Homelite dealers of Northfield, New Jersey.

Vic Collins & Son of Northfield, N.J.

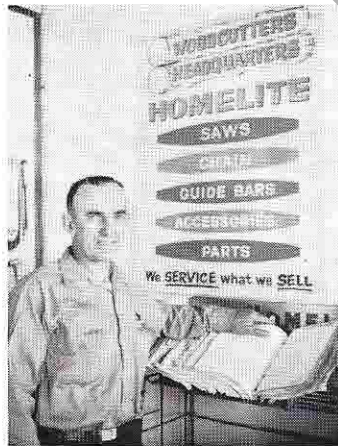
Get Dealer of the Month Rating After Only 2½ Years

After thirty-five years of working for others, Vic Collins decided it was time he started working for himself. His son Raymond was out of school and looking around for a permanent job. A business which the two of them could handle seemed the sensible thing to establish, so in October, 1958, Vic Collins became a Homelite dealer in Northfield, New Jersey, with a large territory which includes Atlantic City and the whole southern tip of New Jersey.

Just two and a half years later, Vic Collins and Son are being featured as Dealer of the Month at the express urging of the North Arlington District who have been pleased and surprised with the outstanding sales record of this new dealer.

We were very curious to learn the secret of this quick and solid success, and after a recent visit to the shop in Northfield, we think we have found some of the answers.

First, Vic Collins speaks with authority and from long experience when he talks about Homelite chain saws. His former occupation was as a maintenance mechanic for large contractors of which there are many in South Jersey. He had to repair



At left, Vic Collins consults the Homelite Dealer Service Manual which he keeps in a prominent and easy-to-use spot. He finds the answers there to almost any service problem. Vic has made good use of the Woodcutters Headquarters banner to brighten up his shop.

At right, Norman Smith, mechanic, attaches a Homelite bar and chain to a new Saw. The shop is well equipped with every tool and fixture necessary for good, quick, high quality service.

all kinds of small engines as well as tractors and trucks. He knows from experience which companies make products that hold up well and which products are more trouble than they are worth.

"Did you find Homelite chain saws pretty reliable," we asked?

"You don't think I'd risk my whole future on a product I didn't believe in absolutely," he said. "Homelite's are the best in design and quality. They have a fine reputation around here. This is Homelite country, all right."

"How long have you been interested in machines . . . in taking them apart and putting them together again," was our next question.

That brought a smile!

"Since I was eight or nine years old," he said. "My father had a machine shop and all five of us boys grew up in the grease, you might say."

"Was your son Ray brought up the same way," we asked?

"No," Vic answered. "He took a general business course in school and he's had to learn about engines and machines by actual doing, since we started the business."

"Homelite gave me a lot of help all along the way," admits Ray. "That Dealer Service Manual has just about everything in it. I've picked up a lot of information and it shows how the best way of doing something is usually the easiest way."

One thing Ray doesn't have to be taught is how to get along with people—one of the prime requirements of good salesmanship. He just naturally likes to sell!

Ray and his father have brought in so much business and have been so busy that they had to put on an extra machanic. They were lucky to get Norman Smith, an experienced mechanic who formerly ran a tool rental agency and who has used and worked on many different Homelite units.

Much of the repair business comes from Vic's contractor customers. Many chain saws are sold to these same firms. When you see the miles of planks in the Board Walk at Atlantic City, you know that chain saws must come in very handy in the construction and maintenance of this famous promenade!

The rental of saws, pumps and generators is also a big part of the Collins' business which they welcome, even when the calls come, occasionally, at four in the morning. These rental units do such a good job that sales often result.

"The sign on the door says 'Open—8:30 to 5'," explained Ray. "The hours are more apt to be 7 to 6 or even later. After all, when a man comes in with a chain saw needing repairs at 4 p.m., he usually wants it back in working order by early the next morning."

Vic proudly showed us plans of the new building he hopes to put up on the present site of his shop. This site promises to become even more convenient when a large shopping center goes up nearby. He is planning to put a nice apartment on the





Ray Collins, left, allows a customer to get the feel of driving a Yard Trac inside the shop. The pegboard display, featuring bars, chain and accessories, makes a good background for the display of the full line of saws.

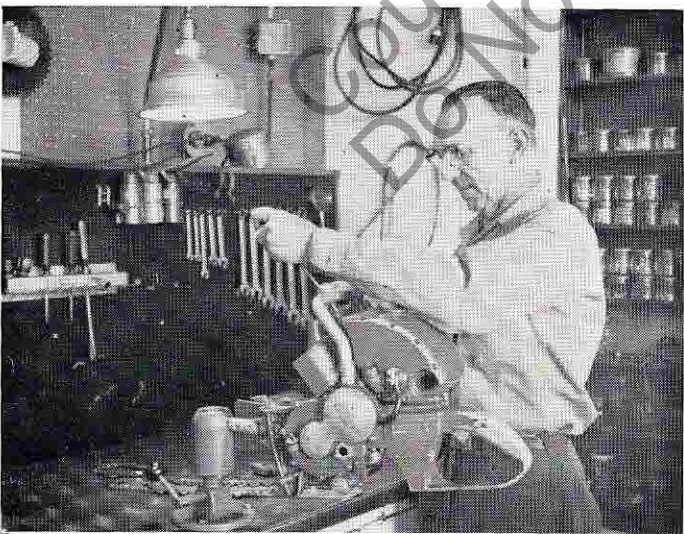
second floor of the planned brick and concrete building where he and Mrs. Collins can live. There's nothing like being close to your business, twenty-four hours a day.

Homelite road signs in the area and Homelite ads in the local paper tell people where to come to find a full line of Homelite equipment and parts which Vic Collins and Son can supply. The Collins also exhibit for three or four days each summer at the 4-H Atlantic County Fair. They find that there is a lot of interest in Homelite chain saws among the 4-H members and their families.

Their present showroom is light and roomy, with effective displays of parts and products. They make full use of the promotional material which Homelite supplies.

"We put up the Woodcutters Headquarters material right away," Ray said. "It brightens the place up and gives a good background for the new saws."

Both father and son seem to be enjoying what they are doing which is probably one of the main reasons for their success. If their business keeps on expanding at its present rate, Vic Collins and Son will be kept very busy supplying Homelite chain saws, bars and chain to an ever-increasing number of enthusiastic Homelite users in Southern New Jersey.



Vic Collins, still likes, more than anything else, to put his years of mechanical experience to good use in his own business. His knowledge of Homelite products, influenced him in his decision to become a Homelite dealer.

NOW'S THE TIME TO SELL LAWN MOWERS

At this time of year, when the grass seems to grow faster than you can cut it, the demand for lawn mowers is at its peak. Homelite has two new features to help Mower dealers sell Homelite mowers in record numbers.

SPECIAL . . . for Yard Tracs. Homelite now has available Clutch Kits, which consist of a guide, a foot pedal and a longer stepped bolt to replace the Saddle mounting bolt on the left side of the Yard Trac. Installation is quick and easy, and shifting speeds becomes quick and easy for the operator. He now merely "steps on the clutch" which corresponds to pushing the shift lever forward by hand. With all pressure removed, shifting becomes as easy as possible.

Dealers will find that if they install this clutch on their demonstration Yard Trac, customers will be more eager to buy and will want this clutch on their own Yard Tracs.

EASY



QUICK

She hasn't lost her head. She's using the new Homelite clutch.

NEW BILL BOARD ADS . . . for mower advertising. A new Junior Billboard poster featuring Homelite's full line of quality mowers and tractors is now available. Outdoor advertising reaches its most effective season in the months ahead, so those dealers who haven't already gone into the Junior Billboard Program should look into it, right now. The program is adaptable, effective and relatively inexpensive and allows for poster changes every two months to match the changes of seasons.



The new Junior Bill board Poster on Homelite's full line of mowers, features the Yard Trac and Garden Trac, both big profit items. The "See Your Dealer" line can be changed to feature the dealer's name and address.



Mr. Jule Le Clair of Beaverville, Illinois, holds the saw he won at the Homelite Field Day conducted by Homelite dealer Edwin Brandenburg.

OVERFLOW FIELD DAY

So many friends and customers came to his Homelite Field Day on March 17, that Edwin Brandenburg had to hold the event in the playroom of his home in Donovan, Illinois.

Mr. Brandenburg's Sawmill is close by, where he handles wood, lumber and Homelite chain saws. His ads and invitations brought over 175 people to look over the new saws and have coffee and rolls with him. They each had a chance to win a 600 D which Mr. Brandenburg offered as a door prize. Mr. Jule LeClaire of Beaverville, Illinois, was the winner.

Four Homelite men, George Lodge and Phillip Vollmer, Factory chain saw specialists, and Jack Keeler and Dan Cook, salesmen, were on hand to help with sales and demonstrations.

"I've been a Homelite user and dealer for seven years," says Mr. Brandenburg. "My sales sure have grown!"

NEW DEALERS OPEN GATE

"The Garden Gate" is not only an interesting name for a garden supply and landscape business, it's a bold venture for the Wurster brothers, Roland and John, and for their wives, Grace and Eloise, of Ann Arbor, Michigan.

This past winter, when a new highway threatened the landscape gardening business which Grace and Rollie had built up, they called a family conference, acquired a vacant trucking terminal on a well-travelled road leading into Ann Arbor and plunged into fixing it up as a garden and construction equipment center which would be a year-round business.

They also acquired an expert serviceman, Mervin "Slim" Richmond, and a Homelite dealership for chain saws. The operation has gotten off to a good start in spite of a cold, wet spring.

The Wursters have big plans for the future which include extensive building alterations and the handling of additional Homelite products.



Inside The Garden Gate, Ann Arbor, Michigan, new dealers Eloise Wurster, Grace Wurster, John Wurster and serviceman "Slim" Richmond, pose by a display of Homelite chain saws.



Mr. and Mrs. Earl Hitchcock find the pin representing their Campbell, California, shop on the map in the Sales Department in Port Chester.

WESTERN DEALERS FLY EAST

Mr. and Mrs. Hitchcock of Hitchcock's Garden Tool and Supply in Campbell, California, took a well-deserved vacation, late in April. They came by jet to North Carolina, where they visited the Homelite plant in Gastonia to see how they make the chain saws which the Hitchcocks have been selling so successfully.

They were taken to the plant in Greer, South Carolina, as well, and then came on to New York where a trip to the Homelite main office was an important part of their stay. All this was paid for by the San Francisco District because the Hitchcocks were winners in that District's Chain Saw Dealers Contest for 1960. Their sales reached 166% of quota, a very fine record.

This was their first trip east and they enjoyed every minute of it. They made a lasting impression in the office by their friendly interest and warm personalities.

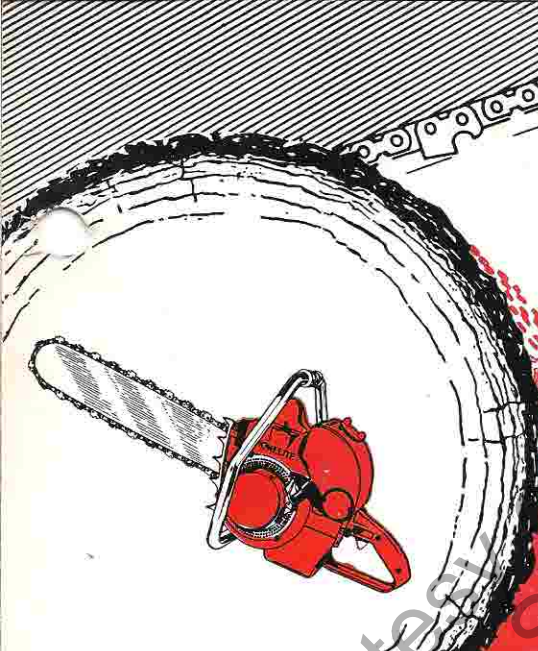
Homelite Dealers Get The Answers - Learning by Doing



Homelite dealer Lauren Purcell of Toccoa, Georgia, tried out the Homelite Yard Trac in his own yard before deciding to handle it in his Auto Parts and Equipment store. The way the Yard Trac behaved, in some "pretty heavy going", convinced him it was a winner.



A group of well-informed woodcutters pose at a Woodcutters Chain Saw Clinic conducted by Homelite dealer Dallas Worthy in Lineville, Alabama, April 14. Mr. Worthy is second from the right and Homelite salesman Jim Leath, who assisted at the Clinic, is at far right.



SANDUST

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GREER, S. C.

NO. 100 JUNE, 1961

Bright Clock-Signs Sell Saws & Service

"Cool, man, cool!" This expression describes, better than a thousand other words, the new, fluorescent, money-makin' clock-signs which are now available to Homelite dealers.

The clean modern design which combines a clock face and a Homelite chain saw sign is "cool-looking." Bright green and red letters and numbers on a translucent white background combine to make this an unusually attractive display. The overall size is 12" by 24", with two specially formed faces of break-resistant plastic in a frame of extruded aluminum. Whenever a passerby wants to know the time of day, he can see it easily and get the Homelite message at the same time.

Other "cool" features of this versatile unit: the two faces can easily be removed and rearranged into a vertical combination, if that will look better in the most suitable display space; the end section is also removable for easy access to the sign's interior.

"Cool" stands for temperature, too, and that's another reason why this clock-sign is so practical and useful. It is illuminated by one 24" fluorescent lamp which burns cool and never heats up, although it stays lighted twenty-four hours a day. This means longer life for the bulb and a minimum of heat radiation.

There are many possible places to put this clock-sign in any shop or store: on a counter; mounted on the wall; hung from

the ceiling by its two attached hooks or displayed in a window.

The price is "cool", too... only \$15, complete with tube and all shipping charges. There's a warranty with each unit, guaranteeing it to be free of manufacturing and material defects for the period of one year. Any clock-sign found to be defective will be repaired or replaced free of charge. The fluorescent lamp is not included in this warranty but because it burns "cool" you can be sure it will last a long time.

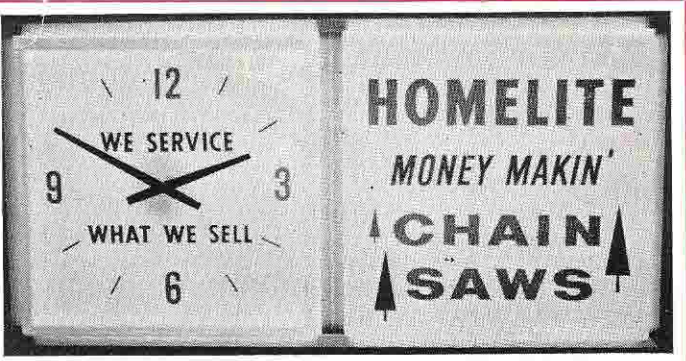
Above all, this clock-sign will do a real job of selling. It not only tells the correct time but announces the fact that Homelite service is as important as the world-famous Homelite chain saws. The Homelite dealer's place of business will promote both saws and service with a new, money-makin' clock-sign acting as salesman, twenty four hours a day.

HOT TIPS FOR FAIR DAYS

- Plan now to exhibit at local, county or state fairs... wherever you think your best prospective customers will be.
- Reserve your space well in advance so you can get the best available spot. Try to get permission to run the chain saws. It always attracts the crowds.
- Notify your Homelite Branch Office so they can give you as much help as possible in the way of ideas, equipment and extra manpower.
- Lay out an attractive display, using colorful shipping cartons, banners, display stands and streamers.
- Order your supplies in plenty of time so you won't be disappointed at the last minute. Consult your Promotion Book for suggestions and prices of popular give-away items such as balloons, yard sticks, matches. These can all be imprinted with your name and address.
- Run a cutting contest, a guessing contest, or even a drawing and provide good prizes for the event.
- Invite people to come and see you at the Fair... by card or letter; by ads in the local papers; with spot announcements on the radio.
- Enjoy yourself and make a lot of new friends for yourself and for Homelite.

The new Homelite Money Makin' clock-sign gives out a bright light, day and night, keeps perfect time and tells the Homelite service story in a cool, new way.

A reply card is enclosed for the convenience of dealers who would like to order a clock-sign, now.





Indiana winners, Mr. Donald O. Kleine of Indianapolis, left, and Mr. Harry R. Bewley of Plainfield, Indiana, hold the Harrington and Richardson guns which they won in the Homelite "Shoot the Works" Contest.



Mr. Owen Cooley, center, of Aspers, Pennsylvania, receives his prize H & R shotgun from R. M. Martin, left, Office Manager for Adams County Fruit Packing and Distributing Co., Inc. Robert Hood, Homelite salesman is at right.



Joseph Heichelbeck, left, Homelite dealer, and Frank Tomaine, right, H & R dealer, present prize guns to Richard Theobald and Milton Hogencamp in Mr. Heichelbeck's shop in Honesdale, Penn.



Denny McWilliams, left, Homelite salesman, presents a rifle to Vinton Kendall of Jefferson, Iowa, while Homelite dealer Eddie Hellyer, of Perry, Iowa, presents Mrs. Allene Hoffman with her gun.



Mrs. Pearl Wilson, center, of Mountain, Wisconsin, was the winner of a Harrington and Richardson rifle in the "Shoot the Works" contest. Here, Homelite dealer Herbert Schuettpez, of Spring, Wisconsin, right, and her husband Mr. Rock Wilson, are both helping Mrs. Wilson hold her prize.

"Shoot the Works"

Homelite is happy to announce the final results in the "Shoot the Works" Contest which launched the Full Line of Homelite Chain Saws last September. The prizes consisted of 357 Harrington and Richardson shotguns and 357 Harrington and Richardson rifles. Winners of these prizes were then eligible to compete for the top prize, a \$4,000 Vacation Lodge, designed specially for Homelite, plus a Homelite of the winners choice.

This contest required the contestant to pick up a blank at his Homelite dealer's, fill it out and send it in to the Reuben J. Donnelly Corp. which was handling the contest. In some states, contestants were required by state law to complete a statement in 25 words or less "you can set your sights on a greater profit with a Homelite chain saw because..." In December, drawings were held for each state, letters were judged and the 714 lucky winners were notified. Those who had not already submitted statements were asked to do so for a chance at the grand prize.

Most of the H and R shotguns and rifles were presented to the winners by the local Homelite dealers and the nearest H and R dealer. Stories and pictures of these awards were featured in local papers in all parts of the country.

In a few cases, there have been unavoidable delays in the delivery and presentation of the prizes, for which Homelite is very sorry. This final announcement was held until most of these problems had been solved. We hope to clear up all the rest in the near future.



Mrs. Hank Chandler, of Reliance, Wyoming, accepts gun won by her husband from "Mike", left, of Mike's Sporting Goods, Rock Springs, Wyoming, and Homelite salesman Rod Sorensen, of the North Salt Lake District Office.

Winners Announced



BERNARD FOLEY

GRAND PRIZE WINNER

The young man whose entry was judged the best of all the ones submitted by the state winners in the "Shoot the Works" Contest is Bernard F. Foley, a government employee of 5215 Western Avenue N.W., Washington, D.C.

Bernard is 27 years old, unmarried and lives with his parents and a sister in a pleasant suburban residential area of the city. He is a graduate of Georgetown University, an engineer with a BBS degree, so he appreciates the engineering excellence of Homelite's chain saw designs.

On being notified that he was the national winner of the contest, Mr. Foley was, understandably, very much pleased.

"I am both proud and elated to have been awarded such truly valuable prizes," he said. "I enjoyed entering this contest and these prizes certainly made my efforts rewarding and the result, one which will prove memorable, I am sure."

The \$4,000 Mohawk Vacation Lodge, won by Mr. Foley, was specially designed for this contest. It is a prefabricated design, with rustic exterior. Mr. Foley will be allowed \$300 towards erecting the Lodge on his property. He hasn't decided yet just where the Lodge will go or which one of the Homelite chain saws he will select for himself, but he is looking forward eagerly to these events.

Both Bernard Foley and his father, John P. Foley, Sr., are employed by the District of Columbia. Bernard is in the payroll department and his father has been Deputy Director of the Department of Occupations and Professions for the past 15 years.

Enclosed with this issue of Sawdust is a list of all the 714 winners, by states. It is suggested that each Homelite dealer post this list in his place of business, circling his state with a red line, so that his customers can check the list easily.



Mary Jean Perry of Toponas, Colorado, receives her prize shotgun from Homelite dealer Earl Jones, also of Toponas. Mary Jane was one of the many women who entered the "Shoot the Works" contest and won a State prize.



"Good Hunting," says Harry Wisnant, center, Homelite dealer of the Portable Equipment Co., Morgantown, North Carolina, as he presents a shotgun to Howard Braswell, left, and a rifle to Henry Harris, Sr., both North Carolina winners.



Rod Sorensen, left, North Salt Lake salesman, and Monte Wight, Pinedale, Wyoming dealer, right, present a prize shotgun to Mr. Philip Marencic, of Big Piney, Wyoming, winner in the State finals of the "Shoot the Works" contest.



Mrs. Jessie Gillett, center, of Burr Oak, Kansas, a former Kansas "Mother of the Year" gets tips on how to handle her prize rifle from her husband, left, as Homelite dealer L. L. Bird of Esbon, Kansas, looks on.

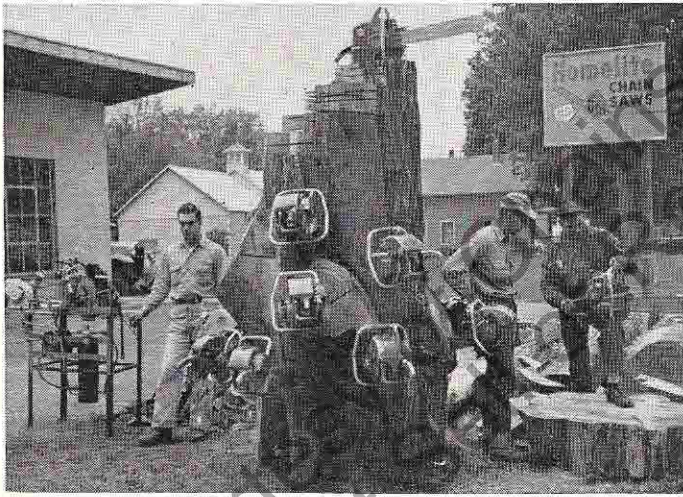


Mrs. Emma Kelley of Hailey, Idaho, receives her H & R shotgun from Joe Schurtz, Homelite dealer of Ketchum, Idaho. "I could hardly believe such good fortune could come my way," Mrs. Kelley said in a newspaper story.



Jack Pounds and Bud Pounds, at left, Homelite dealers and owners of the Bolivar Magneto Co., Bolivar, New York, assist in presenting an H & R rifle to Mr. Robert D. Wightman. The H & R dealer in Wellsville, New York is at right.

A TRAFFIC STOPPER



This 12 foot elm tree trunk, weighing approximately 1,800 pounds, is used to display reconditioned saws outside Cliff Collette's Homelite shop in Hyde Park, Vermont. Cliff, a Homelite dealer since 1955, is seen at far right, showing a potential buyer, Jim Newland, one of the saws. At the left is Cliff's oldest son Ronnie, next to their home-built dynamometer, used in the testing of both saw and kart engines.

Incidentally, Jim Newland bought the saw he was looking at!

ATTENTION, ALL DEALERS!

Are you submitting your Co-op Advertising claims to your Homelite District Office, according to the revised plan which went into effect on April 15th?

Since your District Manager now has to approve these claims before they come to the main office for final approval and payment, you'll speed up the whole process by sending them directly to the District Office.

Consult your District Manager if you have any doubt about the provisions of the new plan.

Will you be on the look-out for the following Homelite chain saws which have been reported stolen.

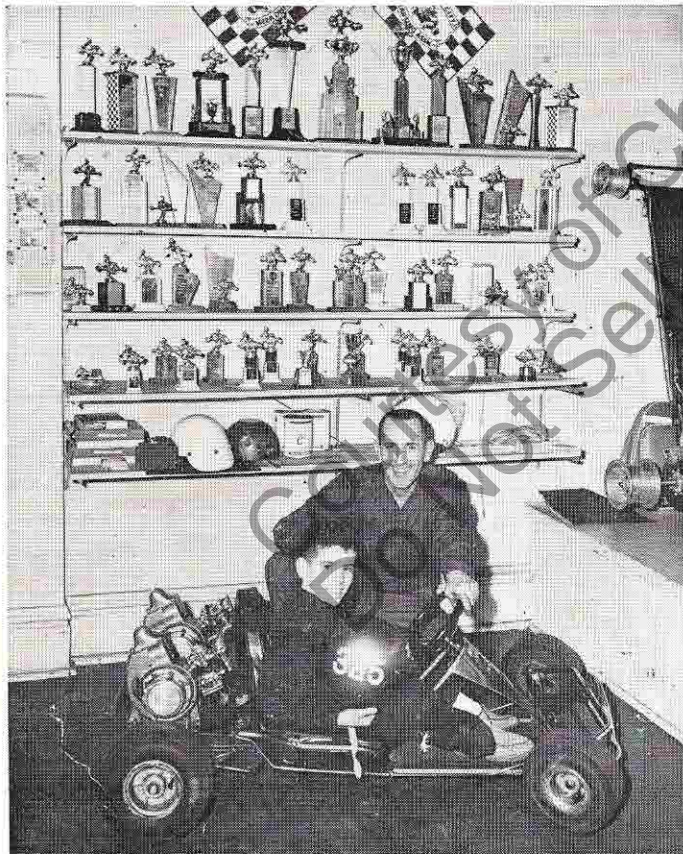
Used 4-20, #1049884, stolen from Phend & Brown, Inc., Millford, Indiana.

New 600 D, #1111887, stolen from Kenny's Sales & Service, Bagley, Minnesota.

Used 7-19, #856205, stolen from Kenny's Sales & Service, Bagley, Minnesota.

New 500, #1101371, stolen from Ray Oliver, Montgomery City, Missouri.

Two Champions Named George Win With Homelite



Father and son, George Stefanech Senior and Junior, pose proudly with their racing kart and a display of their combined trophies... more than eighty-nine of them! George Sr. won fifty-seven in his first year of kart racing and George Jr. won twenty-one that same year.

In the first six weeks of the present season, the Stefanechs and another lad have kept right on with their winning streak. They only had to win twenty more trophies to match their 1960 record. Nice going!

Exterior of Stefanech Mower Service, with service truck.



George Stefanech, Homelite dealer of Joliet, Illinois, started out his business career as a structural iron worker! In an interview with Chicago District Manager Ray Marschalk, George explained how he got into the mower business and then, two years ago, into the chain saw and kart business.

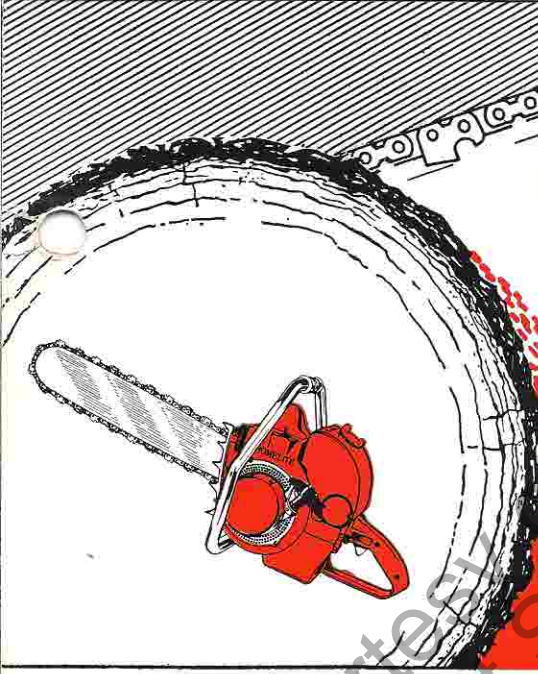
"When things were slow in the iron business," he said, "my father didn't like to see me sitting around the house doing nothing, so he went out and got some lawn mowers and said 'Get to work!'"

And that's just what George did... building up a good business for himself, the Stefanech Mower Service. Two years ago, he came to the Lawn and Garden Show in New York, visited the Homelite booth, and got talking with some of the Homelite men.

"The first thing I knew," he admitted, "I was getting involved in the chain saw business as a Homelite dealer. Then came the kart engines, the K-82 and the K-92 and that's a sport I've really gone into in a big way."

Last year, George operated his own kart track but sold out after a profitable season. The work involved in running it took too much time away from selling chain saws and racing his own kart with its modified K-92 engines.

When asked to explain his success in selling Homelite chain saws, George Stefanech decided that a good location, Homelite's fine reputation in the small engine field and extensive advertising of the Homelite name, bring people into his shop. Having a good stock of saws and parts, complete servicing equipment and a sincere desire to give service, keeps them coming back and buying.



SANDUST

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

No. 101

JULY, 1961

Showmanship Promotes Future Chain Saw Sales

"Hurry! Hurry! Hurry!" Above the stir and noise of the Fair, a compelling voice rises to a high pitch. Heads turn, people move in the direction of this new sound.

"Ladies and Gentlemen! Inside the tent you will see one of the most unforgettable, unbelievable wonders of the world. You will receive, absolutely free, a souvenir of this never-to-be-forgotten experience!" And the crowd streams in, ignoring the quieter attraction on either side.

That's showmanship, and although this particular type of carnival barking is not recommended as the way to get people to visit a Homelite exhibit at the Fair, Homelite dealers can learn some good lessons from this technique.

First, attract the customer's attention . . . not necessarily with loud shouting but, if possible, with chain saws running or karts and riding mowers moving about, making a noise. Bright banners and pennants fluttering in the breeze, gay music playing over a loud speaker, a cutting contest, are all good attention-getters.

Second, show them something really interesting. Have all the latest models of the Homelite chain saw, clean and shining and attractively displayed. Have a cut-away model or drawing, at least, to show how the Homelite operates. Display the latest attachments, pointing out

what they can do. Let the prospects handle the saws . . . felt them . . . feel the fine balance. Have plenty of descriptive literature around for them to pick up and take home.

Third, give them a good show. Make your products perform for them. Demonstrate if possible, and let the prospect

and his wife and kids all take a turn cutting with a Homelite, under your watchful eyes, naturally.

Fourth, give them something to take home with them . . . something free! There are many attractive give-away items available to Homelite dealers, listed in the Chain Saw Promotion Book. The prices on some of these items are due to go up in the near future . . . but right now, they're still as listed. Items such as yard sticks, matches, memo-books, balloons, are still excellent values. For only a few pennies you get your name, address and product reminder into the hands of friendly prospects.

(See attached Order Form for a few of the items which have proved very popular).

Showmanship isn't all ballyhoo and giveaways, however. You're at the Fair to increase your sales, if not on the spot, at least in the near future. So, in addition to putting on a good show, be sure to get results. Obtaining promising lists of prospects, renewing old friendships, educating the public to what Homelite products are, is all part of this aspect of the job.

You'll find that your late summer and early fall sales will get a big boost if you hurry, hurry, hurry to the nearest fair and use your showmanship to promote Homelite's full line of money-makin' chain saws.



The wise showman uses the material in this Fair Kit to attract people to his display. Two strings of multi-color pennants, a Homelite banner and Homelite caps, set the stage for a lively show.



Dealer Joseph Heichelbeck, at left, is introduced at a Dealer Meeting in North Arlington, New Jersey, by District Manager Robert Worth.

SIDE LINE BECOMES MAIN LINE

for

Dealer of the Month

Joseph Heichelbeck
of Honesdale, Pennsylvania

The past twelve years have been busy ones for Joseph Heichelbeck of Honesdale, Pennsylvania. Honesdale is in the northeast part of the state, surrounded by dairy farms on the hillsides, and fine stands of hardwood in the forests.

Twelve years ago, Joe was in the lumber business, cutting, among other things, ash which would be made into baseball bats at a large mill nearby. When one-man chain saws came on the scene, Joe got himself a Homelite, and that's a day he'll always remember.

He boasted so much about how good his Homelite was, that he convinced some of his friends to get Homelites too. The Homelite dealer was located some distance away, so Joe became a sub-dealer, since he was bringing in quite a few sales.

As the years went by, Joe found that more and more of his time was going into selling and servicing Homelites. Finally, in 1959, he became a dealer in his own right.

Mr. Heichelbeck told us about all this on a sunny, hot morning recently in the fine new shop which he built last year.

He handles karts and lawn mowers in addition to Homelite Chain Saws.

"It's hard to believe that my Homelite business has grown so big," admitted Joe. "From nothing, only a few years ago, I now have a thriving, profitable operation and it really hurts now, when I have to pay my income tax! I'm not complaining, understand!"

"This shop cost me \$3,000, and I admit I had some doubts about whether I actually needed it or not. I moved my old shop, little more than a large shed, when a government project flooded the area where my house and shop were located. After I became a full dealer, and attended a couple of dealer meetings, I decided that I had enough faith in the future of Homelite Chain Saws to build a suitable shop."

"Do you think it's going to pay off," we asked?

"It's more than paid off, already," Joe answered. "In one year, we added 45% more business! Now I plan to remodel the old shop as a sort of covered open-air display area, if I can ever get time!"

His business is strictly a family affair. His wife, Ruth, handles the books and the ordering, assisted by her two married

daughters, Marie and Betty. Marie's husband, Donald Masters is the serviceman mechanic and assistant salesman.

The family is a close one. They live on the hill above the shop. The Heichelbecks and the Masters live in a big white house, while Betty and her husband live in a smaller house next door. Two pretty blond girls play happily together, the two-year old is Tammy Heichelbeck, who is four-year old Donna Masters' aunt.

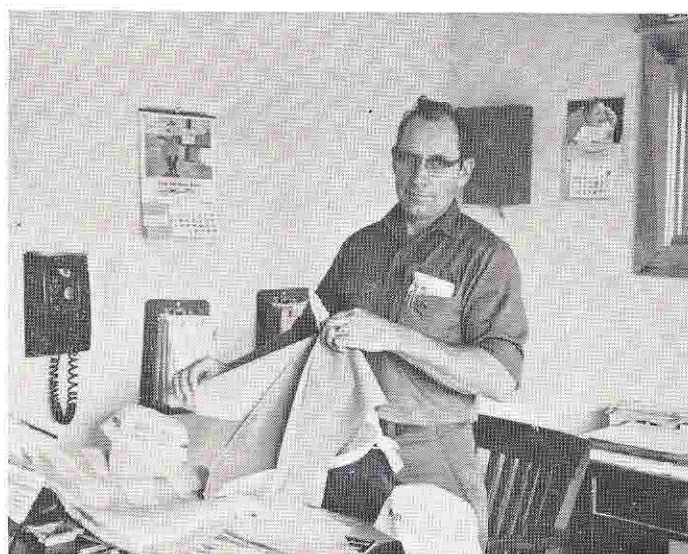
"There's always plenty going on in the shop," Don told us. He's the kart enthusiast in the family and every weekend he heads for a track on the outskirts of Scranton, about thirty-five miles away. "I missed coming in first by four-tenths of a second last week. I'm sure I can win this next race."

Just then a man and two boys came in carrying a Spitfire for which they needed new tires. The shop is evidently a gathering place for the karting fans in the neighborhood. They're hoping to open a track in the Honesdale area, soon.

Another customer, Mr. Everett Shaffer of Hamlin, Pennsylvania, came in next. He is a farmer-logger who decided he'd gotten enough use out of his EZ-6 in the past three years and wanted to buy a



Deciding whether to take the Garden Trac to the Fair, Don Masters, left, Mechanic, and Joe Heichelbeck, on tractor, talk over plans for the coming event. The size of their display will dictate the number of units they take.



Opening a Fair Kit, Joe Heichelbeck spreads the contents on the desk in his neat, new office. Using two kits, he will have four strings of pennants, two banners and six Homelite caps to spark up his display, all for \$6.00.

new saw. The new 707-D which Joe showed him looked just right, so they wrote out the order, then and there. On his way out, Mr. Schaffer, who is also interested in karting, saw a used kart that he liked and he decided he had to have that too.

"There goes another cow," he said as he bought the kart. "I'll be so busy cutting wood and riding this thing that I wouldn't have time to milk her anyway!"

Mrs. Heichelbeck told us that that particular kart had been traded in on a Homelite Mower Car by a 74 year old widow, crippled with arthritis. Both vehicles were for transportation use only, but she decided a Mower Car was easier to get on and off. Now, she rides to the Ladies Aid Meeting in style!

Although Joe Heichelbeck occasionally does some custom cutting, his Homelite business keeps him well occupied. He goes out calling on customers and prospects, often in the evenings, and finds it very profitable.

"Advertising has paid off very well for me, too," he said. "I have road signs on several main roads leading into town and tacker signs around. I use the local paper, and what has attracted a lot of attention, we have a big drive-in movie in town, and I have an ad on the screen on week ends. Lots of people tell me about seeing it."

Last year, Mr. Heichelbeck was honored by the Honesdale National Bank and a display of Homelite products was featured in the bank. This provided a boost in recognition, naturally.

"Do you ever go to any local or state fairs," we asked?

"Sure," he said. "We went to the Wayne County Fair last year and we're

planning on entering it again this year. We have a display at the Honesdale Sportsman Show in early April, too."

"How do you go about getting ready for a Fair," we asked?

"Well, I reserve a place at the Fair and then I let the Philadelphia Office know about it. Bob Hood, my Homelite Representative, is a big help. He comes along to give me a hand and he brings displays that they keep for fairs, to make a good Homelite showing."

"I take my own display fixtures and signs," he added. "I've got a couple of Fair Kits and I'll take along plenty of literature and give-aways. Last year we were inside a building, but this year we're planning an outdoor display with a cutting contest to attract the people. It should be even better than before and bring in even more business."

"How have your sales been this year, so far," we asked? "Have you been feeling the slump that has been evident pretty much all over the country?"

"Not really," said Joe. "The saws were a little slow, but they're picking up and our used saws are going great. In fact, we have only a few around. I haven't sold as many ride-on mowers as last year, but I sold my last two last week and I've ordered a couple more. The kart business is good, too. I can't complain!"

"I like to think back and see how far I've come in the past twelve years. It's wonderful to be able to start from nothing and build a substantial, good business for yourself and your family. A quality product like Homelite, with a fine reputation, makes a darn good partner."

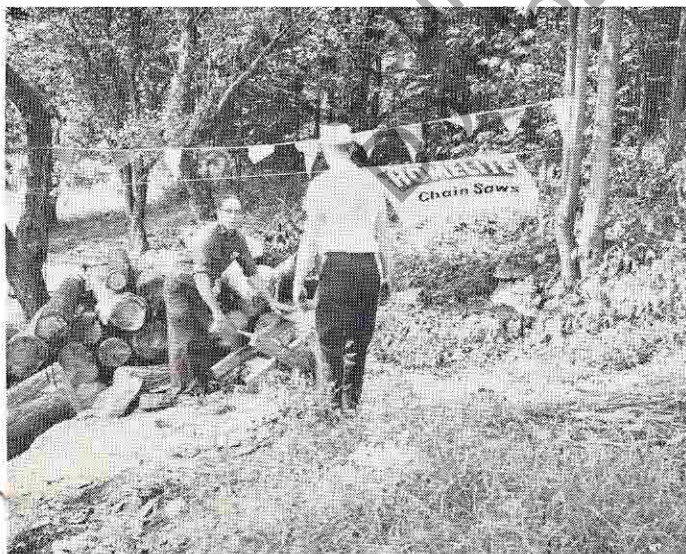
A hardworking, forward-thinking, solid citizen like Joe Heichelbeck makes a fine partner for Homelite, too.



The above display was set up at the Wayne County Fair by Joseph Heichelbeck with an assist from Philadelphia Salesman Robert Hood.



Dealer Heichelbeck, left, poses in the doorway of his shop with a customer, Everett Shaffer and his new 707 D. Mr. Shaffer bought a kart, too.



Trimming the woodpile, Joe Heichelbeck, left, and Don Masters decide how many logs they'll need at the Fair in order to run a cutting contest each day. They'll attract plenty of spectators when the chain saws start singing.



Posing for a group portrait are most of the Heichelbeck family. Standing, left to right, Mrs. Ruth Heichelbeck, Joe, their daughter Maria Masters and husband Donald. In front, Tammy Heichelbeck, 2 and Donna Masters 4.

Senior Salesmen - First Class



Seminar Students in Port Chester. Left to right, seated, W. Geronimo, St. Louis; D. Tilton, St. Paul; W. Hoffman, Indianapolis; M. Kotzan, Detroit; D. Cook, Denver. Standing, W. McDonald, Field Representative; E. Spader, Chicago; I. Moulton, Toledo; E. Sadkowski, Buffalo; F. Herbert, Cincinnati; J. Metzgar, Pittsburgh; D. Brancaccio, Cleveland; G. S. Lemoine, Boston; J. McMenaman, North Arlington.

First Seminar - Big Success

A group of Homelite top sales personnel spent the week of July 17-21 in Port Chester, going to school again. The school was the first Senior Sales Seminar, conducted by Homelite's newly appointed Director of Sales Training, Jerry Harrison, assisted by Sales and Advertising executives.

The salesmen were given an intensive course, designed to increase their earning capacity and equip them for the role of Senior Salesmen. In addition to the normal sales subjects, they were trained in Leadership, Public Speaking, How to Run a Sales Meeting, and the Art of Teaching.

At future seminars, one man in each Branch will be trained. They, in turn, will be able to pass on what they have learned to Junior Salesmen and Homelite Dealers in their areas.

Reports coming back from these newly graduated students indicate that they have already found good use for the lessons they learned.

"No matter how good a salesman you think you are," writes Walt Geronimo, St. Louis, "If you don't establish a pattern of selling, you make it hard for yourself."

Fiery Plane Crash Kills Dealer

A Homelite Dealer, Arthur G. Goodnow of "Art's Homelite Service" in Payson, Arizona, was killed on June 22, when plane he was piloting on a forest fire fighting mission crashed into another plane and slammed into the ground.

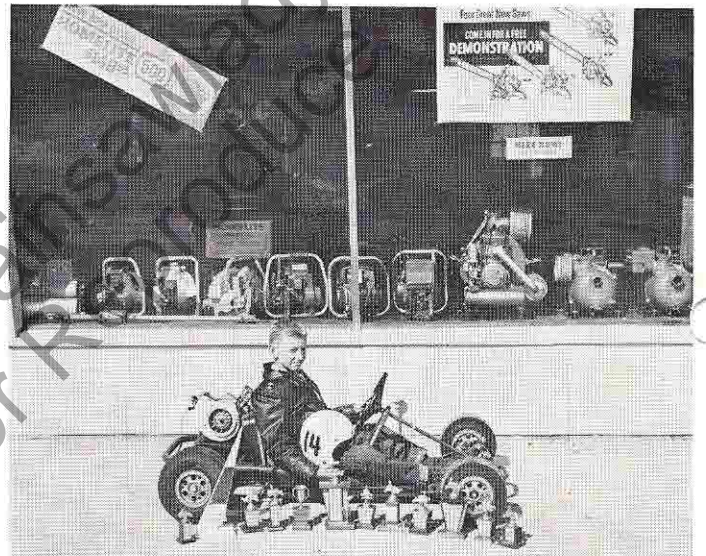
Mr. Goodnow and a Tonto fire control aid were in a small "bird dog" plan used to guide borate-dropping aerial tankers to the danger areas above a fierce forest fire in the Tonto National Forest.

Nobody knows exactly what happened as the two planes had been in constant radio contact with each other and the ground before they crashed.

The fires in the area were very difficult to control as the country is very rough and it was impossible to get equipment in. By spotting fires from the air, the men were able to drop borate from planes to smother them.

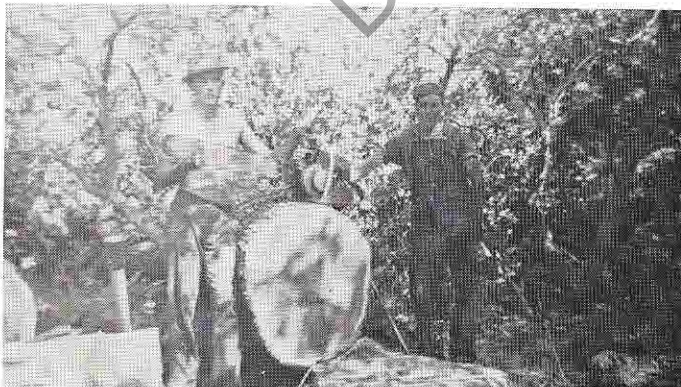
Homelite regrets deeply the tragic accident to Art Goodnow, who leaves a wife and daughter.

Dealer's Son Collects Trophies



The proud kart driver, above, is Larry Mulligan, aged 12, son of the Homelite dealer in Medford, Oregon, who operates the M & W Chain Saw Co. He is shown on his kart with a K-92 engine and some of the trophies he has won in both Junior Class and Open Class A karting. His father's shop window features a fine display of Homelite units and promotional material.

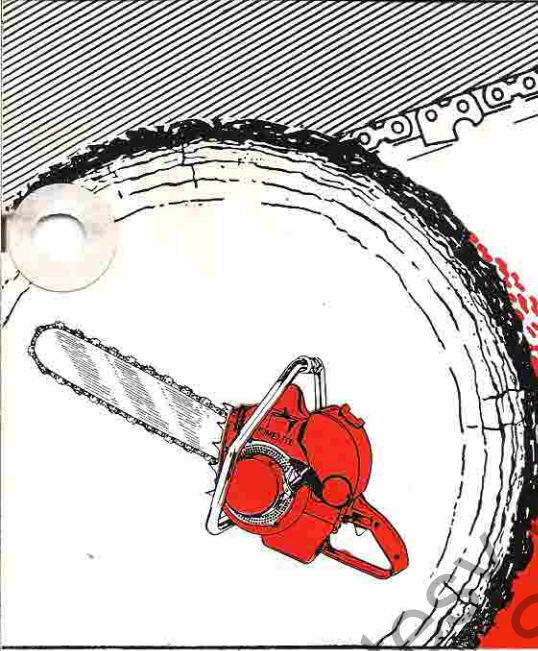
Using His Head and His Homelite Proves Profitable



When Max Lumbert, son of Vernon Lumbert, Homelite dealer in Winfield, Kansas, decided to cut stove bolts, he found that the best available timber was in a very inaccessible location. He bought a surplus army half track



shown above, which he used to haul the big logs, cut with his trusty Homelite. Out on the Highway, they were loaded onto a truck which delivered them to the mill. He was assisted by Leslie Cotton in this profitable venture.



SAWDUST

Published by **HOMELITE** A **Textron** DIVISION

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

No. 102 AUGUST, 1961

Many Dealers - One Loyalty

At the latest count there are over 3500 Homelite chain saw dealers, plus several hundred kart dealers and several hundred lawn mower dealers in this country.

They are as different, one from the other, as the communities where they live. Some are located in the center of good sized towns or big cities. Others are far off the main highway, in logging territories. Still others serve rural areas, and are located way out in the country.

Recently we read an interesting article about a Homelite dealer and met two others when they dropped into the main office in Port Chester to pay us visits. This pointed up the differences *and* the similarities of Homelite dealers.

An article in the Omaha World-Herald, entitled "Artist of Treetops" was about John Morris, owner of the Morris Tree Service in Lincoln, Nebraska. Mr. Morris is no ordinary man. He is an expert at roping and limbing trees, an art he learned at the age of ten from natives in India where he was born. He was the son of Seventh Day Adventist missionaries. At that early age, he was able to take down limbs by himself and keep the family supplied with firewood.

Now 40 years old, and a graduate of the ministerial course at Union College, he is still using the experience gained as a child. The father of five children of his own now, Mr. Morris is a loyal Homelite dealer and an artist in tree roping.

Another interesting dealer is John C. Webb, who operates "The Work Shop" in Godfrey, Illinois, a suburb of St. Louis, Missouri. He stopped off on a vacation trip with his charming wife and four children. They had been touring the

historical landmarks in the East, including Williamsburg, Boston and New York and were planning a visit to Niagara Falls on the way home. Mr. Webb is obviously a civic-minded, modern businessman.

A Homelite dealer, who also is a Pan American pilot and flies passengers and freight to all corners of the world, was another interesting visitor, recently. Dale Russell operates Russel Rent-All, the Homelite dealership in Maryville, Tennessee. He leaves the business in the capable hands of his two assistants when he makes a run to Africa or Paris or almost any place in the world. He spends more than half of his time at home, and since he and his wife and three children live only minutes away from the Knoxville Airport and from his place of business, he finds it very easy to rent and

sell Homelite equipment. He finds the rental business a profitable one which leads in many cases to sales of the units.

What have these three dealers in common? Their backgrounds and ways of life are so very different that it's hard to spot the characteristics that make them good Homelite dealers.

First, they are all responsible, independent men who like to operate their own businesses. They appreciate quality . . . in the product they sell and in the company they deal with. Above all, they like to feel that they are partners with Homelite. They know that their success or failure is of vital concern to Homelite. Each, in his own way, represents Homelite to the customer, and his successful dealing with the customer brings success to Homelite.



Dealer John C. Webb, above, Mrs. Webb and David, Carol, Jean and Susan Webb, their children, were photographed in the Reception Room on a recent trip East. They live in Godfrey, Illinois.



Dale Russell, at right, Homelite Dealer and Pan American pilot, makes a stopover visit to the Port Chester office. Mr. Russell lives, and sells Homelites, in Maryville, Tennessee.



Exterior view of the Stroup Chain Saw Store in Redding, California, with the people who cooperate to make it such a busy, profitable operation. Left to right, Rick Lotti, Chain Saw Specialist, Sacramento Branch, Clem

Stroup, owner, Mrs. Jackie Stroup, wife, Larry Stroup, son, Elfrida Olsten, bookkeeper, Leonard Garrison, Parts Manager and Salesman, Jack Bishop, Mechanic. There's no doubt that this is a "Homelite" dealer.

California Dealer "Stroup's Chain Saws" Serves Logging Area *Named* Dealer of the Month

In this article, Rick Lotti, Chain Saw Specialist of Homelite's Sacramento Branch, introduces us to a dealer in his area who fills the requirements for "Dealer of the Month" from every angle.

"Meet Clem Stroup, owner of Stroup's Chain Saw in Redding, California," says Rick.

Redding is located in the north central part of California and is the hub for two potentially large logging counties, Shasta and Trinity Counties. Hundreds of square miles of pine, fir, and cedar growths surround this area. Clem was born in a town called Shingletown which is 20 miles east of Redding. He has spent his lifetime in the immediate area and in the last 50 years has watched logging progress from the hand saw and mule team methods to the present day high production methods.

In fact, if one travels through this country with him, Clem is apt to point out stumps of trees that he felled himself. He spent several years working in the woods in this area, as a faller in the late 40's

and as a logging contractor from 1951 to 1955.

While working in the woods Clem became familiar with the built-in quality in Homelite products and ever since then has been very enthusiastic about them. He became a Homelite dealer in 1957.

Having been a logger himself, Clem has a full realization of the problems and needs of the loggers.

He says that a good parts stock and top notch service is the key to keeping the local loggers happy.

When you walk into his shop you can readily see that he practices what he preaches. As you enter you see a full line of Homelite equipment; chain saws, pumps, generators, karts and engines, lawn mowers, and Trail Kings. These are attractively displayed against a background of Homelite promotional material.

There is a well-stocked parts department, ably maintained and run by parts manager and salesman, Leonard Garri-

son. It is his job to keep the parts stock at the proper level to service all the existing Homelite units in the area.

From the parts department we go to the shop which is neat and well equipped with every necessary tool, including two complete sets of Homelite special tools. The repair shop is headed by mechanic Jack Bishop. Clem Stroup is also a very capable factory-trained mechanic and pitches in whenever the need arises.

Clem feels that it is of the utmost importance to get the loggers saws ready for the following day's work, as he knows from his past experience in the woods that the chain saw is the loggers livelihood.

Since he became a dealer four years ago, Clem has always had an eye to the future. Last year he moved to a larger location to keep in stride with the growing family of Homelite products. He expanded his new store as the karting field grew and again when Homelite introduced its line of lawn mowers. He also



An interior view of the Stroup Chain Saw Store, showing the fine display of units and the well-stocked shelves. The owner, Clem Stroup, is at left behind the counter with Leonard Garrison, Parts Manager and Salesman.



The customers get the very best in parts and service when they come to Stroups for their chain saw needs. Mr. Stroup and Leonard Garrison are ready to cooperate in any way to see that they get what they want.

has part of his store set aside hopefully awaiting the arrival of Homelite's out-board motor.

Clem's family is very active in the business and they are all enthusiastic Homelite boosters. His wife, Jackie, takes care of paper work and billings and his son Larry, 15 years of age, is an avid karting enthusiast and has been instrumental in the sale of several karts and engines for his father. He has also won his share of trophies at the local track.

Since becoming a Homelite dealer Clem's sales have increased steadily every year. When asked what he attributed his

increase in sales to, Clem stated: "Top notch service and a neat, clean, well-stocked store, automatically draw more business. Also getting out on the job to demonstrate our equipment has given our sales a big boost. I feel that people who can use our equipment in their work should be shown what Homelite has to offer. This can best be accomplished with on-the-spot demonstrations."

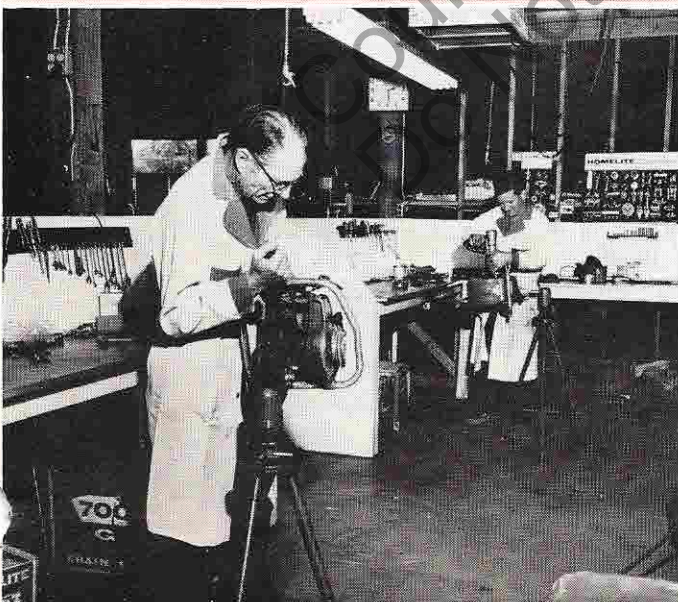
Advertising has also played an important part in his sales program. He uses radio, TV, and newspapers and has been very active in the Homelite broadside

program. Since becoming a dealer he has never overlooked the benefits of having a display at the local County Fair. He feels that personal contact with potential customers has been a big help to sales.

Clem Stroup and his organization have done a marvelous job, according to Rick's report. In fact, the chain saws that they have sold in the four years since Clem Stroup became a Homelite dealer, if laid end to end, would stretch for a distance of two miles!

As their reputation for service and efficiency grows over the years their sales will continue to grow every year.

A natural-born mechanic with factory training and much experience, Clem Stroup, in foreground, left, keeps his hand in by helping out Jack Bishop, the regular mechanic, with saw repair when the shop is busy.



Larry Stroup, 15 year old son of owner Clem Stroup, is seated on the kart which he has ridden to victory on many occasions. Larry's interest in Karting is a drawing card which attracts other Karting fans.



Youth Leads The Parade



The littlest one is starting to follow in his father's footsteps already. James Hagan shows his youngest how to start a Homelite by giving a slight pull to the starter. With a family like this, the business could go on for generations.



Bill Kamizeles, 17 years old, of Hammond, Indiana, drives a Spitfire and is a consistent leading performer in the Calumet Kart Club. Well known in 1/2 midget racing circles as "Billy K", he has now entered the Kart field. Here he displays a few of his trophies.

James Hagan and Sons



A line up for Homelite was a popular feature in the big parade recently in Whitesville, Kentucky. Riding the Mower Car is one of the sons of Homelite Dealer James Hagan who played a big part in the proceedings. Each cart in the line-up displayed a Homelite chain saw.



A mail box made from a reconstructed Homelite chain saw is a feature outside the shop of James Hagan. One of the Hagan boys proudly points to this unique fixture which serves as an advertisement for the fine Homelite business that dealer Hagan operates.

Dealer and Customer Doings in Denver Area



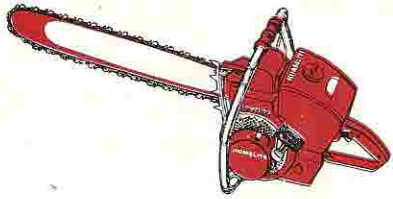
Homelite customer Wallace Crump and son built the truck mounted extension boom shown above, to use in their Tree Service in Denver. Made of tubular aluminum, it extends to 50 feet.



Winners of Denver District's Dealer Contest board chartered plane bound for a fishing trip in Guaymas, Mexico. Left to right, Paul Miller, Fritz Couture, J. Conter, J. Gosney, and Cy Tjolmsland.



Dave Taylor, of Charles Taylor and Son Tree Service, supervises a road-clearing contract on the Berthoud Pass west of Denver. Twenty 707 Ds are being used on this high altitude, "rush job."



SANDUST

Published by **HOMELITE** A **Textron** DIVISION

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

No. 103 SEPTEMBER, 1961

Upswing in Sales and Profits Homelite Forecast For Fall

Fall is kick-off time. There's excitement in the air. Everybody starts walking a little faster, working a little harder, making plans for the winter ahead.

The kick-off for Homelite's fall selling season took place in Port Chester in mid-September, at a national sales meeting, attended by the managers of all twenty-five Homelite sales districts, the key home office personnel, the managers of our two plants and others.

At this three-day session, all kinds of important plans were brought up and discussed. The district managers exchanged views and comments on the full line-up of Homelite chain saws for fall. They told of the outstanding record that these saws have made in the hands of actual users.

All felt that in this full line of Money-Makin chain saws, Homelite has a team that will be hard to beat and that it will roll up impressive profits for Homelite dealers in the months ahead.

The present line of eight great chain saws is the most complete in Homelite's history—and each saw was developed with a special kind of customer in mind. From the low-priced 500, which appeals

to the farmer and occasional user, to the great, money-making professional saws, the 909's, all the Homelite saws have specially planned, built-in features in addition to the famous Homelite quality. Engineering Research is working constantly to keep ahead of the competition and provide the kind of saws that future conditions will demand.

Other Homelite departments are also working constantly to help sell these products. A new Director of Sales Training,



Backed by a huge dollar sign, M. G. Lemoine, left, Boston District Manager, and Ray Sarles, Omaha District Manager, talk over the Money Plant Promotion with Advertising Manager Philip J. Halperin at the recent Sales Meeting.

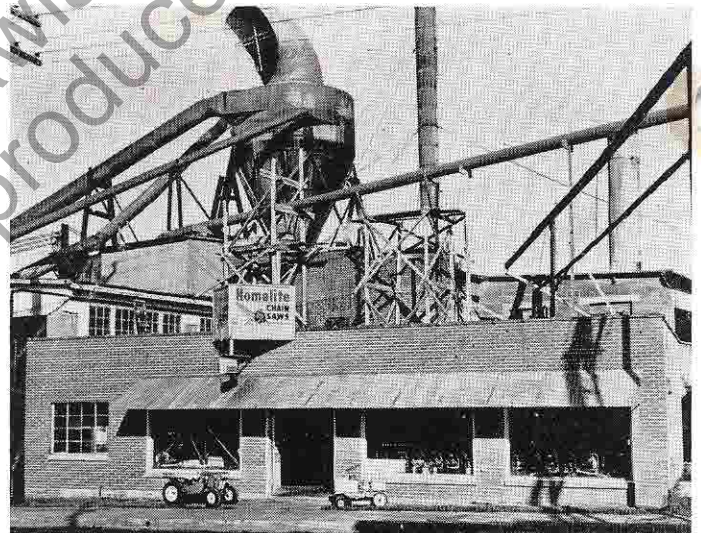
Jerry Harrison, has started a series of Sales Seminars, attended by Homelite Senior Salesmen, who in turn will hold dealer meetings to pass on to the dealers new ideas and new techniques in selling.

Our manufacturing division is geared up to produce all the quality chain saws that Homelite can sell.

The advertising and promotion department has a lively fall promotion, the Money Plant promotion, in full swing. The central theme of this promotion is one that has a universal appeal, "Making Money." After all, that's the main reason we're all in business. We're selling chain saws which in themselves make money for their users, so the customers are included in the promotion, too.

Ads are scheduled to appear in a long list of national and regional publications, which will give the Homelite dealer support for his own advertising campaign.

The line is ready. The signals are clear. Now it's up to the dealer to carry the ball right down the field to the goal line... which is the same this year as it always has been... increased sales and increased profits for Homelite and all its dealers.



Above, the Homelite Shop of the P. W. Plumly Lumber Corporation in Winchester, Virginia. The total operation of the company covers four city blocks.

At left, Mr. Woodrow Harper, Office Manager and Secretary of the P. W. Plumly Lumber Corporation, rides on the Homelite Yard Trac outside the Homelite building as Mr. Finley Haines, general mechanic, helps to guide it.

HOMELITE SHOP, a Profitable Part of Million Dollar P. W. PLUMLY LUMBER CORPORATION of Winchester, Virginia

A neat, one story brick building, with eye-catching signs proclaiming that it's a Homelite shop, is almost dwarfed by the huge corporation of which it is part. The P. W. Plumly Lumber Corporation is one of the largest manufacturers in Winchester, Virginia, covering an area of four city blocks. The job they do as Homelite dealers is an outstanding one too, making them an excellent example for a "Dealer of the Month" story.

The company was established in 1934 by Park W. Plumly, founder. Mr. Plumly passed away on December 5, 1955 and his son Paul D. Plumly succeeded him as president of the company. Paul is married and has two sons.

The company has many diverse operations, the main ones being the production of Appalachian hardwood lumber and flooring. Their flooring operation is one of the largest in the East. In addition, they handle building supplies, wholesale and retail lumber and hardware of all kinds. Over 160 people are employed by P. W. Plumly Lumber Corp., which does a multi-million dollar annual business.

Eight years ago, Homelite salesman Bob Wood, now in the Alexandria, Virginia Office, called on Plumly's to see if he could sell them some chain saws. He found that they had complete stocks of several competitive saws, in fact, about \$20,000 worth of units and parts. Bob still felt he had something to offer, so he brought out a Homelite and showed it to Paul Plumly. Paul was enthusiastic right from the first, picking up the saw and pointing out all the outstanding features as if he, not Bob, were the salesman. Bob came away with an order that

day, and a year and a half later, the only saws and parts to be found in the shop were Homelites.

"In 1954," says Paul Plumly, "having the opportunity which has proven a good one, the company became dealers for the Homelite line. This Homelite line proved so successful in a short time that we had to put on two full time men in the shop. We, of course, use the Homelite saw in all our logging operations, cutting between 5 and 6 million feet of hardwood logs per year."

Mr. Plumly's genuine enthusiasm for Homelite is instilled in his employees as well.

The Homelite Department of Plumly's is clean, orderly, and well managed, with an outstanding service department. It is under the general supervision of Mr. Woodrow Harper, Office Manager, and Secretary of the P. W. Plumly Lumber Corp. The shop is equipped with the very finest in tools and fixtures. A special demonstration wagon is used for field sales and promotion.

Serving as manager of the Homelite operation, is William "Bill" Locke, who has held this position for the past five years. He has shown fine capabilities as a manager, as exemplified by the profitable operation of the shop, the enthusiasm of his selling, and his long range sales program. Plumly's is well known to loggers and other chain saw users in a three state area, for the size and completeness of the stock carried.

Mr. Finley Haines, a top-notch factory trained mechanic handles the major service job. He has been with Plumly's for

two years, and knows the importance of careful checking and quick service when a chain saw is brought in for attention.

Mr. Glen Cumberlin, who has worked for the company for over fifteen years now serves as a utility man. He's an expert chain saw mechanic and operator, and he is presently engaged in assisting in the shop and covering all the mills in the field.

Plumly's has a very fine shop-on-wheels, completely equipped with all the special tools needed for repairs in the field. In addition, it carries chain by the loop and reel, chain breakers, spinners, etc. This truck makes constant calls on all the mills in the area and brings in a large amount of additional business.

Bill Locke modestly says, "The reason for our success is that the Homelite product sells itself." We thank him for these kind words, but know that it takes a wide-awake energetic sales approach to reach all the possible customers and even to create new customers.

Bill Locke believes in long-range planning as well as current efficiency. He has already planned a promotion for Homelite lawn-mowers for the spring of 1962, and he's on the verge of kicking off a promotion for the pruner and generator.

He plans carefully as to what advertising will be the most effective, using both radio and newspaper ads in a well-spaced program. He knows that the more times a prospective customer hears the name Homelite, or sees it in the paper or on a

Lumber Business

Dealer of the Month

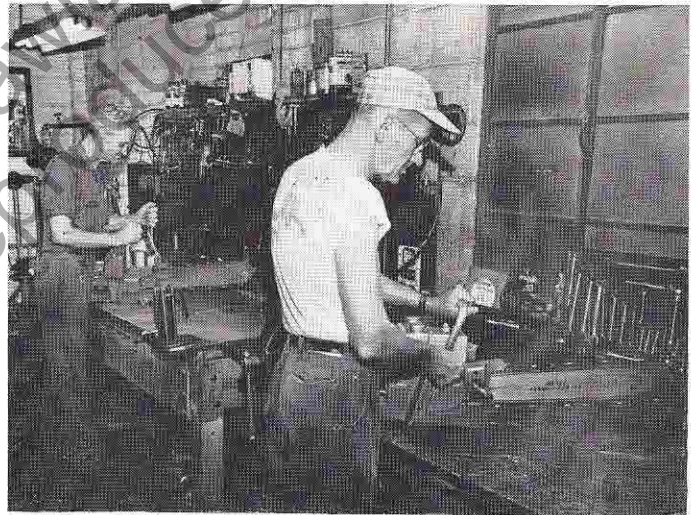
roadside sign, the more he's apt to come to the Homelite dealer. If the name of Homelite is always coupled with the idea of quality and service, he's in a buying mood by the time he gets there, and then, as Bill says, "the product sells itself. It's the getting 'em to the product that takes the planning."

Plumly's has such confidence in Homelite that they have recently become full-line dealers, and have made an all-out job of promoting and demonstrating pumps and generators as well as chain saws and mower cars.

There's plenty of opportunity in this huge lumber operation to test, not only the speed and cutting efficiency of chain saws, but how well and how long they stand up under continued use. The fact that this has resulted in the exclusive use of Homelite chain saws is of great importance to all Homelite dealers. To quote Mr. Paul Plumly, "The Homelite saw has indeed proven profitable to the P. W. Plumly Lumber Corp."

This brings up again the valuable partnership which exists between all of the most outstanding dealers and Homelite. Bob Wood, the Homelite salesman who set up this outstanding dealer and many others, expresses the thought often when talking about the subject. "Homelite feels that our dealers are our partners and their success or failure is Homelite's success or failure. Our failure or success is theirs, too, and we feel responsibility to supply them with the finest chain saws and parts we can make. We like our dealers to work with us on this basis."

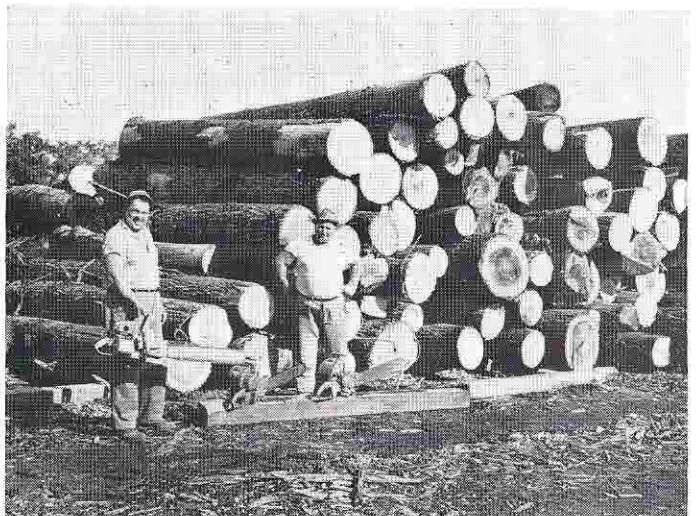
The combination of Homelite and Plumly's reputation for service, performance, and dependability is the key to this success story from Winchester, Virginia.



Above, Mr. William T. Locke, center, manager of the Homelite department, super-salesman and expert serviceman, checks over a new saw. Mr. Finley Haines, general mechanic, is at work at his bench, at left.



Part of Plumly's Homelite display room shows the large stock of chain saws and lawn mowers, all Homelites, carried by the company. A fine use of Homelite promotional material is also evident.



A typical scene in Plumly's log yard shows Thomas Dillow, at left, and Guy Lipscomb, log tally man, proudly displaying some of the Homelite chain saws that help them do their work.

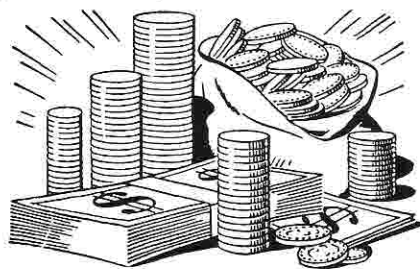


Money *does* grow on trees. Well, it *looks* like money, and the plant called Lunaria, *looks* like a tree. Actually, it's a plant with silvery, coin-like seed pods which come along after the purple and white flowers fade. The dried seed pods are used in winter bouquets, mixed with other Everlastings, and they're mighty pretty.

Homelite has built a fall promotion around this money plant, not because of the value of a small packet of seeds, which you may want to give away to prospective customers, but because of the chance it gives to point out the money makin' features of Homelite Chain Saws.

There are several ways to promote a product. You can do a hard-hitting, loud-selling job of it to attract the prospect's attention and often annoy him so much he hates the sight of you, or you can do a soft-selling job, reaching him through catching his interest, tickling his sense of humor, surprising him. We think that this Money Makin' promotion will provide just the right kind of interest for the fine products you have to sell.

Inside the fall promotion kit, which contains newspaper mats, radio scripts, signs, streamers, blow-ups, self mailer broadsides, literature easel, and publicity releases, you'll find a special Money Tree envelope. Look over the contents carefully. Get a chuckle out of the new money makin newspaper mats, order your supply of money plant seeds and start to use your imagination right away. For very little you'll be able to create favorable publicity for yourself and Homelite.



New Fall Promotion

Money Plant Seeds



Here are some tips on what *you* can do about this Money Plant Promotion, and what *it* will do for you.

First, order your Money Plant seed packets. There's a pink order form which can be filled in and sent directly to the supplier—Orchids of Hawaii, 305 7th Avenue, New York 1, N. Y. Order in lots of 100, (naturally, the more you order, the less each package costs). It will take about two weeks to fill your order.

Free Newspaper Mats



Next, order the free Money Plant newspaper mats from Homelite, Port Chester, N.Y. on the special Business Reply Post Card. Five of them show "How to Make Money in Two Easy Steps." You'll get a kick out of the clever cartoons and the amusing ideas and you may get some ideas of your own on ways of fixing up a window or a display, carrying out one or more of these themes... the race track, the gambling casino, the oil wells, the stock market or panning for gold. The sixth mat is a special money plant offer which will bring traffic into your shop... you can bank on that.

The

Ole

Money

Tree

n is Rich in Money Makin' Ideas for Homelite Dealers

Newspaper



Advertising

When the mats come, give them to your local newspaper with instructions to run them one a day or every other day, or all six once a week for a month. Don't overlook the other new mats, featuring the saws themselves and all their money makin possibilities. (Remember, this is eligible for co-op advertising credit. So are radio broadcasts).

Radio

Scripts



Speaking of Radio . . . Take the newspaper mat proof sheet, just the way it comes and give it to your local radio station. These make excellent, 30-second spot announcements and will be sure to attract favorable attention to you and Homelite chain saws. Can't you just hear the announcer telling about "a way to make money in two easy steps?" "First, dig an oil well in your back yard" . . . etc.

There's another use for these mats . . . they'll fit on the back of standard government post cards. Have your printer run off a batch of these, with your name and address added. Then mail these cards to every prospect you can think of.



Two giant Broadsides which open up to a sheet 23" by 30", tell the whole Homelite chain saw story. Type "A", at right, features the Money Plant Seed Offer.

Broadsides

And, speaking of mail, there are *two* new Broadsides included in the fall promotion kit. They're alike except that one, "A", has the money plant seed offer on it and the other, "B", doesn't. Be sure to order one or the other of these giant Broadsides, which will be imprinted with your name and address and mailed to all

rural boxholders in your area, and the cost to you is only \$28 per thousand, including postage, imprinting, handling, and mailing. If you order both, we'll stagger the mailings—Broadside "A" first, Broadside "B" a month later.

Last, but certainly not least, dress up your shop to carry out the money idea . . . paper dollar bills, play money, real coins, a treasure chest, money bags borrowed from the bank, a roulette wheel, racing forms, a pie plate with sand and gravel sprayed with gold paint. You can probably think of other things. The window display material featuring coins and money makes a very effective start for a bang-up, interest-catching window. Be sure to *use* this material. It won't make any money for you under the counter.

Prove to yourself and all your prospective customers that money does grow on trees, if there's a Homelite Money-Makin' Saw in the picture.

Display

Materials

A big pile of money in the window, in bright blue and orange, is sure to attract the attention of any passerby. This material comes in the fall Promotion Kit. Add some bags of supposed gold, some paper money and some Homelite chain saws and you have the whole story of the Money-Makin' powers of what you have to sell.



Growth of Influence of Farmer - Logger

"Is there much growth left in the Chain Saw Industry?" This question was proposed and answered at the recent National Sales Meeting by E. E. Carey, Product Manager for Chain Saws.

Some of the facts and figures he presented are of special interest to Homelite Chain Saw Dealers. He used the graph, shown on this page, to point out some of the main trends which have affected the chain saw industry over the past few years, and to project possible future developments.

The graph shows industry-wide domestic sales for the period 1954 through 1960 and projected up to 1970.

The graph shows sharp drops in the recession years of 1957 and 1960. Our sales likewise dropped during those periods following the general economy.

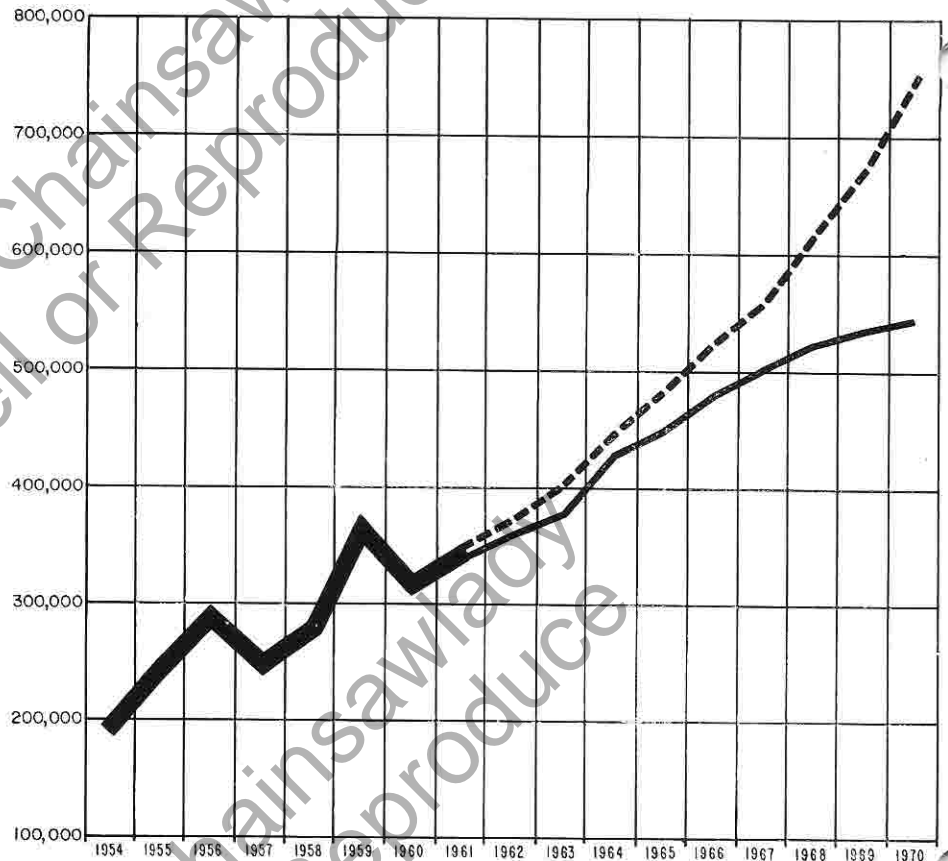
Homelite dealers know from experience, that although they may have sold more units in the past five years, the trend has been for the Farmer-Logger to buy the less expensive saws. There is strong evidence to indicate, however, that tremendous dollar sales gains will be made in the 1960's as hundreds of thousands of farmer-loggers come into the saw market.

"You'll notice on the chart a great jump in sales in the industry in 1956," he points out. "That was no accident. Homelite and Homelite dealers made it happen with the introduction of the first successful direct drive saw—the EZ."

"We had good reason to develop the EZ. In the early 1950's, we recognized a trend in the saw industry which has since revolutionized the logging industry in this country. The trend was the fact that more farmer-loggers were cutting more and more timber for lumber and paper from farm woodlots. Each year, fewer professional loggers were cutting the nation's wood supply."

"When this trend became so pronounced in 1956, Homelite met it head on by adding five new lower priced saws to our line," Gene explains. "For example, in 1956 we had only one saw priced at \$250. In 1960 we had 5 saws priced under \$250. In recognition of the farmer saw demand and the growing competition, we gave you saws to fit every power requirement . . . to fit every pocketbook. In order not to lose profitable high-price saw volume, we asked the dealers to sell up using the lower priced saws as store traffic builders. The great volume Home-

INDUSTRY WIDE DOMESTIC CHAIN SAW SALES



This chart shows the number of chain saws sold in the United States by all manufacturers from 1954 to 1960. The solid line after 1960 shows a sales projection for the entire industry based upon anticipated population growth and use of wood products.

The broken line shows a sales projection which could be realized if all saw dealers sold aggressively to exploit fully the strong trend already in evidence . . . that the Farmer-Logger is cutting more of the nation's commercial wood requirements.

lite has continued to get in the higher priced field is a tribute to Homelite dealers who did sell up."

After a great deal of market research and study, Homelite feels that the trend of the farmer-logger to cut more of the commercial timber will be even stronger in the 1960's than it was in the 1950's.

At the present time, over 3,200,000 farmers own woodlots capable of producing commercially useful timber. The average size is 52 acres. Actually, in many sections of the country, the number of farm woodlots is a better indicator of saw sales potential than commercial wood production. For instance, Missouri, a farm state, produced more sales in 1960 than Washington, a great logging state. In addition, there are 500,000 farmers who cut only firewood each year, about 5,200,000 cords of it!

There are at least 3,200,000 farmers who are prospects for saws. For various reasons, however, 2,700,000 of these farmers don't own saws yet. Homelite has at least five saws which fit a farmer's need and his pocketbook: the 500, the ZIP, the 600D, the WIZ, and the 707D.

For the professional cutter, Homelite offers not only the finest saws we've ever built but the finest in the industry—the 707G, 4-20, 5-30, 909D, and 909G.

"The chain saw industry is ready to soar to a new high ground," predicts Mr. Carey.

"When will this rise take place," he asks? "The answer is, when Homelite dealers make it take place. The seeds of salesmanship and customer education must be planted by every Homelite dealer. We must encourage the farmers to make money from their woodlots. We must accelerate the trend of farmer-loggers to cut more of the nation's commercial timber. We must also accelerate the trend of saw buying by that group called "occasional users" who are non-farmers. Our profits will grow in direct proportion to this effort."

"It is entirely possible, in my judgment," he says, "for saw sales to reach 1,000,000 units annually in the United States before the end of the 1960's."

"We have the products and the team necessary to capture our share of this huge market. Let's do it!"

Off in a Cloud of Dust

There's big excitement among the Kart experts at Homelite these days, because the new K-95 is more than living up to the hopes and expectations raised by repeated track testing.

In spite of hours of tests on a trial track, the real test comes in the heat of real competition, when the green flag signals the beginning of a race. The first K-95's to hit the tracks have been winners. On August 27, the K-95 was entered for the first time in a big regional race in Harrisburg, Pennsylvania. We won first place in the "A" and "Super A", a 100 mile event. We also took first and second place the same day in the Class "B" 50 mile race.

Also on August 27, at a track in Marlboro, Maryland, a K-95 won first place in the "A" event—winning the driver the fine prize of a trip to Bermuda.

On Labor Day, at the Hudson Valley Go-Kart Track at Kingston, New York, both first and second places in the 100 lap, 50 mile Class "B" race were won by K-95's.

It's evident that the K-95 provides more horsepower on the top end to give sustained speed on the straight-aways and plenty of power to pull out of the curves.

The new lightweight racing piston with relieved skirt and single narrow ring minimizes loss of power due to friction. The new carburetor, the new dual pyramid reed valves, the rugged new cast aluminum crankcase mount, all add to the efficiency and power of the new Homelite Kart engine, the K-95.

The checkered flag will be falling on more and more K-95's as the Karts whiz around the tracks this fall.



The Homelite K-95 Kart Engine is new and a sure-fire winner.

SEPTEMBER, 1961



STRAIGHT FROM STRAETZ

WHAT'S IN IT FOR ME?

Chain saw dealer Bill Burke thought he was ready for the Fall chain saw season. The weather was cooperating—the market was ready, but sales were slow.

Bill had read all the economic forecasts which showed business was back on its feet. Anticipating the Fall upswing he had ordered a new saw tree stand and seven new saws for display. He had sent out special mailings to draw in local farmers and occasional users. In fact, he had done everything he could think of to bring in the customers. And prospects were coming in, to look, but few were buying.

All seemed to be looking for a special deal; a price advantage, a high trade-in. The general attitude seemed to be "What's in it for me?" Bill had tried to tell them about the exclusive features of the Homelite saws, but the prospects had just wandered off, mentally if not physically.

Each time he would mention important features such as the new 5.8 displacement, the new air filter location, new positioning of the ignition switch on the 707D, he could see his prospects thinking, "So what does this do for me?" Then they would ask for a lower price, higher trade-in or extra chain. "I guess nobody wants quality any more", thought Bill, "my competitor seems to be selling lots of cheap, low quality saws this season."

Poor Bill has a real problem but it is a problem of his own making. Basically he has simply forgotten how to sell. It is true that buyers are conscious of price these days, but most everyone has had a bad experience buying from discount houses on price alone! Prospects will pay for Quality but they have every right to ask and expect an answer to their question, "What does it do for me?"

The answer lies in a sales technique many of us may have forgotten. It is called "Benefit Selling". Its rules are simple and its rewards are great! To use it, all you have to remember is that each time you mention a product feature you must go right on to tell how the user "Benefits" from that feature, to answer his question: "What does it do for me?"

Think back on some of the things you yourself have bought and analyze why you bought them. For example when you bought a new suit, did you buy it because of the special new Dacron material (a product feature)? Or because it "outwears other suits" (user benefit); you looked well in it, "pride" (user benefit) or it won't wrinkle, "saves pressing bills" (user benefit). You bought the Benefit, not the feature.

These "User Benefits" tell your prospects how they will "profit", usually in an intangible way, from the Benefits of: Safety, Convenience, Economy, Versatility, Comfort, Security, etc. Tie one of these Benefits to each mechanical feature you point out and you will be answering your prospects question, "What does it do for me?"

For example, you might say to your prospect, when presenting the new 707D saw: "This new powerful Homelite has 5.8 displacement, giving added power for the biggest timber, which means (Benefit) *more production in fewer hours, more take home pay for you.* It has a governed engine (feature) which limits the engine to 7000 RPM's at 'no load' speed. When you are actually cutting, it opens up to give the required power. This means (Benefit) *longer engine life, fewer repairs and a savings in money.*"

See how this technique answers your prospects' questions. Use this technique on every demonstration. Analyze your prospect's needs, question him to find out what "Benefits" he is interested in, such as, "Do you consider (Benefit) 'safety' important?" Then tell him about the safety feature. Put yourself in your prospect's shoes and then show him how he will "Benefit" from a Homelite saw. Above all, carry a complete line of saws. When you do, you and you alone can say to your prospects, "We have no reason to recommend anything but the proper saw to fit your needs. Homelite makes them all!" Dealer Bill Burke did this and now he is "Benefiting" from increased sales, higher profit and satisfied customers. Are you reaping all the Benefits of your Homelite Franchise?

Homelite Franchise

- Owner satisfaction
- Maximum Advertising & Promotion
- Expert service training
- Longest line of saws
- Increased sales in related lines
- Thoroughly tested products
- Extra profit

Robert P. Straetz

Vice President and Sales Manager



Nearby booths are deserted as the whole crowd of fair-goers converges in front of the Homelite display at the Woodsman's Carnival in Galeton, Penn.

Music, Music, Music!

Homelite Exhibit Top Draw at Fair

Homelite has found the way to draw the crowds at the Annual Woodsman's Carnival, held this year at Cherry Springs, Galeton, Pennsylvania, on August 4 and 5. Three Homelite districts, Buffalo, Pittsburgh, and North Arlington, joined forces to put up a big, colorful display.

This is the biggest woodsman's affair in the state, at which all chain saw manufacturers exhibit and use saws. Homelite pulls the biggest crowds time after time, as the pictures show. The drawing card, is a fine country-style orchestra, Les Forester's Band, which has played for Homelite at the Fair for the past few years. People come to hear the music at the Homelite exhibit, and according to informed sources, they also buy Homelite saws as a result.

When the band starts to play, other exhibitors might just as well join the crowd around the Homelite booth. Nobody will be looking at their displays!



One reason for the crowd's attention is shown in this behind-the-scenes view of Lee Forester, right center, and members of his country style orchestra.

Stolen Saws

Elder Repair Shop, Decker, Montana, reports the loss of two ZIP Chain Saws in the area, both with 17 inch bars. Numbers 1034488 and 868711. Call the dealer collect if they show up anywhere.

A \$25 reward is offered by Mrs. Harold T. Kerchner of Sedan, Kansas, for the return of a 9-23, #911560, possibly taken to the Pueblo, Colorado or Shawnee, Oklahoma areas.

Ivan Kunkel, of Kunkel Saw and Mower Service, Kutztown, Pennsylvania, reports that a 26LCS #339160 with 23 inch bar, bought in July, 1953, was stolen from his customer C. W. Buck of Kutztown. Over eight years old, and still valuable to its owner.

Rod's Auto Electric Corp. of Garner, Massachusetts, reports two saws stolen, and hopes all dealers will be on the alert for them in case the party is trying to sell them. They are ZIP, #964104 and a 7-19, #879244.

Four saws were stolen from the Bo-Jo Cycle Shop in Sycamore, Illinois on September 10; a 600D—#1178970, a 707D—#1187035, a 707G—#1189689 and a 909G—#1193857.

Lucky Dealer Wins Big Prize



Walt Burrill, the Homelite dealer in Ilion, New York, took a chance and won a \$5000 Cadillac! His proud family pose with him beside his new possession: left to right, son Jimmie, wife Betty, daughter Jill, mother-in-law and Walt.

CARTOON CORNER



Al Youso of Parson's Sales & Service, Libby, Montana, was so annoyed at one type of Homelite user, he sent in a cartoon to show how he feels.

SAWDUST

Published by **HOMELITE** A **Textron** DIVISION

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

NO. 104 OCTOBER, 1961

Once upon a time . . . two Homelite dealers met outside the big city store where their wives were busy spending their husbands' hard-earned money.

"Hi, there," called Dealer Rich. "Haven't seen you since the Dealer Meeting last spring. How's business?"

"Bad!" admitted Dealer Poor, looking with envy at Dealer Rich's bright new red station wagon with the neat Homelite decal on the side. "My old customers never seem to come around any more and two new competitors have moved into my territory and they're taking all the business."

He named the competitors and both men agreed, after much scussion, that Homelites had it all over them in quality, features and dependability.

"I wish I could show my customers the new 600 D's and the 707's but they don't even come in the shop. How's business with you?"

"Great, simply great!" boasted Dealer Rich. "My chain saw sales are 20% ahead of last year at this time and my parts and repair business is even higher than that. I can't complain."

"How do you do it?" asked the other. "Conditions are about the same in your territory as in mine. Pulp is slow and the farmers had poor crops. There's no money around."

"Is that a fact?" Mr. Rich looked surprised. "I've been too busy to check up on local misfortunes. I can trace my good business right back to that Dealer Meeting last spring. Remember when they told us about Chain Saw Clinics to bring customers and prospects into the dealer's shop?"

"I don't rightly remember," mumbled Mr. Poor. "I know it sounded like a lot of work to me so I didn't give it a second thought."

"Well, I did," crowed Mr. Rich, lighting his cigar with a \$10 bill. "I like any new idea to get people to my shop, so I got me one of those free Chain Saw Clinic Kits they told us about, set a date and sent out a whole bunch of invitations."

"I tried something like that once. The only ones that turned up were my brother-in-law and two stray dogs."

"Did you advertise? Get 'em to run a story in the paper? Tell 'em about it over the radio? I figure, if you're going to do anything you might as well do it with a whoop and a holler. I didn't forget to announce prizes, either. Homelite contributed 17" chain, like they said they would, for a door prize and added some other things myself."

"That all costs money," objected Mr. Poor.

"Not very much," Mr. Rich assured him. "And I got double the amount back, just on the day of the Clinic."

Mr. Poor was amazed! "You mean to say, they didn't just come in for the free give-aways? They actually bought things?"

"Why sure they did! A lot of customers brought their saws to find out how to do a better job of filing, and how to take good care of them. They appreciate it when you help 'em like that and they get a real good impression of Homelite, too. Lots of 'em found they needed this accessory or that and some decided it was time to treat themselves to a new chain saw."

"The best part," added Dealer Rich, "was the prospect list I got out of it. When those farmers who'd been figuring on getting a chain saw sometime . . . mebbe . . . saw those shiny new Homelites and found how easy they were to operate, they managed to dig up the money to buy them."

Just then Mrs. Rich came out of the store, loaded down with big boxes.

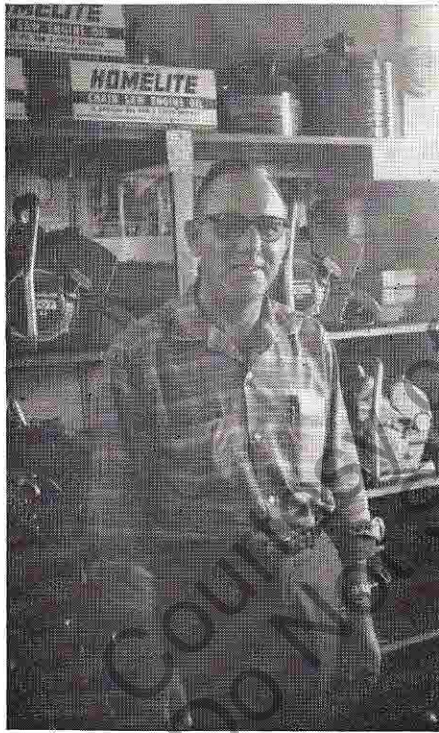
"Sorry I can't stay round to tell you more about my Chain Saw Clinic," called Dealer Rich as he went to his wife's aid. "I've got to get back to the shop, 'cause I'm losing money all the time I'm away. Why don't you check with Bill, your Homelite man. You could still hold one of those clinics and give your business a boost during the fall selling season."

"By Gum," announced Mr. Poor. "That's just what I'm going to do!"

(Editor's Note . . . How about you?)



All of the items pictured above, except for the pretty girl, the Chain Saw Specialist, the Flip Chart and the door prize, the Homelite Saw Chain, come in the free Chain Saw Clinic Kit. Mats, radio scripts, invitations, tickets, counter cards, poster, give-aways and Homelite drinking cups provide all the trimmings for a successful Chain Saw Clinic.



Ray Cunliffe, of Houlton, Maine, in his small, plain shop, does a first-rate, thriving Homelite chain saw business.

Houlton, Maine, is the capital town of Aroostook County, which covers a larger area than that of Rhode Island and Connecticut combined. Right near the center of this thriving town is the Homelite shop of Ray Cunliffe, a life-long Houlton resident. One beautiful day in September, we paid a visit to Ray to find out why he was suggested by his Boston District Office to be featured as Dealer of the Month. Several surprises were in store for us.

The first was Ray's shop. We couldn't miss it because of the large Homelite sign out in front, but knowing the amount of business carried on by this fine dealer, we were amazed to see how small and unpretentious a place it was!

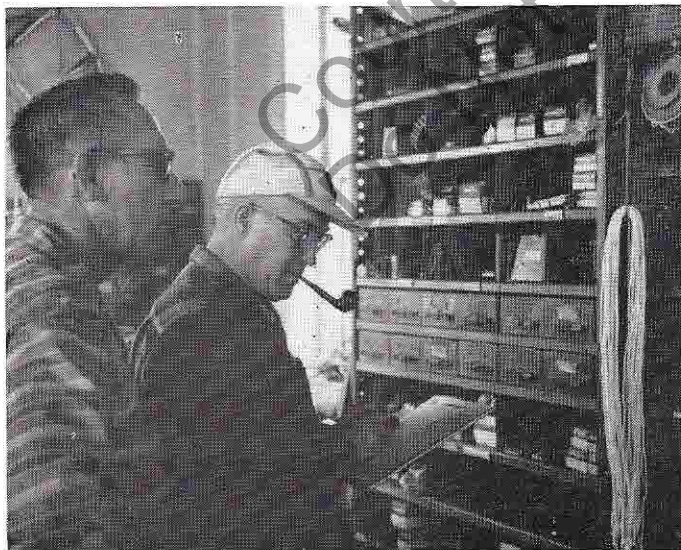
"It's been a lucky location, from the very first day I moved into it, over five years ago," Ray explained, after greeting us in his quiet Maine way. "Al Orcutt, Manager from the Branch Office in Orono, was there to help me get set up, but no special opening was planned and I had only ordered one new chain saw. Somehow, the word got around, and the fellows dropped in to look the place over. The one saw was sold right off the bat, and before the end of the next day we

sold five or six more, that Al rushed back to Houlton from the Branch stock in Orono. A whole shelf of repair jobs was waiting and its been like that, more or less, ever since."

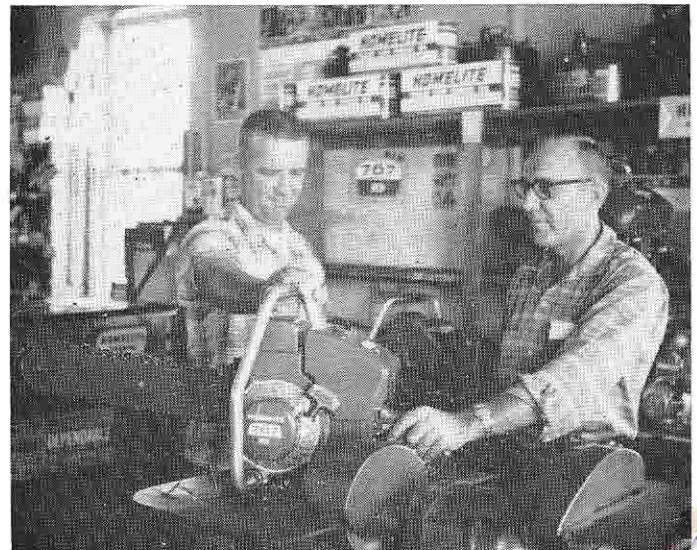
We learned that this is a good territory for chain saws, for in all directions from Houlton stretch thousands of acres of rich farmland and thousands of acres of forests.

Aroostook County is world famous for its high quality potatoes, and the potato farmers have plenty of need for chain saws in their clearing chores and for cutting fire wood for the long winters. About 25% of Ray Cunliffe's business is with farmers. The biggest percentage, however, is provided by pulpwood cutters and loggers. Several large lumber concerns cut over 10 million feet of lumber a year in the vicinity of Houlton. Both clear cut and selective methods of cutting are used, and hundreds of loggers are kept busy all year round. "We usually deal through the jobbers," explained Ray, "the men who operate the camps. That way we know we're going to get paid for what we sell 'em. I go around to the camps about once a week. I drive about 85 miles, but it's sure worth it."

Maine Dealer Gets Set for Winter Year Round Activity Earns "Dealer of the Month" for RAY CUNLIFFE



Ray Cunliffe consults Fred Ward, his mechanic, on some parts that will soon need re-ordering. They get fast, fast service from the Orono Branch Office, 120 miles south.



A friend and potential customer, Skip Miller, left, potato buyer for a large hotel chain, drops by to have a look at the new models. Here Ray shows him a 707-D.

Ray's shop, with its simple, country-style interior is a gathering place for his friends and customers, too. He knows his fellow business men in town: sells to the Water Company, the Town of Houlton Park Department, the Fire Department. He's an important part of this thriving town which is the principal shopping center of Northern Maine.

Another surprise was in store, when we learned that business is good all year long for Ray Cunliffe. We had figured that activity more or less stopped during the cold winter months when the snow is piled high and the temperature drops way, way down. But we were completely wrong!

"In the winter, everybody doesn't just sit around the fire and relax," said Ray. "The loggers cut all winter and that's one reason I can sell them Homelite Chain Saws. They need reliable saws that will start and run no matter how cold it gets. November, December, and January are my three best months, from a money angle. I sometimes have to use four or five servicemen to handle all the business during that period."

"In fact, business is steady, right through the year," said Ray. "Either the

Water Ahead of the Month" Title CUNLIFFE, of Houlton, Maine

cutters or the farmers or both keep us hopping."

How Ray could possibly fit four or five servicemen into his small shop is a mystery. At the present time, he has one helper, Fred Ward, a mechanic and salesman who has been in the business for six years. Fred likes to work on Homelites and, being an independent Down-Easterner, he won't touch competitive makes. He lives north of Houlton and takes care of that part of the territory for Ray. He calls on customers on his way to work and often brings in enough repair work to last all day. Ray, himself, works as a serviceman, when necessary, but would like to change this as soon as possible.

"When I'm working on a saw, making \$3 an hour, I'm letting \$100 walk out the door by not having time to sell my customers," Ray explained. "I have plans to build the shop over so there will be room for one more mechanic."

Ray has a real problem here, because this small building which has been so profitable, cannot be added on to, and Ray hesitates to move to another location where his customers might not find it so convenient to drop in and look over the new models. "I can't carry many new saws in stock because I haven't much display space," he admits. "I get good, fast service from the Orono Branch, though, and they send or bring me units and parts whenever I need 'em."

After we'd looked around the shop awhile, Ray took us to his home, in a lovely residential district, not far away. Here his charming wife Helen puts in 6 or 8 hours a week on Homelite business, keeping the books, handling the correspondence and writing the orders.

Mrs. Cunliffe had business training in school and has done other office work. She has also raised three children—Patricia, now 25 with three children of her own, Nancy, now 21 with one child, and Roger who has just finished school and who shows a real aptitude and interest in working with his father and Homelite.

"I think it's a very good thing when a wife can help her husband in his business," said Mrs. Cunliffe, as we visited over coffee and delicious homemade, not-from-a-package-mix chocolate cake. "You understand if things aren't going so well, and you feel like a real partner."

Ray was very optimistic about the sales potential of the new production saws—the 707's and the 909's.

"That 600D is a good little saw, too," he said. "You'd be surprised how many production cutters buy the 600. It's really reliable."

"Today, you've got to have something good to sell," he added. "You can't sell a saw and have it brought back in two pieces. You've got to be sold on the product, yourself, and I must say I like the saws we have now."

Back to the shop we went, loaded with gifts, homemade cucumber pickles, and a big bag of the finest Maine potatoes. There were several customers there and Fred was glad to get back to his repair job and let Ray take over.

"We're open from 7:30 in the morning until 5 at night," Ray told us. "That's about as long as my head will stand it! Of course, I sometimes get an emergency call, at night. One night, one of my good customers who bought over 15 saws from me this year, brought a repair job to my house about 9 o'clock. Of course, I went down to the shop and fixed it for him. You have to give service to stay in business."

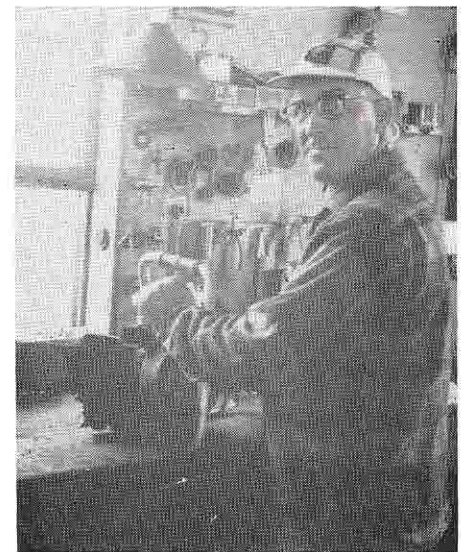
Ray has recently taken on Homelite Mowers and construction equipment. He sold all the mowers he had this past



Ray and Helen Cunliffe go over the books in their charming colonial den where most of the office work is done.

summer and has some satisfied owners talking up the Yard Trac and Garden Trac. By next spring, he figures he can sell several more.

All in all we had a fine visit with Ray Cunliffe and can endorse wholeheartedly the reasons given by Homelite's Boston District for naming him Dealer of the Month. "He is hard-working, sincere, and loyal, he moves a lot of saws and he's 'Homelite' through and through."



Fred Ward, Mechanic, has been working on Homelites for over six years, considers them the top chain saw on the market.



D. A. Prindable, left, Vice President of the East St. Louis, Illinois, Parks Commission is shown with D. F. Darrow, Buffalo District Manager. Mr. Prindable won the Homelite 500 given away at the American Institute of Park Executives Show.

WANTED - NEWS

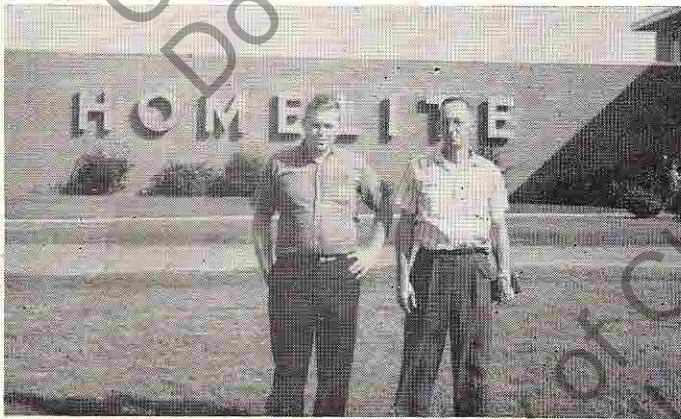
Each month, pictures and stories come to the Sawdust editor from all parts of the country. We try to use as many as we have room for. Unfortunately some pictures, color pictures in particular, do not reproduce well enough to use. Do keep sending them in, however, as clear and sharp as possible and keep watching for unusual and interesting stories about Homelite people and Homelite equipment to share with others through the pages of your dealer publication.

STOLEN - A CHAIN SAW

Only one saw was reported stolen this month, from Delta, Pennsylvania. Montgomery's Mill Supply, our dealer in Delta, reports that their shop was broken into recently and a new Zip, #1171387, was taken.



Mr. and Mrs. J. R. Mackey, Homelite dealers of Arkadelphia, Arkansas, rest after their hard work setting up this Homelite display at the County Fair in September. Drawings for gifts and gift certificates were held with great success.



VISIT HOMELITE PLANT

Buck Bagley, left, and Gus Buell, owners of the B B & H Equipment Co., the Homelite dealership in Elizabeth City, North Carolina, pay a visit to the Gastonia plant to see where and how Homelite chain saws are made.



Garvin Frame, Homelite Salesman from Chicago, helps to promote Homelite at the Wisconsin Farm Progress Show, held near Beloit, Wisconsin, in October. He attached a Zip to the buddy seat of a Trail King and rode around the grounds.

MICHIGAN DEALER MEETING



More than fifty dealers and their wives were guests of the Detroit District at the annual Dealer Meeting held at the Ausable Ranch and Ski Resort in Gaylord, Michigan. Above, they enjoy a delicious dinner which was followed by a gay evening of games.



Demonstrations of all Homelite equipment took place on the lawn in front of the hotel. Here, guests sit in the sunshine, waiting for the afternoon session to begin. Much work was accomplished in a vacation setting resulting in high hopes for the coming season.

SAWDUST

Published by **HOMELITE** A **Textron** DIVISION

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

No. 105 NOVEMBER - DECEMBER, 1961

Congratulations Roll In From Grateful State 4-H Leaders

The four \$1600 Forestry Scholarships which Homelite offers to 4-H Club members, and the eight \$500 Forestry Awards for outstanding Forestry upper-classmen continue to bring credit to all Homelite dealers. Not only the lucky young men who receive these awards, but important men and women in government and university circles, write expressing their appreciation for the encouragement and support which Homelite is giving through our scholarship program.

At the recent National 4-H Club Congress held in Chicago from November 26-30, attended by more than 1350 4-H members, the 1961 winners of the Homelite 4-H Forestry Scholarships were announced as follows: Paul Rice, Dover, Minnesota; Emmette Earl Alford, Jayess, Mississippi; Elmer J. D. Atkinson, Jr., Clarkrange, Tennessee; and Ronald C. Thompson, Texarkana, Texas.

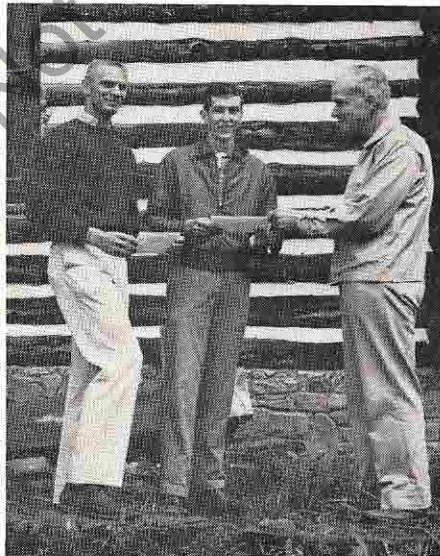
At that time also, Homelite was given a special award by the National 4-H Service Committee, in recognition of five years of sponsorship of the 4-H Awards Program. Dozens of fine letters from State 4-H Club Leaders and the Directors of the Cooperative Extension Services of the various states have all expressed appreciation and thanks for the sponsorship of these Forestry scholarships.

"There is no way to place a value on the contribution you have made," writes L. H. Brannon, Director of the Cooperative Extension Service at Oklahoma State University. "A crop planted in the spring is harvested in due time and the results are subject to tangible measurement. The results obtained from an investment in youth may not be recognized quite as readily or quickly; they are cumulative and go on throughout life. But the returns

are just as real and can be measured in terms of how these fine young people assume leadership roles as adult citizens in a democracy."

The Homelite dealer will be interested also, in hearing about the outstanding young foresters who receive the Homelite Forestry awards at eight of the country's leading forestry schools each year. The faculty members who select the winners take great care to choose men who are not only excellent students but also high in leadership qualities. Nearly one hundred awards have been presented since 1954. Almost without exception, these award winners have gone on into jobs in the field of forestry, many of them after additional graduate work.

They will be among the leaders in the field and Homelite, and all Homelite dealers can take pride in the share we have had in their education.



Dean Richard J. Preston, at right, of the North Carolina State College School of Forestry, presents Homelite Forestry Awards of \$250 each to Harold C. Blanchard, left, and Joel D. Artman.

Merry Christmas
and
A Happy New Year

Busman's Hobby Becomes Big Business

John W. Knapp of Monsey, N. Y. is featured as *Dealer of the Month*

John W. Knapp, a broad-shouldered, cheerful man with a wide grin, is the owner of a flourishing Lawn Mower Sales and Service Station in Monsey, New York. His fine, modern store commands an excellent location of the main road, west from Spring Valley, New York, in the heart of Rockland County.

His showroom, which is only a small part of his whole outfit, is 40 feet square and features a big display of growing tropical plants, surrounded by dozens of brightly colored lawn mowers and small tractors. One corner is given over entirely to his Homelite products; a complete line of Chain Saws on display, Kart Engines, a Yard Trac and a Garden Trac. Homelite banners and display material call attention to the products, and John Knapp and his Sales Manager, Bob Stribling, are enthusiastic promoters of all the Homelite units they sell. And, they sell a lot of them. By the end of the year, they will have sold over 50 Yard Tracs and Garden Tracs, as well as a large number of Homelite chain saws.

We learned all about their plans and performance when we accompanied Charles Diedrich, North Arlington Salesman, on one of his dealer calls. Charlie, incidentally, is a former Chain Saw Dealer, who was featured as Dealer of the Month several years ago in "Sawdust."

This call was a special one, to present John Knapp with a promotion kit and a new broom, symbolizing the promotion idea "Clean Up With Homelite." The main purpose of the



All for one and one for all! John and Helene Knapp and their son John, Jr., all have vital roles in the successful operation of the Lawn Mower Sales and Service Station in Monsey, New York established by Mr. Knapp in 1947.

promotion was to re-educate the dealer on the values of Homelite products and of his franchise and point out again how he can make extra profits on the Homelite full line of chain saws.

No need for a broom, for the well-kept showroom, but John Knapp and Bob Stribling were both willing to revue again the sales advantages of their Homelite products.

"We handle Homelite Chain Saws because we believe the Homelite is the best chain saw," Mr. Knapp explained. "We only handle a few lines of lawn mowers and garden tractors and we handle them exclusively. We service all lines, of course, but we want to be proud of the units we sell."

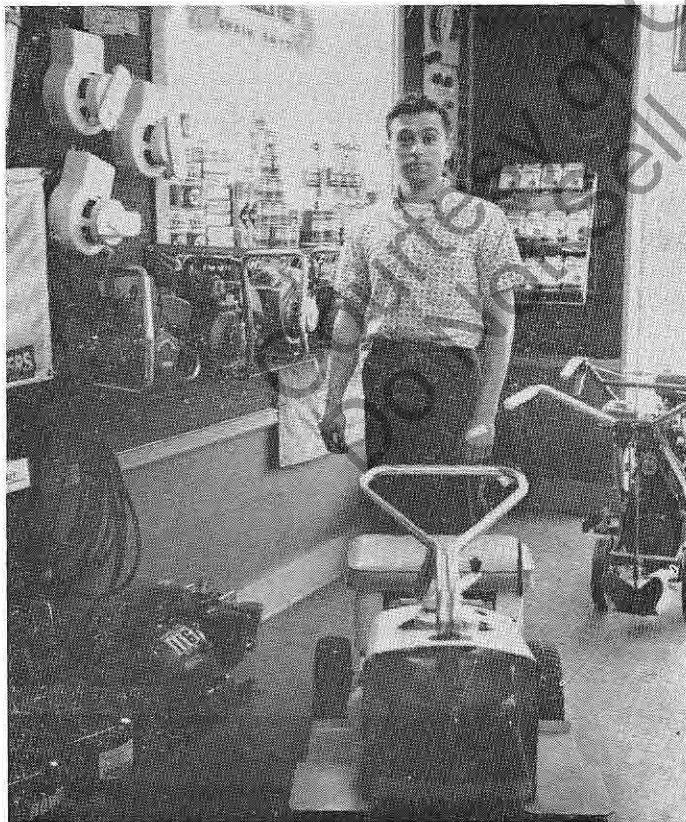
This thriving business has grown by leaps and bounds since 1947, when John Knapp finally had to admit that his hobby was outgrowing his spare time!

For twenty-five years, John had been a bus driver for the Rockland Coaches of Spring Valley—twenty-five years without an accident. As a hobby, he liked to fix lawn mowers. The demand for his services in this line grew so great that he finally had to resign his job and devote all his time to selling and fixing lawn mowers from the cellar of his house.

We asked Mr. Knapp how he'd been able to build such a big business in such a short time.

"The main ingredients of my success are my wife, who has helped me every step of the way; hard work and honest dealings with my customers," he said. "My son, John Jr., now that he's finished school, is my parts manager. He's been helping me ever since he was about four years old, when he used to take lawn mowers apart! He learned how to put them together, before he was much older, and he's a vital part of the business now, too."

"I can't begin to tell you how much thanks we owe to our Sales Manager, Bob Stribling, who takes such a keen interest in the business and does such an outstanding job. He's really part of the family, too."



Robert Stribling, Sales Manager for John W. Knapp, poses with the one Yard Trac left in stock in the Homelite corner of their showroom. They sold over 50 Yard Tracs and Garden Tracs in 1961.

with an Assist from his Wife, their Son, an Old Friend and his Son



John Knapp, at left, Homelite Dealer of the Month, receives a new broom from Salesman Charles Dextrick of the North Arlington District as part of the fall promotion drive to increase sales.

Bob's father, Leo Stribling is Service Manager for the company and he's an old and close friend of John Knapp, having called on him in the early days as District Sales Representative for Yazoo Mowers. The two families visited back and forth between Spring Valley and Mississippi, so it was only natural when John Knapp needed someone he could trust to do an outstanding service job, he turned to Leo Stribling, called "Pop-poo" by one and all.

Later, when the sales end of the business became more than John could handle alone, he sent for his friend's son Bob, then also working for Yazoo Tractors, and offered him the job, which Bob accepted eagerly. Now he and his wife and four young children live in a roomy old house on the property, while the Knapps live in their home on the other side.

A real family atmosphere prevails. Helene Knapp has a fine office where she puts in full time working on the books, correspondence and records. She's affectionately called "Boss" by the whole crew, including her husband!

John Jr., as Parts Manager, and Salesman, has a thorough knowledge of all the various units carried and seems to enjoy his job. A theme which he wrote in high school on the history of the family business was of great help in preparing this story. He got a mark of 100 on it!

Being Sales Manager involves being a jack of all trades, Bob finds. He plans the advertising and promotions, estimates what models of chain saws and lawn mowers will be most in demand, waits on customers and does an enthusiastic job of it. His outgoing, friendly personality and keen interest in his job fit right into the whole atmosphere of this friendly, active business.

"We do a nice percentage of the whole mower business in this area," Bob told us proudly, as he showed us through the extensive storerooms behind the showroom.

"The business was first started in the cellar of our house," John Jr. reminded us. "Then it was moved into the garage.

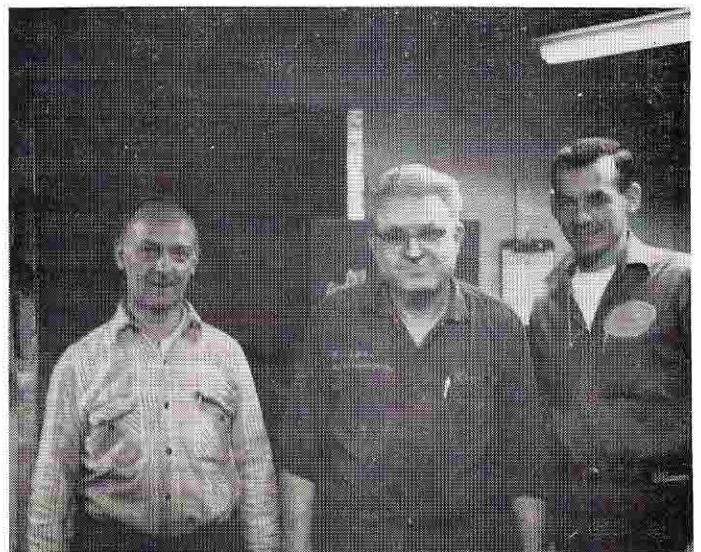
After the garage and cellar became inadequate, a 20'x20' aluminum building was erected to house the whole business. Since then, the garage has been turned into an office for the bookkeeping end of the business. Next a 20'x30' cinder block extension was erected. These buildings were good for about two years, after which they became too small. Then in 1954, a 48'x48' cinder block building was put behind the other two buildings. This was large enough until 1959 when the business "boomed." In the fall of 1959, a 40'x100' cinder block building was erected on the side of the others. The present showroom occupies the front part of this new section, and the back part is used for warehouse and storage facilities. As it is now, my father is thinking about putting up another building of 40'x100' along side of the present new building."

One whole section at the back was filled with lawn mowers which had been left for storage and a service tune-up in the spring. In a large, well-equipped service shop in the rear, Leo Stribling and two assistants LeRoy Smith and Edward Campagna were busily at work repairing chain saws, lawn mowers, and tractors. At the height of the season, in the summer months, five and sometimes more mechanics are required to keep up with the work that comes in every day. In the shop, the same cheerful, friendly atmosphere prevails, although Leo complains that the front office is so far away from them, that he can't walk all that way several times a day!

John Knapp, needless to say, is a proud man, to see how his basement hobby has grown. He and Helene obviously enjoy working together and seeing their son taking such an interest in the family business, too. They all enjoy the same hobby—bowling—although John Jr. is the star in the family in this line, with a season average of 191.

It's to be hoped that John Knapp doesn't take up bowling as seriously as he did repairing lawn mowers as a hobby, or Homelite will be losing an outstanding dealer!

John is obviously an expert manager, a fine salesman and a real authority in his field of small gasoline-engine operated lawn mowers, chain saws, pumps, generators and tractors. He also offers a complete line of garden tools, lawn seed, insecticides, fertilizer and "V" belts. He conducts his business with a firm yet kind touch and imparts to his family and staff, standards of quality and hard work which are easy for the customer to recognize. He deserves the success which has come to him from a part-time hobby, only a few short years ago.



Leo Stribling, center, Service Manager and expert mechanic, poses with LeRoy Smith, left, and Edward Campagna, both experienced lawnmower and chain saw mechanics, in the large, well-equipped shop.

HOMELITE CHAIN SAWS

New design for popular electric outdoor sign.

OUTDOOR ELECTRIC SIGNS

A quality electric sign outside the Homelite dealer's shop, visible from the road both night and day is a powerful sales tool.

Homelite now has a beautiful, new, double-faced sign, distinctive and expensive-looking. It is four feet long by three feet high and is illuminated by four standard Slimline fluorescent lamps.

This sign will last for years as it is not affected by weather or changes in temperature. It will work twenty-four hours a day to tell passersby that this marks a Homelite dealer where service and quality can be found at all times. That's why it's such a bargain at \$99.50, f.o.b. Cincinnati, Ohio. Order one now.

NEW HOMELITE MATCHES

The most popular giveaway items, year-in and year-out, are Homelite matches, with the dealer's name imprinted on the back.

Homelite now has a new design for these matches, featuring a chain saw and advertising a "complete line of chain saws for every cutting job."

The special feature of these new matches is the fact that the chain saw design is printed right across the matches themselves, right through the whole pack! Take away one or more matches but the design remains complete! They're matches you'll be proud to hand out to your customers. See the attached sample and order on the enclosed order blank which gives the prices per case.



Three views of the new Homelite matches with new chain saw design in vivid red and green.



Harvey Fadden, center, winner of the Chain Saw a Year for Life Contest, with Dave Tilton, St. Paul Salesman, left, and Earl C. Peterson, Dealer.

CHOOSES ANNUAL GIFT

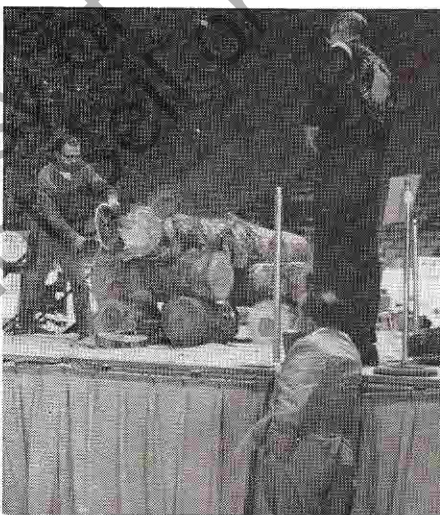
Our old friend Harvey Fadden, who was the winner of the National Chain Saw a Year for Life Contest, back in 1956, took possession of his fifth Homelite chain saw, a 909D with a 21" bar, on November 24th. The presentation was made by David Tilton, St. Paul Salesman and Earl C. Peterson, of Peterson and Benson, the Homelite dealers in Buffalo, Minnesota.

Harvey advised these gentlemen that he's been doing a great deal of custom sawing and that he is a real booster for Homelite chain saws.

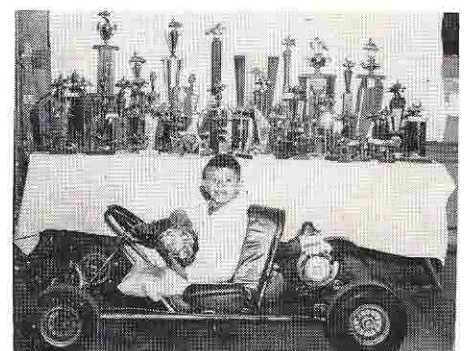
NEWS IN PHOTOS FROM CUSTOMERS AND DEALERS



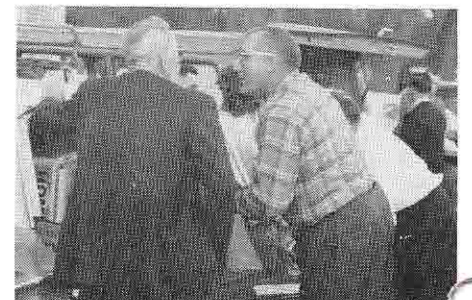
Homelite dealer W. E. Kinman, left, of Oklahoma Tire & Supply, Wynne, Arkansas, presents a \$25 Bond to W. E. Head for allowing Homelite to use his testimonial about his money-makin' Homelite.



Bill Julien of Milwaukee makes winning cut.



"Hall" Wirtjes, 8-year old son of Homelite dealer in Freeport, Illinois, poses with 53 first place trophies, two seconds and one third, won with a Homelite KR92 engine in Junior races this year.



Special delivery service was offered by Frank Shier, at right, Chicago Salesman, who is selling a dealer a chain saw at the Wisconsin Dealer Meeting in Wautoma, Wisconsin.

STOLEN SAWS

- A Homelite 500 (blue) #1161755, Bar #1105371. If found call Emit Roark, Trading Post, Mountain City, Tennessee, PA 7-5153, collect.
- A model 600D, #1053318, from Tree Preservation Co., Saw Mill River Road, Elmsford, New York.
- A model ZIP, #985737, from James P. Scribner, Route 7, Wilton, Conn.

A WIN IN WISCONSIN

Obstacles don't mean a thing to Bill Julien, above, of the Milwaukee Branch, who tackled the cutting contest and obstacle course at the Annual Lake States Logging Contest held this year in Green Bay, Wisconsin. He used a 909G to win the trophy for First Place and to bring fame to himself and to Homelite against a slate of 30 other entrants.