

# SAWDUST

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

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

NO. 106 JANUARY, 1962

## Homelite to Reward Dealers For New Testimonial Ad Data

"I made \$1,894 in my spare time with a Homelite chain saw" said Mr. Harvey Johnston of Brushton, New York.

That's the kind of statement that catches your eye when you see it at the top of an ad in one of the country's leading farm papers.

If you're a Homelite dealer who numbers farmers among your customers, you can probably think of some of them who have boasted to you of how much money they've made with *their* Homelites in *their* spare time.

How would you like to earn a little money for yourself, help out the Homelite advertising program and give one or more of your customers a chance to be featured in ads in regional and national papers and magazines?

Several years ago Homelite had a series of what are called "testimonial ads" which proved very effective in telling the advantages of owning a Homelite in a practical dollars and cents way.

We want to use some more of these testimonial ads—quite a lot of them—and we want to be able to localize them in regional farm magazines. Readers in Iowa, for instance, will read about a fellow middlewesterner who has proved that he can make money in his spare time with his Homelite—cutting fire wood, or fence posts, or timber from a woodlot.

Homelite will pay any Homelite dealer \$5 for getting one of his customers to give us complete information on the profits he has made with a Homelite Chain Saw. Then, if this story is used in a national

or regional ad, both the dealer and the customer will receive a \$25 U.S. Savings Bond. Enclosed is a form for the user to fill out. This applies to farmers only—not loggers or pulp cutters or tree surgeons or anyone else who has a full time job cutting wood or working with trees. Homelite does all it can to make their jobs easier and more profitable by providing them with the finest, quality tools and by providing top quality service from trained Homelite dealers.

In these ads, we want to reach the millions of farmers who could make a profit—a real dollars and cents profit from their own wood lots with a chain saw. And the best way to reach them is by telling them how much others have made, and by showing them pictures to prove it.

Speaking of pictures, you won't need to send in any with the testimonials. If Homelite decides to use the testimonial, we'll arrange to have pictures taken, later. So all that the Homelite dealer has to do is to secure an actual dollars and cents testimonial from a customer and send it in to the advertising department. You'll receive a check for \$5.00 and if that testimonial is used, nationally or regionally, you and the customer will receive a \$25 U. S. Savings Bond.

Here are some of the statements which were used in former testimonial ads. These are the kind of statements we're looking for:

"In eight weeks of part time work, Nicholas Perry of Holmesville, Ohio, cut 160 cords of pulpwood on his 'useless,

swampy woodlot'. It was all small stuff . . . three to eleven inch softwood . . . yet it brought at the mill a worthwhile total of \$1,120. After deducting all costs . . . for hauling, loading, maintenance and depreciation on his saw . . . Mr. Perry made a clean profit of \$855.60 which he used for a down payment on a new tractor."

"It took just 5½ days for Mr. Edwin J. Boozer of Prosperity, S. C. to cut 180 cords of pulpwood out of his woodlot with a Homelite chain saw. He sold the wood for \$1,800, which, after deducting \$518 for hauling, gas, oil and depreciation, left him a big profit of \$1,282."

"In only four months of part time cutting, Mr. Harvey Johnston of Brushton, N. C. cut 400 cords of hard wood and 10,000 feet of logs. His total cost, including skidding the timber and depreciation on the saw amounted to only \$256. He used some of the logs to build a new barn and sold the rest of the wood for \$2,150."

In Arvada, Colorado, Mr. Robert L. Thomas turned part of his woodlot into money with a Homelite Chain Saw. Here's how he did it! He cut 70 tons of apple wood in just three 40-hour weeks. After deducting all his expenses, he has a net profit of \$1,539."

These are all true stories which prove how profitable it is for farmers to own and use Homelite chain saws to cut their own lumber, pulpwood or firewood.

If you know any like these, send them in right away. You'll be helping Homelite, your customers and yourself.



**STRAIGHT  
FROM  
STRAETZ**

1962 is here and with the New Year we at Homelite have a chance to thank you for the business you gave us in 1961 and to wish you well in the New Year.

From all forecasts, you can look forward to 1962 as a better year than 1961. Economic indicators that affect chain saws in particular—paperboard production, housing and farm income—showed substantial gains in 1961 over 1960. For 1962, paperboard production should show another good increase, housing a slight increase and farm income will stay at a record level.

The climate for greater chain saw sales is good. But as one publication so aptly stated—"This is the year when the professional salesmen will show their mettle".

How will the Alert Dealer tackle the problems and opportunities that the 1962 chain saw sales year will present?

First he will analyze his past performance and set goals for 1962—goals that must show an increase in chain saw sales. Standing still or falling behind in sales is not in the Alert Dealer's mind. He realizes he must move ahead to stay in business. The Alert Dealer will record his progress toward his goal each month and take measures to keep him in his forward course.

The Alert Dealer will look to Homelite's engineering and research for a full line of saws; to his Homelite salesman for an analysis of his saw sales potential, for sales aides, for help in getting a prospect list and demonstrating the benefits of Homelite chain saws to these prospects, for attractive Homelite Saw Tree displays and a good finance plan to help close sales.

The Alert Dealer knows that service can mean continued year-round profits in addition to being a sales aid. More and more of the American public's dollars are going for services.

The Alert Dealer will keep his used saw stock moving and will not tie up valuable dollars in dead inventory.

The Alert Dealer will use the low price of the Model 500 to attract prospects and then sell up to the broad line of Homelite Chain Saws.

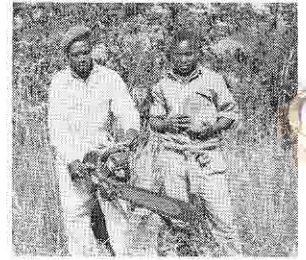
The Alert Dealer will increase his Homelite Chain Saw sales and increase his profits in 1962.

You can be one of the Alert Dealers! Make 1962 the best year for you!

*Robert P. Straetz*

Vice President and Sales Manager

**Scientific Work  
In  
Southern Rhodesia**



Two helpers hold a section of a Mlanje Cedar log and the Homelite which cut it.

From far-away Southern Rhodesia comes this interesting letter and photographs sent by Mr. G. L. Guy, Curator of the Queen Victoria Museum in Salisbury.

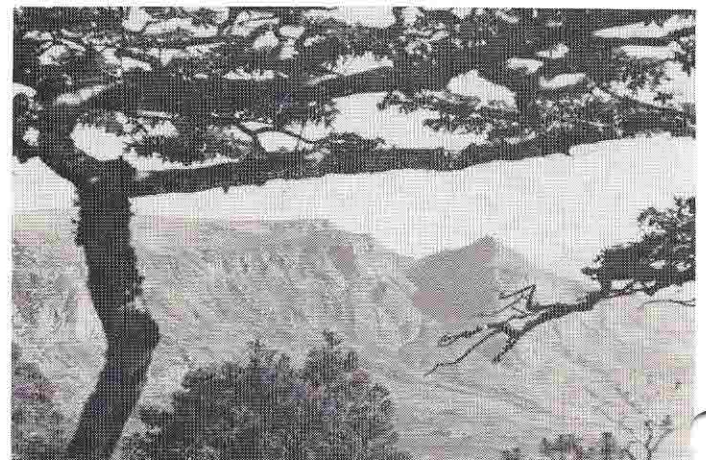
"The University of Arizona is world famous for the interesting and valuable work it has done in dating the Pueblo Ruins of the Southwest and its even more valuable work in reading climatic changes over the past 2,000 years from tree rings.

"In Southern Rhodesia, where actual records go back less than seventy years, any knowledge we can glean about the past is invaluable, as the primitive people who lived here before the white man came had no written records, and very few word-of-mouth records went back for more than a hundred years, due to the savage marauding hordes which swept through the country in the early 19th Century slaughtering most of the original inhabitants.

"The University of Arizona has used conifer timbers in its researches and when I found both of our indigenous conifers, the Mlanje cedar and Yellow-wood, actually growing in and upon ruins in the Inyanga Mountains of Southern Rhodesia, they seemed to offer a very good chance of learning more about the past. Naturally I turned to the Laboratory of Tree-Ring Research of the University of Arizona for advice and forwarded "biscuits" of thin sections of the stems of both species for their examination.

"And, naturally, I turned to Mr. Buchanan of Dowson & Dobson Ltd., the agents for Homelite Saws, for help—for ever since I was introduced to them by an immense young man named Blizzard some years ago I have found them the most efficient of the chain saws I have tested.

"The investigations into the age of the Inyanga ruins and past climate are still going on and will, I hope, prove to be of value to the engineers and scientists of this country."



In the distance can be seen the Sacred Mountain Muozi near Inyanga in Southern Rhodesia. The tree in the foreground is a Mlanje Cedar, which is yielding up valuable information about the history of the country.

*It's Restful in*

## JACKSON, WYOMING

*in the Winter*

The snow is piled high in Jackson, Wyoming, now, and all business except the winter sports business is at a standstill. The tourists who flocked to this ideal vacation land in the summer months are either home by their own firesides or possibly following the sun and basking under warm southern skies.

To the north of Jackson stretches Yellowstone National Park, to the west Grand Teton National Park—a vast, unspoiled mountain area, filled with scenes of majestic beauty.

All summer long, the valley buzzes with activity; and one of the busiest spots in town is Bell's Handyman Shop, where H. G. Bell, the Homelite dealer, proudly advertises that he fixes anything from chain saws to locks on car doors. In fact he's known by the natives as the "fix-it man of Jackson".

It's a lucky thing that business slows down when the snow comes and the tourists depart because during the four summer months, Bell's Handyman Shop operates at full speed—almost 24 hours a day.

Because the season for chain saws is very short, Mr. Bell is kept exceptionally busy repairing saws and ordering new ones. He doesn't have time to wait for parts or units—so a rapid system has been worked out with the North Salt Lake District office. Mr. Bell telephones his order shortly before noon. The office rushes it to Frontier Air Line and they fly it the 280 miles over the mountains. He has the shipment up there by 3 p.m.!

Mrs. Bell has set up an office in one room of their lovely modern home and she does all the bookkeeping and other office work there. The shop which adjoins the house has the most up-to-date equipment: lathes, grinders, welding equipment as well as all necessary hand tools. With Mr. Bell's skill as a mechanic and fixer, he's able to do a top-notch service job from this customers—both tourists and natives.

In this vacation land, there are many lakes and rivers and Mr. Bell has become an expert on outboard motor repairs. He's looking forward to the time when the new Homelite outboard will be introduced in his area.

Have a nice rest, Mr. and Mrs. Bell. The summer season will be here again soon!



Mr. and Mrs. Bell stand in the sunshine beside the Homelite sign which guides people into Bell's Handyman Shop during the summer months in Jackson, Wyo.

## HOMELITE OIL IS NOW GREEN

The new Homelite oil is proving to be very popular, now that the Dealers know that it's supposed to be that color. A few dealers received shipments of the oil before they were told about the new color—and they were all for sending it back!

Now they know why the new oil will help them to sell more oil than ever, and they're telling their customers why they ought to buy green Homelite oil. They had never seen green oil before.

- It immediately shows that oil is mixed with the gas.
- $\frac{1}{3}$  less is required than standard brands for the fuel mix.
- It mixes better in cold weather than other oil.
- It's specially compounded for Homelite chain saws
- Only Homelite offers green oil.



The "Self Seller" Merchandise Rack, which provide such a handy and efficient way to display and sell the new Homelite green oil, comes as a bonus.

There's another reason why dealers are hurrying to place their orders for the new green oil. Homelite will send a "Self Seller" Merchandise rack, free with their first 10 case order of quarts or half-pints of the new oil. ( $\frac{1}{2}$  pint cases can be mixed with quart cases to make the 10 case total). The free racks are available only as long as the supply lasts and there's only one free rack to a dealer. They should be ordered from the Branch Office.

These racks are not only convenient but do a fine job of selling Homelite oil for the dealers. The clear sign reminds customers of the various uses of Homelite oil and makes it easy for them to pick up a can or two and say "I'll take these, too."

The new Homelite green oil will increase the customer's satisfaction and the dealer's sales at the same time.

## SANTA GIVES SUGGESTIONS



"Cut your Christmas Tree with a Homelite," was the advice given by Santa and his helper Frank, of Frank's Sharp Shop, Sebawaing, Michigan at a Chamber of Commerce Fair held in the Sebawaing Public School in November.

### INVITATION TO A BILL-PAYING PARTY

There are all kinds of ways to try to collect money owed, but the Homelite dealers in Forest City, Illinois, thought up a brand new one. They sent the following invitation to their customers:

"We, Disc Harrow Co., have picked four days in November, the 27, 28, 29 and 30 for you to come in and settle your account for the past.

We'll have refreshments for you each day and you can pick up your gift from us for this year.

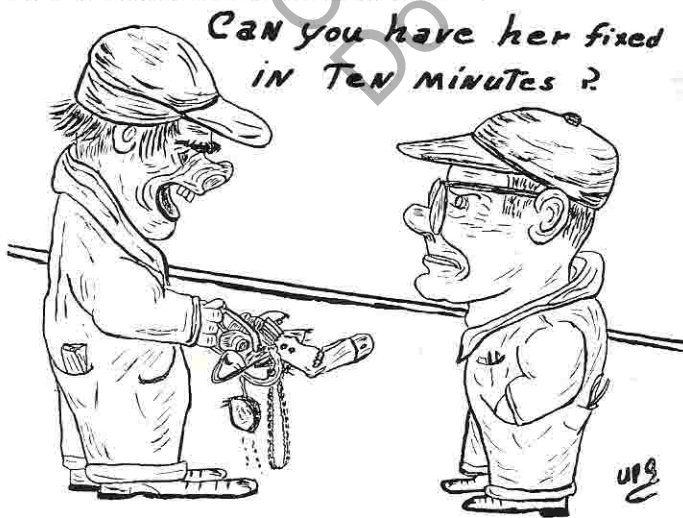
Thanking you for past business and hoping to be of assistance in the future,"

Disc Harrow Company  
Marvin, Guyveth and Marc"

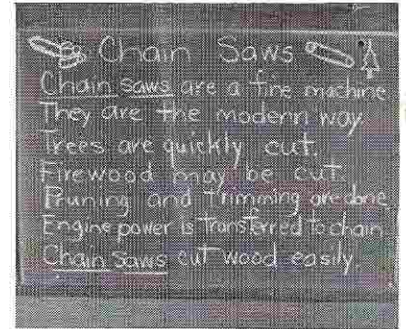
It really worked! They received 10% of the outstanding money before the "open house" even started. By the end of the four day affair, they'd collected 70% of their accounts receivable. That's a good score in any territory!

### Cartoon Corner

This heartfelt cartoon sent in by Norman Wicke, Homelite dealer from Hannibal, Wisconsin, was drawn by Homelite customer Charles Opferkuch.



### SCHOOL CHILDREN LEARN ABOUT CHAIN SAWS



Chain saws add up to man's best friend in the opinion of Maryland school children.

Children are naturally curious, and when a group of Maryland 3rd and 4th graders, who were studying about this "Age of Machines" observed some chain saws being used on timber on the school grounds they wanted to know all about them. They asked their teacher, Mary Allen, to have one of the men explain his saw and answer their many questions.

They also wrote to local dealers for literature about chain saws, studied ads in papers and magazines.

They learned a great deal from their "first hand" observation and concluded that chain saws are ideal for these modern times, for saving men time, money and labor. Their chalkboard summary showed the impressions they gained.

### STOLEN SAWS

The following dealers reported the theft of Homelite chain saws within the past month.

Kasson Well Drilling, Kasson, Minnesota; a Wiz #1213333. Petersen's Fixit Shop, Onamia, Minnesota; a ZIP #1155654 and a 600 D #1146357.

Austin's Store, Route 1, Brainerd, Minnesota; a 7-19 #856250, property of David Peterson, Route 4, Brainerd, Minnesota.

Elmer E. Plasterer; R. D. 5, Lebanon, Pennsylvania; a model 17 #488005, property of Robert E. Brandt, R. D. 1, Elizabethtown, Pennsylvania.

Kaiser Refrigeration, Yankton, So. Dakota, posted a \$100 reward for information leading to the recovery of the following stolen saws: a 500 #1167938 and a 700 D #1151019.

Evergreen Nursery, 1539 N. Bronson, Hollywood 8, California; a 707 D #1189463.



A loyal customer, Mr. Edwin T. Robinson, of Adams, Massachusetts was so delighted with the way his Homelite 600 cut down and worked up a large elm tree that he sent us some pictures. Mr. Robinson is a retired employee of General Electric in Pittsfield, Massachusetts.



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

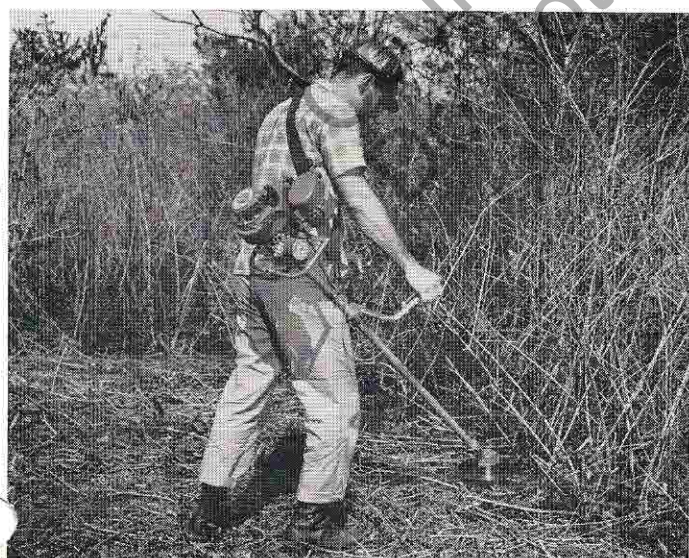
NO. 107 FEBRUARY-MARCH, 1962

## New Homelite Brushcutter For Spring Clean-up Surge

With the official coming of Spring, Homelite is introducing a new Brush Cutter, just at a time when the need for such a unit will be high. Cleaning up brush and weeds, after the ravages of winter storms and floods, can be a back-breaking, exhausting job by the old-fashioned hand cleaning methods.

The new Homelite Brush Cutter is especially designed to do these jobs four times faster and more easily than by hand methods. Lightness and perfect balance make it a snap to operate. A harness evenly distributes the Brush Cutter's weight.

A long, five-foot arm makes it easy to get under overhanging branches and keeps the saw out of the operator's way. Only a feather touch is required to guide the saw in a scything arc to those hard-to-get-at places around posts and poles. The handle bars are adjustable. A friction-free shaft delivers full power to the 10 inch blade.



The new Homelite Brush Cutter is a snap to operate because of its lightness, perfect balance, rugged construction and dependability. It weighs only 28 lbs.

This is a little early—or a little late—to be talking about cutting down Christmas trees, but it's not too early to point out this big advantage to prospective customers for the Brush Cutter. It is ideal for this job because it can easily cut through saplings up to five inches in diameter. It cuts through two inch saplings in one stroke! It's easy to get in under low-hanging branches, too, without bending or stooping.

Among the many features which make the new Brush Cutter an ideal piece of equipment are the following: Homelite engine; automatic centrifugal clutch; independently adjustable handle bars; friction-free shaft; slipper device to protect mechanism if blade stops suddenly; oil-proof "Flex-Grips"; smooth collar to prevent snagging of weeds and vines; light weight, 28 lbs.

This new Brush Cutter, complete, sells for only \$239.00 . . . 46% less than the former Homelite Brush Cutter. It's a sturdy, high quality unit, too, ideal for use on farms and estates; by town park departments and utility companies; for clearing rights of way and fire lanes; in fact, anyplace where there is a need for low-cost clearing. It should prove a big profit-maker for the Homelite Dealer, especially at this season of the year.

And speaking of this season of the year . . . sometimes there's a lot of brush to be cleared out of the dealer's shop about now, too! It's time to dust out the parts bins, wash the windows, brighten up the displays, order new signs, check over the stock very carefully, and make big plans for the season ahead.

For it's going to be a good season, according to all indications. February chain saw sales were definitely above last year's sales and the next four months should show even more of an increase. There's a hopeful spirit in the air, brought about by many factors, including Colonel Glenn's great orbital flight.

That saying "the sky's the limit" has taken on new meaning for everyone and given us inspiration to set our sights a little higher. For the best spring sales ever, put a shiny, new Homelite Brush Cutter in your window, or better yet, go out and demonstrate it to any of your customers who have clearing and brush cutting jobs to do. Make this new, economy-priced unit the focal point for a big spring profit-making season.



Myron Goodell, left, Homelite Dealer of the Month, lets a prospective customer, Jay Skinner, try out a 909G. By demonstrating performance and service, Myron has built up a loyal Homelite following.

## Twain Harte Couple Share Honors

as  
*Dealer  
of the  
Month*

## West Coast Dealers H

Just about a year ago, in Sawdust, we had a picture of a happy looking young couple, draped with flower leis, being notified of the trip to Hawaii they had won in their San Francisco area dealer contest.

The wonderful time they had in Hawaii evidently spurred Myron and LaVerne Goodell into even more efficient operation of their Twain Harte Chain Saw Shop in Twain Harte, California. They've now been proposed for Dealer of the Month by District Manager Robert Glidden and Chain Saw Specialist Millard Hobbs, so we'd like to introduce this hard-working, successful young couple to their fellow Homelite Dealers.

This is definitely a family operation. Myron handles the sales and service while LaVerne takes care of the books, advertising and other chores. The Goodells feel that advertising is so important that they run a weekly display ad in the paper as well as a daily classified ad.

They believe in good public relations, too, and show it by sponsoring two bowling teams. As a result of this rather unusual

advertising, a number of Homelite saws have been sold right in the bowling alley. If they don't look out someone will be calling out "Timber" instead of "Strike".

The territory in which Twain Harte lies is a large one, roughly 60 miles by 75 miles. The area varies in elevation from 500 feet to 11,000 feet and has temperature ranges from 0° to 120°. Service problems multiply under such conditions, as you can well imagine. It is primarily a logging country with many logging camps located in hard-to-get-at spots deep in the woods.

When the Goodells took over this area in November 1958, it was real tough going. Myron would set out to make the rounds of the logging sets, carrying a chain saw on his shoulder. He demonstrated his Homelite and also demonstrated that he was interested in service as well as sales. This really impressed the choppers and they started buying from him. They've continued to buy to such an extent that Myron was able to break his own sales record to win that trip to Hawaii.

During the logging season, Myron tries to spend three days



When the going gets too rough for Myron Goodell's truck, he loads his chain saws and service tools on his Trail King to make his three-times-a-week rugged trip to the logging camps.



Service is the key to Success, according to Myron Goodell, at right, shown repairing an EZ for customer Sam Reynolds at left. The fact that it's after hours makes no difference to Myron.

The Goodell family, left to right, Patty, Mike, Myron and LaVerne, are all a part of the Homelite dealership, Twain Harte Chain Saw in Twain Harte, California, and all share in its success.



# Have No Days of Rest

a week calling on the choppers. He makes a 150 mile round trip each time he swings the loop and it's a tough trying trip at that.

"There's less than a mile of flat, straight road in the whole swing," he explains. It takes a rugged young man to stand up under it, and even be cheerful about it.

Meanwhile, back at the shop, LaVerne carries on the chain saw business with as much know-how as a man. She saves the mechanical jobs for Myron, of course, and he works at them each night until they're finished. The shop is open seven days a week and at any time of night that it's necessary.

"Since this is largely a logging area," explains Myron, "about 75% of the saws we sell are 707's and 909's. The last two years though we've done very well with the Buz, the 500 and the Zip, too."

"In a year or two," says Myron, "we'll run the competition out of the territory simply by demonstrating, selling Homelite quality and giving round-the-clock service." At the rate he's going he should succeed.



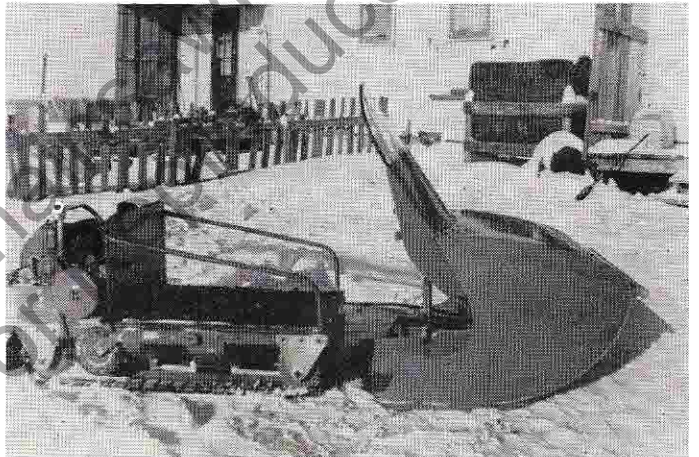
Myron Goodell, points out the features of the Homelite 500 to a group of interested customers. Clockwise from Myron are Ernest Pense, Harold Abbott, Jack Grant and R. S. Baker, all Homelite users.



## Winter Chain Saw Uses To Drive Snow Vehicles

A Homelite customer sent in these pictures to show how he has used Homelite Chain Saws to power "Skidmobiles", designed and built by him to travel on snow.

Mr. Maurice Duchaine of Fauquier, Ontario has found that chain saws are ideal for this use since they can be removed in the matter of minutes to be used in cutting wood. He used one of our belt driven chain saws with a chain sprocket adapted to the chain saw driving shaft.



## To Open Ice-Locked Harbor

Giving Mother Nature a helping hand with a WIZ Chain Saw, may result in opening up a vital harbor three or four weeks earlier. Henry Kurkowski, Detroit Salesman, demonstrated this fact to E. M. Marshall, Commander of the Coast Guard Group at the Belle Isle Lifeboat Station in the Detroit River. The ice which they are cutting in the picture below was approximately 30" thick. Cutting it out is much quicker than waiting for the ice to melt!





Leslie M. Howard, Homelite dealer of Veedersburg, Indiana, and Mrs. Howard are pleased with the results from the Chain Saw Clinic which they held on February 3. They used the Woodcutters Promotional material and gave away packs of chain oil to participants.



Against a colorful background of special Homelite draperies and a display of Homelite products, Ed Ketelhut, Detroit Salesman, conducts a well attended Chain Saw Clinic at Martin's Marina in National City, Michigan. Dealer William Martin, Jr. assisted at the clinic.

## Meetings, Clinics And Contests

Dealer Meetings, Chain Saw Clinics and Customer Contests are being held in all parts of the country by Homelite. A few of the highlights are pictured on this page. Unfortunately space does not permit a complete listing.

Specially worthy of note was the Memphis District Dealer Sales Convention, "Operation Challenge," held January 28-29. More than 80 Homelite dealers and their wives, from Tennessee, Mississippi, Arkansas and Alabama, attended this two-day meeting with Bill Bedford, District Manager, as host.

The Memphis dealer organization has done an outstanding job in recent months in which an active advertising program has produced correspondingly active sales.

The annual Dealer Contest is now under way and Mr. Bedford urged all his dealers to sell all the Homelite products possible "so that all of us can win some of the wonderful prizes in the contest and some of us go deep sea fishing!"

A fine article about this meeting, with a picture of those attending and a complete list of all the Homelite dealers in the four states represented, appeared in "The Commercial Appeal", Memphis morning newspaper.



Bill Bedford, Memphis District Manager, holds the attention of his audience of more than 80 dealers from Alabama, Arkansas, Mississippi and Tennessee. Bill McDonald, C/S specialist, left, R. P. Straitz, Vice President, Sales, and Phil Halperin, Advertising Manager, share the platform.

## Stolen Saws

The following Homelite Chain Saws have been reported as stolen:

600D—#1053299 from Conrad Lussier, North Tarrytown, N. Y.  
 ZIP —#936926 from Bert W. Morris, District Ranger, Helena, Montana  
 700D—#1091618 from Earl Faatz, R. D. #3, Honesdale, Pennsylvania  
 7-19 —#905785 from W. J. Reming, Beachlake, Pennsylvania  
 700D—#1053798 from Frank Redzich, Preston Park, Pennsylvania  
 500 —#1075947 from C. R. Spicer, Maryland Line, Maryland  
 600D—#1107038 from Carol Petus, Notify Dover Sup. Co., Bayville, N.J.  
 17 —#450320 from Fiore Construction, Harrison, New York  
 WIZ—#1182414, #1183080, and #1162106 and a 9-23 #1029757 from  
 Tree Preservation, Elmsford, New York  
 ZIP —#1198695 from C & H Tool Center, Brentwood, California

## Send In Those Testimonials

Homelite is still accepting testimonials from farmer-customers describing the profit they have made with their Homelite saws.

It is very important to have the complete facts on both income and expenses listed on the questionnaire. We can not accept any testimonial without these complete, honest records.

Another questionnaire is enclosed for your use. Remember...if you send one in with complete facts, we'll send you \$5.00. If the testimonial is used in a national or regional ad, both you and the customer will receive a \$25 U.S. Savings Bond.



Mrs. and Mrs. C. R. Lindler of Griffin, Georgia, are presented with a Homelite 500 by E. W. McClellan, Homelite Atlanta District Manager. Mrs. Lindler won a "Money-Making Ideas" contest aired by WSB radio by suggesting that she saw trees on her property and make wood craft pieces which she could sell.





# SANDUST

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

NO. 108      APRIL, 1962

## New Models to Power Up Line

"Power-up for Profits" is the slogan which is being applied to the new Homelite chain saws, introduced early this month at a series of regional meetings.

For the production cutters who are getting back into the woods, there are the great new 990 G's, the 990 D's, the 770 G's and the 770 D's. For the pulpwood cutters, a new Super Wiz is being shown . . . a saw unmatched for economy and power.

At first sight these new saws look just like last year's models, but inside it's a different story. More dependable than ever, several exclusive features have been introduced by Homelite to insure top performance at all times.

To protect the cylinder against excessive heat, the inside lining has been bonded to the cylinder itself for coolest operation and longest life. This is being called the Dura-Bore cylinder.

To protect the cylinder from dirt and to insure a full supply of clean air for maximum power, Homelite is using the new Micro-Mesh polyester fiber filter. Because of its nearly vertical position, it tends to shed particles—stays clean longer—and it's so quick and easy to clean. Just tap it on a log, or slosh it with solvent or blow it with air.

To provide for top performance at all times, the fuel mixture—or ratio of fuel to air—must be just right. Homelite's internally vented carburetor automatically senses the amount of air that is coming in and permits exactly the right amount of fuel to be released for the correct mixture for efficient cutting.

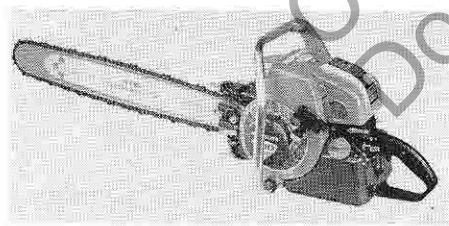
Other features which contribute to the reliability of these new models are the extra husky clutches that take any abuse and never need adjusting; the fast-starting ignition system; the cut-in-any position operation; the positive action oiler.

Homelite hasn't forgotten the pulpwood production cutters who need the lugging power and dependability of a

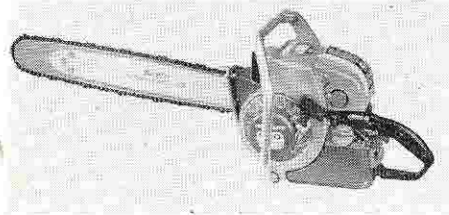
real, professional saw. The new Super Wiz, weighing only 19 pounds, is available with 16" plunge-cut bow or straight guide bars from 16" to 28". It has such new features as the Dura-Bore cylinder and the Micro-Mesh filter plus Homelite's rugged pyramid reed valve and many other refinements. This new Super WIZ will provide the means to "Power-up for Profit" this year.

Tip to dealers in non-production cutting areas! You have many customers who will be interested in these new saws, too. They'll prove to be just right for tree surgeons, park departments, departments of public works, builders and contractors, who are looking for the best, most dependable saws that money can buy.

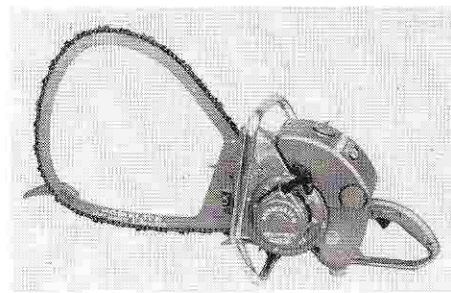
By showing a complete line of Homelite chain saws, the dealer will be "Powering-up for his own Profits" in a big way.



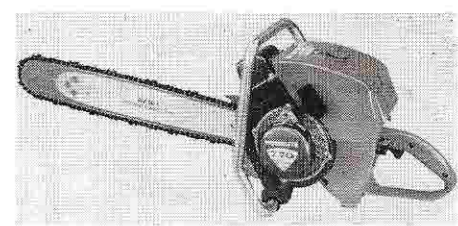
The 990 G



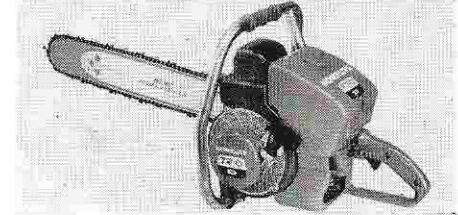
The 990 D



The Super Whiz



The 770 G



The 770 D



Doc Fixit and his full crew. Left to right, Jack Parker, Mower Mechanic; Doc Fixit (Dow Caldwell), Owner; Frank Lane, Welder; Ray Thompson, Bookkeeper; Don Caldwell, Sales & Service Manager; Al McKenzie, Repairman, kneeling, James Gantt and Grover Shrimplin, Salesmen-Mechanics.

Dow Caldwell is the real name back of the "Doc Fixit's" advertising sign which hangs in front of the neat, glass and brick buildings on South Main Street in Mount Vernon, Ohio. But to many Mount Vernon folks, that name is not known.

Mr. Caldwell chose to call himself "Doc Fixit" when he was 18—back in 1920—and was operating a small business from a one-car garage. Here he started to grind lawn mowers and do bicycle repair work. Since this was a summertime profession, he worked during the winters for glass companies in Oklahoma and West Virginia, making window glass.

After three years, his work in Mount Vernon had grown to include several other repair jobs, so he kept busy the year round. He worked for himself for four or five years, building a reputation for good workmanship.

As Doc Fixit's reputation grew he moved from one location to another. Then, sixteen years ago, he built his present building, which includes about 7,000 square feet of floor space. Doc now has six regular employees and two who work part time regularly. He usually hires one more during his busy seasons.

He and Mrs. Caldwell are owners of the business, and their oldest son, Don, is Sales and Service Manager. Another son, Jack, formerly worked in his Dad's shop, but is now mar-



In the Chain Saw Repair Department, Don Caldwell, left, and his father, "Doc Fixit" talk over the details of the operation. Don is Sales and Service Manager. Doc Fixit, himself, believes firmly in being active in all phases of his business.

# "Doc Fixit's" of Mo

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## Months in a Row in Cle

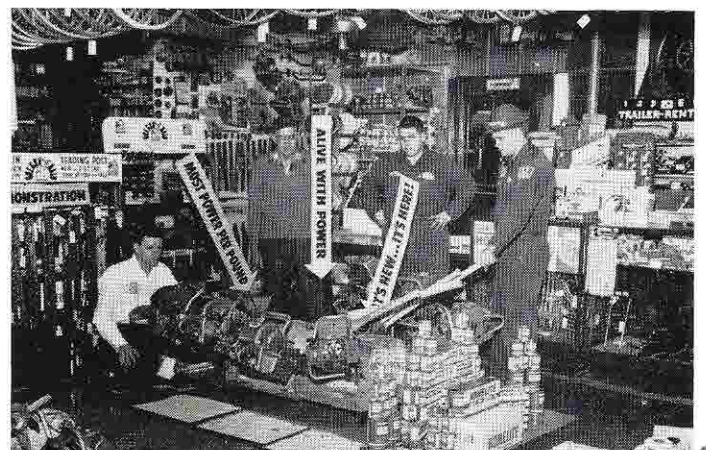
ried, living in San Francisco and employed as a service engineer for the Cooper-Bessemer Corp. A daughter, Sandra, lives with her parents in Mount Vernon and is a part-time secretary at the "Doc Fixit's" shop. Coming along fast, as a future member of the crew is Don's seven year old son, Stephen.

"Looking for something?—We've got it!" is the heading on "Doc Fixit's" business card, which lists a great number of items and services that he is ready to provide. He proudly rates his business as "Knox County's Best Equipped Repair Shop. We Do Welding of Any Kind—Anywhere!"

In addition to his wide assortment of Homelite products, power mowers, scooters, bicycles, motor bikes, air-cooled motors, and parts for all of these, Doc does auto radiator work and any kind of soldering or welding. He also has a rental service for chain saws and two and four wheel trailers.

Needless to say, Doc has the most up-to-date service facilities, lathes, drill presses, welding equipment, the only "Bar Shop" equipment for miles around, plus many other machines.

"Be on the job yourself, if you want to be a successful dealer," advises Doc. "Don't depend on your help to run your business for you. Be there to guide and teach them. Work with them and see to it that each salesman thoroughly understands the products he is selling."



Demonstrating a full line of Homelite chain saws and accessories, the Sales crew of Doc Fixit's check the displays. From left to right, Don Caldwell, Sales and Service Manager, kneeling, Doc Fixit, James Gantt and Grover Shrimplin, both salesmen and mechanics.

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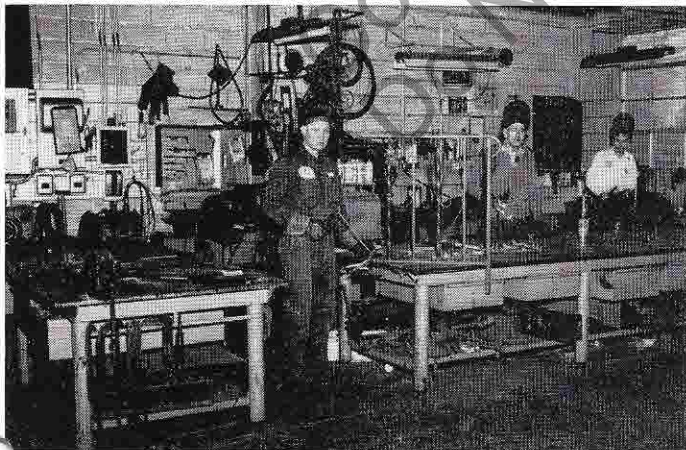
### n Saw Quota for Four leveland Dealer Contest

"In other words," explains Doc, "the salesman should not try to sell a home owner a Model 707 G for cutting a little fire wood. Nor should he try to sell a professional timber cutter a Model 500 for day in and day out cutting. It is just as important that he not oversell as undersell. He should understand the mechanical make-up of each saw so he can answer quickly and correctly any question asked of him. When the sale is completed he should see that the new saw owner is equipped with the proper accessories such as files, gauges, wedges, etc. and that he should have extra oil and a good fuel can."

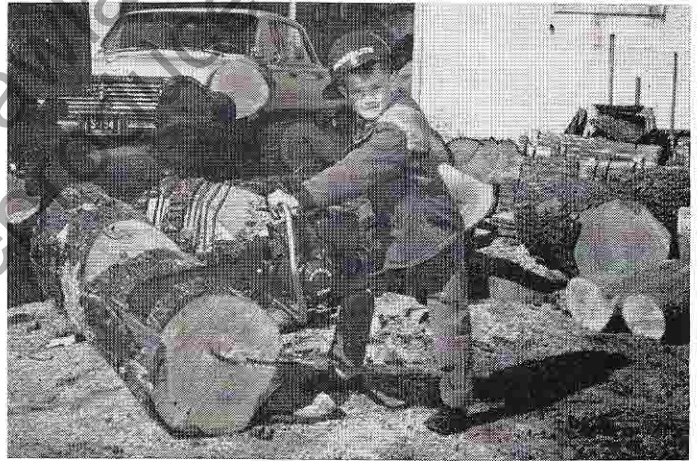
"We sell lots of accessories this way," he admits. "It's just good business. We also take plenty of time to instruct the new owner in chain maintenance as well as how to care for his saw."

Doc is a firm believer in advertising and it's obvious that he has a real talent for promoting himself and his services.

What's more, this brings in positive results! The Cleveland District held a "Horse of a Different Color" contest with monthly prizes for dealers who met their set quotas for November, December, January, and February. Doc promised his three salesmen, Don Caldwell, Grover Shrimplin, and Jim Gantt, that he would give these fine prizes to the 1st, 2nd, and 3rd places to the ones that sold the most Homelite items by the end of the contest.



A view of the Weld Shop at Doc Fixit's shows the extensive equipment which lets him boast "We do welding of any kind—anywhere." Left to right, Frank Lane, Welder, Doc Fixit and Don Caldwell. They also have complete Bar Shop equipment.



Young Steve Caldwell, aged 7, grandson of Doc Fixit and son of Don Caldwell, Sales and Service Manager, tries out a Homelite chain saw in a log in the demonstration area back of the shop. He's an enthusiastic chain saw user, according to reports.

"I was hoping we would also meet the quota the 4th time," he admits, "and I could win the R.C.A. Color TV set for my family. We did it, too!"

"I want to say," adds Doc, "that Tom Taylor, our representative is a hard man to beat. He has spent countless hours with us explaining service and selling problems. A dealer with a man like Tom Taylor can't help but succeed!"

Whatever spare time he has, Doc likes to spend with his family and friends, at their comfortable cottage about five miles outside of town. The 16 acres boast two well-stocked ponds, which provide fishing, boating, and swimming in the summer and ice skating and ice fishing in the winter.

Doc plans to spend more time out there in the future, but he's afraid he'll be so busy selling Homelite Chain Saws that he won't have much spare time.

"We realize," Doc says, "that the service, performance and dependability of Homelite products has given us many satisfied customers and thus contributed much to the progress of our organization."

Homelite realizes that its reputation rests squarely on the shoulders of enterprising and responsible dealers like Doc Fixit who take pride in doing the best sales and service job they know how to do.



Doc Fixit, his family and employees pose outside the fine modern building. Left to right, Mr. Dow Caldwell, Mrs. Dow Caldwell, Sondra Caldwell, James Gantt, Ray Thompson, Frank Lane, Grover Shrimplin, Steve Caldwell and his father Don Caldwell.

## Winners of Land-Air-Sea Contest Announced

The dealers pictured on this page, by going the highest over quota in San Francisco 1961 Dealer Sales Contest, have won for themselves and their wives fabulous two-week excursions to the Seattle World's Fair.

They will all go from San Francisco to Seattle by jet, and spend a week enjoying the sights and thrills of the Fair. Then they will fly to Canada and tour in and around Vancouver, B. C. The final leg of their trip is by sea, down the west coast of Canada, Washington, Oregon, and California, on one of the new Orient-Pacific ocean liners. It would appear that this will be a never-to-be-forgotten land, sea, and air adventure.

The contest was very close, right up until midnight of December 31, 1961. Thirty-five dealers in the District went over their quotas. Final runner-up in the contest was Dexter Kaulmacher of Redwood Chain Saw, Fort Bragg, who wasaced out of one of the grand award places by Ivor Wilson of Rio Dell. The Kaulmachers received a 1962 deluxe Polaroid Camera kit, and are determined to come in first next year!

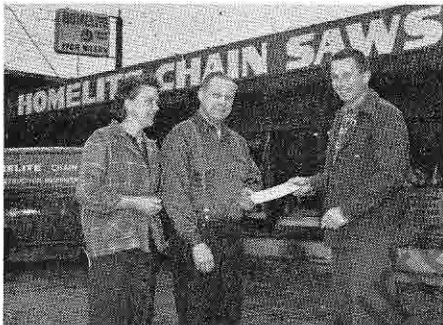
Robert Glidden, District Manager, promises another exciting contest in 1962.



Bill Wahl, at left, San Francisco Salesman, presents the welcome news to Don Stanton of Stanton Equipment Co., Ukiah, California that he and Mrs. Stanton won 1st place in the contest.



For the second year in a row, Mr. and Mrs. Clem Stroup of Straup's Chain Saw, Redding, California, are among the top winners in the San Francisco Dealer Contest. They came in 4th.



Mr. and Mrs. Ivor Wilson of Wilson's Saw Service, Rio Dell, California, receive the news that they placed 2nd in the Land-Sea-Air Contest from San Francisco Salesman Bill Wahl.



Mr. and Mrs. Chet Smith of Chet's Chain Saw, Red Bluff, California, proudly display one of the Homelite chain saws that put them into the #3 winning spot in the 1962 Dealer Contest.

## Memphis Contest Going Strong

Fifty-seven dealers, more than one third of the dealers in the Memphis District, went over the top during February, the first month of a five-month Dealer Contest. Another third almost made it and will be working hard to get into the running for the valuable prizes which are offered.

The top six dealers exceeding their overall quota percentage-wise for the five months, will win an all-expense deep sea fishing trip this summer. Their wives get to go with them.

Bill Bedford, District Manager, predicts that 1962 will be a "real good sales year and many dealers will go over the top if they use plenty of hustle, advertising, and sales promotion."

## New K-100 Creates Big Stir

"We have a winner in the KL-100," reports Homelite St. Louis District Manager Lee Niemiec. "A K-100 powered kart, driven by our Houston, Missouri, dealer set a new track record last week."

The new engine has only been on the market a little over a month and already it's living up to its advertised slogan, "A Winner-Straight out of the Box". It can win against all competition, even the new models brought out by our top competitors.

The Kart Tracks are reopening for the 1962 season and Homelite has already set new track records and brought in impressive wins in California, Ohio, Pennsylvania, New York and Missouri.

At the Blitz Kart Stadium, Central Islip, Long Island on April 8, both Stock I races were won by karts with Homelite kart engines. Homelite also won first place for the day with top total points for the three main events.

At the Mt. Top Kart Track in Hurley, N. Y., Mickey Orphan came in first in the A Race with a K-95 and Walter Lowery won a first in the B Stock race with twin K-100's.

In Joliet, Illinois, Homelite Kart dealer George Steponich, who has an outstanding record as a kart racer, used two K-100's right out of the box without any checking and beat everything at the track, including the latest competitive models.

## T-Shirt Weather Coming Up!

It's not too soon to get ready for outdoor fairs and dealer days. How's your supply of Homelite T-Shirts? They're cool and comfortable to wear and they do a fine job of advertising for you all day long. Of super quality white cotton, they are full cut, washable, colorfast with a 3-color Homelite design on the back and a handy pocket on the front. They are available at \$9.00 a dozen, plus any state or local tax, in medium and large sizes.

### Bargain for Kart Dealers

Homelite has a limited supply of Spitfire T-Shirts still in stock. Since we are no longer manufacturing karts we have discontinued this model and have reduced the price to \$5.00 a dozen plus any state or local tax, while the supply lasts. These are available in small, medium and large sizes.

Order both the regular T-Shirts and the Spitfire T-Shirts from Keystone Specialty Company, 22 West First Ave., Mt. Vernon, New York. Delivery is free.



# SAWDUST

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

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

NO. 109 MAY-JUNE, 1962

## Chain Saw Sales Reflect Strong Business Outlook

"Market Makes Strong Recovery", "Index of Business Activity Climbs", "Buying of Homes Showing a Spurt." These are all recent headlines of articles analyzing the conditions of U. S. business in May of 1962.

The frantic pace of Wall Street, in the heart of the New York financial section, would appear to have little or no connection with a pulp cutter in the heart of the loblolly pine woods or a production cutter in the tall timber out west. Actually, there is a very close connection between the business climate of the country as a whole and the number of Homelite chain saws that are sold.

That's because chain saw sales are influenced directly by three basic sectors of the nation's economy: Lumber Production; Paper Board Production and Farm Income. When these factors are strong it means more sales and more profits for Homelite dealers.

From all indications, chain saw sales are sharing in the general prosperity. You may have noticed, in the top right-hand corner of this page, the logo, PSMA. This is the symbol of the Power Saw Manufacturers Association to which Homelite and nine other chain saw manufacturers belong. Representatives from each of these companies meet to accomplish three things for the good of the industry: safety of design; standardization of terms for advertising purposes; the exchange of sales figures so that statistics of the whole industry can be coordinated.

According to the latest PSMA reports, during the first four months of 1962 chain saw sales were up by 20% over last year. April was an especially good month and all indications in the industry point to continued high sales for the rest of the year.

We have to get back to those major business trends to explain why this is so. This year, new housing starts are showing signs of a strong revival. It appears that over 1,500,000 new homes will be started this year. And new homes, in most cases, mean boards, shingles, door and window frames, panelling, all kinds of wood. This ties in directly with the 8% rise in lumber production.

Paper board production is also up by almost 9%. More and more paper products are being used by every man, woman and child in the country. Milk now comes packaged in paper as do many other foods. In former years, a person used about forty pounds of paper a year. Now the average is almost 450 pounds of paper per person. Paper products are made mostly from pulpwood, cut more and more with the modern, light-weight chain saws. This rise in pulpwood production is being felt particularly in the middle west and south where pulpwood production has climbed steadily in the past ten years.

Added to these encouraging signs, farm income is expected to be high this year in line with the general strong economy of the country. This means that farmers as well as cutters will have

money to spend on equipment and they'll be shopping for the quality and service that Homelite can supply.

Will they buy Homelite chain saws rather than other brands? According to a survey just released by the Pacific Northwest Farm Quad on "What's Being Bought", more of those questioned plan to buy Homelites than any other brand of chain saw. In fact 43% prefer Homelite, 36% plan to buy our chief competitor in that area and the other brands mentioned drop off to 4% or less. This is the same survey on which SAWDUST has based several preference charts in the past and it continues to give a revealing picture of what one section of the country's farm families are planning to buy in the year ahead. It's up to Homelite to see that this preference percentage holds for the rest of the country as well.

And it's up to every Homelite dealer to make sure that he profits from these favorable conditions. He has a full line of quality saws to offer, with the right saw for every need. He has a strong Branch or District Office behind him, ready to supply him with units, parts, literature and help whenever necessary. He has promotional material and displays to back him up. Now, if he'll use these fully . . . advertise and promote his own business by every means at his command . . . he'll see his chain saw business really grow.

## WESTERN EUROPE



This outline map of Europe shows Finland in solid white in the center. In area, it is nearly three times as large as New York State but has a population about half of that of New York City, or approximately 4 million.

### A Visit to a Homelite Dealer In Far-off Finland

To most Americans, Finland is a little-known country. Very few of us have ever visited there and the most we know about it is that Finland paid its war debts when other, more prosperous countries put off this obligation. We know that it's up north, right on the borders of the Soviet Union and that the famous track star Paavo Nurmi was Finnish.

Homelite's Advertising Manager, Phil Halperin, had a chance to learn a little more about Finland and meet some Finnish people on a recent trip to Europe. The Homelite distributor in Finland is KESKO OY, a big outfit something like Sears or Montgomery Ward, which has outlet stores in small towns and rural areas. Phil was taken on a week's automobile

trip by Jack Siliakus, Homelite's European Sales Manager, Martti Hamalainen, Sales Manager of Forestry Machinery for KESKO and Reimo Alanen, KESKO Sales Promotion Manager. They visited some of KESKO's branch offices and some of the outlet stores which sell Homelite chain saws.

"I felt right at home with these dealers," says Phil. "Although we had to talk through an interpreter, they seemed just like our dealers here in America, with the same loyalty to Homelite, the same problems, the same interest in giving good service. I was very favorably impressed with the hard-working, friendly men and women who staff these stores." Phil chose the dealer we meet on these pages as a fine representative of the more than 200 other Homelite dealers in Finland.

Pasi Loisa, Owner of the KESKO outlet in Vaaksy, Finland, and his wife Aira are both young (31 years old) and energetic. Between them they divide the responsibility for the operation of the store. Mrs. Loisa handles the grocery end of the business, cuts the meat, waits on the customers with the help of three other women. Mr. Loisa manages the hardware and equipment sections with the assistance of six men, including warehouse and service men. When he took over the store in 1958, they had only one helper. Now there are fourteen in all and the store is doing more than seven times the business! The Loisas work 14 hours a day, six days a week all year round... in fact, every day except Sundays and Holidays. During the busy summer months, they work even longer! They live in an apartment one flight above the store which consists of two rooms and a kitchen plus a bath. They also have a sauna.

A sauna is an outdoor hut in which Finnish people take steam baths and no family would be without one. A fire is lighted under a pile of stones in the center of the sauna. When these stones get very hot, the people go in, with buckets of water and sit down on benches around the wall. They throw water on the hot stones which produces clouds of steam. They also beat themselves with birch twigs to stimulate the circulation. When they have stayed in this atmosphere as long as they can stand it, they go directly out into the snow or plunge into an icy lake or stream if there is one nearby. They claim that this is wonderful for maintaining healthy, strong bodies. Anything so vigorous *should* either kill you or cure you!

Otherwise, the Loisas live a life quite like our life in America. They have a TV set, but programs are only broadcast for four hours every night from the one and only Finnish



Mr. and Mrs. Pasi Loisa take a short coffee break in honor of their Homelite visitors. The KESKO representatives acted as interpreters.

Outside Mr. Loisa's store, left right, J. Siliakus, Mr. Loisa, Martti Hamalainen, KESKO Sales Manager and Phil Halperin, Homelite Advertising Manager pose under the Homelite sign.



TV station. (They wouldn't have time to listen any more than that, anyway.) Mrs. Loisa knits as a hobby and her husband belongs to Rotary International, but their chief hobby in life is work.

There are forests over more than half of Finland, so there is a big market for chain saws. The area around Vaaksy is mainly a farming community but the farmers cut the abundant wood for pulp and use the left over sticks for firewood.

Even in this land of industrious people there are some worthless ones, and Phil Halperin enjoyed the story that Mr. Loisa told of a woodcutter who came in and bought a Homelite saw on a Saturday. He put down 16,000 Finnish marks (about \$50) and arranged for financing for the rest of the cost. (He wasn't a very good woodcutter and was known as very undependable but they decided to take a chance.) Suddenly, the next Tuesday, the man's widow came in to announce that her husband had died the day before and left her penniless. She had brought in the saw and was overjoyed to learn that insurance would take care of the balance of the debt and they would buy the saw back from her for 60,000 marks or about \$200. She told them that was the only time her husband had ever done anything nice for her!

Pasi Loisa is an enthusiastic Homelite booster. He advertises Homelite regularly in the local weekly newspaper. He puts Homelite decals on everything he possibly can. He uses small Homelite signs on telephone poles and has a big Homelite sign on the front of his store. He displays Homelites at Farmer Evenings when the store holds open house and all the customers come to see the latest equipment, drink coffee, and listen to talks by KESKO experts, foresters and others. Word-of-mouth advertising is relied on, too, and there is plenty of that because of the excellent service facilities which Mr. Loisa maintains. His Service Manager is a former woodcutter who works in the shop and at home to keep all the Homelite chain saws in perfect condition. He also goes out with new customers to be sure they know how to use their saws to get the most satisfaction from them.

"I had a feeling of kinship and familiarity with Mr. Loisa," says Phil Halperin, "and with other dealers whom I met in Finland. If they continue to promote the Homelite line so vigorously, there is every reason to believe that Homelite chain saws will be as important in Finland and in other European countries as they are in the United States."

Dealer Pasi Loisa, left, talks over the business with Jack Siliakus, Manager of European Sales who was making his first calls on dealers in Finland. Jack was interested in learning about the needs and special interests of the farmer-customers in the area.



In the grocery department of the store, Mrs. Loisa, at left, and her three helpers, greet Reimo Alanen and Martti Hamalainen, KESCO managers. Mr. Loisa is at far right.



Mrs. Loisa prepares coffee for her visitors in her shining, up-to-date kitchen. She wears this uniform while performing her duties as butcher and grocery manager.



A customer, Hannu Siven, at right, is shown the newest Homelite direct drive chain saw by Pasi Loisa. Mr. Siven, a farmer, was pleased with the saw and bought it on the spot.



Homelite Dealer Donald S. Herrera, left, receives the grand prize of "Operation '62 Starter" from Jacksonville District Manager J. C. Lowery. In addition to this color television set, Mr. Herrera of Aldon Corporation, Pompano Beach, Florida, won a portable TV and a clock radio.

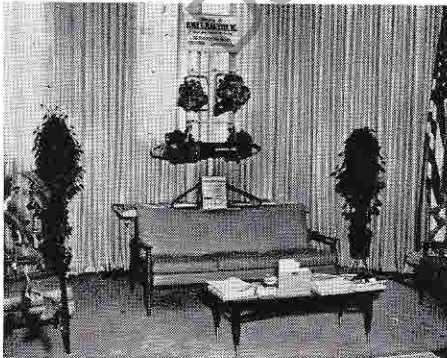
## Picture Stories of Homelite Dealers



This friendly picture was featured in a Homelite chain saw ad for Steele and Son Machine Co. of Batesville, Mississippi, inviting readers to visit them. Left to right are Clarke Rogers, mechanic, Dicky Davis, part-time mechanic and Proprietor Joe Steele. The response was excellent.



Jim Leath, Branch Manager, Birmingham, Ala., helps Obie Forman, Service Manager of Branco Wood Products, Brewton, Ala., set up his oil display. Branco has sold more than 100 cases of Homelite oil in the past year... plus a goodly number of saws to go with them.



Chain saws belong in the woods but fit in nicely in other places, too. The well-known firm of Elmer E. Plasterer, Inc. of Lebanon, Pennsylvania, provided this handsome tree full of saws to decorate the lobby of the Peoples National Bank in Lebanon.

### LOGGER BUYS #36

Bill Hathaway, at right, Contract Logger of Anderson, California, who employs 24 cutters, poses with the Homelite saws he now owns. Bill formerly used a competitive make but is now completely sold on Homelite because of "low maintenance, easy starting, dependability and performance." He has bought 36 Homelites, all from Stroup's Chain Saw Sales, Redding, California.



### Stolen Saws

The following Homelite chain saws have been reported as stolen:

- 5-20 #537813 ... from Norfolk Bridge and Constr. Co., Norfolk, Neb.
- EZ-6 #0765596 ... same as above
- 4-20 #857830 ... from Mr. I. A. Krusen, Zephyrhills, Florida
- WIZ #1224527 ... from Pentzien, Inc., Omaha, Nebraska
- 7-19 #870892 ... from Floyd Fuhr, Illinois City, Illinois
- 7-21G #851750 ... from H. J. Crandell, Heber, Arizona
- 500 #1280218 ... from Hinze Tree Service, Clearwater, Nebraska
- 600-D #1276611 ... same as above
- 707-D #1279120 ... same as above
- ZIP #1275436 ... same as above
- 700-D #1093377 ... from Al's Farm and Garden, Independence, Missouri



Georgia Dealer Charles Whitehead, owner of Whitehead Magneto Service in Gainesville, sits at the back of his booth at the Fair, all ready for opening day. He has plenty of logs for use in demonstrating his chain saws plus a fine display of these saws and other Homelite products for his visitors to look at. Fair days will be busy days but the new friends that he makes for himself and Homelite will make it all worthwhile.





# SAWDUST

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

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

NO. 110 JULY—AUGUST, 1962

## Quality Chain Saws Rate Quality Displays

Homelite Dealers have an eye for quality chain saws. That's why they are handling Homelites. They know what quality means in appearance, dependability, fewer service problems, satisfied customers. When they present Homelite chain saws to the public, whether in their own shops or at local, County or State Fairs, they can carry out the idea of quality in their method of display. It doesn't cost any more to plan an effective display. It just takes a little thought and imagination.

The real purpose of any display is to sell . . . to make the passerby want to own one of those fine, shiny, new, quality

Homelite chain saws. How do you do this? If the rules were cut and dried there would be no problem. However, here are some general suggestions which are time tested and which have been used to produce sales and profits by outstanding Homelite dealers all over the world.

**FIRST—Attract attention:** by a handsome display such as the one pictured below; by music—either "canned" or live; by a cutting contest or demonstration.

**SECOND—Present your product in the best light.** Display new chain saws, clean and in top condition, against a simple uncluttered background. (If possible, place these products so that people can walk all around them—or have the chain saw on a turn-table so that all sides are displayed.) Keep accessories, literature and parts nearby but not in the way of the star attraction.

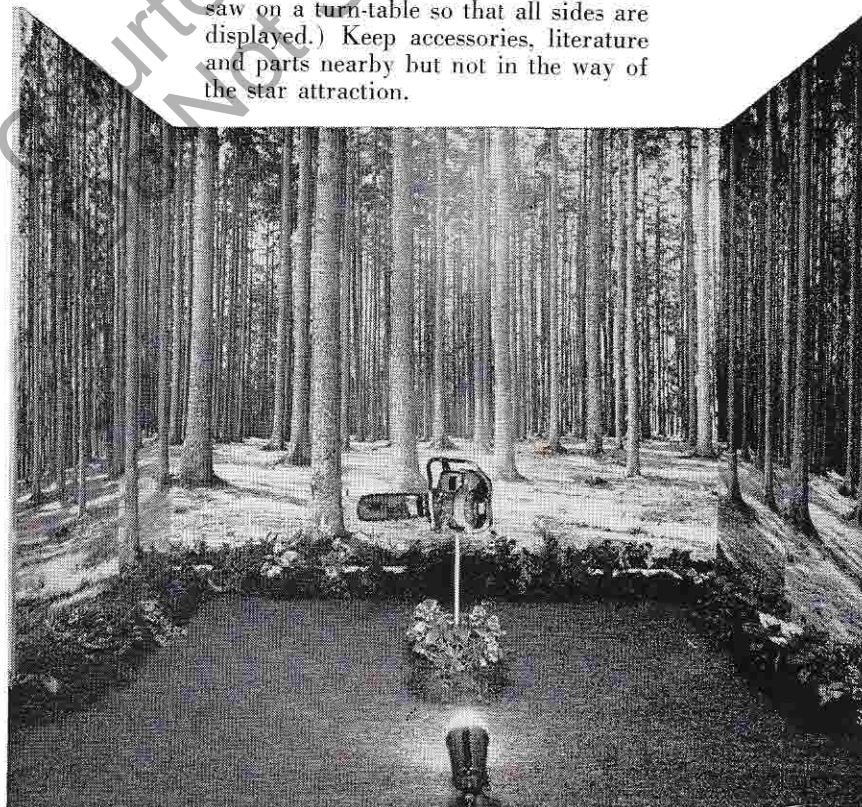
**THIRD—Create a desire to own a Homelite—**by showing or telling of the benefits to the owner . . . the savings in time, trouble, and real money that a quality product offers.

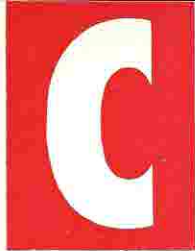
**FOURTH—Get acquainted.** Be sure you know the prospects names and addresses so you can follow up these leads. Make sure they know where your place of business is and what you can supply in the way of service.

A top quality product deserves a top quality display and since Homelite dealers are prepared to offer top quality service in addition, it's a winning combination.

### A Display of Beauty

This handsome forest scene, with a Homelite chain saw in the spotlight, was designed for the Homelite distributor in Zurich, Switzerland, Mr. Richard Buchschacher, Director of Panelectra. The adjoining booth at the Timber Fair in Basle, Switzerland, had a complete display of Homelite chain saws, accessories, literature, etc. The forest scene caught the attention; the working area lined up actual sales. A first prize effort which proved a big business getter.





# CLOTH LETTER-BANNERS

## For Hard-Hitting Outdoor/Indoor Display

COMPLETELY WEATHERPROOF



HOMELITE WOODCUTTERS HEADQUARTERS HOMELITE



### It's Fair Time Again!



## Get People To Visit your Booth

### PUT UP SPECIAL OCCASION BANNERS

Here's your key to colorful fair displays with strong sales appeal. These big, (13" by 19") cloth letters are newly offered to Homelite dealers—with them you can spell out any message you want—delivered to you promptly—ready to put up. Each message comes centered on sturdy 60' ropes and is available in regular colors (blue or red backgrounds with white letters) or in Day-glo colors (red, yellow or orange letters on a blue background). You can use some of the suggested messages or order special messages. All banners come with Homelite trademark panels.

Any message you want, including prices, can be furnished in these big, colorful letter banners at \$.40 per letter for the regular colors and \$.65 per letter in Day-glo. Just send the copy you want to the Pratt Poster Co., Inc. in Indianapolis and your banner will be shipped to you, ready to use, within two days. These and other exciting items are completely described in a red and black folder which was sent to all Homelite dealers recently. For additional copies of this folder—"Outdoor Displays That Sell," write to the Advertising Department, Port Chester.

There's a special wire mounting kit available for extra safety in cross-street or semi-permanent mounting which can be adapted to the average banner in five minutes. Each kit contains 120' of #12 wire and two #4 turnbuckles. The price is \$1.50 each, postpaid.

### SUGGESTED MESSAGES ARE SPECIALLY PRICED

Message	Regular Day-glo	
WOODCUTTERS		
HEADQUARTERS	9.70	15.45
CHAIN SAW CLINIC	6.10	9.60
SAW TRADE-IN		
DAYS	6.50	10.25
OPEN-HOUSE	4.10	6.45
USED SAW SALE	4.90	7.65
SAWS ON TIME	4.50	7.00

These come with a Homelite Trade mark panel at each end.

Look over the other exciting items, such as many styles of flag pennants, kits combining pennants and banners, curb side poster and stand, giant balloons, etc. in the folder recently sent to all dealers. Order direct from the Pratt Poster Co., Inc., Pinecraft Building, Indianapolis 4, Indiana on the enclosed order blank. Cash orders will be sent postpaid in U.S.

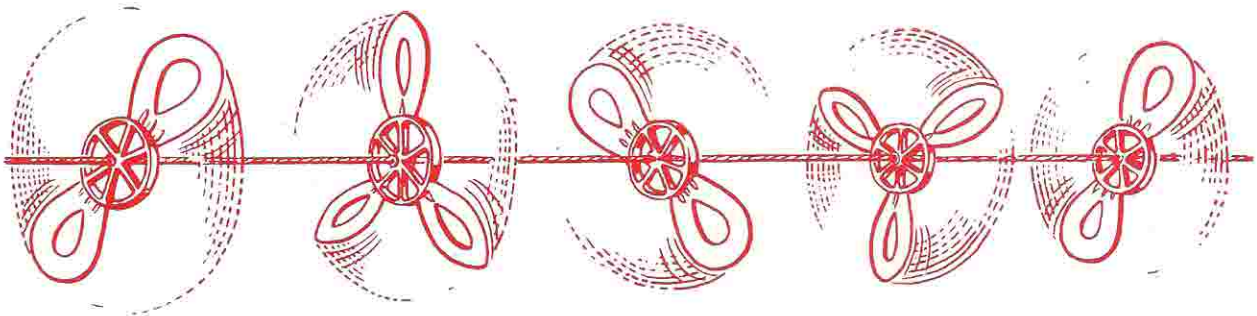
## Attention-Getting Plastic Propeller Pennants

Here's the latest in Propeller pennants. They twirl in the slightest breeze and, because of the three blade design and wind vents, they give ever-moving display

action and will last for months.

Each set of plastic propeller pennants is 40 feet long with ten 17" spinners. They are packed two sets to a carton so 2 sets

for \$10.90 is a minimum order. Just the thing for a fair display... lots of color and activity! They are sure to attract attention wherever they are used.



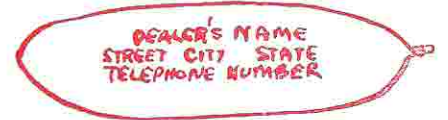
# Give Them Something - Giveaways, Prizes Literature

It's the little things that count, and many a sale has been made because the customer received some thoughtful little gift when he visited the Homelite booth at the Fair. These items needn't cost much, but such things as matches, pencils, pens or memo books, imprinted with the dealer's name and address, serve as constant daily reminders of Homelite chain saws. The ladies are pleased to receive a handy yard stick; the kids love to fly Homelite balloons. It's all good advertising at a very low cost to the dealer.

Go through your Homelite Chain Saw Sales Promotion Book. Order your giveaway items now.

Homelite paper cups are useful to have on hand. It might be possible to get some soft drink concessionaires to use these at the Fair—an excellent way to advertise at low cost. These can be ordered from Homelite at \$11.50 per thousand.

Put the Homelite name into thousands of hands and on thousands of lips through the use of giveaways at Fairs and Field Days.



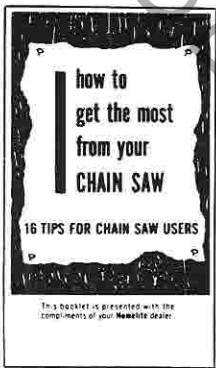
What's a fair without balloons? The small balloons, above, with dealer imprint, are only 4 cents each in lots of 500, 3 cents each in lots of 2500. Order from Keystone Specialty Co.

## Balloons - All Sizes

The giant balloon, below, with a 75 foot mooring line gay with pennants, is available from Pratt Poster Co. for only \$6.75. Check the Pratt folder for other types and sizes of balloons.

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

HOMELITE CHAIN SAWS



For inexpensive, effective advertising give aways, the above items still rate 1st Prize. Yardsticks, both natural and enameled, for as little as 6 cents or 9½ cents apiece, specially imprinted with the dealer's name and address; pen and pencil sets for as little as 69 cents a set, also imprinted; wood

pencils for as little as 3 cents, imprinted. These, and many more items are listed in the Chain Saw Promotion Book. A new price list is enclosed for your convenience. The memo book, above, can be ordered from Homelite at only \$2.00 per package of 100 books.

## Sell Them On Homelite Products & Service

Through all the ballyhoo and excitement of the Fair, the Homelite dealer must concentrate on making sales, either present or future. Otherwise, it's all a waste of time and money. By talking with the visitors at his booth, by finding out where they live and what they do, he can decide what their chain saw needs are and can give them advice based on his expert knowledge and experience.

He has a lot to boast about... a full line of the finest chain saws in the world plus a reputation for top quality service. Many of the prospects who come into the dealer's Homelite display are already aware of these things. Others need to be told, so the wise dealer is well equipped with literature, which shows with pictures

and the printed word why Homelite enjoys this fine reputation.

The new full color chain saw fanfold, with its beautiful action photographs of each of the latest Homelite models, makes an ideal piece of literature to give out to one and all. The prospect can compare all the various models, even if the dealer does not have a complete line on display, and pick the one best suited to his needs.

## LAST MINUTE FAIR REMINDERS

Reserve space early. Notify Branch Office. Order supplies now. Plan booth carefully. Check over supplies. Arrange for logs for cutting contest. Have a good and successful time!





A. D. Sherwood, Western Field Sales Manager

## NEW SALES SETUP ANNOUNCED

### FORMER NAVY PILOTS ASSUME TOP ROLES



Robert E. Anthony

#### NEW SALES POSITION

A. D. Sherwood, District Manager of the Seattle, Washington, territory, has been named to a newly created position in the Sales Department, that of Western Field Sales Manager. He will be working with the Chicago, St. Paul, Kansas City, Seattle, San Francisco, Los Angeles, North Salt Lake, Omaha, and Denver Districts. He will still maintain his managership of the Seattle District, but will spend 40% of his time working in these other territories.

Doug Sherwood has been with Homelite for 22 years. He was a highly successful salesman in the Charlotte District before the war. During the war he was a Navy pilot. In 1945 he was sent out to Seattle as District Manager where he built up an outstanding sales performance, achieving one of the highest penetration rates for saw potential in the country. In addition, he has done a fine job of selling Homelite construction equipment and Yard Tracs. He has been working on the outboard motor distribution plans from the very beginning, having worked with the Product Manager, Ramsey Allen, in Florida, helping to establish our first marine dealers. His district has recently been opened up for marketing the Homelite 4-cycle—55 outboard and a strong dealer organization is already in the making.

Homelite's national annual sales meeting is being held in Seattle in early August and Doug Sherwood will undoubtedly be a very busy man as host to the meeting and as tour guide to the Seattle World's Fair.

#### NEW BRANCH MANAGER

Attending his first sales meeting as Branch Manager will be George Lodge of Spokane, Washington. George has been a Factory Field Representative since 1956, spending most of that time in the middle western and central parts of the country. He became Western Field Saw Representative about a year ago—and just recently was appointed manager of the Spokane Branch.

George is a graduate of the Forestry Department of the University of Michigan and had a job as a state forester before coming with Homelite in March, 1956.

#### ASSISTANT TO ROBERT P. STRAETZ

Robert E. Anthony has been appointed Assistant Sales Manager and has been given full responsibility for chain saw sales as Product Manager. Mr. Anthony is also responsible for lawn mower and kart engine sales and he will supervise the activities of all Factory Field Chain Saw Men.

Bob is from Schenectady, New York. He went to school there and was able to get in one year at the Bentley School of Accounting in Boston before he went into the Navy in 1942. He served as a pilot in the Naval Air Corps in the Pacific Theater where he saw plenty of action.

Bob went to work as zone manager for International Harvester in the Winter of 1945. He started his sales career as a dealer for International Harvester in Vermont. Then in 1952 he took on the Homelite chain saw line. Two years later, he came to Port Chester as Assistant to the Manager of Dealer Sales. He was made Assistant to the Sales Manager in 1958 and has been closely concerned with the marketing of the Mower Car and Yard Trac and the developing of a quality line of accessories for our lawn mowers. He has also been associated with our kart and kart engine sales.

Bob has a first hand knowledge of dealer activities and problems, not only because he was a dealer himself, but because he has been calling on dealers and studying this subject for nearly 15 years. He has many dynamic plans which should prove of real value to all Homelite dealers.

#### *Sawdust To Have New Look*

With the next issue, "Sawdust" will have a new look. One hundred and ten times in the past ten years the familiar red and black chain saw has cut its drift of red sawdust across the front page of this four page dealer publication.

Its main object, as stated in the number one issue in October, 1952, was to bring up-to-date information about products and promotions to our nationwide dealer organization. We hoped they would get new ideas on how to sell and service Homelite chain saws.

We think it's time for a change—not in the main objectives—but in the physical lay-out of the publication.

If you have any ideas on ways of improving Sawdust; on new features, on old features . . . please let us know. What do you like the best about Sawdust? What do you think we should drop? We have exciting plans, but we want to be sure to please you. After all, Sawdust is your publication!



## Best Selling Techniques



by  
**Jerry Harrison**

Jerry Harrison, Director of Sales Training.

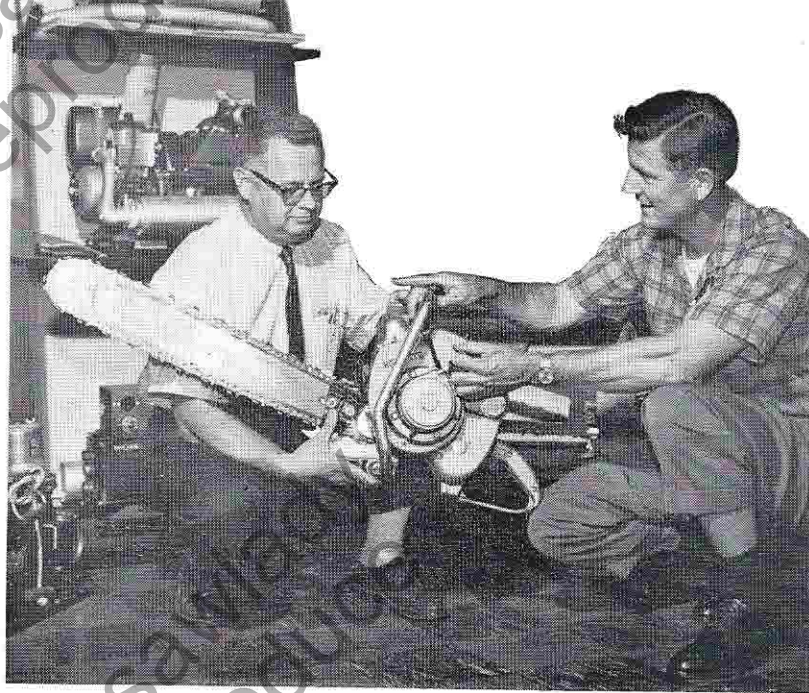
What are your customers looking for when they need a saw? Are they really interested in "beefed up crankshafts", "inconel filters" and "fitted bolts in the drive case"? Or are they looking for the personal benefits they will get because the saw has these mechanical features.

There is a lot of talk these days about selling the benefits to prospects and customers, but at times it is a greatly misunderstood subject.

To get a good understanding of exactly what Benefit selling is, analyze some of the purchases you have made yourself and find out why you bought them.

For example, when your wife needed a new automatic washing machine, did she buy it because of its automatic cycle feature or did she buy it because it saved her running up and down the stairs to set it for each cycle, (the benefit of convenience) and because she could be doing other housework while the washer worked by itself (benefit of time saving)? What really convinced her to buy an automatic cycle machine were the *Benefits—labor saving, convenience, time saving, etc.*

**HOMELITE**  
*Carriable*  
**GENERATORS**



Robert Glidden, at right, San Francisco District Manager, points out the benefits of the new Super Wiz to Ralph Rieder, Machinery Manager of Lewers and Cooke, Ltd., Homelite dealers in Honolulu.

## Sell The Benefits and You Sell The Saw

When you bought that new suit, did you buy it because of the worsted material or because it made you look *well dressed* and would *save you money* by being durable? Chances are you *bought* the Benefits.

All this does not mean that salesmen should neglect mentioning features in sales stories—on the contrary—it is the feature which makes the Benefits possible.

To give you a better understanding let's look at the definitions of Feature and Benefit.

### Definition of Feature

- a. A built-in characteristic of a product, usually a tangible item. (Something you can touch).

### Definition of Benefit

- a. A way the prospect profits, which is usually in an intangible way.

To apply this principle of Benefit selling to a Homelite saw is a very simple job. First you list all of the important mechanical Features which are shown on the specifications. Put these in a column labeled, "Features". Then make another column labeled, "Benefits". Here you show what the feature will do for the customer in terms of Benefits. Then, when selling the saw, stress the Benefits, or what the features will do for the prospect.

### HOMELITE SUPER WIZ

#### FEATURE

Manual chain oiler

3.57—1 gear ration

#### BENEFIT

Positive lubrication—  
longer chain and bar life

Lugging power for profitable  
production cutting

#### FEATURE

116 rpm chain speed  
under load

Six shoe double spring  
centrifugal clutch

Needle & ball bearings,  
bronze clutch drum  
bearings

Governed engine 7500 rpm  
max no load

Diaphragm carburetor with  
integral fuel pump &  
strainer

Attachments, 16" bow,  
clearing guide &  
brush cutter

Pyramid reed

Step through handle

#### BENEFIT

Slower speed—  
longer chain life—saves  
money

Longer life—saves money  
—less down time

Longer life—saves money

Safety—longer engine life  
—less maintenance

Use in any position,  
safety, versatility

Versatility

Better fuel flow—  
more power

Safety—leaves one hand  
free

# Yard Trac And Karting News

## NEW ENGLAND KARTING MAGAZINE

The Karting Informer, which gives a monthly report on matters of interest to New England Kart enthusiasts had this to say about the KL-100 in the July issue.

"Through heats and endurance runs the Homelite KL-100 has built itself a record which justifies if not exceeds the manufacturer's advertising claims.

The Karting Informer has performed not a single but a series of tests on this new entry to the A-Stock class. We have tested the engine for its competitive capabilities in actual competition. After more than a month of a busy racing program the record alone proves the engine a top competitor.

The test engine was supplied by the manufacturer in a strictly stock condition. No modifications were made to any phase of the KL-100 including carburation. Blendzall was used as an additive. The engine was mounted on a Dart kart with Kevin Daniels of the Karting Informer as the chauffeur.

In the entire month and a half circuit, the engine participated in the best competition to be found in both I. K. F. and local events. Here is our report on the competitive performance of the KL-100:

1st I.K.F. Regional at Hubbardston, Massachusetts

2nd I.K.F. Regionals at West Greenwich,

Rhode Island . . . scratched

(Kart forced out because of mechanical trouble involving sprocket.)

3rd I.K.F. Regionals at Hubbardston, Massachusetts

Second Annual Yankee Derby at Westboro, Massachusetts

The KL-100 has won 8 trophies on other local competition.

A strong winning record is only one of the KL-100's features. Our test driver found the durability of the engine to be outstanding. After running for seven consecutive weekends the engine needed no part replacement or overhaul.

The Karting Informer bases its overall analysis of the KL-100 on the record which the engine wrote for us. We are pleased with the Homelite's stock performance, but we are also interested in seeing what could be done with modification. We have requested a modified engine from Homelite for A-Super, test purposes."



Homelite Spitfire Kart—up for grabs at \$95, f.o.b. factory.

## SPITFIRE GRAB BAG

Do you want to gamble on a sure thing? If you do, there are still a few stub axle Spitfire Karts left and they've been reduced to \$95.00 each, f.o.b. factory and offered for sale. That's less than half the list price of \$198.00.

The grab bag gamble comes in because you "take 'em as they come," knobby or slick tires. Otherwise they all have the same great features: foam rubber upholstery; internal expanding brakes; Timkin tapered roller bearings in all wheels; 2 engine mounting pads; rubber floor mats; and 2 wheel sprockets.

They are all new Karts in factory fresh cartons. They can be used as give away promotions, as store traffic builders, as super Christmas presents for kinds of all ages. Put new KL 100 engines on them and you have a winner to drive yourself.

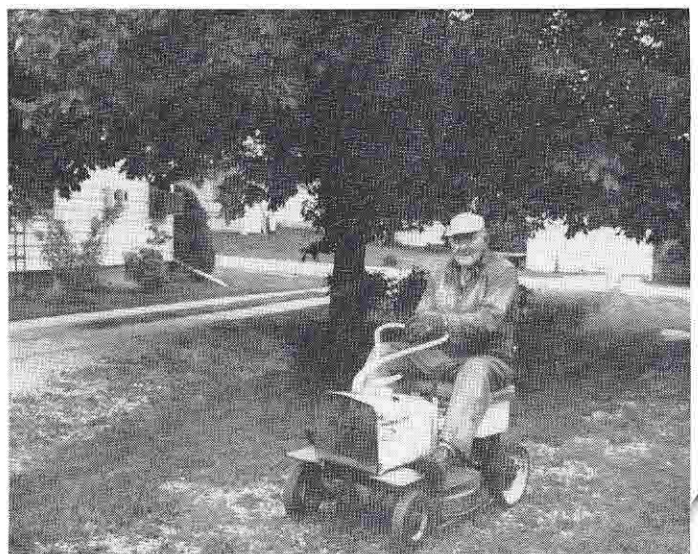
A new development in the Karting picture in Florida and other areas is the rise of Kart tracks where Karts are rented for recreational purposes. Why not arrange for the sale of a fleet of Spitfires to be used for such a purpose? It could mean a nice order for KL 100's as well.

You don't have to be a gambler to realize that this is a great opportunity. The supply is limited, so get your order in to the Sales Department in Port Chester right away. The Karts will be shipped from the factory, freight collect.

## THE SECRET OF LONG LIFE?

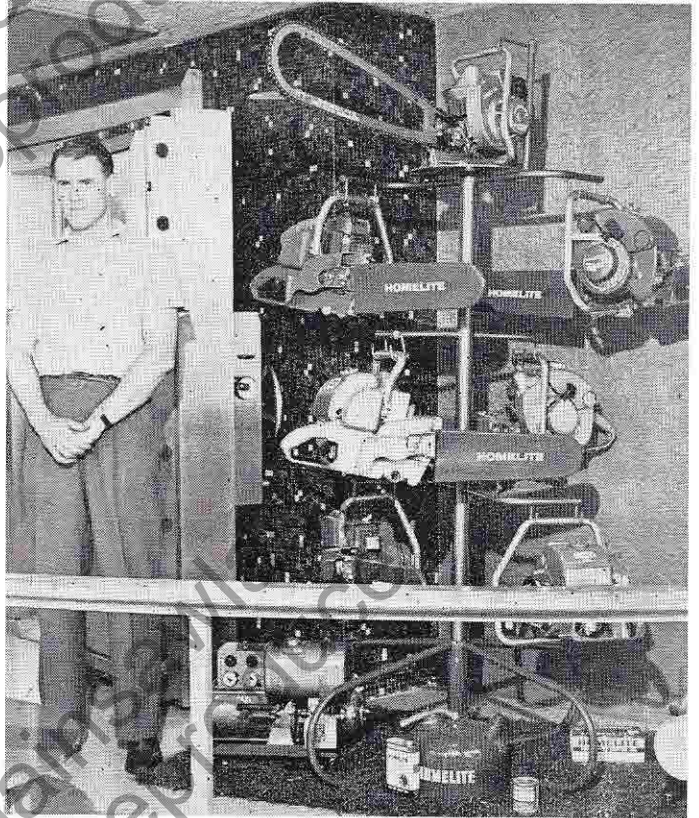
Claiming that they prefer logging to loafing, three Michigan oldsters think they have found the secret to long life. With good, clean, hard work and a trusty Homelite chain saw, these energetic gentlemen plan to live to the age of 100. Frank Washburn, 70, Peter Rupinski, 74 and Laurence Dobbyn, 75, fell and buck about 100 trees a day and buck the 8 foot pulpwood logs for sale to a packaging mill in Filer City, Michigan.

Another young gentlemen of 80, James Houchina of Lancaster, Wisconsin, boasted to his Homelite dealer, Kasper's Small Engines, that his Homelite Yard Trac is an invaluable partner. He makes his living mowing lawns. Last year he had 77 lots for a total of 50 acres which he mowed each week for large lot owners in Lancaster. His total repairs for the season were one drive belt and one spark plug. With minor adjustments he was back on the job this spring. No time to grow old!



James Houchina, aged 80, of Lancaster, Wisconsin, on his trusty Yard Trac with which he mows 50 acres of lawn a week.

## Guarding His Valuables



Dale Russell, owner of Russell's Rent-All in Maryville, Tennessee, stands beside the display of Homelite chain saws which he set up in a local bank. A fine story about Mr. Russell appeared in the local paper at the same time. He combines his highly successful Homelite dealership and rental business with his other job—he's a transoceanic commercial airlines pilot!

## Designs Own Display Stand



Mr. J. R. Mackey, left above, of Mackey's Boats, Arkadelphia, Arkansas, designed and built the display stand which he is showing to George Banker, Homelite Shreveport Salesman. Mr. Mackey believes in frequent changes in displays to make his showroom interesting to new and old customers alike. According to George Banker, it's one of the most attractive showrooms in the territory.



This colorful cardboard display stand for Homelite Guide Bars acts as an extra salesman.

## Bonus Stands

Homelite dealers, like everyone else, like to get a bonus. Many of them have already received one or both of the good looking display racks pictured here.

The Guide Bar display rack, made of sturdy cardboard, not only provides a handy way to show off the New Homelite perma-hard tip Guide Bar, but points out all its sales features. There's a pocket for sales literature, too—and a reminder that the new bar carries a 60 day guarantee.

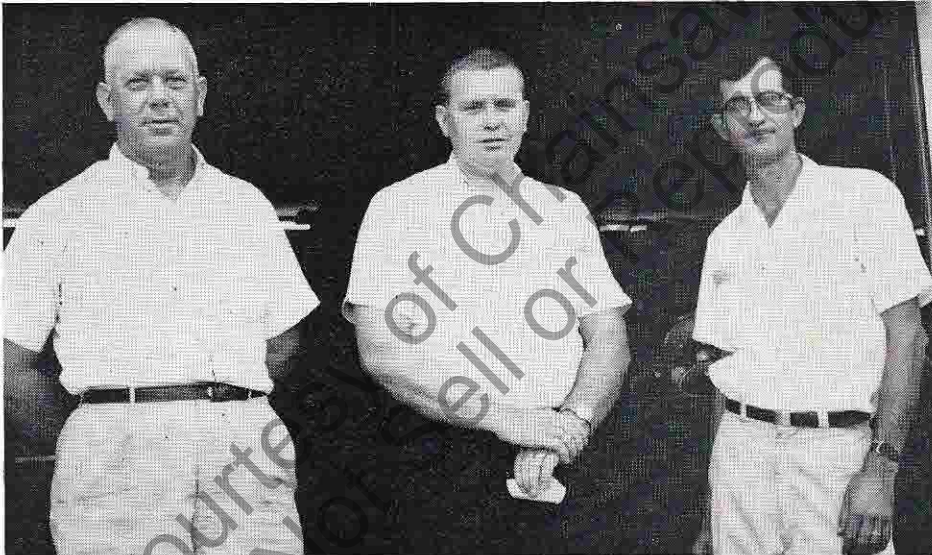
All dealers are entitled to receive one of these new display racks free of charge from their Homelite salesmen. If a dealer has not been given his, it's quite in order to ask for it!

Another display rack which the Homelite dealer can obtain at no cost is the metal rack for Homelite engine oil. It comes to him with an order for ten cases of oil. Only one free rack to a dealer. Additional racks may be ordered at \$4.95 apiece. Be sure to get your Bonus!



A display stand for Homelite oil which makes it easy for a customer to pick up several cans of the new green oil.

## Carolina Dealers



These three dealers visited the Charlotte office on the same day and took time to pose for a picture. Left to right, they are, F. L. Walker of Rocky Mount, North Carolina, Buck Bagley of Sunbury, North Carolina, and Jennings Guerry of Jamestown, South Carolina... all enthusiastic and strong dealers; confident of Homelite's prospects for the future, according to J. W. Thompson, Charlotte District Manager.

### DENTED HAT PROVIDES OBJECT LESSON

A Homelite safety helmet, battered and bent, was prominently featured in a news story on the front page of a Winnfield, Louisiana paper recently. V. J. Gorham, a Winn Parrish logger was also pictured. He credits this dented safety helmet with saving his life when he was struck on the head by a heavy limb.

He reports that he was working with a logging crew when a tree he was cutting became lodged in another tree as it fell to the ground. As Mr. Gorham set down his Homelite saw, a large limb fell from overhead. Falling at least 40 feet, the limb struck Mr. Gorham on the top front of his safety helmet, dropping him to the ground. He estimates that he was unconscious for about 30 minutes.



"I wish you were like other husbands and played golf on weekends!"

The tractor driver discovered him on the ground and he was rushed to the hospital where it was found that the only injury was a cut in the scalp caused when the dented helmet was forced against his head.

"I've always worn a hard hat in the woods," Mr. Gorham said. And because he used sound judgment and followed one of the first rules of safety in the woods, he is still at work—in fact, he's lucky to be still alive.

### STOLEN SAWS

The following Homelite Chain Saws have been reported as stolen:

707D #1195036 from Robert Welborn, Route 1, St. Mary, Missouri on June 27.

WIZ #1233873 from Millstone Construction, 8510 Eager Road, St. Louis 17, Missouri

7-19 #944315 North Western Lumber & Wrecking Co., Milwaukee, Wisconsin

707 G #1191936 from Farrens Tree Surgeons, P. O. Box -8035 Jacksonville, Florida

707 G #1293416 from Farrens Tree Surgeons, P. O. Box 18035 Jacksonville, Florida

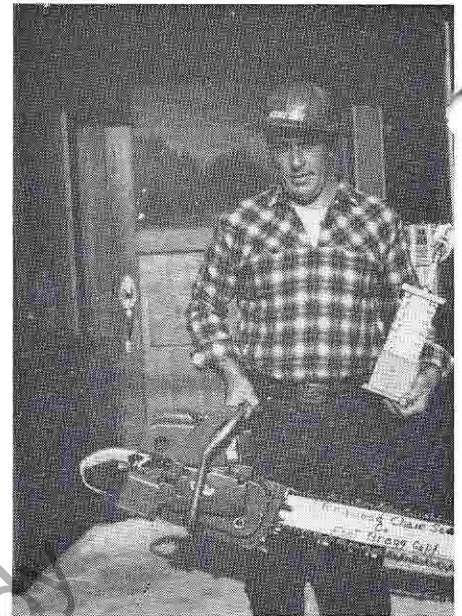
WIZ #1288510 from Farrens Tree Surgeons, P. O. Box 18035 Jacksonville, Florida

707 G #1193272 Central Pipeline Company, Lima, Ohio

700 G #1103742 from job near Mansfield, Ohio

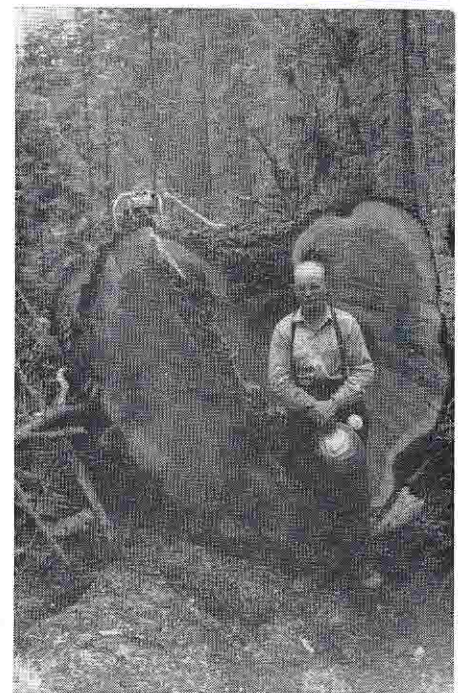
WIZ #1301946 Bunnell Timber Company, Bunnell, Florida

Any help in recovering these will be greatly appreciated.



Art Martin, above, a Union Lumber Co. chopper of Fort Bragg, California, scored a pair of firsts at the Stumptown Daze logging show in Guerneville, California, recently. Bringing home his share of trophies, Martin placed first in the hand chopping event and topped all entries in the falling and bucking contest. Dexter Kawelmacher, live-wire Homelite dealer of Redwood Chain Saw, Fort Bragg, was very pleased with the way his prize customer handled his Homelite 909 to win the contest.

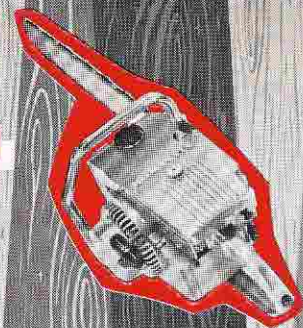
### A Heart Of Wood



Mr. Charley Sanders, of White Pines, California, stands by a section of the huge yellow pine which he cut down recently. This stump log measured 100" by 96". The tree produced 37,500 board feet of lumber and Mr. Sanders felled it and cut it into 6 logs in 2 hours and 40 minutes with his Homelite 909 G. He now owns his fourth Homelite, a 990 G. He owned a 7-21, once, which cut 17,000,000 board feet of lumber on the original cylinder.



# SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — SEPTEMBER - OCTOBER, 1962





**THE COVER . . .** Sawdust's Cover Girl is Homelite's 1963 Calendar Girl and her photograph, in full color, is available on three popular styles of calendar. Another pose—a pin-up lovely—is also being offered to Homelite dealers by their Homelite representatives. Contrary to appearances, this pretty model is not a country girl, so she didn't realize she was standing in poison ivy! She's all ready to do a year-round selling job for Homelite, every day of 1963.

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Number 111      September-October, 1962

Published bi-monthly by Homelite, a division of Textron Inc. Member of the New York Association of Industrial Communicators, affiliated with the International Council of Industrial Editors.



The new C-5 Convertible saw is the center of interest for North Arlington salesmen Joe Falzarano, left, Bob Hood and Arnold McClay.

## AUTUMN SALES MEETINGS

Fall is harvest time in the business world as well as in the world of nature. After months of planning and preparation, and lots of hullabaloo, new models of chain saws, cars and other products are proudly introduced to the public. And the size of the harvest of resulting sales gives a good indication of the business climate of the winter ahead.

Homelite is no exception. Excitement began to grow, late in the summer when reports on the field testing of an entirely new saw began to add up to something really big! The sales, service and promotion departments began planning for a series of regional sales meetings.

A list of required objects for these meetings ran something like this: scarecrow; saw-horse with new saw mounted at head (covered with sheet); tape recorder; slide projector; blue jeans; bright kerchiefs; reprints of ads; broadsides; sweepstakes tickets, etc. etc.

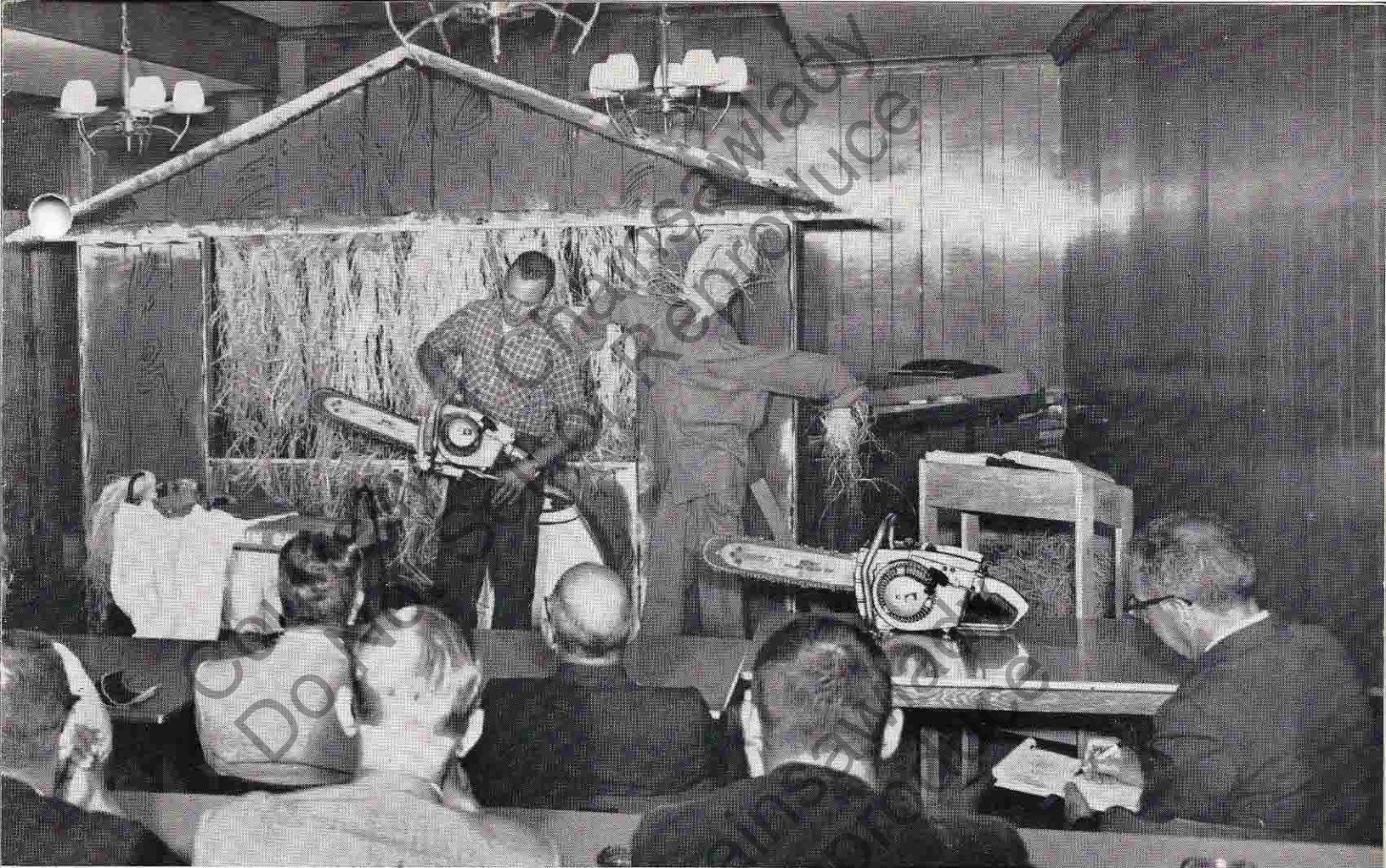
Putting these all together, the Homelite personnel came up with lively, exciting presentations that made the salesmen in all parts of the country sit up, laugh and take notice. They, in turn, have been passing on his same enthusiasm and optimism to large and small groups of their dealers. Some meetings followed the outline of the original one; some were held in chartered planes high above the ground; some involved only one Homelite representative and one Homelite dealer. All of them conveyed the same excitement.

*The cause for this excitement . . . the new C-5 and the big promotion being planned to introduce it to the public.*

Homelite has come out with a new chain saw that's a wing-dinger! Everything about it, from its sleek good looks to its low, low price makes you sit up and take notice. And it's convertible from direct drive to gear drive in just nine minutes . . . the first chain saw on the market with this powerful selling feature.

For years, Homelite has been the number one saw with the professional cutters. The C-5 was designed especially for another very important market, the farmer, sportsman and occasional user. Last year, these groups accounted for two thirds of all the chain saw business in the United States!

That's a lot of business. Homelite, by carefully checking the needs and



Bob Townsend, Assistant Service Manager, points out the many new features which make the new C-5 easy to service and sell.

wants of these prospective customers, came up with a list of requirements which must be met. We found that they were in the market for a low-priced, light weight, powerful, well-balanced unit, easy to use in all kinds of weather. They preferred a low silhouette, in a high power direct drive saw. Some, however, wanted the lugging power offered by a gear drive.

The totally new C-5 fits all these wants (and then adds some extra features) to make this the easiest saw to demonstrate and sell that Homelite has ever had. And the convertible feature, exclusive with Homelite, satisfies the demands for either a direct drive or gear-driven saw.

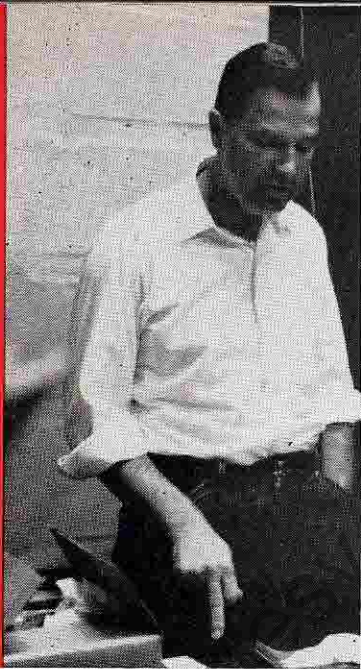
This amazing new farm saw looks rugged and handsome. The real clincher comes when the saw goes into action! It operates smoothly, powerfully, with outstanding balance which reduces fatigue. Every farmer or sportsman or occasional user who sees the C-5 and tries it will want to own one. At its low, low price, almost anyone can afford to do just that.

## Surefire Selling Features

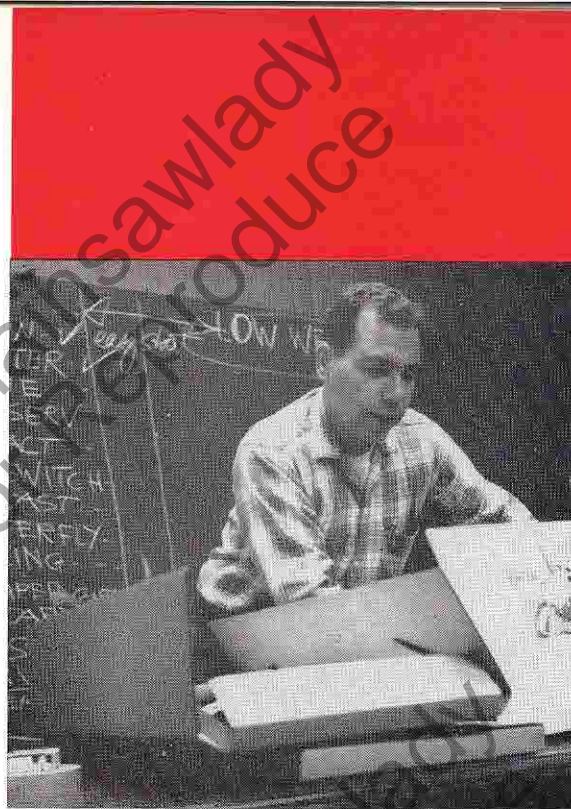
Here are twelve good reasons why the C-5 convertible chain saw is the outstanding buy in chain saws today.

1. Weatherproof *ignition system* has high voltage magneto that gives instant starting in all seasons, all climates.
2. Oversized *air filter*, in cleanest location with protection from rain and snow assures long operating time between cleanings. When dirty, the filter can be easily cleaned and re-used many times.

3. Homelite's famous *short stroke engine* delivers unfailing power.
4. New *Oil Reservoir* with side-mounted opening, is easy to fill, less apt to spill.
5. New, narrow, compact *design* is balanced for easy cutting and easy handling.
6. New, safety-proved *ignition switch*, is protected but instantly accessible, takes only the flick of a thumb to operate.
7. New husky *crankshaft* is of rugged, balanced design for maximum possible life.
8. Rugged, *die-cast unit* gets maximum strength from cast-in structural members... stands up under the worst kind of abuse.
9. Unobstructed *flow of cooling air to cylinder* assures long engine life.
10. New *Butterfly Choke*, identical with those on top professional saws, gives complete control, added assurance of instant, all-weather starting.
11. *All position cutting* is easy with a C-5.
12. Trees and stumps can be *cut flush with the ground*.



Robert P. Straetz, Vice President, Sales, tells how the new C-5 was developed to meet actual user needs.



Phil Halperin, Advertising Manager, opens up the new C-5 Promotion Kit to show how each enclosure should be used for the best results.



The test of the new C-5 is in the cutting. Managers and salesmen, above, wait for a turn at the saw after an Atlanta, Georgia meeting.

## NEWS AND VIEWS AS HOMELITE C-5 GOES NATIONWIDE

Below, District 1 salesmen pay amused attention as Phil Halperin explains how the Woodcutters Kit can be used to help customers off the fence.



At left, Walter Herold, Service Manager, tells of the improvement in design which insures a minimum of service problems in the new C-5.



Arthur Okun, J. H. Maxwell, Jr., John Spoffard and Jess Spier sign a mutual agreement . . . for radio advertising.

**RADIO  
COVERAGE  
PROMISES  
WIDE  
AUDIENCE**

It's mutual! The gentlemen above have agreed on an extensive radio coverage program which will carry the story of Homelite and the new C-5 to farmers, sportsmen, and occasional users all over the country. J. H. Maxwell, Jr., Homelite Promotion Manager, John Spoffard of the advertising agency, Sutherland-Abbott of Boston, who handle Homelite's advertising and two officials of the Mutual Broadcasting Company signed the final papers after weeks of planning.

Beginning October 13th, more than 450 stations of the Mutual Broadcasting Company will be singing the praises of Homelite chain saws for a ten week period. Homelite will sponsor three newscasts every Saturday—at 7:30 a.m., 8:30 a.m. and 2:30 p.m. Eastern Standard Time. These are stations in the east, the south and the middle west. In the west, the Saturday newscasts will be at 7:30 a.m. only plus a daily program, "Frank Hemingway and the News" at 7 a.m., Monday through Friday for 13 weeks, beginning October 15th. Frank Hemingway is a very popular broadcaster on the west coast with a large loyal following.

They'll all be using the new Homelite singing commercial, a swiny little jingle which has to be heard to be fully appreciated.

In the new promotion kit which each chain saw dealer is to receive, there's a whole collection of hard-hitting radio commercials. Some are one minute in length, some are a half minute. Now, when Homelite is using radio advertising on a national basis, it's the very best time for the dealers to plan local tie-ins. Make sure that the listener knows where they can come locally to see this exciting-sounding new Homelite C-5 which is being talked about with such enthusiasm by his radio newscaster. It's the kind of advertising expense covered by Co-op advertising, too, so the end cost to the dealer is very small, considering the effects produced.

Radio advertising is a powerful tool to arouse interest, to impress a brand name on peoples' minds and to get them to seek out and buy the advertised product. Let's make the most of this exciting, nationwide program.



**WOODCUTTERS KIT**  
*Outstanding Offer!*

Everybody likes a bargain. As a special promotional item, Homelite is offering its dealers one of these Woodcutters Kits—actual value \$12.83—for only \$5 with the purchase of every chain saw. This bargain can then be passed along to each purchaser of a C-5, or, if the dealer wants to trade up a prospect to a higher priced model, he can give his customer a kit free. It's up to the dealer.

The kit contains: safety hat, spark plug; 6-pack Homelite oil; safety fuel can; combination wrench; file with Kwik knob.

Remember . . . the Woodcutters Kit will help make sales!



# New Homelite C-5 Convertible Drive

The only chain saw that can  
give you **Direct Drive** speed and  
**Gear Drive** lugging power

The new Homelite C-5 chain saw is packed with the sort of features that have made Homelite first choice with the pros for years. It starts instantly, no matter what the season or climate; delivers unfailing power; is compactly-designed and balanced for easy cutting and easy handling. A rugged, die-cast unit, it gets maximum strength from cast-in structural members . . . will stand up under the toughest abuse. Yet, weight of the C-5 Direct Drive, less bar and chain, is only 18 pounds.

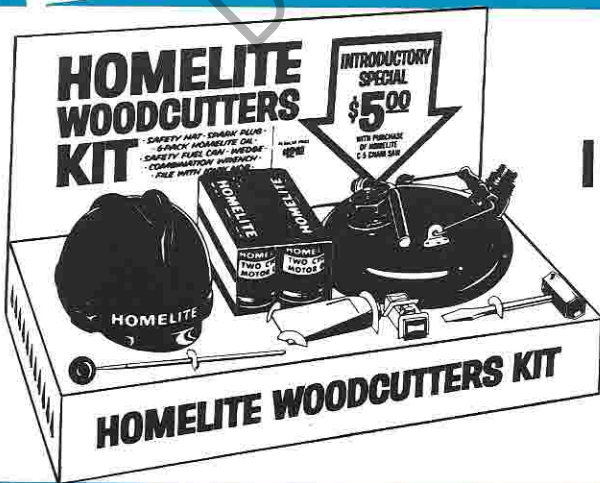
As a Direct Drive, the C-5 is ideal for most farm cutting jobs. But the C-5 is a convertible. Take 9 minutes to convert it to Gear Drive. Then you've got extra lugging power for every wood cutting job, even the toughest. Get a look at this

amazing, new saw at your Homelite dealer's now. Cut with it! Convert it! We're convinced that you'll agree, "No other farm tool costs so little, does do much."

You Can Own One For As Little As

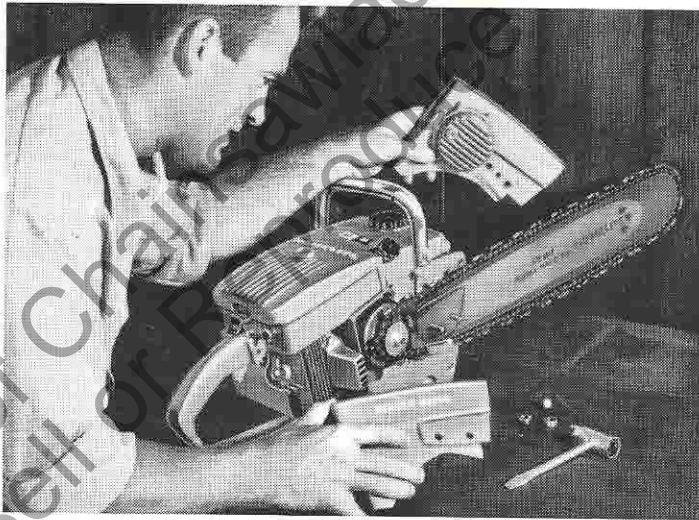
**\$149<sup>95</sup>**

Direct Drive  
with 14" bar  
and chain



## SPECIAL INTRODUCTORY OFFER

When you buy a new Homelite C-5 chain saw, for only \$5.00 more you can get a complete Woodcutters Kit worth \$12.83. Kit includes: fuel can, safety hat, six pack of oil, file and knob, wrench, wedge, and extra spark plug. It's another reason for buying your Homelite now.



### Here's How You Get Two Chain Saws Out of One

With Homelite's exclusive conversion unit, it takes just 9 minutes to switch from the speed of Direct Drive to the extra lugging power of Gear Drive. Now, you can do every farm cutting job quicker, easier.



# HOMELITE

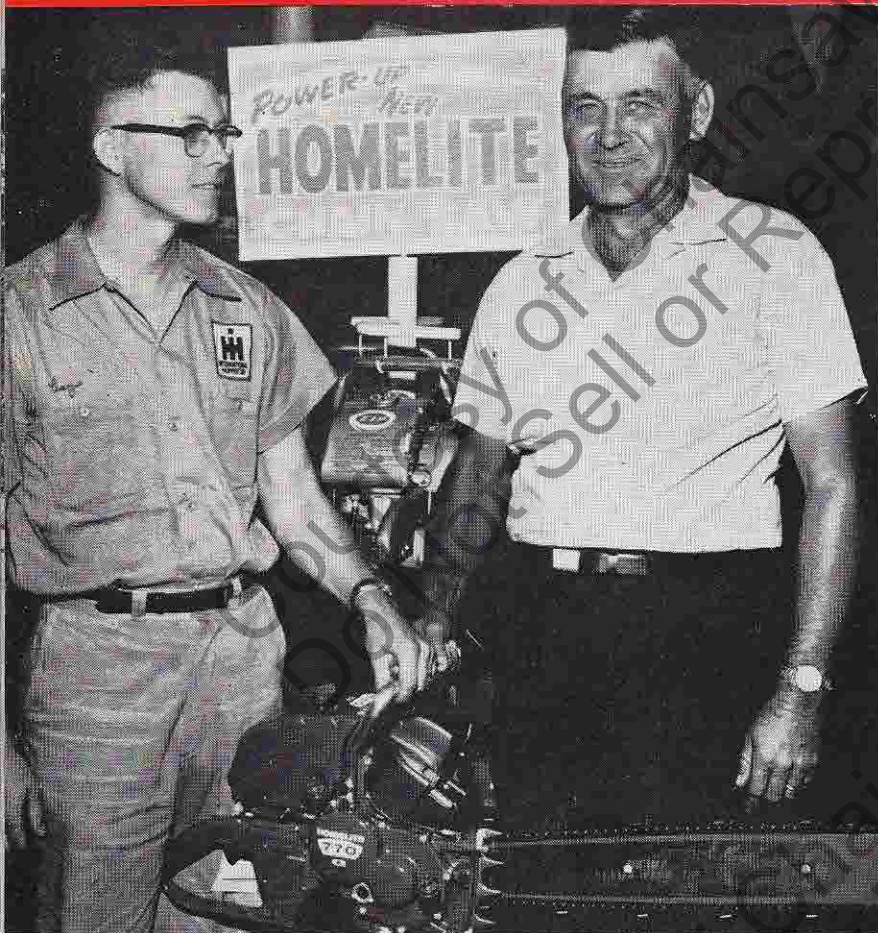
A Textron  
DIVISION



4105 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

# WINNERS IN LOCAL AND REGIONAL CONTESTS

Several regional contests were conducted during the spring and summer to evaluate the effects of different types of contests. On these pages . . . a few of the lucky winners and of the enthusiastic dealers who gained bigger sales through participating.



Coy Brackman, left, of Huntingdon, Tennessee, and winner Laye Furr of Buena Vista.



Winner J. B. House, left, and dealer Jerry Puzey of Chatskanie, Oregon.



Above, left to right, Buzz McIntee, Alexandria salesman, A. B. Littreal, winner, Robert Jennings and Dan Rector of Dixon Lumber Co., Galax, Va.



At left, Norris Sharpe, winner, and Cliff Davis, dealer, of Vidalia, Georgia, shake hands on the deal which won a Homelite for Mr. Sharpe.



Above, at left, winner J. C. Dicus of Bismark, Arkansas, with dealer J. R. Mackey under propitious Homelite sign.

At left, Stanley Lloyd, winner of a new Homelite, being congratulated by dealer Barney Iuppa of Trinidad, Colorado.



# BIG SWEEPSTAKE PLANNED FOR HOMELITE C-5 CONVERTIBLE

Everyone likes to win prizes... especially when the prizes are recognized as items of substantial value and the prospect feels he has a good chance to win. That's why Homelite is running the special "C-5 Lucky Number Sweepstakes" in the November Farm Journal which has a circulation of over 3 million readers. In addition to Homelite's 3 page ad in all 20 regional issues of the FARM JOURNAL, a special "C-5 Lucky Number Sweepstakes" card will be inserted in each copy of the magazine. Each card is individually numbered.

All the reader has to do is to bring his C-5 Sweepstakes card to his nearest Homelite dealer's place of business to see if it matches one of the numbers on the C-5 winning poster which each dealer will receive.

How will the prospect know where to find his nearest dealer? That will be easy! He'll find it on the list of all Homelite dealers for that particular area on the first page of the three page ad. Whether his number is a winner or not, he'll have a chance to meet his friendly Homelite dealer, look around his shop and perhaps see and try the C-5 or one of the other great Homelite chain saws.

Are the prizes worth collecting? They certainly are! Homelite will give away 740 prizes, all of real value. Most important will be 50 C-5 chain saws. If a customer wins one of these grand prizes, his dealer will give it to him right out of stock. It will be replaced, without cost, by Homelite. A prospect might win one of the other awards. There are 15 RCA Victor Tape Recorders; 15 RCA Portable Phonographs; 30 Westinghouse Vacuum Cleaners, 30 Westinghouse Roaster Ovens; 300 Westinghouse electric can openers; 300 Kodak Flash Outfits. If he wins one of these his dealer sends the winning C-5 Sweepstakes card, filled out according to the instructions, to the R. L. Polk Co., P. O. Box 537, Trenton, New Jersey. The prize will be shipped to him promptly.

## FARM JOURNAL READERS SHARE PRIZES

**YOU  
MAY HAVE ALREADY  
WON**

one of the 740 prizes being given away

- 50 Homelite C-5 Chain Saws
- 15 RCA Victor Tape Recorders
- 15 RCA Portable Phonographs
- 30 Westinghouse Roaster Ovens
- 30 Westinghouse Vacuum Cleaners
- 300 Westinghouse Electric Can Openers
- 300 Kodak Flash Outfits

**HERE'S YOUR  
LUCKY NUMBER  
IN  
HOMELITE'S C-5  
SWEEPSTAKES**

**A000,000**

• NO TWO NUMBERS ALIKE!  
• NOTHING TO BUY! • NOTHING TO WRITE!

City.....Zone.....State.....

This advertisement, with this card inserted in every copy of the November FARM JOURNAL, will reach over 3 million potential chain saw buyers!

**TO LEARN IF YOU  
HAVE WON**

Fill out this card and take it to your Homelite dealer (see list on page preceding this ad for name of one nearest you). He'll check your number against his master list of winning numbers electronically preselected by R. L. Polk. Each winning number has a matching prize. No two numbers are alike. Find out if there's a prize being held for you.

SEE YOUR HOMELITE DEALER  
WITHOUT DELAY

**HOMELITE'S C-5  
SWEEPSTAKES**

Employees of Homelite, its dealers, advertising agency, R. L. Polk & Co., and their families are not eligible. Void where prohibited by Federal, State or local laws or regulations. Restricted to residents of U.S.A.

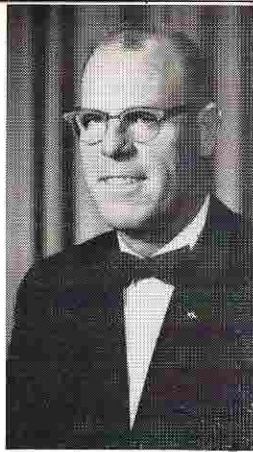
**LUCKY NUMBER  
SWEEPSTAKES TICKETS  
IN FARM JOURNAL**

**BRINGS PROSPECTS  
TO DEALERS**

This contest is being conducted by a nationally known judging organization, so you can be assured it will be done strictly according to the rules and any subscriber to FARM JOURNAL has a good chance of winning a prize. All he has

to do is come in and get acquainted with Homelite.

We regret that because of certain states' laws, no awards may be made in Connecticut, Nebraska, New Jersey and Wisconsin.



Elmer J. Orcutt

## NEW CHAIN SAW PRODUCT MANAGER

The appointment of Elmer "Al" Orcutt of Maine as Product Manager of Chain Saws was announced by Vice President Robert P. Straetz in September. This is of vital interest to all Homelite chain saw dealers. By training and background Al Orcutt is exceptionally well equipped to handle this challenging job.

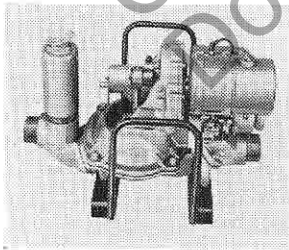
"My chief ambition," he says, "is to help our dealers sell more chain saws. Homelite has the products. We need to communicate what we know about these products to the dealer and we need to listen to what the dealers have to tell us. After all, they're the ones who deal directly with the customers."

Al was born and brought up in Mt. Desert, Maine. He served in the Ordinance Department of the army during the war and after the war he decided to go to college. He worked his way through the University of Maine, graduating with

a degree in Forestry. He was 32 years old by this time and after several months as a forester, he went with the Disston Saw Co. as a Field Sales Engineer. In 1952 he came with Homelite, first as a Sales man in Maine and later as Branch Manager at Orono, Maine. He operated there with great success until his present move.

Mr. Orcutt's dealer organization was considered one of the best in the country and he plans to apply the excellent experience he gained there to help him strengthen the entire field dealer organization.

Al's wife Charlotte and their four children, John, Jane, Jeff and James will be moving to the Port Chester area from Maine in the near future. Al plans to do a great deal of travelling at first so that he can become familiar with the whole Homelite dealer set-up.



## CONSTRUCTION EQUIPMENT NEWS



Riding high, wide and handy, an employee of Warning Lights and Systems, Inc., of Atlanta, Georgia, drives in a post on Interstate Highway #20. He clips his Homelite-Bosch Paving Breaker to the post, drives it in then lifts the PB back to support arms on the basket and is carried on to the next location. Another way in which Homelite serves to make a hard job easy.

### Sign Post Driving in Georgia

MR. MIKE Hunter, owner of Warning Lights and Barricades, Inc., of Atlanta, Georgia, developed an interesting and efficient post driving system, using a Homelite generator and a Homelite Bosch Paving Breaker.

The telescoping hydraulic boom on his truck is easily fitted with cable sheave, pile driver (for heavy posts) and other accessories of the "sign" trade. Positioning the operator and breaker in the basket beside the sign post was also easy. The paving breaker with our universal post driver attachment was placed on top of the post and the post was driven to the desired depth. Support arms on the side of the basket held the breaker when not in use.

The high-cycle generator was mounted in a frame below the truck bed, starboard side athwart the mast, to conserve space and the cable was run along the boom. All very ship-shape.

From all reports, Mr. Hunter is very much pleased with the results of this rig which was developed several years ago at the time he bought the paving breaker and generator.

### And in Minnesota . . .

Another sign post driving system of much the same kind has been reported from St. Paul. The State of Minnesota Highway Department has equipped 25 trucks with Homelite generators and paving breakers. These particular breakers have been modified slightly by adding side handles and a sleeve to guide the sign post. The breaker is slung from the end of a hydraulic boom and can be extended beyond the shoulder of the road and still be under the full control of the operator who stays by the truck.



## LIBBY LOGGERS DAY HOMELITE CHAIN SAWS WIN AGAIN!

Never underestimate the power of the women, These two ladies were winners in a typically masculine contest, the Cross Cut Saw Bucking Contest at the annual Libby Loggers Day in Libby, Montana.

Contrary to appearances in the above picture, the cross cut saw has not replaced the chain saw in Montana, except for special occasions. On Libby Loggers Days in Libby, Montana, they try to keep the old traditions alive. The Ladies Cross Cut Saw Bucking Contest was just about the only one in which Homelite didn't take all the honors, and even here, one of the winners was Mrs. Doris Youso, wife of Al Youso, Manager of

the Homelite shop, Parsons Sales and Service.

According to a report from George Lodge, Homelite swept all other races, with first, second and third places in both the 6 h.p. and over class and the under 6 h. p. class. The 990 D's were the winners in the large class with a father and son, Wm. N. Orr and Wm. R. Orr, both of Libby, taking first and second place.



## STOLEN SAW LISTING

The following Homelite chain saws have been reported as stolen.

ZIP, #886451, from Earl Kligge, 9329 Torresdale Ave., Philadelphia, Pa.  
 990 G, #1794409, from Merle E. Banyard of Pollock Pines, Cal.  
 707 G, #1274746, from J. M. McNees, 179 Summerfield Ave., Scarsdale, New York  
 707 D, #1207579, from Clyde Bryson, c/o Mobley Equipment Co., Warrenton, Mo.  
 7-20, #865355, from Everett Colin, Rt. #1, Box 6, Apple River, Ill.  
 770 G, #1305887, from Rank's Supply, 2610 W. 7th St., Hastings, Neb.  
 ZIP, #852768, from Bert Holt, Rt. #1, Box 7, Pueblo, Colo.  
 500, #1313637, from Raymondville Hardware, Raymondville, Mo.  
 ZIP, #1318085, from Raymondville Hardware, Raymondville, Mo.  
 600, #1314221, from Raymondville Hardware, Raymondville, Mo.  
 770D, #1306103, from Raymondville Hardware, Raymondville, Mo.  
 WIZ, #1228996, Tree Preservation Co., Elmsford, New York  
 WIZ, #1181686, Tree Preservation Co., Elmsford, New York  
 WIZ, #1208888, Tree Preservation Co., Elmsford, New York  
 WIZ, #1224475, Tree Preservation Co., Elmsford, New York  
 WIZ, #1224473, Tree Preservation Co., Elmsford, New York  
 WIZ, #1224476, Tree Preservation Co., Elmsford, New York  
 4-20, #780114, Tree Preservation Co., Elmsford, New York  
 WIZ, #1210544 from Hartman Farm, Baldwin, Ill.  
 700G, #1084795 from Hartmann Farm, Baldwin, Ill.  
 770D, #1289091 from Hartmann Farm, Baldwin, Ill.  
 5 #1334820 from Hartmann Farm, Baldwin, Ill.

Any help in recovering these will be greatly appreciated.

SEPTEMBER - OCTOBER, 1962



"I don't care how easy it is! You're supposed to cut the blooming thing down."

## NEW STORE NEW POLICY NEW SALES

Pulpwood and chain saws go together like apple pie and cheese. You can find one without the other but they sure go well together! That's what the Smithfield Saw and Pulpwood Company of Smithfield, North Carolina has found. As its pulp wood business has grown in the past six years, so has its chain saw business.

The manager of the company, Mr.

Richard Burchett, Raleigh Branch Manager, left, looks over saw tree display. Clinton Collins, Manager, is at right.



J. C. Collins, admits that they took on Homelite chain saws more as a hobby and a way to pass the time at first.

The interior of the fine, new shop of Smithfield Saw and Pulpwood Co., of Smithfield, North Carolina, with the men who work to make it a success. Left to right they are Amos Simmons, mechanic, Elmer Owens, shop foreman and J. Clinton Collins, manager.

"Our business in saw sales and service continued to grow until we realized it could be a money-making venture," says Mr. Collins. "Last July, we decided to go at the chain saw business in a real professional way and we started by opening a fine, new shop. We're really working at it now, and we can see the results."

The company now has four employees instead of the original two. Mr. Collins is manager, salesman and vice president in charge of bringing in the customers. He tours the farms of his 307 square mile territory, which is the whole of Johnson County, encouraging the farmers to cut more pulpwood and, of course, cut it with Homelite saws. Elmer L. Owens, shop foreman, and Amos Simmons, mechanic, handle the new shop with pride and Lamonia Debman is the yard man.

The new building is large, light and airy, with plenty of room for attractive displays and an efficient work area. The opening of the new shop was an important event, covered by the local radio station. Many friends and prospects dropped in to see the new premises, sample the ham and biscuits and to look over the new Homelite chain saws and Yard Tracs. The fact that a Homelite 500 was given away to a lucky ticket holder also helped insure a good attendance.

Smithfield Saw Co. has had very good

success with the Yard Trac this past season. They describe it as the "Mower with four in the floor". Evidently those four forward speeds make them think of it as a sports car.

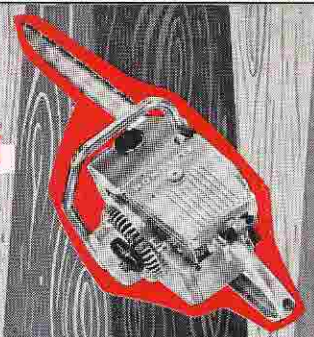
"We do most of our business as a result of personal contacts," says Mr. Collins. "Once we get people to come into our shop, we give them the best possible service, because a satisfied customer is the best salesman you can have."

This energetic attitude on the part of the whole crew plus consistent advertising and good promotion, is making the Smithfield Saw and Pulpwood Co. an exciting and profitable business.



Customer Ruffin Johnson tries out the Yard Trac for size while manager Clinton Collins points out the advantages of the sporty looking, useful yard tractor.

# SAWDUST



Published by **HOMELITE** A **fextron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — NOVEMBER-DECEMBER, 1962





**THE COVER . . .** The beautiful structure enclosed in the wreath on the cover was completely built of ice. Blocks of ice were fashioned into a dazzling palace with stairways, turrets and platforms. It served as the highlight of last year's Winter Carnival in Montreal, Canada. As shown in the small photo below, Homelite chain saws were used to cut the blocks of ice and to smooth off the stairs and walls. The castle was used as a stage for band concerts, tableaux and other entertainment, according to John Merlini of Terry Industries, Ltd., who supplied the photographs.

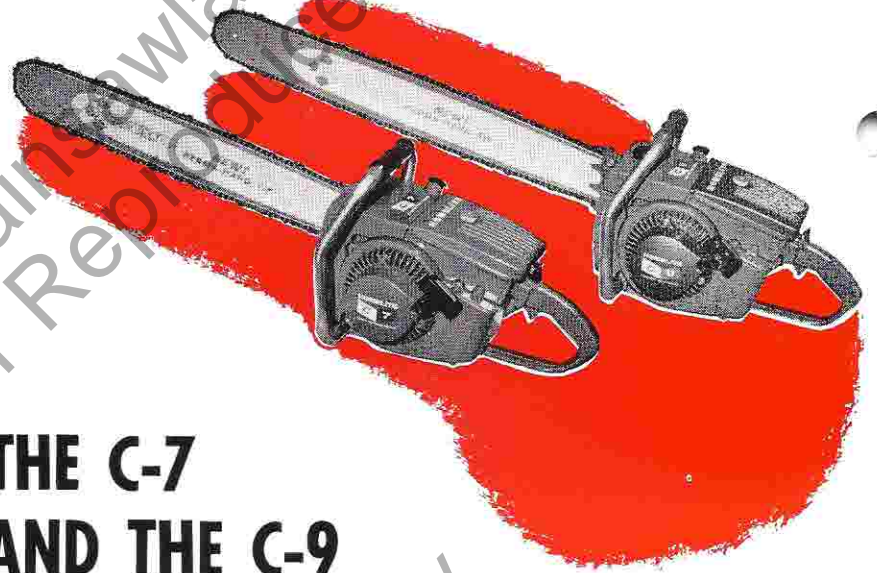


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Number 112 November-December, 1962

Published bi-monthly by Homelite, a division of Textron Inc. Member of the New York Association of Industrial Communicators, affiliated with the International Council of Industrial Editors.



## THE C-7 AND THE C-9 JOIN NEW FAMILY OF HOMELITE CHAIN SAWS

Two new members of the new Homelite family are ready to step out and score the same kind of smashing success that the first member, the C-5, has had.

The C-7 and the C-9 bear a distinct family resemblance to the C-5. Boldly styled and handsome in design, well-balanced and quiet, they're just what the customers have been looking for.

### The C-7 a Popular Size

The new C-7 is designed for the contractor, the tree surgeon, the farmer who does a lot of cutting. These men all need the extra direct drive power and the gear conversion feature. The C-7 is packed with professional features that have made Homelite the number one choice with the men who make their living with a chain saw.

The new C-7 has a 4.91 cubic inch displacement, plus the added features of a throttle lock and a super quiet spark arrester muffler for convenience and safety. It's painted a solid, bright red and it's a great-looking saw! The price with 17" hard tipped bar and .404 Micro-Bit Chain is a neat \$199.95.

The conversion feature, as in the C-5, is a big selling point. The fact that the owner can change the C-7 from a Direct Drive to a Gear Drive in 9 minutes or less means that he has the speed and power he needs for most jobs plus the extra lugging power for the occasional tough one.

### The C-9 is a Professional Saw

An even bigger brother of the C-5, the new C-9 has all the benefits of the "C" series including the throttle lock and the spark arrester muffler. It also has more power, a 5.22 cubic inch displacement, a pyramid reed valve and other internal features which add up to vibration-free performance and perfect balance for heavy production cutting.

The C-9 is painted red and green and the price with the 17" hard-tipped bar and .404 Micro-Bit Chain is \$239.95.

Homelite dealers who have been pleased with the public's interest in the C-5 will welcome these new members of the "C" family. The professional customer will be able to make more profits through the time saved by using a more powerful, job-rated saw. And the Homelite dealer will make more profit, too . . . what could be better?

## WHERE WILL THE CUSTOMERS COME FROM?

According to Al Orcutt, Chain Saw Product Manager, the Pulpwood industry should supply a large proportion of the customers for the C-7 and C-9. He gleaned the following figures from a recent publication of the American Pulpwood Association.

Forty-one million cords of pulpwood were used in 1961 with only 3% being imported. This was produced by 50,000 independent operators, with combined employment of about 250,000 people.

Pulpwood production, 80% softwood and 20% hardwood, is up 13% from 1956. Only 4.1% of this increase is in wood, the rest is in chips.

There are five major pulpwood producing areas:

1. Northeast ... 30 to 50% of pulpwood produced from farm woodlot.
2. Appalachian Region ... 60% of pulpwood from farm woodlots or smaller ownerships.
3. Lake States ... 50% of pulpwood from farm woodlots.
4. Southern Region ... 70% of pulpwood from farm woodlot or other small holdings.
5. Western Region ... Very small percent from farm woodlot or small holdings.

Pulpwood consumption is 440 pounds per person in the U. S. A. as against a world average of 57 pounds, but pulpwood accounts for only about 16% of the total annual timber harvest.

This means that we have about 250,000 potential customers in these major pulpwood producing areas with 84% still to locate in timber, pole, fence posts, firewood, mine timber and other markets throughout the commercial customer range.

There are also the sportsman, camp owner, and other casual users who still account for a very substantial portion of the total market.

"Homelite has the chain saws," says Al Orcutt. "We have this market picture from A.P.A. Let's all sell Homelite!"

The Homelite C-9, a powerful, perfectly balanced new chain saw, makes a big job like this easy and fast.

NOVEMBER-DECEMBER, 1962



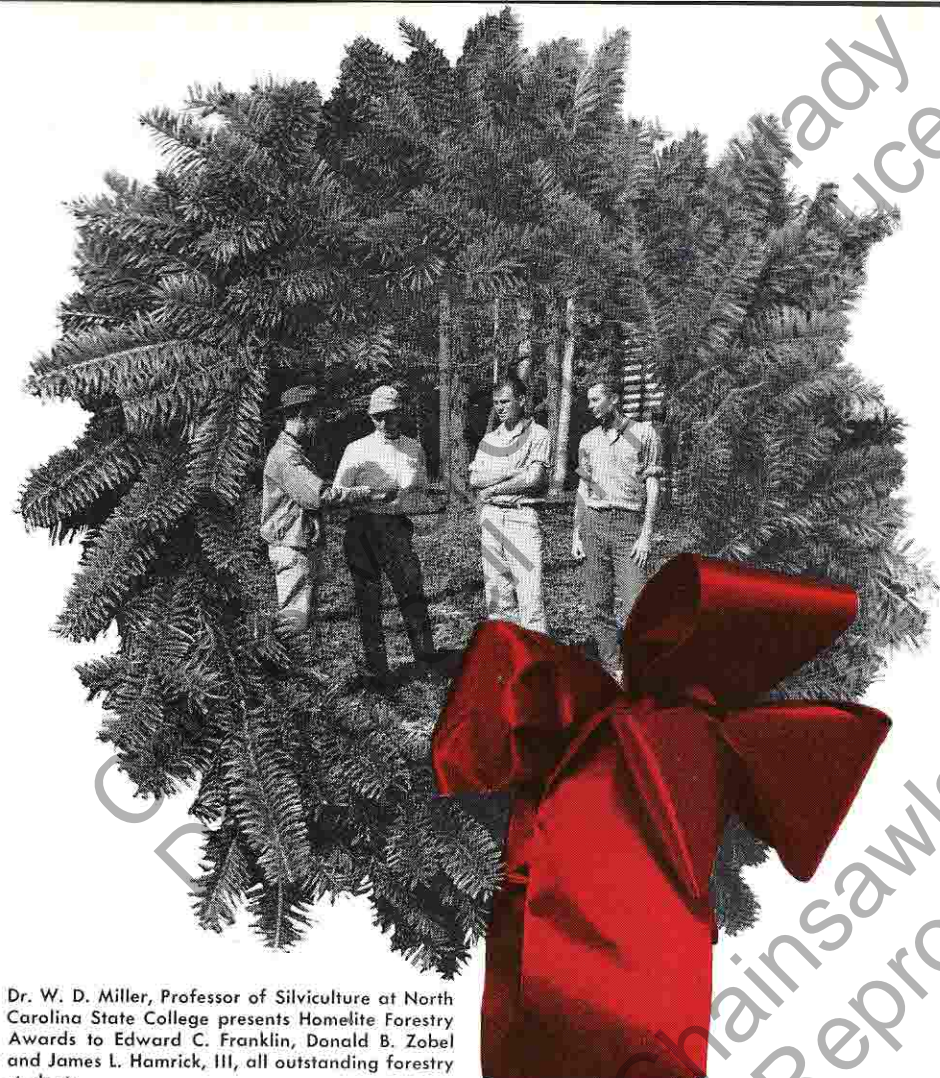
# A GIFT FOR THE FUTURE

Each year, at Christmas time, Homelite dealers are reminded in "Sawdust" that gifts of immeasurable value are given, in their names, to promising young men who plan careers in forestry.

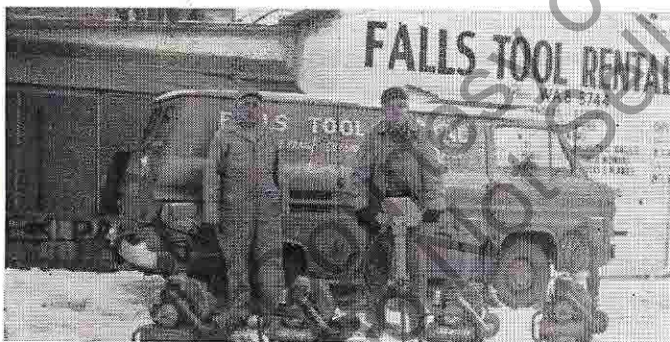
Four college freshmen, all future forestry majors, were announced as winners of the 1962 Homelite 4-H \$1600 Forestry Scholarships at the annual 4-H Club Congress in Chicago in November. They were: Frank Wilson of Rison, Arkansas; Paul Noren of Pine City, Minnesota; Robert W. Bryant, Jr. of Manlius, New York and Harlan Petersen of Luck, Wis.

Also, during the past year, seventeen of the most promising upper class forestry students from eight of the top forestry departments in the country have shared the \$4000 in awards which are given by Homelite annually in the name of Homelite chain saw dealers. This financial help makes it possible for many of them to complete their courses and to go on in their chosen fields.

Gifts like these grow in value and importance as more and more young men think with gratitude of Homelite for giving them a needed boost when it counted.



Dr. W. D. Miller, Professor of Silviculture at North Carolina State College presents Homelite Forestry Awards to Edward C. Franklin, Donald B. Zobel and James L. Hamrick, III, all outstanding forestry students.



L. Todd, left, and R. Stafford are co-owners of Falls Tool Rental of Cuyahoga Falls, Ohio. They get plenty of repeat rental business with Homelite equipment... sell many of the items they rent.

## Rentals Bring Profits — Sales

**FREE HOMELITE CHAIN SAW**  
Given as Door Prize

at  
**Snell Tool Rental Open House**

705 E. 2nd Ave., Albany

**FRIDAY AND SATURDAY,**  
SEPTEMBER 15 and 16

**DRAWING ON SATURDAY, 6:30 P. M.**  
Not necessary to be present at drawing to win.

**Try Them Yourself**  
**Demonstrations**

"HOMELITE"

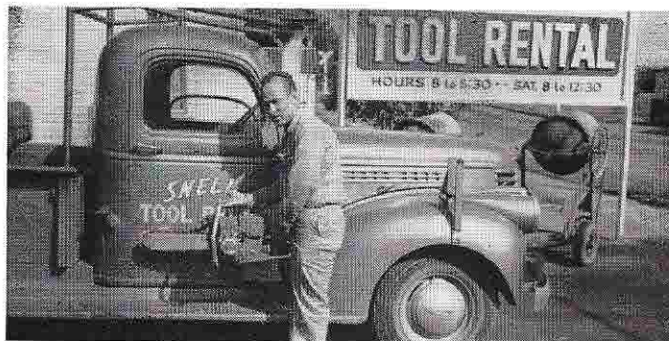
Chain Saws  
Pumps  
Generators  
Electric Concrete Breakers  
and  
The Famous TRAIL KING

**ALSO**

Nailing Guns  
Paint Pumps  
Safway Scaffold  
Omark Drive Gun  
Black and Decker Line  
Clark Floor Machine

**SEE THE SCAFFOLD SITTER**  
(No Flag Pole)

Mr. G. D. Bower, at right, attracted by the invitation to Snell Tool and Rental's Open House in Albany, Oregon, attended the party and won the first prize, a Homelite chain saw which he proudly displays.





# MASSIVE DISPLAYS BRING QUICK SALES

An exciting idea in selling, using the "massive display" as a basis, has been successfully tried out by many Homelite dealers in the Midwest. Spurred on by Bob Wood, Factory Chain Saw Specialist, dealers have found that this method more than doubled sales wherever it was tried.

The idea is to buy three or four months supply of chain saws at a time, not just a few, and to display them all at once. It is possible to publicize this by having pictures taken of the unloading of the saws or of the display. It can be announced in ads "another load of saws has been delivered, etc." This sets up an image of the dealer as being very successful which impresses both customers and competitors.

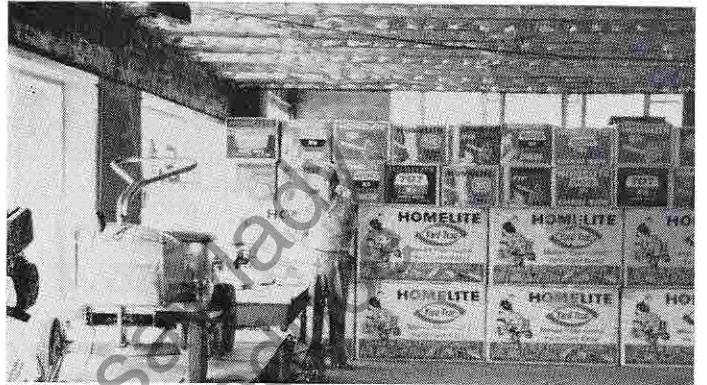
People like to buy from a successful man. They somehow share in his importance. This fact is born out by the results of such a campaign. Sales have actually doubled and tripled where it has been tried. The dealer not only looks successful, he is successful!

In addition to improving the dealer's sales, this method saves him money in freight, handling and many other ways. And he'll never lose a sale because he didn't have just the right saw for the customer's needs.

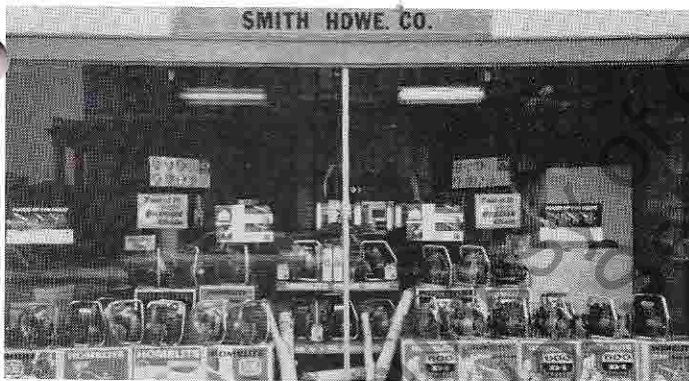
If you are one of the Homelite dealers who hasn't tried this merchandising plan yet, ask your Homelite salesman about it the next time he calls. The displays shown on this page are examples of the effect which can be created with massive displays of chain saws.



Jim Seibert, Chain Saw Specialist for Campbell Tractor & Equipment of Summersville, West Virginia, with the massive display of chain saws that brought fame and profits to the business.



Mr. J. C. LaRue, Homelite dealer of Crawfordsville, Indiana, started out the summer with this massive display of chain saws and Yard Tracs. He did a whopping business in both lines, to his great satisfaction.



The Smith Hardware Co. of Terre Haute, Indiana, apologizes because in the picture above, the display of chain saws didn't balance. They sold two saws before they finished putting up the display.



Riddle Tractor Sales of Spencer, Indiana, had so many new Homelite chain saws to display that there wasn't room for them all in their window. They didn't have that problem long, though.



Wabash Portable Equipment Co. of Wabash, Indiana, used in-store displays and colorful shipping cartons to set up an impressive display last summer. It moved the stock right out of the store.



Ira Brooks, Homelite dealer of Newton, Illinois, ordered 15 saws for a massive display in his shop and sold two while they were setting up the displays. He's sure this massive display idea really works.

Woodcutters  
Direct Mail

# SWEEPSTAKES

**50** FIRST PRIZES

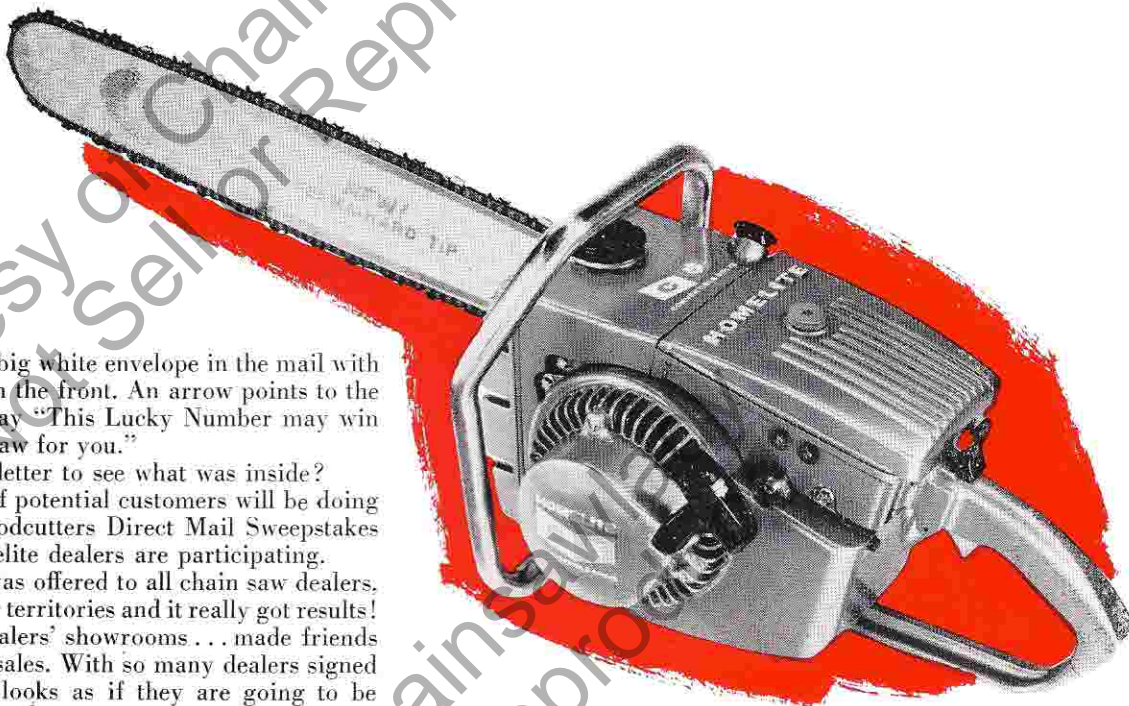
**HOMELITE  
C-5 CHAIN SAWS**

Suppose you received a big white envelope in the mail with your name and a number on the front. An arrow points to the number. Big black letters say "This Lucky Number may win a fabulous Homelite chain saw for you."

Wouldn't you open the letter to see what was inside?

That's what thousands of potential customers will be doing next month during the Woodcutters Direct Mail Sweepstakes in which hundreds of Homelite dealers are participating.

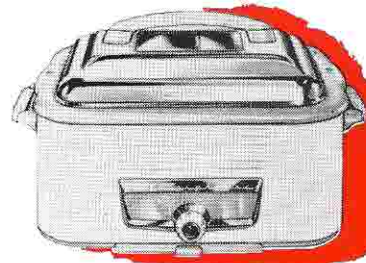
Before this big contest was offered to all chain saw dealers, it was tried out in nine dealer territories and it really got results! It pulled buyers into the dealers' showrooms . . . made friends for them and boosted their sales. With so many dealers signed up for the Sweepstakes, it looks as if they are going to be stampeded with customers.



**SECOND PRIZE**  
15 RCA Victor  
Tape Recorders



**THIRD PRIZE**  
15 RCA Victor  
Portable Phonographs



**FOURTH PRIZE**  
30 Westinghouse  
Roaster-Ovens



**FIFTH PRIZE**  
30 Westinghouse  
Vacuum Cleaners



**SIXTH PRIZE**  
300 Westinghouse  
Electric Can Openers



**SEVENTH PRIZE**  
300 Kodak Flashgun  
Camera Outfits



**EIGHTH PRIZE**  
1000 Brownie  
Bullet Cameras

## HOW DOES IT WORK?

Here's what the dealer was offered at one very low cost: a complete new list of prospects in his trading area; a wonderful array of high value prizes that can't fail to attract traffic; all details handled for the dealer with no effort on his part except to sign the order and get ready to take care of his store traffic. In addition each dealer was guaranteed at least five prize winning numbers on his list.

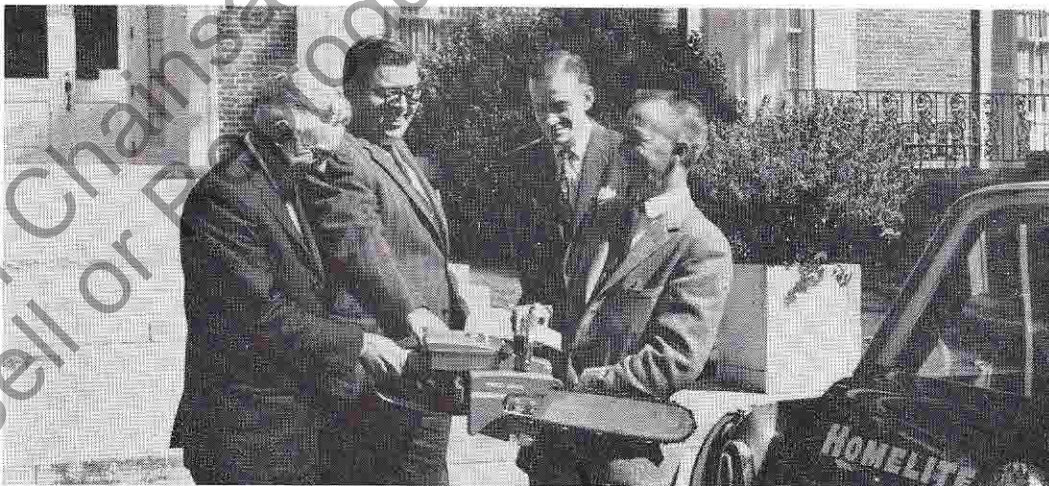
Here's all the customer has to do: take his certificate, within thirty days of receiving it, to his dealer whose name and address will be imprinted right on the certificate; check his lucky number against the official list of prize winning numbers posted in the store; get acquainted with his dealer and his place of business.

All first prizes are to be awarded by the dealer at the time the winning certificate is presented. All other winning certificates must be properly validated and sent to R. L. Polk & Co., P. O. Box 537, Trenton, New Jersey. The prizes will be shipped directly to the winners.

In the tests made last summer a large proportion of the customers who received the letters came in to check their numbers. They almost all bought something, accessories if not chain saws. Publicity in local papers was easy to arrange when there was a local winner and everyone was happy all around.

January is going to be a busy month for those wide-awake dealers who are participating in the Woodcutters Direct Mail Sweepstakes.

# CHAIN SAW WINNERS



Above, an admiring group clusters around lucky winner L. R. Eady of Atlanta, Georgia. Shown with him are Radio Farm Director Jimmy Dunaway, Ted Hightower and Gene McClellan, Atlanta District Manager.



At left, another lucky gentleman, Finis Gifford, left, of Deport, Texas, receives the saw he won in a Power-Up Contest conducted by Harvey Brothers of Clarkesville, Texas, from Homeliter Dub Bullard.

Below, Mrs. Donald French of Westport, New York, is the winner of the prize saw offered by Homelite dealer Gordon Wilson of Keene, New York at a very successful Open House and Demonstration Day. That's Arnold McClay, Homelite Salesman between them.



Mr. Bob Mercer, left, owner of Payson Auto Supply, Payson, Arizona, presents a Super Wiz to Mr. H. Ray Thompson, contest winner, who plans to use his prize to cut fire wood for his week-end mountain cabin.

**WOODCUTTERS' OFFICIAL SWEEPSTAKES CERTIFICATE**

The Woodcutters' Sweepstakes is sponsored by certain HOMELITE chain saw dealers for the fun, pleasure, and hopefully, profit of some of their friends and neighbors. The assignment of the Lucky Numbers has been handled entirely by R. L. Polk & Co., national centralized contest judging organization. Employees of Homelite, their dealers and the judging organization are not eligible to participate in this contest.

**LUCKY NUMBER**  
No. 00000

**DEALER'S FIRM NAME**  
Street Address  
City, State

**PROSPECT'S NAME**  
Street Address  
City, Zone, State

**IF THE ABOVE NUMBER IS A WINNING NUMBER:**

- Indicate the prize to which the winner is entitled on the line below.
- The dealer named at the right must sign on the line below, attesting to the validity of this claim for a prize.
- The winner (the addressee named at the right) must sign on the line below, indicating his acceptance of the prize.

**Non-transferable.** This Lucky Number certificate is voided in the name of the addressee only, and may not be transferred or assigned to any other person or persons.

**All FIRST PRIZES are to be awarded by the dealer at the time the winning certificate is presented. ALL OTHER PRIZES will be shipped to winners by R. L. Polk & Co.** All winning certificates must be properly validated as described above and then sent to: R. L. Polk & Co., P. O. Box 537, Trenton, N.J.

This certificate must be presented whole and intact to the above named dealer within 30 days. Any alteration in this certificate will render it completely invalid.

# CONSTRUCTION EQUIPMENT NEWS

SAWDUST took on a new look beginning with the September-October edition, as you may have noticed. One of the new features was the inclusion of Construction Equipment News in what has formerly been a chain saw publication only. It was felt that all dealers would benefit from knowing about all Homelite products, even if they themselves did not handle all of them. We therefore welcome the Construction Equipment dealers to the fold and hope they will send in stories and pictures which will be of interest to all of us.

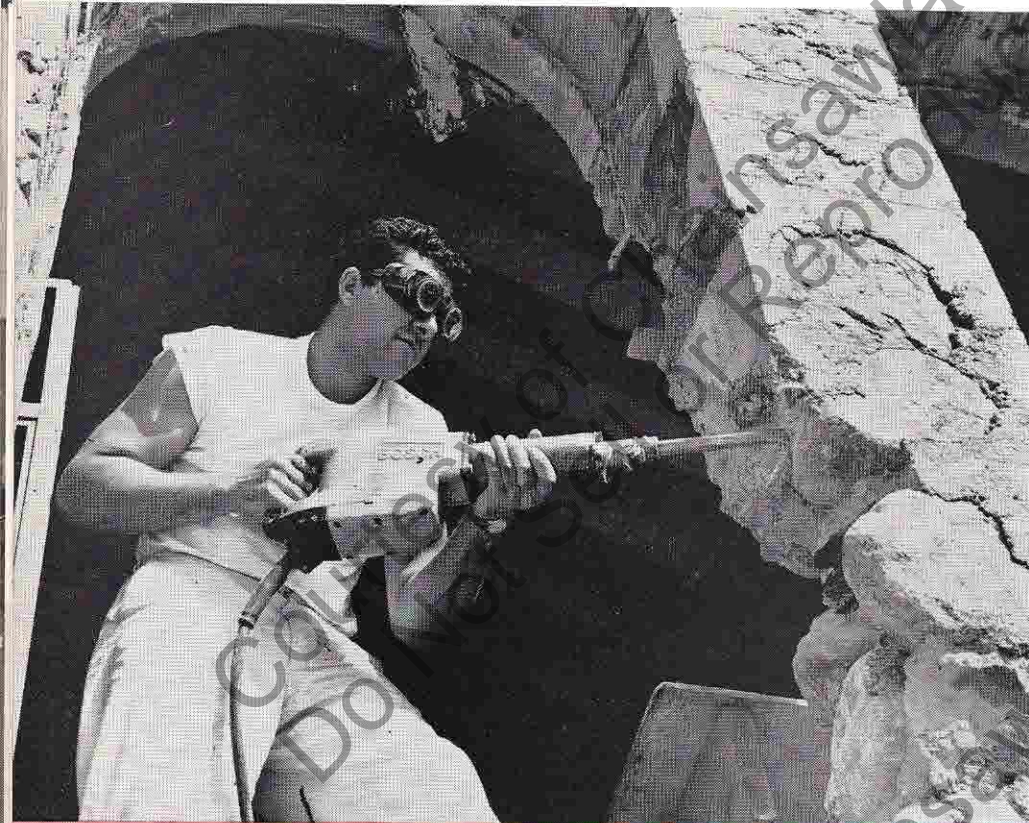
The following items about Homelite Construction Equipment have been gleaned from recent correspondence.

**FROM STATE SARLES SONS**, in Marlboro, New York: "We just made an installation of a 41A115-1B generator and a 44S2 pump on a truck belonging to the Middle Hope Fire Department. This truck is fully equipped for emergency work of all kinds. It is a 1963 Ford with a special built Boyerton Body and they are depending on Homelite equipment for juice. In order to prevent any hazard when filling the gas tank, we mounted it on the door of the compartment. We hope to make more installations of this type soon."

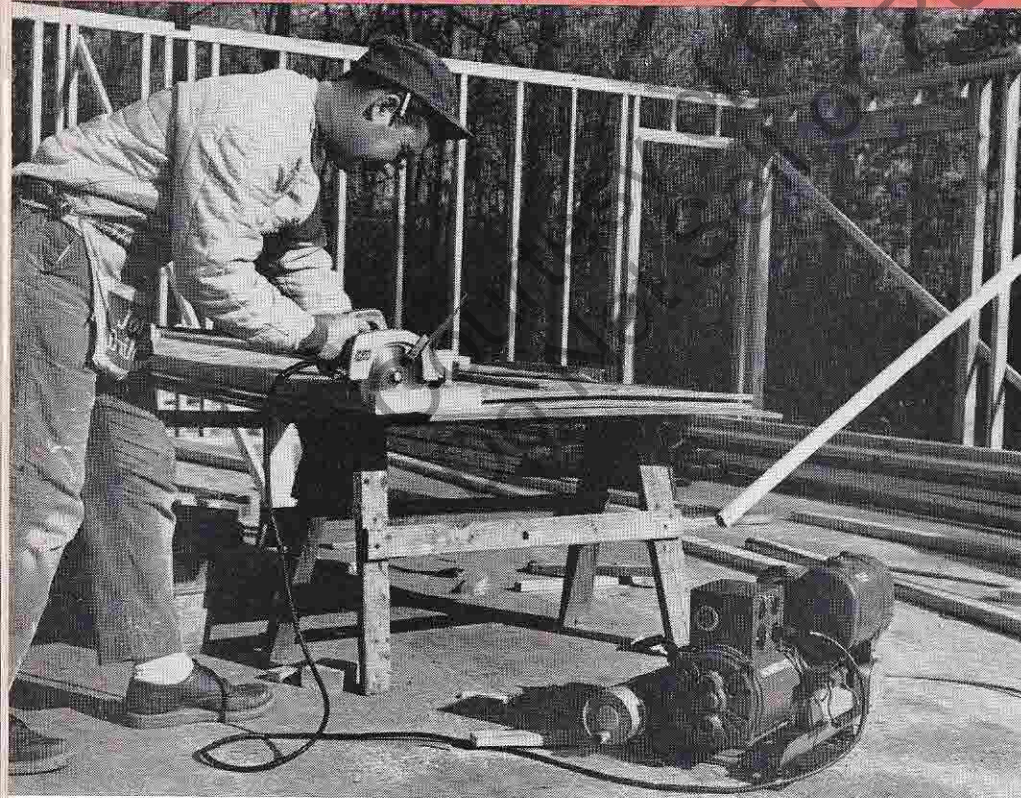
**REPORT OF STOLEN PUMP...** The Aldon Corporation, Homelite dealers of Pompano Beach, Florida, report the theft of a 35S2-1 pump, early in December. The serial number was #997172. *Be on the lookout for it please.*

**THE 45S3 GOES TO COLLEGE...** In Kenosha, Wisconsin, the firm of Leo Walkowski & Son was doing a landscaping job for the New Carthage College there and needed to maintain a sprinkling system, far from the main water supply. It was easy! They simply set a Homelite 45S3 pump down beside a creek and pumped the water through 200 feet of fire hose to a stretch of 1000 feet of 3" aluminum pipe on which 20 Rainbird sprinkler heads had been installed. It worked perfectly and produced a beautiful lawn.

**GOOD RECORD OF DURABILITY...** An eight hour day, six months or more a year doesn't faze the 35A 115 which has been powering the gardening equipment used in the Forest Home Cemetery in Forest Park, Illinois, since June 1960. So far only a few spark plugs have needed replacing. This certainly speaks well for the durability of Homelite equipment.



The Homelite-Bosch Electric Demolition Hammer is a piece of equipment that Homelite is very proud to offer to the construction field. It's the world's only lightweight, heavy-duty electric hammer... an ideal tool for general demolition work, clay spading and drilling in all types of hard material.



Builders can't always get temporary electric service when they want it. Costly hand work and down time results. Luckily, they can have a Homelite generator, like this model 35A115, which assures low cost, on-the-job power whenever they need it.



## Full Speed Ahead for Homelite 4-cycle-55

The Homelite name is gaining fame in a new field these days . . . the fast-growing boating industry. Chain saw dealers will be interested to know that the Homelite 4-cycle-55 outboard is a big hit already with boating experts, the press, dealers and, most important, with the boating public. This revolutionary new type of outboard, with its 4-cycle automotive-style engine, is proving itself dependable, quiet-running and inexpensive to operate.

There have been several articles in leading boating magazines describing and picturing the new Homelite engine. In the October issues of *RUDDER* and *SALT WATER SPORTSMAN*, ads appeared describing an independent fuel consumption test in which a Homelite 4-cycle-55 and two other leading outboards were all mounted on identical boats and all run for the same length of time at the same rate of speed. To find out the results, you have to write to Fisher-Pierce, 1149 Hingham Street, Rockland, Massachusetts, but we'll give you a hint . . . you'll be proud you did!

Ramsey Allen, Product Manager for Outboards, who came to Homelite in 1960 to coordinate marine product development and to establish national sales and marketing policies, has been

very busy setting up a marine dealer organization.

"We thought it might take two years at least," admitted Mr. Allen. "However, we've been able to move much more quickly than we planned because of the response to the potentials of the new engine. We could not use our existing chain saw dealer organization because the problems and techniques of marine selling are entirely different from the chain saw market."

"Only established marine dealers were considered," he explained, "with adequate facilities and a sincere desire to do a top flight job of selling and servicing. We have tried to be specially careful in the selection of this group of dealers because the Homelite 4-cycle-55 is a new development in the outboard field and a new product for Homelite. How these new dealers present it to the public and their ability to give expert service is of prime importance."

It's important, too, to have all members of the Homelite family fully informed and up-to-date on this great, new outboard. If any of your friends, relatives or customers are thinking about getting a new outboard, you can strongly advise them to look at the new Homelite 4-cycle-55. They'll thank you for the advice.

# WINNING DISPLAYS

The Atlanta District held a Fall Display Contest among its chain saw dealers to see which Georgia dealer and which Alabama dealer could come up with the best displays.

Of the photographs and displays turned in, the three on this page were judged the winners.

The two Georgia dealers, Moss Equipment of Buford and Baker Tractor of Athens, were considered a tie for first place by the District judges so they called on "Sawdust" to make the final award. It was a hard decision but 1st place was awarded to Moss Equipment for showing more originality in creating a "fall setting" with corn husks, logs, pumpkins and all the rest. Baker Tractor had a fine display, too. Clean and attractive. It was a hard choice.



Tom W. Moss, above, is the Jr. of a Senior-Junior ownership of Moss Equipment of Buford, Georgia. His fall display, at left, won a closely contested race for display honors among Georgia Homelite dealers.



Closely challenging the final Georgia winner was this gay display by Baker Tractor of Athens, Georgia. Above is the dealer "Cap" Barker who is justly proud of his colorful display. One of his men rides a Yard Trac.



This neat display featuring the new C-5s and the Homelite Woodcutters Kits won first prize for Worthy Chain Saw Co., of Lineville, Alabama in the display contest run by the Atlanta District.

# STOLEN SAW LISTING



## New Homelite Literature Rack



Quick detective work recovered two stolen saws recently. Thieves take notice!

In Veedersburg, Indiana, a customer of Howard's Appliance Store became so interested in a display of Homelite chain saws that he broke a plate glass window at 11 p.m. and took out a new WIZ on trial. He was caught with the goods, quite intoxicated, and just escaped having to spend a year in the Indiana State Farm. He was given a suspended sentence and ordered to pay damages to the window and the saw.

Good deduction on the part of Homelite personnel in the Sacramento, California, Branch office resulted in the return of a C-5 which disappeared from the display area. Tom Winn had a feeling that it vanished while he was taking care of some customers for Kart parts. Next time the same group appeared he took their names, addresses and general descriptions. The next morning, the stolen unit was on the doorstep when Homelite opened for business!

The following chain saws have been stolen and not returned. Any help in recovering them will be greatly appreciated.

- Super WIZ #1291550 from Walter Foote, Council Bluffs, Iowa
- C-5 #1331634 from Southeast Ohio Timber Products, Zanesville, Ohio
- C-5 #1331623 Same as above
- Super WIZ #1328733 "
- 770 D #1298875 "
- 990 D #1310597 "
- 990 G #1224332 "
- 770 G #1292668 "
- ZIP #1219485 "
- 500 #1293199 "
- C-5 #1334717 from Gipson Motor & Implement Co., Harrison, Arkansas
- Super WIZ #1333134 from Claxton Saw Co., Claxton, Georgia
- C-5 #1334062 from Sea Island Cotton Gin Co., Vidalia, Georgia
- WIZ #1304539 Same as above
- 5-30 #1335557 "
- 707 #1234971 from Bunnell Timber Co., Bunnell, Florida
- ZIP #1318257 from Greg's Texaco, Rt. 11, Troy, Missouri
- 770 D #1315625 Same as above
- 770 G #1319757 from Morettini Construction Co., St. Paul, Minnesota

## DISPLAYS HELP TO SELL

Busy Homelite dealers could always use more help. That's why many of them let their displays help with the selling. Three new items, recently made available, are all superior extra salesmen.

To help sell more Homelite Guide Bars, a Homelite Guide Bar Display Stand is a must. It can be obtained, free of charge, from your Homelite salesman. Set up on a counter, with a shiny, new Homelite Guide Bar in the display and a supply of literature in the special pocket, it will tell the quality story to any customer who comes into the shop, without a word of sales talk from you.

The beautiful new Homelite Clock, illustrated here, with its rich walnut finish and colorful screened fir trees, fits in with the decorations of any store... attracts attention from any angle. This is one of the best-looking advertising clocks ever offered and it's only \$8.95 f.o.b. Port Chester, New York. It's 10½ inches square, and operates on a standard 60 cycle, 110 volt current. The movement is unconditionally guaranteed for a year.

In answer to dealers' requests for a new Homelite literature rack, a neat aluminum pegboard rack is now available. It stands 56" high and the slight angle of the frame keeps the literature on its three shelves lying flat.

It invites passersby to "take one"; keeps sales material clean and orderly; improves the appearance of the shop and has adjustable shelves. It's available through January 15th, 1963, at \$16.50 f.o.b. Detroit, Michigan, and may be ordered from the advertising department in Port Chester.



**New Homelite Clock**



"If I've told you once, I've told you a hundred times... Pierre, you're supposed to start the engine first."



The demonstration pool of logs of the Homelite Exhibit at the State Fair of Texas is shown above. In the rear is the rescue demonstration tower. (See Story)

## SAWDUST SAVES A LIFE

Whenever Homelite puts on a full scale display at a county or state fair, it's bound to be successful if a live demonstration can be used. The sound of chain saws attracts wide attention. It's an interesting sight for the public to watch logs being cut in record time. It's fun to see how fast they can cut through a log themselves. One result is a lot of sawdust at the end of the day which has to be disposed of.

At the State Fair in Texas this fall, Homelite had a fine, big exhibit, see picture above, with cutting contests, outboard and Yard Trac displays, plenty of Homelite construction equipment and lots of sawdust.

The Dallas Fire Department had a rescue demonstration

tower right back of the Homelite exhibit and several times a day they put on serious demonstrations of fire fighting techniques plus a successful series of gags, designed to please the crowd. Early in the Fair, the Firemen noticed the Homelite pile of sawdust and asked if they could have it to place around the tower. Permission was cheerfully given.

Unfortunately it happened that during the fair, several firemen were injured when a climbing demonstration went amiss. One man fell from the approximate location of the clock and might have suffered fatal injuries if the sawdust on the ground had not cushioned the effect of his fall. This was mentioned gratefully by several of the firemen after the accident.



Above, a fine Homelite display at the Rapides Parish Fair in Alexandria, Louisiana, features Miller's Saw and Hardware Company as Woodcutters Headquarters. A big pile of logs and sawdust attest to plenty of cutting action during the day.

Willie Blackwell, service man for Miller's Saw and Hardware Company, puts on a cutting demonstration for visitors to the Rapides Parish Fair. He's using the new C-5 which attracted a lot of attention.

