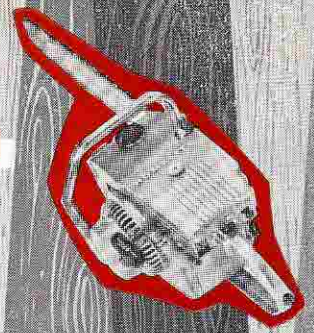
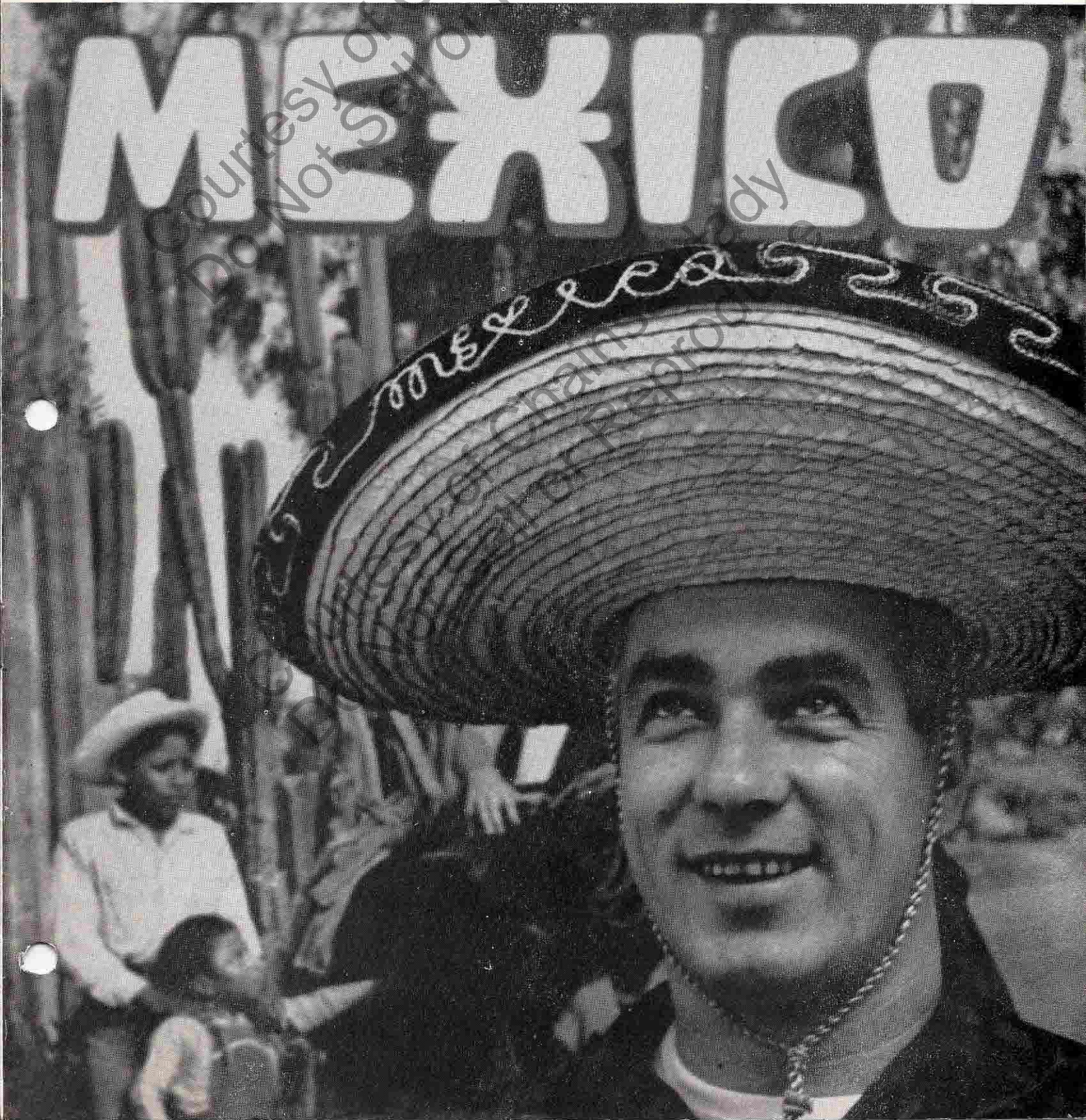


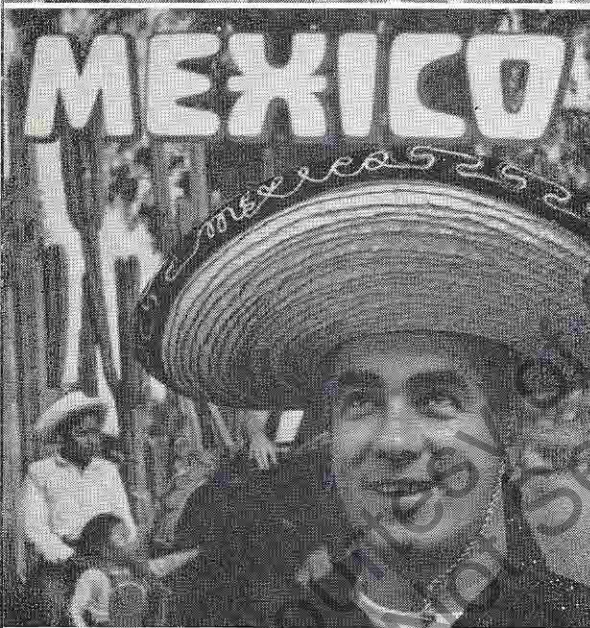
SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JANUARY-FEBRUARY, 1963

MEXICO





THE COVER . . . This is a Homelite dealer. He's trying on a genuine Mexican sombrero and dreaming of that trip to Mexico he may win in the Homelite Sombrero Sweepstakes. This exciting new contest starts on March 10th and continues until June 30th, 1963. All the dealer has to do is sell Homelite equipment—the more he sells the more chances he has to win that ten-day, all-expense-paid trip for two. So he's remembering all he's ever heard about Mexico City and Acapulco and other fabulous Mexican cities and planning on bringing back a sombrero of his own, next September.

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Number 113 January-February, 1963

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



HOMELITE'S



SO

ONE WAY to forget the bitter cold winter we've been having all over the country is to set your sights on something warm, exciting and relaxing . . . a trip to Mexico, for instance.

In the next few days, Homelite dealers will be hearing all about Homelite's Sombrero Sweepstakes from their Homelite salesmen. Each chain saw dealer will receive a promotion kit, full of useful material. Each dealer will have a chance at the fabulous prizes. The dealer doesn't have to do a thing but sell Homelites—which is what he's in business for, anyway—and the more he sells, the more chance he'll have to win. Viva Mexico! Viva Homelite chain saws, pumps, generators, etc.!

Here's How It Works

The U. S. has been divided into four regions (see list on next page.) One sombrero has been set up for each of the four regions. When a dealer sells a new Homelite unit of any kind and sends in the completely-filled-in guarantee card to Port Chester, N. Y., that guarantee card will be placed in the sombrero for his region.

A dealer may send in as many guarantee cards as he has sold units . . . the more guarantee cards of his that are in the hat, the more chance he has of winning. At the end of the contest period, one guarantee card will be drawn from each of the four regional sombreros. The four dealers who submitted these guarantee cards will each receive a 10-day, expense-paid trip to Mexico for two! Winner will be flown to Mexico on September 12, returning September 21, 1963.

For each dealer who wins, the same prize will be awarded to the Homelite salesman who services his account. All Homelite dealers are eligible and all Homelite salesmen who service dealers' accounts from a Homelite District or Branch office are eligible.

Guarantee cards for all Homelite units sold between March 10th, 1963 and June 30th, 1963, (received at Port Chester by July 10th, 1963) will be eligible.



SWEEPSTAKES

Mexican Theme Colors Contest

There's a theme for this contest and there are three main things to do. The theme is "Take the Bull by the Horns," which signifies action . . . decisive, positive action. Stop *thinking* about all the ways you're going to fix up the shop and all the prospects you intend to follow up and all those demonstrations you plan to give. *Do all of them . . . right now!*

Here are the three actions that should result:

- Promote Homelite
- Demonstrate Homelite
- Sell Homelite

The promotion kits will give you all the material you will need to promote Homelite. Here's a partial list of what chain saw dealers will get:

- Colorful, double-duty window and wall posters.
- Bright Day-Glo streamers
- Preprints of future Homelite ads
- Counter Cards of Farm Journal's full color ad.
- Merchandising aids
- Sales Tip Sheet

So use these to bring new life to your displays. Old customers will get a kick out of the change. New customers will be impressed with the lively colors and fresh, new ideas.

Also in the kit, to help back up your selling efforts, you'll find new full line chain saw catalogues in full color; new C-series self mailers in full color; a wide selection of newspaper mats; exciting radio and TV scripts; a local publicity release and a money-saving cooperative advertising plan.

Don't just glance at these and put them aside! Use them! They'll help bring prospects into your store. Then it's up to you to turn them into buying customers. Remember, the more units you sell, the more guarantee cards you turn in. And the more guarantee cards in the sombrero with your name on them, the better your chances are of winning that trip for two to Mexico.

January-February, 1963

TO PROTECT WARRANTY, FILL OUT AND MAIL IMMEDIATELY

Name of Owner John Doe
 Mail Address 100 Main Street (Please Print or Type)
 City Hometown State Conn.
 Model C5 Serial No. 123456 Date Purchased 3/15/63

PRINCIPAL 1 Logger 3 Farmer 5 Pulpwood Cutter
 OCCUPATION 2 Tree Surgeon 4 Builder 6 Clearing Contractor
 7 If principal occupation is not listed above, please write in here _____

MAJOR 1 Timber 3 Pulp 5 Clearing
 USE OF SAW 2 Pruning 4 Cordwood 6 Farm Chores
 7 If major use is not listed above, please write in here _____

Have you owned a chain saw before Yes No If so, did you trade it in on this saw Yes No
 What make saw did you own Homelite

Dealer's Name Richard Roe
 Address 605 Center Street
Riverside, Conn. Homelite District # 2

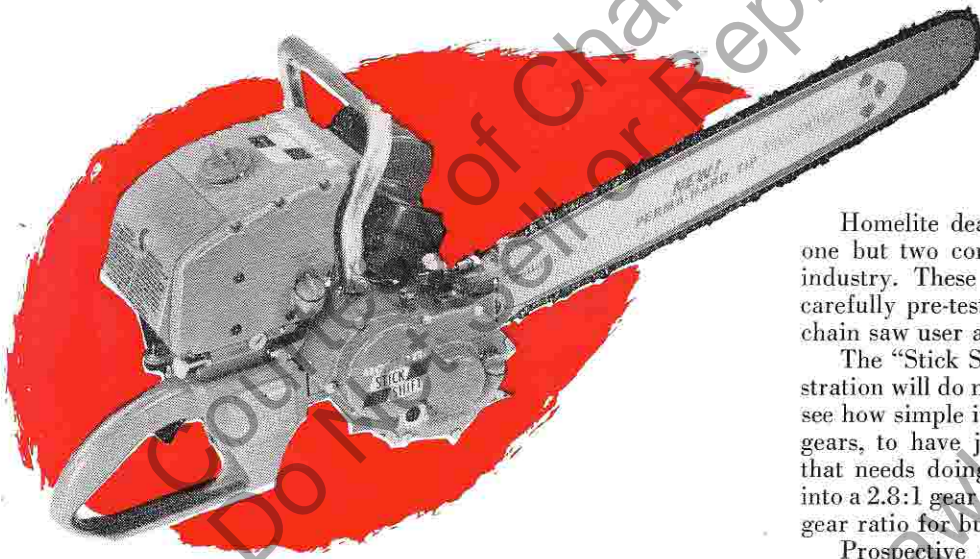
A completely filled-in guarantee card, like the above, could turn into a ticket for two to Mexico in Homelite's Sombrero Sweepstakes.

Four Sombrero Regions

Region A		Region C	
Seattle	District 12	Buffalo	District 16
San Francisco	District 13	Pittsburgh	District 15
Los Angeles	District 14	Cincinnati	District 7
No. Salt Lake	District 21	Boston	District 1
Denver	District 25	No. Arlington	District 2
		Cleveland	District 5
Region B		Alexandria	District 3
St. Paul	District 9	Region D	
Omaha	District 23	Dallas	District 11
Kansas City	District 10	Charlotte	District 17
Chicago	District 8	Jacksonville	District 4
St. Louis	District 22	Shreveport	District 19
Detroit	District 6	Memphis	District 18
Indianapolis	District 20		

NEW PRODUCTS

STICK SHIFT



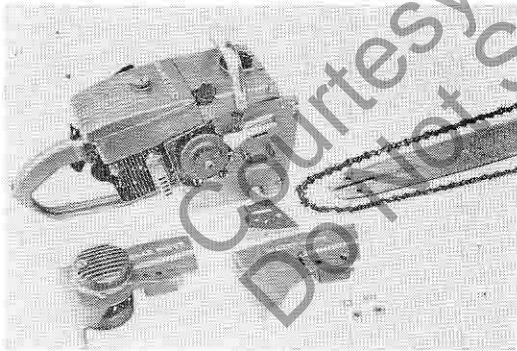
THE "STICK SHIFT"
Another "exclusive" for Homelite
the 770 GS "Stick Shift" saws

Homelite dealers are starting out the year 1963 with not one but two completely new developments in the chain saw industry. These are not gimmicks but expertly engineered, carefully pre-tested developments of major importance to the chain saw user and to the chain saw dealer.

The "Stick Shift" has to be seen to be believed. A demonstration will do more than a thousand words to let the customer see how simple it is to start up in neutral and then, by shifting gears, to have just the power you need for the specific job that needs doing. If you want lugging power, you can shift into a 2.8:1 gear ratio. Or you can shift to high and have a 1.4:1 gear ratio for bucking, limbing and other lighter cutting jobs.

Prospective customers for these new saws include park departments, municipalities, tree service companies, contractors, professional loggers and pulp cutters. When they feel the perfect balance and vibration-free performance, they'll appreciate the versatility that only the Homelite "Stick Shift" has.

PLANETARY GEAR



This is chain saw news! Homelite is first with it and we should demonstrate the planetary gear with pride on the C-5 and the C-7. Advertising and publicity stories in local papers will create an interest. Get people in to see the new Homelite convertible saws in action. This increased traffic will mean more sales and increased profit for the dealer.

The first in the chain saw industry! That's just what the new planetary drive kits are and they'll attract not only Homelite owners but owners of competitive saws to the Homelite dealer's shop. Everyone is interested in a really new development. New customers will come, too, because seeing is believing.

These people will expect to be "shown!" It's all very well to advertise that you can convert a direct drive to a gear drive in nine minutes or less, but the Homelite dealer should be able to show how easy it is to do. He should have at least one planetary gear to put on a demo saw and one or more to have on hand for those sales that are bound to result from his demonstrations.

He can demonstrate how many advantages this conversion feature offers to the user.

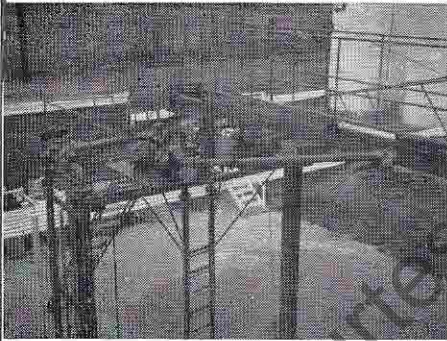
1. More lugging power for cutting larger trees.
2. Longer chain life because each tooth takes fewer and larger bites.
3. Longer guide bar life because chain speed is about 1/3 as fast as direct drive saw.
4. Savings to the customer. Now he can have both a direct drive and a gear drive for little more than the cost of an ordinary direct drive saw.

CONSTRUCTION EQUIPMENT NEWS



**Selling
For
Profit**

Al Orcutt
Forest Products Manager



Special pump installation of the Phillips Petroleum Co. in Des Moines, Iowa, using two specially built Homelite pumps.



Charles Grossman, newly appointed Manager for Industrial and Construction Equipment.

A major job-swap brings a seasoned Homelite salesman, Charles Grossman, Manager of the Westchester Sales and Service Branch since 1953, to the main office as Marketing Manager for Industrial and Construction Equipment lines. Robert Blizzard, former Construction Equipment Sales Manager, is taking over Charlie's former job as Branch Manager in Westchester.

The purpose of the move is two-fold: First, to make use of Charlie Grossman's 17 years of successful sales and management experience in the Westchester Branch and his intimate knowledge of customer requirements, in our future construction equipment planning; Second, to give Bob Blizzard a chance to apply management techniques learned through Home Office staff operations to actual field operations.

Charlie Grossman will also function as a Field Sales Trainer, conducting sales training meetings in conjunction with his field visits. He is a graduate of the Professional Sales Seminar and received the highest grade average to date on the Post Graduate Extension Program. He is well qualified to instruct sales techniques and to help construction equipment dealers with any problems they may have.

NEWS FROM THE FIELD . . . A Homelite 8HY Generator was pictured in CONSTRUCTION NEWS recently at the site of a bridge construction job across Lee Creek in Arkansas. This is a crucial part of the first section of interstate highway in western Arkansas.

Pictured at the top left, is an installation for emptying tank cars delivering to the Phillips Petroleum Co. Bulk Plant in Des Moines, Iowa. Two Homelite Model LM 24S3 pumps were used, fitted out with specially ordered electric motors from Brown-Brochmeyer. They had to be Underwriters Approved explosion-proof for vapor atmosphere, etc. One of the pumps is used to discharge aviation gas, the other to pump kerosene, etc. The entire installation was designed around the two pumps, based on Homelite's recommendation at the time of purchase. It has reduced the time it takes to empty a tank car from 14-18 hours to about 2-3 hours. The total cost of the pump installation was about \$6000 less than the nearest bid by a competitor and Phillips Petroleum is very well pleased.

A salesman can be compared to a ship. Both can leave port and arrive at some destination, sometime . . . Davy Jones Locker being the final call for each.

However, a ship leaves port only when it has a chosen destination, is seaworthy and when its charted course, supported by its crew, its electronic gear and other aids, is assurance that its destination will be reached in the most efficient way without fondering or getting off course.

Likewise, a salesman cannot embark from his "home port" without making similar preparations. His navigation aids are thorough knowledge of products, sales promotion aids, company policies, competitive activities, market areas and potential, territory, customer's total volume compared to his sales. A well-prepared salesman will find it natural and easy to sell successfully. He and his company will forge ahead of competition and both will be rewarded with profits.

Product plus planned sales effort equals new business: plus additional business from present accounts equals money: equals profits from increased sales that are yours for the planning and selling.



"Why, Harvey! I do believe you're jealous!"

IT TAKES MORE THAN LUCK . . .

It's exciting to win a prize in some sort of a drawing, but when you win something very special through your own efforts, it's even more exciting and rewarding. On this page are three of the many who have a right to be proud of winning.

In a Sales Contest conducted by the Dallas District for quota-topping performance, two Chevrolet pick-up trucks were the top prizes. One winner Mr. McBrayer of Idabel, Oklahoma, is pictured at right. The other winner was Mr. Joe Richardson, proprietor of Bowie Hardware in Bowie, Texas.

Pictured below is one of the winners of the big dealer sales contest sponsored by Homelite's San Francisco District. John Muzio of Nomellini Tool Rentals of Stockton, California, won a trip to Acapulco, Mexico, as did Leonard Bugna of Menlo Park, California.

The other winner pictured here is one of the four 4-H members who was awarded a \$1600 Homelite Forestry Scholarship and posed proudly with his 4-H leaders, his parents and the local Homelite dealer, Walter Lund of Luck, Wisconsin. (Luck does enter into this, after all!)



Top prize for Homelite's Dallas "Operation Moonshot" sales contest was this 1963 Chevrolet pick-up truck, shown here as it was presented to Mr. Ed. McBrayer, center, of the McBrayer Saw Company of Idabel, Oklahoma, by Paul E. Ryan, District Manager. Mr. Clifton McBrayer is at left.



John Muzio, at right, Manager of Nomellini Tool Rentals, Stockton, Cal., accepts his prize, two tickets to Acapulco, Mexico, for an expenses-paid fishing trip, from Richard Dodelin, Manager of Homelite's Sacramento Branch.



Harlan Petersen, second from left, above, receives a certificate for his \$1600 Homelite 4-H Forestry Scholarship from Walter Lund, Homelite dealer of Luck, Wisconsin. Others who share Harlan's big moment are left to right, Mrs. Jepson and Alvin Jepson, 4-H Leaders, and Mrs. Vagner Petersen and Vagner Petersen, Harlan's parents.

LETTERS TO HOMELITE

LETTER RECEIVED IN THE SAN FRANCISCO DISTRICT OFFICE

Dear Homelite:

In this day and age when most people seem to be so self-centered, it gives me faith again to know that there are still people who will give a helping hand.

This has to do with the kind act of one of your Homelite dealers, Mr. Riley Murphy, owner of the Sierra Saw Shop in Auburn, California. My husband and I were on our way, one Sunday, to spend the Christmas holidays with our son and his family in Sparks, Nevada. Near Auburn, we developed car trouble, pulled to the side of the road and then couldn't get our car started again.

After almost giving up hope that anyone would stop to our "flagging down", we were happy to have a man in a new red jeep stop and offer to help. He said he knew a lot about chain saws but not too much about cars but he would see us through our emergency.

He was better than his word, not only driving us to where we could phone and arranging to have the car towed to a garage but also insisting graciously that we spend the night at his home in Roseville since no mechanics were available on Sunday.

We had a fried chicken dinner and spent an enjoyable evening with newly made friends. Then in the morning, Mr. Murphy drove us back to our car and by 10:30 we were on our way again.

We feel that you, too, will agree this kindly act merits some recognition for Riley Murphy. Thank you!

Mrs. Eugene Kozlowski
713 Maple Avenue
So. San Francisco, Cal.

LETTER TO R. P. STRAETZ FROM DICK NEAL
CHARLESTON, WEST VIRGINIA

Dear Bob:

Thought you might get a chuckle of some ads that have been running here with considerable local "comment".
(Radio Spot)

You never saw saws saw like the Homelite C saws saw. See the Homelite C saws saw at 56 Main Street in Littletown. The Saw Shop has 3 new Homelite C saw models on hand for your inspection; the C-5, the C-7 and the C-9. Come in and see the Homelite C saws saw then tell your friends you saw the Homelite C saws saw at the Saw Shop.

(Classified ad) ... You never saw a saw like the Homelite C saw saws. See the Homelite C saw saw at the Saw Shop.

Some Send Pictures



Above, proudly displaying the Homelite 26 chain saw which he has used for nearly 15 years is Mr. Herman E. Ashley of Wyalusing, Pennsylvania, with his stepson Daryl Miller. He has made \$40,000 with it, has worn out 67 chains and it still runs perfectly.



At left, Mr. J. C. Bland, Chapel Hill, North Carolina, with Ernest Denny, of Durham Saw Company, Durham, N. C. and wood he cut with his prize Homelite.

STOLEN SAW LISTING



STOLEN HOMELITE UNITS

CHAIN SAWS

Model	Number	Stolen From
4-20	#7604080	Pacific Gas & Electric Co., 245 Market Street, San Francisco, Cal.
4-20	#1178636	Same as above
4-20	#1178636	Same as above
5-30	#1038869	"
4-20	#1049839	"

C-5	#1362020	Gadsden Saw Service, Gadsden, Alabama
770-D	#1306870	"
700 C	#1163499	Martin K. Ely Construction Co., 4616 N. 16th Street, Omaha, Nebraska
WIZ	#1302403	Farrrens Tree Surgeons, Jacksonville, Florida
BUZ	#114 8758	Mr. Foster Sanders, Jr., Stevenson, Alabama
600 D	#114087	Pekin Small Engines, Pekin, Illinois
770 D	#1289078	"
4-20	#759604	National Advertising, 3016 Trinkle Avenue, N. E. Roanoke 12, Virginia
WIZ	#1308465	James E. Nipper, Atmore, Alabama
WIZ	#1302426	"

Super WIZ	#1342351	Mr. J. C. Manning, Bunnell, Florida
Super WIZ	#1311737	W. W. Adams, Florala, Alabama
Super WIZ	#1344911	Camden Equipment Co., Waverly, Georgia
WIZ	#1348748	"
WIZ	#1297061	Potter Motorcycle Shop, Albany, Georgia

PUMPS

23A-115-2½"	#275730	Pacific Gas & Electric Co., 245 Market Street, San Francisco
20S-1½"	#333592	
35S2-1R	#1252176	J. A. Jones Construction Co., P. O. Box 379, Memphis, Tennessee

GENERATORS

24HY	#277001	Tree Commission, City of Glens Falls, N. Y.
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A vast maze of blown-down timber near Salem, Oregon. Logging such a mess will be expensive and dangerous. We are indebted to CHAIN SAW AGE for the use of this photograph and background for the story.

BLOWDOWN IN THE WEST

The chain saw truly came of age and proved its worth during the past few months in the Pacific Northwest. Following a tree-toppling, typhoon-like storm on October 12th, a three state area was in serious trouble. All over Washington, Oregon and the northern part of California trees fell on buildings, cars, telephone and electric lines, roads and highways, making normal living conditions almost impossible.

The chain saws came to the rescue however and the sound of them, often criticized by onlookers, was the most welcome sound in the world. In an incredibly short time, chain saws in the hands of thousands of determined operators, cleared away the most obstructive part of the blown-down trees. Then, in came the repairmen from private and public utilities who restored services in an amazingly short time.

Jim Walsh, Homelite's Portland Branch Manager, was so busy that he didn't have time to get photographs of Homelite saws in action. There was a terrific demand for saws, both new and used, and a back-breaking load of repairs and reconditioning jobs. Everyone in the Branch worked for twenty consecutive days, fifteen hours a day until the emergency was over. Dealers all over the area kept the same kind of hours and stayed on the job supplying the equipment and helping with the salvage work wherever they were needed.

How many new and used saws were sold in the Pacific Northwest during that period is not known but the figure would probably run from 12,000 to 15,000. Many dealers reported that during the first week or two of the emergency they sold

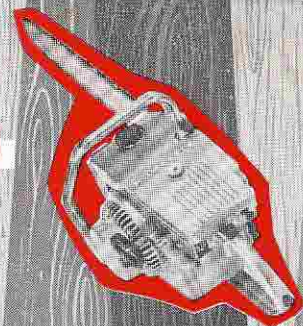
more chain saws than they would normally sell in six months to a year. Sales to the professional user will continue at a high level for months, if not years to come, without much doubt.

A very big job still remains, even though normal services and living have long since been restored. In these three states a potential 10,000,000,000 board feet of lumber remains to be salvaged. And it must be done by 1964 or else a major bark beetle outbreak will occur in the dead trees which will spread to the healthy, living trees and destroy their marketable value. Homelite's reputation, firmly established as it is, can not help but grow as Homelite dealers continue to meet this challenge with the quality products and quality service at their command.

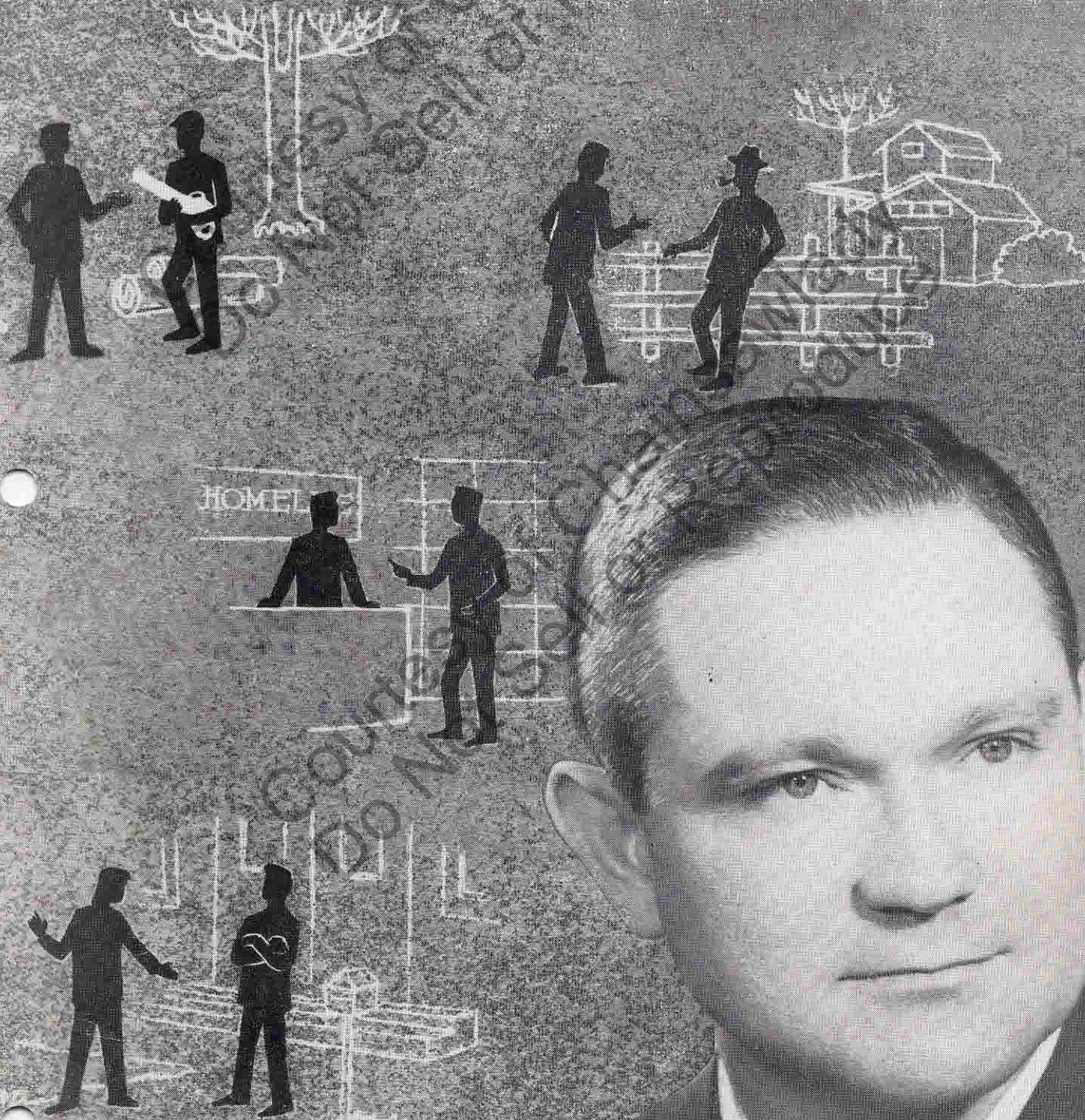
The new Homelite Stick-Shift chain saw will be specially useful in the clean-up operations in the Pacific Northwest during the months ahead. No need to carry two saws when one will do any type of cutting.

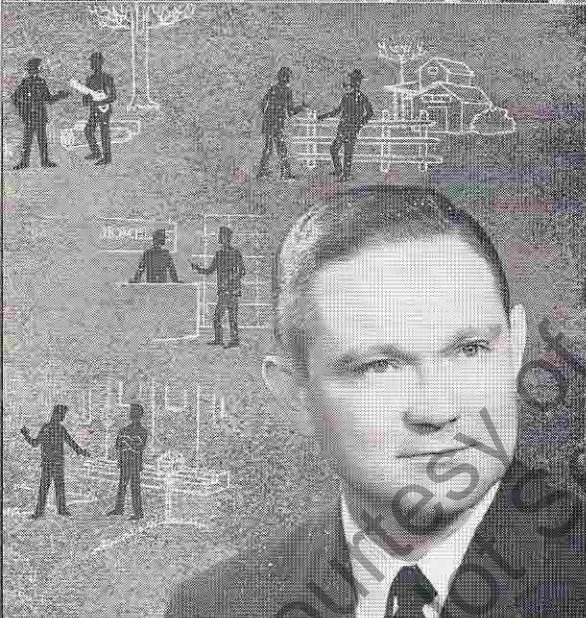


SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — MARCH-APRIL, 1963





SOMBRERO SWEEPSTAKES SWEEP ALONG



Mexico City ... the floating gardens of Xochimilco ... deep-sea fishing at Acapulco, Mexico's most famous and colorful beach resort ... the Pyramids of the Sun ... a bull fight on a Sunday afternoon ... a visit to Cuernavaca with its backdrop of beautiful mountains with magical names like "Popocatepetl" and "Ixtaccihuatl" ... an overnight stay in Taxco, charming colonial town famous for its hand-made silver articles ... plenty of time to wander about and see everything ... ten whole days in Mexico!

All these exciting dreams will come true for the winners of the four Regions in the Sombrero Sweepstakes, now sweeping into its second month. Guarantee cards are pouring into the advertising department at Port Chester. In fact, they overflowed the four sombreros in no time at all, then overflowed the four big boxes rushed in to substitute for the sombreros! It was decided to make a microfilm record of all the guarantee cards before they overflowed the whole department. A fair way of choosing the winners electronically from these microfilm records has been decided upon.

Each Homelite dealer knows that the more cards he sends in, the better his chances are for winning this fabulous trip for two. Needless to say his Homelite representative is urging him on to sell more and send in more cards because if a dealer he services wins, the salesman gets a trip, too. Viva Mexico!



There are still more than two months left in this exciting contest which runs until June 30th. (All cards must be received at Port Chester by July 10th to count in the drawing.) In the photo above, Homelite salesman Arnold McClay, at right, of Saranac Lake, New York, shows each item in the Sombrero Sweepstakes promotion kit to Edward H. Brown, Homelite dealer-salesman for West End Implement Co. of Oneonta, New York. He explains how important it is to promote, advertise and demonstrate the great new Homelite saws.

THE COVER ... To illustrate the marketing concept of selling which Homelite is now emphasizing, we have shown Homelite's new Director of Market Research and Product Planning T. Jean Smithwick against a background suggesting the basis for all product research and planning—interviews with customers. The logger, the farmer, the dealer, the householder, among others, are questioned on their opinions about chain saws in general and Homelite chain saws in particular. Using the results of these interviews and other such surveys, Mr. Smithwick will be able to make up charts and reports pointing the way to new products which the customer needs, wants and will buy.

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Number 114

March-April, 1963

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.



HOMELITE GOES MARKETING

The Sales Department at Homelite has recently been re-organized. It will be known as the Marketing Department. Several new positions have been added to achieve the most efficient use of the all-important concept of marketing as opposed to straight selling.

There is nothing new in this approach. Homelite has always recognized the importance of the customer and has always tried to provide him with the kind of products he wants and needs. This re-organization will merely provide a frame-work in which all departments can work smoothly together towards the ultimate goal—an increased share of the existing market and the discovery of totally new markets.

This can be done best by going directly to the customer and by questioning him about what he needs and what he doesn't need; what he would or would not buy; how much he

would pay for a certain product; what kind of service he would expect to receive.

Having discovered and analyzed the answers to such questions, we must then be ready to design and produce the kind of products the customer has described . . . and to sell them to him when we have them ready for the market.

Jared Harrison, as Marketing and Planning Co-ordinator, has the important job of assisting Vice-President Robert P. Straetz in the over-all planning and follow-through of this program. T. Jean Smithwick will direct the market research and product planning and Elmer J. Orcutt will concentrate his efforts on chain saws and chain saw dealers. Other market managers will handle our other products. All this promises a continuation of the innovations and improvements in the chain saw field for which Homelite is famous. It also promises more sales and higher profits for the Homelite dealer.

STRAIGHT FROM STRAETZ



Robert P. Straetz, Vice President, Sales

Spring is a good time to take a look at where we have been and where we are going.

It's been a long, hard winter but in almost all sections of the country, Homelite's chain saw business has been booming, ever since the introduction of the C saws. All signs point to a continuation of this increase for the spring season as well.

Two additional sales getters are now available to all dealers: the planetary gear kit and the new "Stick-Shift" saw. Both these items need to be demonstrated to be sold.

Once a customer sees how easy it is to convert his direct drive saw to a gear drive, you can show him what a bargain he's getting—two saws for little more than the price of one. The Power Saw Manufacturers Association reports a big increase in gear drive sales in the \$160 to \$190 price range. Are you getting your share of this business with the "C" saws and the planetary gear feature? Remember the Magic Word . . . Demonstrate!

The "Stick-Shift" has to be seen to be appreciated, too. This is an exciting new idea in chain saw design . . . something to boast about and demonstrate to all your customers with enthusiasm and pride. You'll find that it will definitely pay off in more sales if you take the trouble to let people know about it.

You can increase your profits by good management as well as by aggressive selling. Are you taking advantage of the

2%-10 day option on all Homelite invoices? If you do take this discount in each of the eighteen periods of 20 days into which the business year is divided, your savings from discounting would be at a yearly rate of 36% interest, using your own money, or approximately 30% using borrowed money.

Prove it to yourself by adding your total Homelite invoices for last year. Multiply these by 2% for the total amount you could have saved or added to your profits. Arrange to increase your profits for 1963 by taking your 2% on every invoice from now on.

1963 is developing into a banner year for Homelite. All of us have our eyes set on high profit goals, and working together we can make those goals for 1963.

HOLD YOUR HORSES !

Don't go out and order any calendars for 1964 until you see the beauties that Homelite has in store for you. A fine selection of calendars will be available within a few weeks and you'll be sorry if you've already signed up for any others.

The choice of Miss Homelite of 1964 has been given serious consideration and many beautiful models have been rejected because they didn't have just the right qualifications. We know you're going to approve the final choice when you see what we have planned for you.

By actual survey, 98 percent of all U. S. homes use calendars. Because the calendar is consulted often, people tend to remember the person who gave it to them, especially if the name and address of the giver are imprinted on it. Calendars promote your business and build good will 365 days a year.

So watch for the announcement and plan to order your calendars from your Homelite representative when he comes around with samples.

ELGIE KINNAMON WINS GRAND PRIZE IN OMARK CONTEST



Elgie Kinnamon, at right, is congratulated by Ray Marschalk, Homelite's Chicago District Manager, for winning the Buick, top prize in the OMARK Contest.

It took two people several minutes to convince Elgie Kinnamon, long-time Homelite dealer of Baraboo, Wisconsin, that he had won the grand prize in OMARK'S "Profit-Plus Parade" sales contest. Nearly 5,000 dealers from all over the U. S. entered the five-month promotion for which merchandise prizes and 20 color television sets were given away, but Elgie Kinnamon won the big one, a 1963 Buick Skylark convertible!

Both the Chicago District office and the Milwaukee Branch office expressed pleasure and pride in their dealer—"One of our best"—and asked to have him featured in Sawdust which we are honored to do.

Elgie Kinnamon started the Kinnamon Saw & Magneto Service in April, 1948, in a 22' by 24' building. At that time he was selling the Diston one-man chain saw. He took on the Homelite chain saw in December, 1952, so he's been a loyal Homelite dealer for over 10 years. In 1954 he moved into a fine new building, 36' by 60', on the main highway which bypasses

Baraboo and he's been doing increasingly good business there ever since.

The area he covers is 90% farming, so he does almost all of his selling and servicing right in the shop. He's emphatic about the importance of the best service available.

"We give service with every item we sell," he says. "We have a complete line of tools and equipment, of course, and we recognize that if you treat your customer right, he'll be back. He's your best advertising, too."

Mr. Kinnamon doesn't hold with giving excessive discounts and cutting prices.

"If you get on the ball and have pride in the product you're selling, you'll sell it for what it's worth without cutting any price."

He sounds like the kind of man who deserves to win that fine first prize!



Kinnamon Saw & Mower Supply, above, is on the main highway leading into Baraboo, Wisconsin. In addition to Homelite chain saws, Mr. Kinnamon sells lawn and garden equipment and commercial mowers and sprayers. He's an irrigation specialist, too, and now that Spring is on the way, this quiet-looking spot will become a beehive of activity. Local advertising and direct mail will bring in the customers, new and old.



The Kinnamon family, Elgie, left, his wife, Eva, and their son Jerry are three-fourths of the operating force of Kinnamon Saw & Mower Service. Another mechanic, Wayne Smith, is not pictured. The Kinnamons have a daughter Karen, also, and five grandchildren of whom they are very proud. Mrs. Kinnamon won a prize at a Homelite dealer meeting... an electric fry pan. They're a lucky family.

HOMELITE DEALERS TAKE LION'S SHARE

Proving that Homelite dealers are not only top salesmen but also very lucky, 16 of them, in all parts of the country, won color TV sets in monthly drawings conducted by OMARK in its recent "Profit-Plus Parade" Sales Contest. Since there were only 20 sets awarded, this was quite an accomplishment.

Among these 16 are three dealers who have been featured as "Dealer of the Month" in Sawdust. Others have been winners in Homelite contests, going far above their set quotas. In

addition to the nine dealers pictured below, the following were monthly winners: Loring Sales & Service, Brookings, Oregon; Gladwin Farmers Supply, Gladwin, Michigan; Girard & Chiochi, Loretto, Michigan; Lakeview Equipment Co., Schroon Lake, New York; Carraway Auto Parts, Jackson, Mississippi; C. B. Creasy, Lexington, Tennessee and Worthy Chain Saw, Lineville, Alabama.

Homelite congratulates them all!



Margaret Thomson, working partner with her husband Jack, of Logger's Service Supply, Everett, Washington, shows off her new TV set to Bob Goodsell, Seattle Branch Manager, left, and Larry Eklund, OMARK representative.



This TV presentation was well represented. left to right, Virgil Cone, owner of Chain Saw Supply, Fort Madison, Iowa; Bob Gramm, Virgil Lemley, Virgil Ramsdell and Bill Blunt, loggers; Milton Vogel, mechanic.



John Gaskin, left, of Arrow Saw and Tree Supply, Southfield, Michigan, an old timer in the chain saw business, stands beside his prize TV, won in the October drawing, with Ken Johnson, Orgeon saw chain Specialist.



Former "Dealer of the Month" Frank Parsons, at right, of Parson's Sales and Service, Priest River, Idaho, and George Lodge, Spokane Branch Manager display the prize TV set. OMARK representative Roger Ahern is at left.



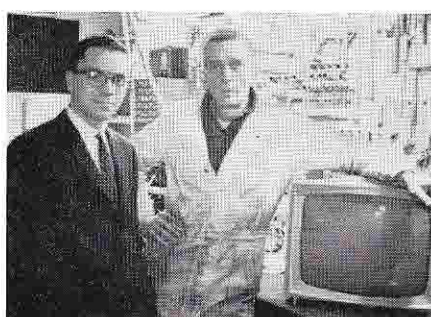
OMARK saw chain salesman Gordon Day, at left, presents new Motorola TV to John Sheldon, partner-owner of Sheldon Truck & Tractor, Ottawa, Kansas, as Orda Mills, serviceman, beams his approval.



James Davis, left, another former "Dealer of the Month" of Many, Louisiana, is very happy with his TV set. He also won a prize in a Homelite Louisiana District Contest. With him is OMARK Branch Manager Hugh Leatherwood.



Still other former "Dealers of the Month", Elliott Evans, left, and Bob Blankenship, owners of Rome Chain Saw Co., Rome, Georgia, accept their new TV set from Hamp Childre, OMARK Branch Manager of Atlanta, Georgia.



Cal Calvin, at right, manager of the Chain Saw Department of Allen Hardware, Salem, Orgeon, poses possessively with the prize TV set won in the October drawing. At left is John Braidwood, OMARK chain specialist.



Partners Ken Shillingsford, left, and Bill Tyler, center, of Shillingsford & Tyler, Hummels Wharf, Pennsylvania, pose with their prize TV set. On the right is Homelite Salesman Bob Hood of North Arlington.

CONSTRUCTION EQUIPMENT NEWS

"All signs point to a banner year for the construction equipment business" according to Robert P. Straetz, Vice President, Sales. He based his opinion in part on a report prepared by the National Industrial Conference Board which predicts that private construction expenditures are expected to total \$44.9 billion this year, more than a 3% increase over last year. Expenditures for public construction should reach a record \$18.4 billion, a 5% rise over 1962.

How can Homelite construction equipment dealers make sure to get a generous share of the business which these figures promise?

Charles Grossman, Market Manager for industrial and construction equipment, has just returned from a visit to some of the C. E. dealers and he points out three very important rules that often make the difference between closing a sale and losing one.

1. Carry proper demonstrating equipment at all times.
2. Demonstrate. The most effective way to demonstrate is *on the job* and at the first inquiry or sign of interest from a prospect, a prompt follow-up call is important.

An illustrated booklet and a nice, new unit are fine for display but your customer will only begin to get really interested when you show him what the equipment will actually do for him and how much it will save him in service and repairs. His objections to your admittedly higher priced unit will disappear when you *show* him what he's getting for his money.

3. Demonstrate to the *right people*. Find out who has the final say on the purchase of equipment and try to schedule your call so that you don't waste the customer's time or your own.

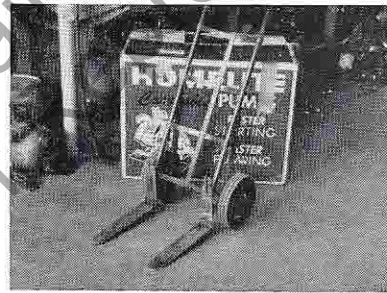
NOTES FROM THE FIELD

From Seattle, Salesman Al Blindheim sends the picture at right above. It shows how handy it is for contractors to carry a Homelite chain saw along (in this case a 700 D) in case they run into hidden snags. Here a buried log has stopped action of a back hoe in a job at Renton, Washington. Note the Homelite 35A in the foreground, pumping away to keep the excavation free of water, while the chain saw cuts up the log.

From North Salt Lake, District Manager Lynn Peterson sends pictures of a hand truck which they built to haul units in the shop. With the aid of the converted guide bars, mounted on wheels, it's easy to pick up any unit and move it around without touching it by hand.



Homelite units speed a road job in Renton, Washington.

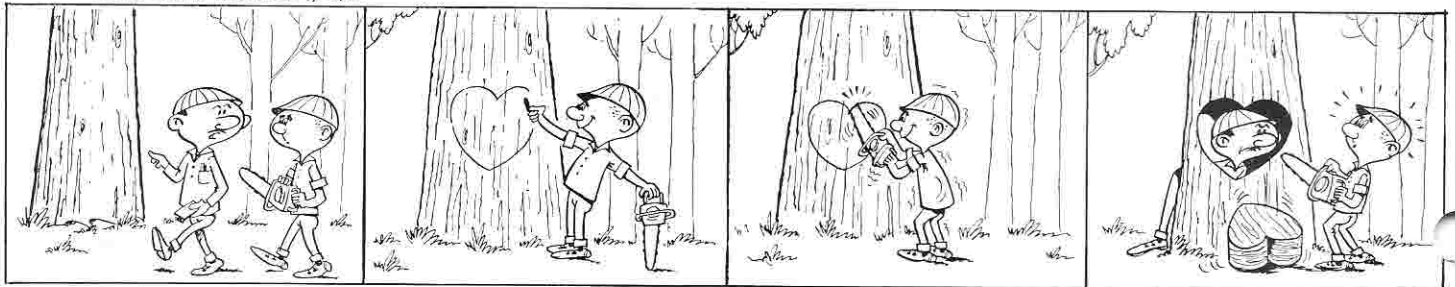


Two guide bars, cut and then welded at right angles, make a useful hand truck.



Units can be picked up and moved without touching them by hand with the aid of these two forks.

HOMELITES Chain Saw Charlie by Lucas





The Homelite display at the Road Show attracted many visitors in Chicago in February.

GOOD DISPLAYS PRODUCE MORE SALES

Keeping the Homelite name in the public eye is a year-round, very important job. On the national level, Homelite advertises in the most advantageous publications, hoping to catch the attention of the largest possible number of prospective customers. For the same reason, Homelite exhibits at the big national trade shows: the Boat Shows, the Construction Equipment Shows, the Forestry Shows and others where crowds of prospects gather.

This is all part of doing business these days... an expensive part, but well worth the money if the name and fame of Homelite continues to reach an ever-growing public.

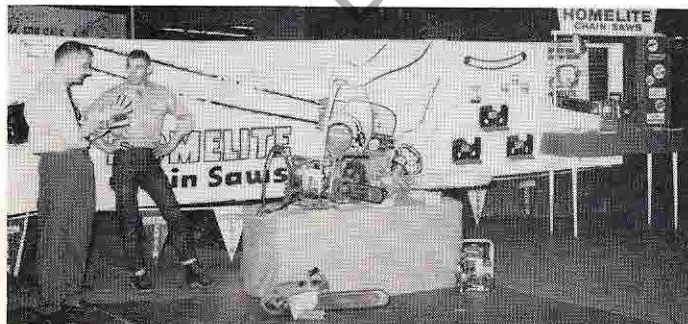
Because we feel that display is even more important at the dealer level since it has a direct impact on the actual customer, "Sawdust" is sponsoring a Display Contest, starting right now!

Between May 1st and October 1st, we'd like to pick your brains and have you share your display ideas with other Homelite dealers. So, send in pictures or diagrams of any dis-

plays you set up and for every one we use in "Sawdust", you will receive \$10.00. These don't need to be elaborate or expensive. Clever ideas, good sense of balance, unusual uses of ordinary props and Homelite promotional material will all have an equal chance of being used.

This offer applies not only to displays in your shop, either floor or window, but also to displays at County or State Fairs, Open House days, or any other special occasions. They must feature Homelite, of course, and Homelite products, but they can be as simple or as fancy as you care to make them.

So give your place of business a good Spring cleaning and put up some new displays. Then take a picture of it and send it to the editor of "Sawdust". If we use it we will gladly send you \$10. You'll not only be helping out other Homelite dealers with your good ideas but you'll be doing yourself a favor in the bargain. Good displays attract customers and lead to increased sales.



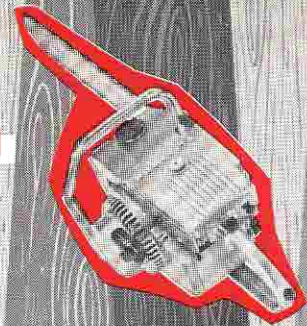
A big, attention-getting banner formed the background for this display in Macon, Georgia at the Forestry Products Show. The man at the right is Hulon Thorpe, serviceman for Elliott's Machine Shop, Homelite dealer who sponsored the display.

DEALER DISPLAYS

This gay display at the Clark County Fair is manned by Mr. and Mrs. J. R. Mackey and their daughter of Arkadelphia, Arkansas.



SAWDUST



Published by **HOMELITE** A **Textron** DIVISION — PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — MAY-JUNE, 1963

HOMELITE
CHAIN SAWS

HOMELITE
CHAIN SAWS





NEW SALES MANAGER

Robert S. Kennedy, new Sales Manager for Homelite



Robert S. Kennedy, former Cleveland District Manager, has been appointed General Sales Manager for Homelite, it was announced by Robert P. Straetz, Vice President, Sales.

"Bob Kennedy is extremely well qualified for his new responsibility" Mr. Straetz said. "He joined Homelite in 1953 as a salesman in San Francisco, later became Branch Manager in Fresno and then transferred to Chicago as Assistant District Manager. He has served in Cleveland as District Manager since 1957."


Mr. Kennedy is a graduate of the University of California at Berkeley with a degree in Business Administration. He served as a Lt. Colonel in Ordnance during World War II.

"I'm looking forward to my new assignment," said Bob Kennedy who assumed his new duties the 1st of June, "and I'd like to thank our fine dealer organization for the excellent showing they have made so far this year. I'll endeavor to make it even more profitable for them to continue to work in close cooperation with Homelite."

THE COVER . . . This Homelite dealer is able to relax and enjoy himself at the Fair because he took time, weeks ago, to plan the whole thing. He got just the space he wanted by reserving it in plenty of time. His Branch office gave him a helping hand because he let them know about his plans. He ordered his supply of balloons, yard sticks and other giveaways in plenty of time so that they could be imprinted and delivered. He planned his exhibit and ordered just the banners and pennants he needed for the space he had. He advertised in his local paper and on the radio, inviting his friends to come visit the Homelite booth at the Fair. With this lively and interesting display, he's sure to attract a lot of interesting prospects and build goodwill and sales for himself at the Fair.

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DON'T JUST SIT THERE!

The Sombrero Sweepstakes will close on June 30th, 1963! Dealers will have until July 10 to get those completely-filled-in guarantee cards to Port Chester where they'll be placed in the four regional sombreros. At the end of the contest, four lucky dealers will each receive a 10-day, expenses-paid trip for two to Mexico and so will the four Homelite salesmen who service their accounts. Winners will be flown to Mexico on September 12, 1963. Take the bull by the horns and sell Homelite! The last card you send in may be the lucky one.

COVER GIRL

This is the Homelite Calendar Girl, chosen from scores of others to wield the Homelite chain saw in two attractive poses for the 1964 Homelite calendars.

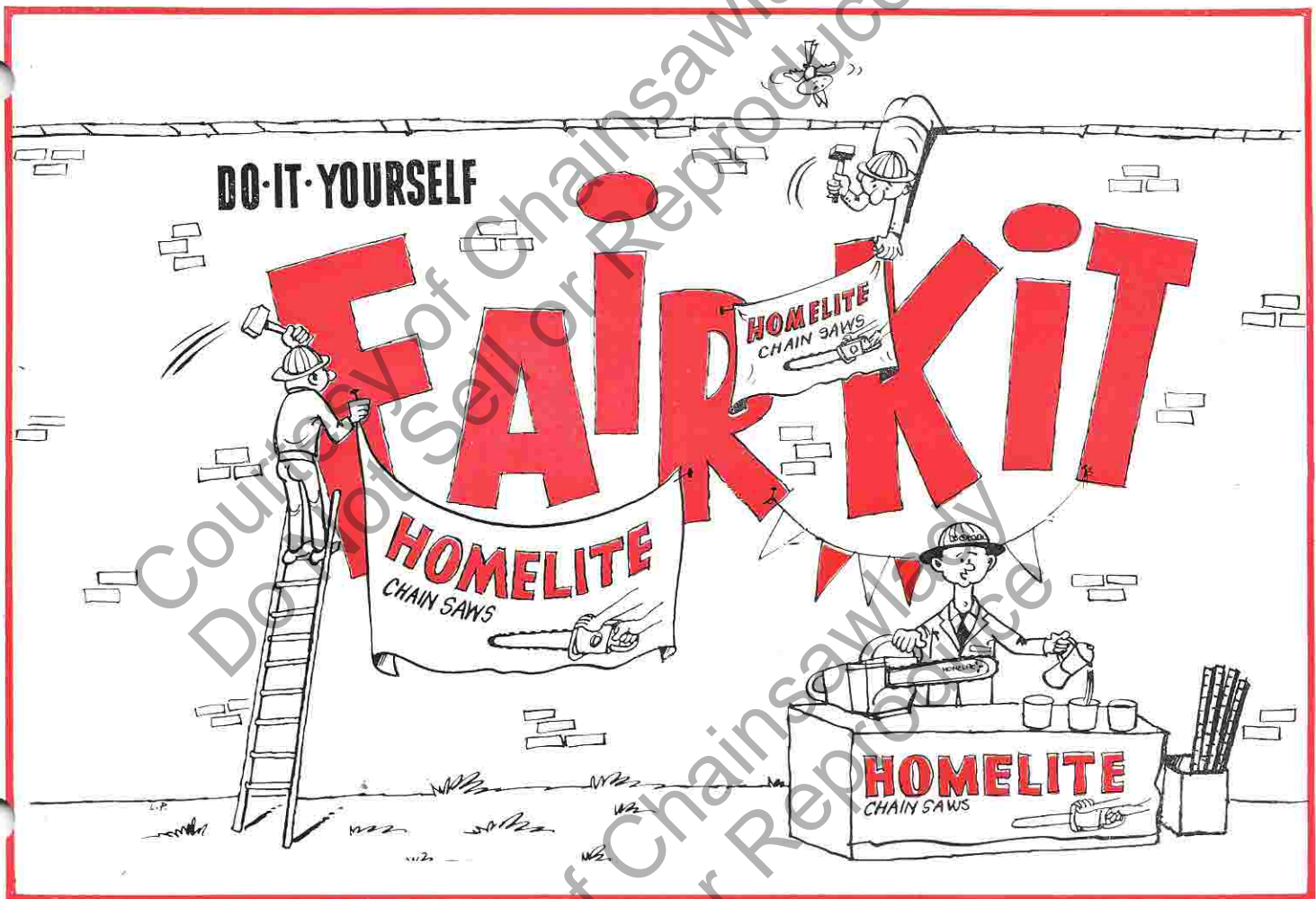
You'll be seeing her picture in full color when your Homelite salesman brings around the sample calendars in the near future. We're sure you won't be disappointed.

As everybody knows, a calendar, especially one with a pretty girl, makes a most welcome gift. It has the advantage of keeping your name and the Homelite name alive every day of the year for your customers and most promising prospects.



Number 115 May-June, 1963
 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.





You're planning to have a Homelite display at the Fair? Good! Now, it's time to decide what you're going to need in the way of display material and give-aways to make your booth the greatest!

Instead of offering all dealers a made-up Fair Kit with one banner, a string of pennants and some counter cards as before, Homelite is listing individual items, some new, some standard, and the dealer can decide for himself just which things he needs for the most effective display.

First, how about dressing up yourself and your helpers in the new, colorful Homelite Blazer Jackets? These good-looking, three-button blazers have "Homelite" embroidered in white silk on the breast pocket. They're available in Crimson Red or Twilight Blue, made of a fine two-ply, 10 oz. dacron blend fabric, perfect for year-round wear. A handy fitting chart and order blank are enclosed with this copy of Sawdust.

Dressed in one of these blazers, you'll feel and look like a million dollars and will add prestige to your display.

Two bright, new, four-color banners ... one five feet long and one ten feet long ... are now available in all-weather

nylon for indoor or outdoor use. Red, green and black, screened on dazzling white, the effect is clean and vital looking. These banners are ideal for walls, windows, booths, counter dressing or just about anywhere. They come equipped with metal eyelets, along the top and bottom and are easy to put up. They can be used at the Fair and then in the dealers shop all year round.

Another item, never before offered to Homelite dealers ... plastic cups with a colorful Homelite imprint, for serving hot or cold beverages. They are far superior to the paper cups formerly available, because they are insulated and keep beverages hot or cold, longer.

Other items which have proved popular in the past are still available. An order blank is included with this issue of Sawdust so that you can order just the quantity you want for your own needs.

Of special interest . . .

Pennants . . . 25 foot strings of multi-colored plastic pennants, made of durable, colorfast material.

Yard Sticks . . . in natural color or enameled red or green. These "walking advertisements" feature your name, ad-

dress and phone number.

Ballons . . . gay, low-cost attention getters, sure to attract young and old. You get your three-line imprint on one side, a picture of a Homelite saw on the other . . . Decorate with them, give them away.

Memo Books . . . packaged in lots of 100, handy, little books which contain valuable information for every saw user.

Pencils and Ball Point Pens . . . old standbys but effective every time.

Make use of the check list below in planning what you're going to need to make up your own Fair Kit. Then order just what you want on the enclosed blank.

Do-it-yourself and put together a Homelite display that will be the hit of the Fair and will make many new customers for you and for Homelite.

CHECK LIST

- | | |
|---|--|
| <input type="checkbox"/> Blazer Jacket | <input type="checkbox"/> Yard Sticks |
| <input type="checkbox"/> Banner, 5 ft | <input type="checkbox"/> Memo Books |
| <input type="checkbox"/> Banner, 10 ft. | <input type="checkbox"/> Hard Hats |
| <input type="checkbox"/> Coffee Cups | <input type="checkbox"/> T-Shirts |
| <input type="checkbox"/> Pennants | <input type="checkbox"/> Pencils |
| <input type="checkbox"/> Balloons | <input type="checkbox"/> Ball Point Pens |



Laverne Rollison of Rollison Tractor Sales, Bloomfield, Indiana, points proudly to his neat Homelite showroom.

Fast-Moving Young Man

Indiana Dealer Keeps Three Careers Going

Most 32-year-old men would consider that they were doing very well in a business way if they had an established Tractor Sales Agency—or a Freezer-Locker Service—or a Homelite Chain Saw dealership.

Laverne Rollison, aged 32, of Rollison Tractor Sales, has all three of the above going for him plus a completely remodeled 100' by 200' building to house them, set on 60 acres of land, just one mile west of Bloomfield, Indiana, on Highway 54.

In addition, he still finds time to work around his 124 acre farm with his herd of 24 Angus cows and to cut lots of wood with his model 17 chain saw. Last year he built a new stone house, all electric, with two fireplaces where he lives with his wife and three children, a boy, 10, another boy, 6, and a girl, 2. He even has time left over for another hobby—reading!

"I was in the Locker Plant business with my father for two years before going into the Navy," he recalls. "After a four year hitch, I came back and worked with my father again in a grocery and meat market from 1956 to 1959."

"I took on a Ford Tractor dealership in March of '59," Laverne explains. "I took on Homelite saws that fall and GMC trucks in the spring of 1960. My building was right in town and pretty soon I didn't have enough room. So I purchased this 60 acres with a building on it which I remodeled and moved into this past winter."

Obviously Laverne Rollison can't handle this triple profession all by himself any more. He has two mechanics, one salesman, two helpers and two butchers (who have nothing to do with the chain saw business!) The whole crew manages to keep busy the year round.

Laverne is specially proud of his role as Homelite dealer. He's completely sold on Homelite quality and finds that his customers appreciate having the dependability and trouble-free operation that he can guarantee them when he sells them a Homelite chain saw.

"Whether he's a farmer, a pulp cutter or a logger," says Laverne, "he wants to be sure that he can count on his chain saw to start easily and operate efficiently. He doesn't want to have to lose time with unexpected engine failure when he has his day's work planned."

"Saw sales are mostly wintertime business with us as the majority of our customers are farmers. There's logging and pulp cutting too, though, which furnished us with some summer trade. We don't go out in the field much to sell because our customers come to us."

Asked how he solicits new business, Laverne explained that he advertises in the local papers and puts up plenty of Homelite signs so that people will know there's a Homelite dealer in the area and will know how to find him.

He can't take the time to leave his many-sided business to exhibit at Fairs, although he puts on a good demonstration right outside his shop with the latest model Homelite and a pile of logs he keeps ready at all times.

Mass Displays Bring Top Results

"I had a mass display of Homelite saws last fall," he recalls with enthusiasm. "I put thirty new saws out at the same time and it sure brought in the business." Laverne was one of several dealers in the Indianapolis District who tried out this idea of massive displays of saws with excellent results. When a customer walks into a shop and sees thirty of the latest models of Homelite chain saws, complete with bars and chains, all ready to go, he is really impressed. He figures that the dealer must be doing a very successful business. This mass display also reflects the dealer's confidence in his product and shows his customers that he thinks there's a good market for Homelite chain saws in the area.

"When a customer is ready to buy a chain saw," explains Laverne, "or even if he's only thinking about it for the future, he's much more apt to come to a definite sale, if he can see and try the latest models, pick just the one he likes

and take it with him then and there without waiting for me to order it for him. Having all those saws in the shop at once was a challenge to me and my men, too. They were right there to be sold—so we sold them!"

"Another way Homelite has gotten a good reputation in this area is by winning various cutting contests," continues Laverne. "Just recently I sold a man a used 7-19 and he entered a speed cutting contest sponsored by a competitive chain saw dealer. He won the day-long contest and his first prize was a new chain saw which he promptly sold because it wasn't a Homelite!"

The Locker Plant which Laverne Rollison recently opened on the east side of his building, shows how thoroughly he goes into everything he does. He not only supplies complete locker service but he buys beef and hogs from the local farmers and sells sides and quarters to locker customers and people with home freezers. He does the curing, smoking and meat processing right on the spot.

The best description of Laverne Rollison was expressed by A. E. Pope, Homelite Salesman of Evansville, Indiana.

"This is the fastest-moving young man

I have ever seen," he says. "It's a real pleasure to do business with him. He's most always smiling, too." That's probably what makes Laverne's customers like to do business with him, too. That old saying "Nothing Succeeds Like Success" has a firm basis in truth, if a business is run by a fast-moving, ambitious, hard-working young man like this one. Homelite is proud to salute him as "Chain Saw Dealer of the Month."

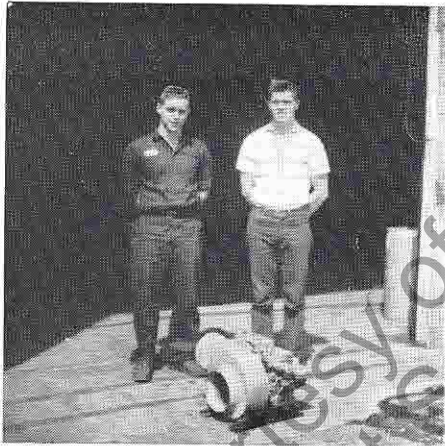


The work area, with spare parts and units, new and old, is neat and well-organized, too.

Home of all three businesses of fast-moving Laverne Rollison, Homelite Dealer, Tractor Salesman and Freezer Manager.



CONSTRUCTION EQUIPMENT NEWS



Harvey Grasser, left, and Don Kalinoski, of the City of North Chicago, Street Department.



Harvey Grasser placing Blower in open window to exhaust spray from air, make it safe and clean.



Newly painted truck of the City of North Chicago, one of the reasons the outfit is always sharp.

Interesting reports of various uses for the Homelite Blower continue to blow back to the Port Chester Office.

The Village of Glen Ellyn, Illinois, Street Department is the latest to make use of the Blower to test sewer leaks by means of smoke bombs and a Homelite Blower. They tried their own variation of the method but decided, after testing, to adopt the method recommended by Homelite.

Pictured above is a Blower in operation at the City of North Chicago Street Department Building. Street Commissioner Peter Smolcich likes to have his department trucks look sharp at all times so they are painted frequently, using a spray gun for painting. This operation put so much paint in the air that it constituted a hazard... so they installed a Homelite Blower in a nearby window. While the paint is being sprayed,

the Blower clears the air of paint and vents it outside. No damaging effect on the Blower has been observed.

HE WOULDN'T TAKE NO FOR AN ANSWER

A Homelite dealer was trying to sell a 44S2 pump to a firm of contractors. They decided to buy a competitive pump for \$35.00 less. Our man went back to his shop, took all the bolts off the pump end of the 44S2, took it back to them and showed them how much more they'd be getting with a Homelite. He reports that one of the partners was at the adding machine, figuring how much more it would cost to buy a Homelite with all the benefits they would get. Needless to say, they bought the Homelite pump!

CHAIN SAW NEWS

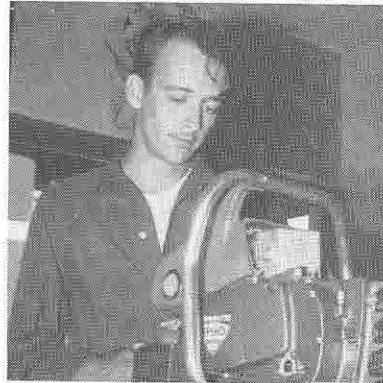
EVEN OUR CUSTOMERS ADVERTISE FOR US . . .

From South San Francisco comes word that one of our customers, a firm of tree experts, advertise their services, including "topping, trimming, shaping and beautifying trees; taking out mistletoe and removing trees." They add—"Have all new equipment, Homelite chain saws. Jobs won't be too big or too small." That should be effective in bringing them customers and selling more Homelite chain saws.

EVEN TROUT TAKE A BACK SEAT . . . They held the National Trout Festival in Kalkaska, Michigan on April 26, 27 and 28th this year. This thirty-year-old festival draws about 40,000 fishermen and visitors to this little town of only 1100 inhabitants. A National Trout King and Queen are chosen and the anglers vie for the biggest catch.

A day-long cutting contest is one of the popular features of the festival. This year Homelite chain saws made a clean sweep of the top places, winning honors and prizes for their owners. In the under 5.5 cubic inch class, Ken Helsel cut through an 8" by 8" oak timber in 11.2 seconds with his C-9 for the best time recorded. In the over 5.5 cubic inch class, Lynn Elliot made best time of 11.4 with a 707 D. The Grand Champ for the day was Ken Helsel a loyal Homelite fan.

Saw Winners



Tom Sochinsky won this 990 G in a contest promoted by Charlie's Saw Shop, St. Maries, Idaho. His picture appeared in the St. Maries Gazette.

Mr. Orville Proud, left, of Williamston, Michigan, urged on by his wife to enter the Woodcutters Sweepstakes, won this C-5. With him is Dealer K. Hunt of Williamston.



STRAIGHT FROM STRAETZ



Robert P. Straetz, Vice President, Sales

Good displays and good demonstrations of equipment are increasingly important phases of merchandising in these days of keen competition.

If Homelite made the only chain saws on the market, we wouldn't have to put any effort into display or demonstration. We could rely on the quality of our product. But, as you know,

we are competing with a number of other aggressive manufacturers for the customer's chain saw business.

That is one reason why it is so important for Homelite dealers to be represented at Fairs, either county, state or local. Farmers and others interested in outdoor equipment congregate at Fairs. Even if they look but don't do any buying, it's important to let them know what we have and how good it is.

There's new material available, as described in this issue of Sawdust . . . material which will help you liven up your booth and which will make a colorful background for your display of saws. Plan to make use of these and win friends for yourself and Homelite at the Fair.

Even before the Fair season begins, those dealers in rural areas who also handle farm equipment have a good opportunity for showing the complete line of Homelite saws right in their place of business.

Summer is the time of year when farmers come in frequently to get spare parts or service on their farm machinery. Take advantage of this extra traffic to display and demonstrate your chain saws. You'll reap the benefits in the fall.

Remember, Summer is a good chain saw selling season. We have figures to prove it!

You Can't Tell Till You Try

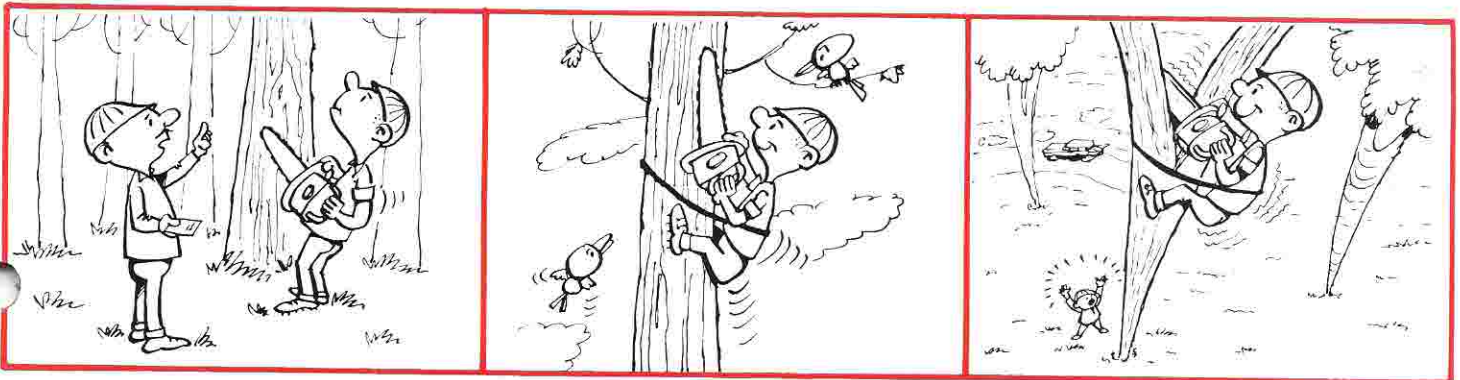
Have you actually used the planetary gear on a C-5 or a C-9? Many dealers have not yet availed themselves of the opportunity of trying this out for themselves. Until you try it you'll have no way of knowing what a sweet-cutting tool it is. Until you know this, you have no way of passing this news along to your customers.

This new Homelite feature is a first in the chain saw industry. But you have to use it to appreciate it. You'll find that it has direct drive performance with gear drive lugging power . . . an entirely new "feel". There are many additional selling points to pass along to your customers.

1. More lugging power for cutting larger trees.
2. Longer chain life because each tooth takes fewer and larger bites.
3. Longer guide bar life because chain speed is about 1/3 as fast as direct drive saw.
4. Savings to the customer. Now he can have both a direct drive and a gear drive for little more than the cost of an ordinary direct drive saw.

Why don't you give the planetary gear a try if you haven't already done so? You'll be sold on it and you can sell your customers on it, too.

HOMELITE'S *Chain Saw Charlie* by LUKACS



Dealer Claire Schutt, left, of Falconer, New York, is interested but not quite sold as Walter Schoenfeld, Buffalo Salesman, shows him the planetary gear.



Dealer Schutt is now enthusiastic about the planetary gear after actually using it himself on the urging of Salesman Schoenfeld.



A fleet of Homelite powered boats waits to give rides to all visitors who attend the Philadelphia Branch Office Grand Opening.

BOAT RIDES FOR ALL COMERS

The promise of boat rides powered by new Homelite 4-cycle-55 outboards was a big drawing card to attract people to the opening of a fine, new Homelite Branch office in Philadelphia on Saturday, May 18th.

The Branch used its own demonstration boat with the Homelite outboard, part of its dealer training program. Joe McMenaman, North Arlington Marine Sales Manager brought along his boat; a nearby marine dealer brought his Homelite and a customer offered the use of his new engine as well. (He's so proud of his new Homelite he wants to share the pleasure with others.)

The Homelite marine engine is not being sold to the public by the Philadelphia Branch office or any other Homelite office. These Branches are building marine dealer organizations in

their areas, made up of marine dealers who have strategic locations and an established reputation in the field. The public acceptance of the outboard has been excellent and a steadily increasing number of these revolutionary engines are appearing on lakes, rivers and streams all over the country.

Visitors to the new Philadelphia office found a fine, modern building. It includes air-conditioned show rooms, office and shops, twice as large as the former one. It is adjacent to the Delaware River and to the new Delaware River Expressway which will be completed in a few years.

The shop is planned for an efficient flow of work which includes cleaning all units by means of a steam "jenny." A large warehouse and parking lot complete the facilities. Those visitors who came along for the ride, remained to enjoy the show.

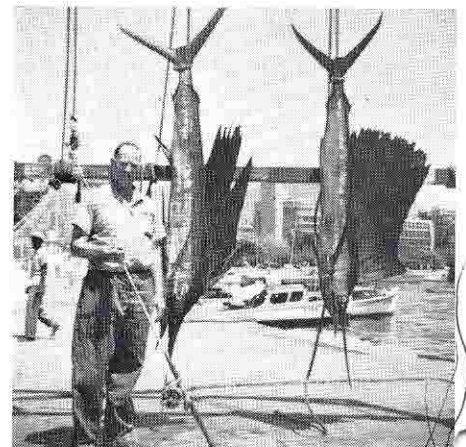
REPORT FROM MEXICO

We often report on dealers who win fabulous trips to here and there but we usually aren't able to report on how the trip came out.

Top winner of the 1962 sales contest in the San Francisco area was Mr. Hoke Hatchcock, owner of the C&H Tool Center of Brentwood, California. He made 377% of his quota to become the proud winner of a week's vacation for two to Acapulco, Mexico. At the time the result was announced it was reported by Millard Hobbs, Homelite Chain Saw Specialist that "Hoke did not win it—he earned it."

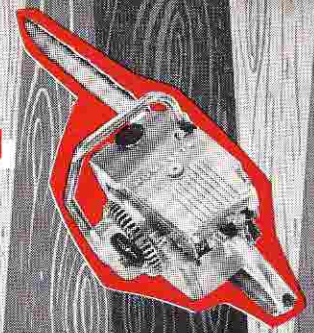
Mrs. Hatchcock, who is an important part of the C&H Tool Center, welcomed the thought of seeing the beauties of the area. Mr. Hatchcock wanted above all else to catch a marlin or sailfish.

Their wishes came true when they made the trip this spring by jet. They landed in Mexico City, then went by limousine to Acapulco where they enjoyed the shops, the beaches and the beautiful scenery. Highlight of the trip was the two-day deep-sea fishing expedition. As can be seen from the photograph at right, it was a successful and unforgettable experience.



Hoke Hatchcock, Homelite Dealer of Brentwood, California, displays the two sailfish he caught in Acapulco. Fish on left is 9 ft., 3 in., 114 lbs; the other is 8 ft., 3 in., 100 lbs.

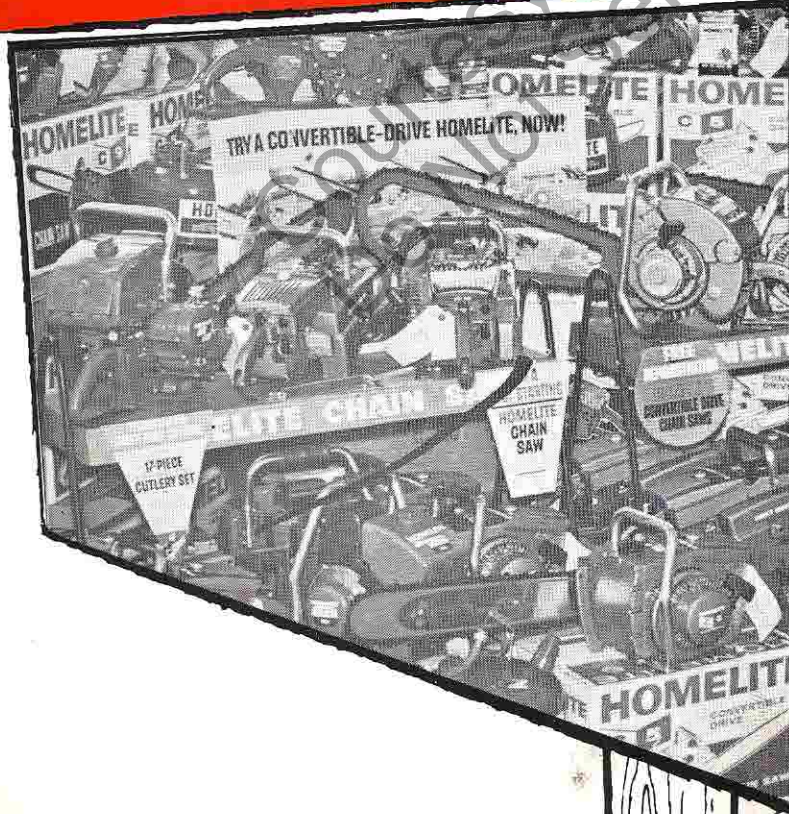
SAWDUST

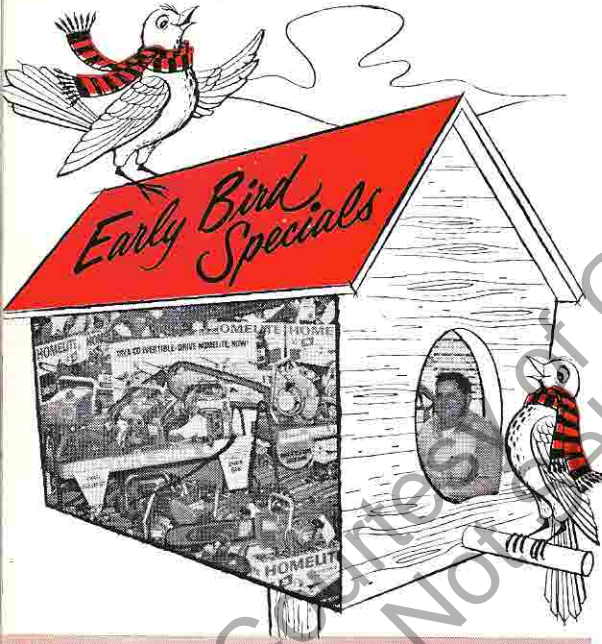


Published by **HOMELITE** A **Textron** DIVISION — PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — SEPTEMBER-OCTOBER, 1963



*Early Bird
Specials*





HOMELITE

Early Bird Specials

The Early Bird Promotion, introduced at a series of Homelite Sales Meetings in all parts of the country this summer has one main purpose . . . to help Homelite dealers launch their fall chain saw season early so that they will sell more chain saws than ever before.

To help step up store traffic and provide better-than-ever sales, Homelite advised the dealers to build traffic-stopping displays. This can be accomplished by using the material in the Early Bird Promotion Kit . . . the window banners, wall posters and colorful display pieces . . . plus an array of Homelite chain saws and exciting leader items such as the Cutlery Sets. This outlay will make people say "Something big is going on in this store which I'd better check and see."

People react very much the same to certain situations. If someone sees one or two saws, tucked away on a shelf, the natural reaction is to think "This man doesn't have much of a stock. He's evidently not doing a very good business." If he sees a pile of colorful Homelite boxes, topped with a variety of models of chain saws, all sizes, you'll notice quite a different reaction.

"This dealer sure has faith in Homelite," he will think. "He must be doing a successful business. Looks like a good man to deal with. If I find what I want, I can get it right off and not have to wait." Nothing succeeds like success, they say!

THE COVER . . . We take some liberties with our Dealer of the Month, Homer Riddle of Spencer, Indiana, with this cover. He is one of a large number of Homelite dealers who went all-out for the Early Bird Promotion and had great success with it. See the story on pages 4 & 5 about this enterprising dealer who has sold out one massive display of Homelite saws already this fall and ordered another lot to go on with.

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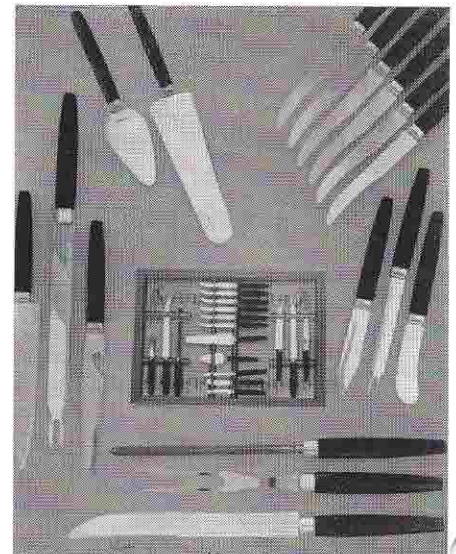
Published bi-monthly by Homelite, a division of Textron Inc. Member of the New York Association of Industrial Communicators, affiliated with the International Council of Industrial Editors.



CUTLERY SETS PROVE BIG SUCCESS

Homelite has made a special purchase of fine quality, 17 piece stainless steel Cutlery Sets which usually retail for \$14.95. You can offer them to your customers for just \$5.00 with the purchase of a Homelite chain saw. Imagine being able to buy a carving set, a bread knife, large and small kitchen knives plus six gleaming steak knives . . . all for just \$5.00!

Use the Cutlery Sets as the big reason for your customers to buy right now . . . the extra value smart buyers are looking for. Promotion material on this item is included in your Early Bird Kit. Be sure to order plenty. They won't last long and will help you sell more saws than you dreamed possible.



The 17 piece stainless steel cutlery set offered as an Early Bird inducement.

OFF TO



Mexico

On Thursday evening, the 12th of September, an eager group of ten met for a get-together party at the Hotel Alameda in Mexico City. Mr. and Mrs. Robert Query had come from Mapleton Depot in Pennsylvania that morning; Mr. and Mrs. William Morrison from Saginaw, Michigan; Mr. and Mrs. Duane Remington and Mr. and Mrs. Russell Young from Seattle, Washington and Mr. and Mrs. Robert Ross from Buffalo, New York. They were all winners of the exciting Sombrero Sweepstakes conducted by Homelite last spring. The other winners, J. C. Lowery, Jacksonville, Michael J. Kotzan, Detroit, James Minter of Chicago and Milton Rhone of Savannah were unable for various reasons to take advantage of the trip.

For the group in Mexico, everything came up to their fondest expectations. The weather, except for a heavy shower each day, was perfect; the hotels luxurious; the guides extremely helpful and interesting. Two cadillacs transported them from one quaint place to another. And at Acapulco the beach was warm and sunny to the delight of the ladies and the fishing was just perfect for the men. Bob Ross caught a 9' 10" sailfish, something he'd always dreamed about, and on another fishing expedition they netted 20 tuna, all they could carry back.



Homelite dealer Milton Rhone of Savannah, Georgia, at left, and Jacksonville District Manager J. C. Lowery were both Sombrero Sweepstake winners.



Mr. and Mrs. William Morrison of Saginaw, Michigan, receive the exciting news that they have won a trip to Mexico, from Mike Kotzan, at right.



Mr. and Mrs. Robert Query of Mapleton Depot, Pa., left, and Mr. and Mrs. Robert Ross of Altoona, make plans for their trip to Mexico, compliments of Homelite.

SEPTEMBER-OCTOBER, 1963



STRAIGHT FROM STRAETZ

We're coming into the Fall season and all indications point to this year of 1963 as the biggest in the history of the chain saw industry. This hopeful prediction is already backed up with statistics gathered by the industry as a whole and the Fall and Winter season looks even better as we get into it.

If we're all smart businessmen we'll get ready to take advantage of this exciting fact if we haven't already.

By this time, you should have received your Early Bird Promotion Kits and have heard the details of our Fall plans from your Homelite representatives. In addition, Homelite is backing you with early and extensive advertising: a two page color spread in Farm Journal with free listing of all Homelite dealers and ads in the Progressive Farmer and other leading farm papers, all listing Homelite dealers by areas.

There are lots of things to do in addition to setting up displays and stocking a complete line of Homelite saws. The wise dealer will start working on past customer records to find out who's ready for a tune-up or a trade-in. He'll promote a Fall Special to get his customers to come in. He'll get ready to hold Field Days and Demonstration Days. He'll get his trade-ins ready for resale and get his advertising program in operation to tie in with Homelite's national advertising.

What I have said may seem like just ordinary common sense, but if we all used more common sense in everyday business activities, we'd do a lot more business and do it more profitably, too. Good luck!

Robert P. Straetz

Vice President and Sales Manager

CALENDAR DEADLINE

1964 is coming very soon and the deadline is fast approaching for ordering those colorful Homelite calendars which make such perfect Christmas gifts for your customers and prospective customers. Orders received by November 15th will be delivered in time for Christmas. After that date, they will be completed and delivered as soon as possible. Send your orders directly to Keystone, Mount Vernon, New York, not to Homelite in Port Chester, for quickest handling.



Homer Riddle, at left, with Homelite salesmen Tom Phillips and Bill Hoffman outside the show window of his shop in Spencer, Indiana.

Early Bird

DEALER OF THE MONTH

Homer Riddle, owner of Riddle Tractor Sales in Spencer, Indiana, took one look at the Early Bird Promotion, noted that the object was to attract more customers and said, "That's for me!" For if there's one thing that Mr. Riddle likes better than any other, it's "customers."

"Customer relations are the most important part of my business," he states, emphatically. In the eight years that he has been a Homelite dealer he has found that satisfied customers not only mean steady repeat business, but an evergrowing new business as well. The customers tell their friends who in turn become satisfied customers.

To help bring as many of his customers as possible into his shop this Fall, Mr. Riddle decided to try out the massive display idea. He ordered 40 of the fast-selling C saws in one fell swoop, plus 800 feet of chain, 25 cases of Homelite oil and 40 cutlery sets to give out with the saws.

When they came, he filled his window with saws and piled them high in his shop. Up went all the display material from his

Early Bird kit. His six loyal employees were briefed on the terrific selling points of the saws (although they were 100% convinced already.) He put a big ad in his local paper and Early Bird Homer Riddle was all ready to catch himself some customers.

The fact that he has already had to order 25 more chain saws shows how successful his big, early merchandising plan was. It also proves that his policy of giving customer satisfaction above everything else really pays off.

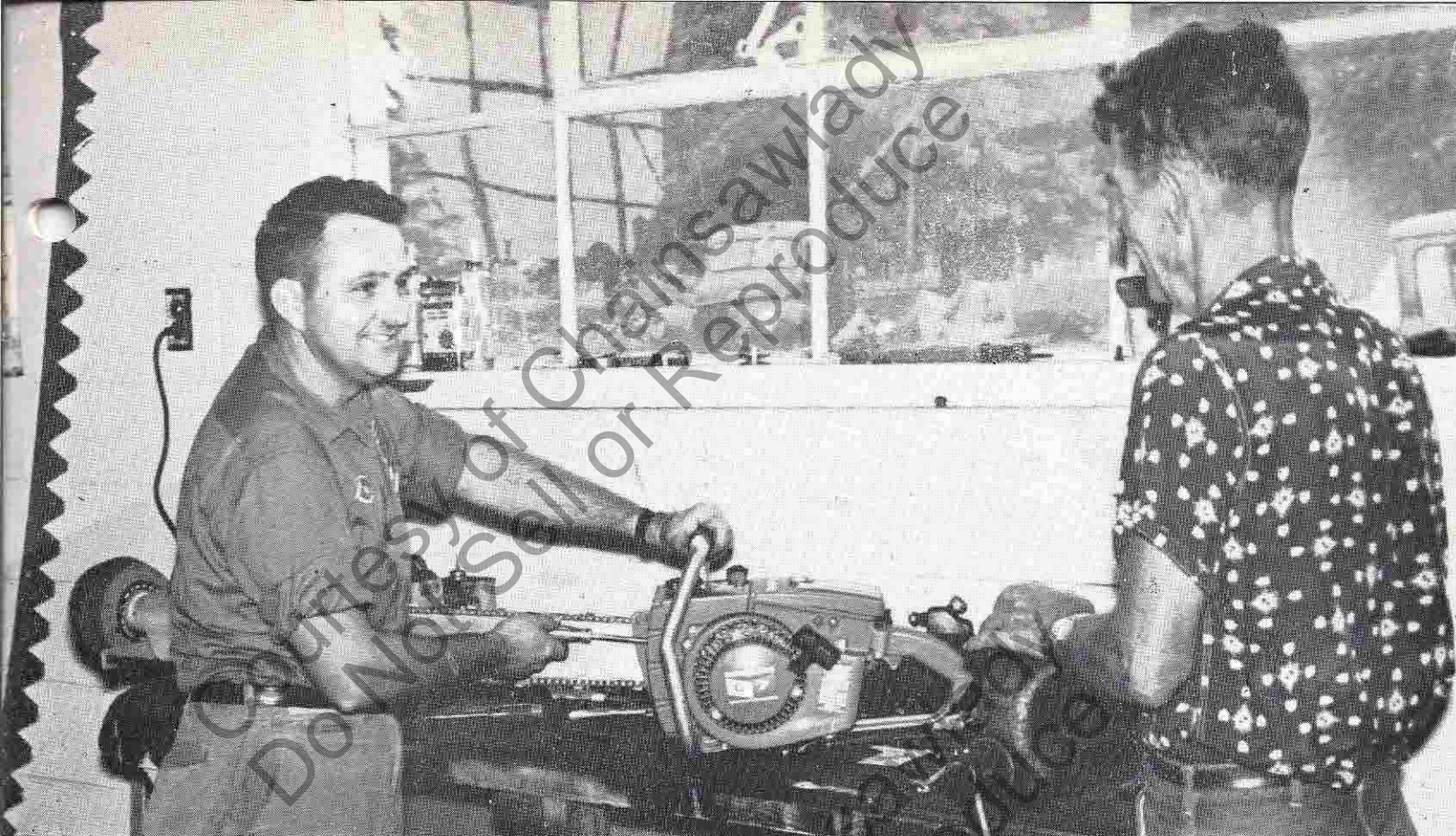
"Take care of your customers," he advises other Homelite dealers. "They are the backbone of your business."

Homer lives on a 150 acre farm which he likes to work. Before he took on his saw and tractor business he was in the sand and stone business and owned 10 large dump trucks. He's very happy with just what he's doing now, though. And he's doing all right, too.

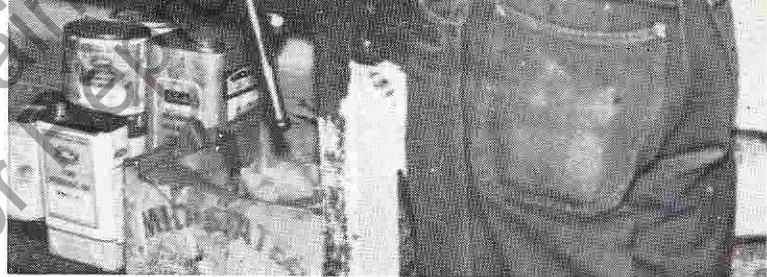
"By merchandising and advertising, I sell saws all year 'round," says Homer Riddle. "And in the winter, my saw business is what keeps me open and operating in the black."

This winning team is composed of Homer Riddle, his employees and his two Homelite representatives. From left to right, in front, Vernon Riddle and Bethel Rood both Salesmen and Shop men as well. Standing, Marvin Sheese, Parts Manager, Jim Burch, Mechanic, Tom Phillips, Homer Riddle and Bill Hoffman.





Vernon Riddle, at left above, takes time to explain the bar and chain adjustment he is making to customer Eugene Vest of Spencer, Indiana. All of Homer Riddle's employees add, on their own, a personal interest in the customers. To quote an interested observer, Homelite salesman Bill Hoffman, "I have never seen people or customers who just stop by to say 'hello' and look over Homer's shop the way they do here. It's one big happy family."

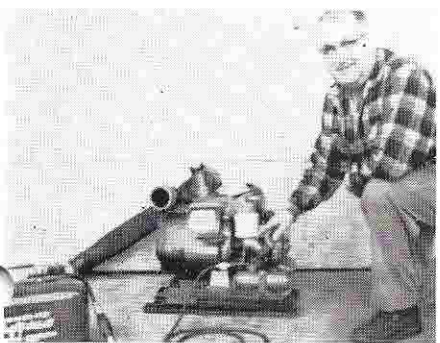


CONSTRUCTION EQUIPMENT NEWS

It isn't enough to be a good salesman these days ... you have to be a good teacher as well. When a customer buys Homelite construction equipment it's just good business to be sure that he knows how to use and operate the equipment and how to maintain it properly.

The St. Louis District Office gives diplomas to employees of the City of St. Louis Water Division when they have completed their service training with Homelite salesmen as instructors. In top photo at left, Edward Gam-meter, Ron Horstman and Junior Street receive their diplomas from 'teacher' Nick Overby at right.

You have to be inventive, too. In bottom picture, at left, Bill Harrison of Seattle, Washington, points out how he connected a Homelite "Thrifty Mate" fuel container to a Model 8S3 pump unit to supplement the fuel storage. It comes in mighty handy for extended pumping periods and eliminates the need for ordinary regular refills.





Bud Savich with his new bear rug.

MAN KILLS BEAR... WITH HOMELITE

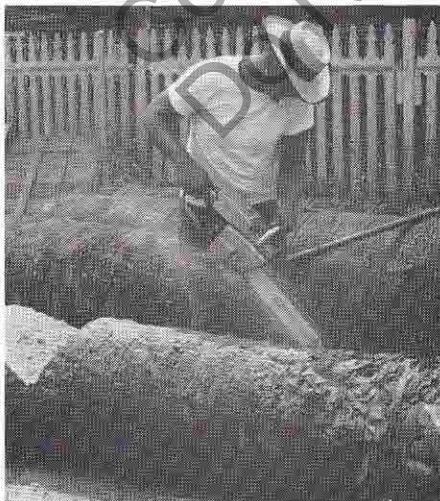
Thanks to a Homelite chain saw, Bud Savich of Effie, Minnesota, has a new black bear rug which he is alive to enjoy!

Last winter, Bud, one of the top piece cutters in Northern Minnesota, was working at his usual pace, cutting Spruce. He felled a tree which became lodged in a windfall so he proceeded up the trunk of the tree, limbing on his way. As the limbs dropped into the deep snow below, he thought he heard a strange guttural sound but could see nothing. Cautiously he started to retreat down the tree. Midway in his descent he glanced down into the snarling jaws of a very angry black bear, looking up from his den!

Completely startled, Bud lost his footing and throwing his saw aside, he fell

into the den, landing on the bear. For the next few frightening moments Bud wasn't sure what took place. He managed to escape and immediately retrieved his Homelite 707-D. Now on solid ground he cleared the engine and readied himself for defense. The bear, knocking aside the spruce tops like twigs, broke into the open. Twice the beast came at Bud, but with the bar pointed at the bear and the engine running full throttle, Bud stood his ground until the bear finally wandered off into the timber.

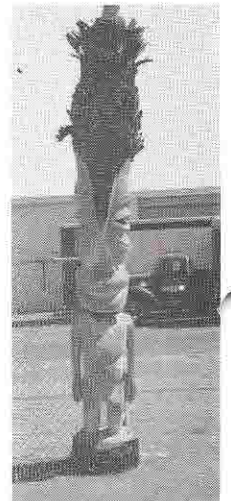
Bud made a hurried trip back to camp for his rifle. Returning to the area, he followed the tracks for a short distance and killed the 250 pound monster. A frightening way to acquire a trophy!



R. M. Ellis of California, carving a statue with the C-5.

MAN CARVES TIKI GOD ... WITH HOMELITE

It takes just six hours for R. M. Ellis of California to carve an authentic-looking Tiki statue. He originally took much longer, using axes and chisels to work the palm and redwood logs he works with. Then he discovered the C-5 and finds it so fast and easy that he has to stop once in a while and do a little thinking before he goes on. The Tiki shown here will stand in front of the new Trade Winds Restaurant at the Wagonwheel area of Oxnard, California. Mr. Ellis now does ninety-nine percent of the carving with his Homelite chain saw.



A Tiki God carved from a palm tree.



Members of Illinois State Highway Department with ZIP saws fitted with post hole augers.

MEN PLANT TREES ... WITH HOMELITE

Some people will go to a lot of trouble so they won't have to mow grass! The Illinois State Highway Department decided to beautify and also to eliminate the mowing of grass along Interstate Highway 57. They came to Homelite dealer Henry A. Petter of Padukah, Kentucky, to see if he could help them dig 500,000 holes—6 inches by 6 inches—18 inches apart.

Enlisting the aid of Homelite salesman Albert Pope of Evansville, Indiana, they fitted out several Homelite ZIPs with Ardis 6 inch post hole augers and when the time was just right, started to work. More than ten miles of holes were drilled up and down the banks, then little peat humus pots of periwinkle, honeysuckle and euonymus were set in the holes and packed with fertilizer, top soil and peat. All this had to be done at top speed (24,000 plants went in in one day) and though the customer wore out several drill tips, he didn't have to spend one cent on repairs for his ZIP engines!





A dog proudly rides with the Homelite saws on a specially designed float, pulled behind a Homelite Yard Trac. The float represented William Keller & Son, Homelite dealers.

CHAIN SAW DEALER NEWS

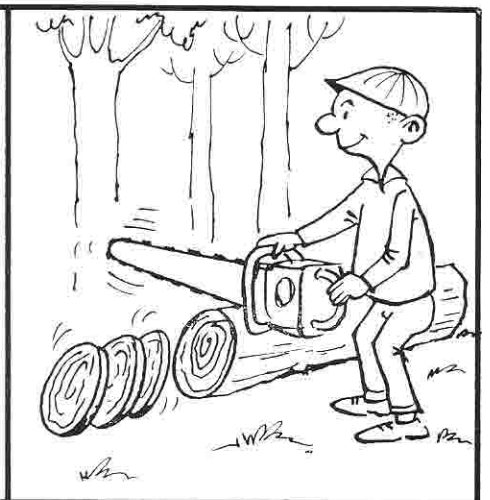
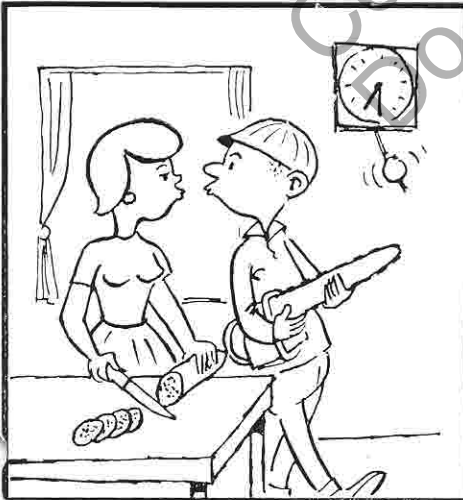
Thirty-six straight months of meeting or beating his sales quota is the proud record of Jack McKerlie, owner of Jack's Small Engine, Point Arena, California. For the past three years or more, the San Francisco District has given monthly certificates of award to each dealer who made his monthly quota. Jack has a whole wall full of nice parchments certificates representing a perfect record which he is understandably proud to display.

The Homelite dealer in Fisher, West Virginia, William Keller & Son, put lots of time and work into decorating a truck with Homelite saws for the annual Poultry Festival Parade. They were awarded first prize in the Non-commercially Built Float Division—plus a check for \$35 from the Moorefield Volunteer Fire Department. As is evident from the photo above, the saws show off to advantage.



A pretty girl enhances even the best display, so the South Carolina Dairy Princess was warmly welcomed at the Homelite chain saw display of Darlington Chain Saw from Darlington, South Carolina. The occasion was the Pee Dee Farmorama held in Florence, South Carolina, this past June.

HOMELITES *Chain Saw Charlie* by LUKACS



STOLEN SAW LISTING



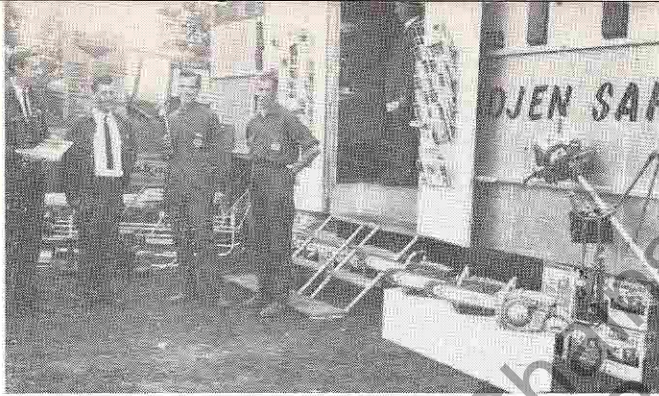
Model	Number	Stolen from
C-5	#1425498	For. Pow. Tool Co., N'w'k, Ct.
C-7	#1427865	Same as above
WIZ	#1419443	" " "
770-D	#1301574	" " "
ZIP	#1173824	Mike Longo, Cos Cob, Ct.
C-7	#1404857	Graves H'dwre, Glidden, Iowa
WIZ	#1290576	Gerow Bros., Liberty, N. Y.
WIZ	#1423084	N.J. Lawn & Power Mowers Equip., Ledgewood, N.J.
C-5	#1352990	M. L. DuBois, Neosho, Mo.
C-5	#1429544	Maulhardt Equip. Co., Oxnard, Calif.
C-5	#1436137	Same as above
C-5	#1407689	Maine Engine Service Shawnee, Oklahoma
C-7	#1431057	Same as above
WIZ	G. Johnson	Lbr. & Sup. Co., Stuebenville, O.
C-5	#1435782	Bondurant Trac. Co., Inc. Martinsville, Va.
C-7	#1431087	Same as above
600 D	#1330094	" " "
707	#1193327	E.R.C. Inc., So'thampton, Pa.
WIZ	#1296941	Boam Co., Inc., New Berlinville, Pa.
C-5	#1409455	Wallgast Sup., St. Louis, Mo.
C-7	#1370150	Same as above
17	#683485	Whiteaker, McMinnville, Tenn.
4-20	#794061	Ottaviano, Croton-Hud. N.Y.
4-20	#873513	Same as above
770 G	#1425269	New Conn. House Wrecking Port Chester, N.Y.
7-21	#880064	Ill. Pow. Co., Decatur, Ill.

CONSTRUCTION EQUIPMENT

8 HY-1A Gen.	#1403740	Keystone Equip. Co. Conhoshocken, Pa.
8 HY-1 Gen.	#1514551	Wark & Co. Phil., Pa.
20 S1 1/2-1A Pump	#751332	L. Shaffer, Phil., Pa.
35 S2-1 Pump	#1243663	BB & T Con., Phil., Pa.

OUTBOARD

4-cycle-55	#151044	John Whittle Outboard Sales & Service, Mystic, Ct.
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Specially outfitted KESCO truck at Fair in Finland displayed Homelite chain saws and attracted many visitors.



Patient dealers in Finland sit in the rain, protected only with make-shift paper capes, while learning about the Homelite C-5 chain saws.



Spectators inside truck view actual demonstrations in a nearby forest on a TV receiver.

Neither regulations nor day-long rain can keep our dealers in Finland from what they set out to do.

A large County Fair was held in Imatra, Finland, this summer, complete with live stock exhibitions, bally-hoo and displays of mechanical equipment, much like our own fairs. Our distributor, KESKO, had a fine display, centering around a sales truck filled with Homelite chain saws and literature.

Where There's A Will There's A Way

Finding that Fair regulations would not allow them to have actual cutting demonstrations on the grounds, they set up demonstrations in the woods nearby and had them televised! A television receiver inside the truck made it possible for visitors to watch the demonstrations right there. It was the hit of the Fair.

In another recent case, a day-long meeting for Finnish Homelite dealers was planned out of doors, in the woods. Although it seldom rains in this area of Iisalmi in July, this was an exception and it rained all day. Not at all discouraged, the dealers sat in the rain through two sessions, listening to the exciting details of the C-5, which was being introduced to them for the first time, and to the exciting plans for promoting its sale.

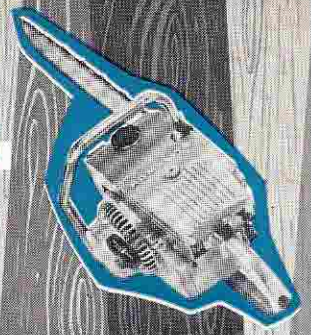


Dealers In England Demonstrate Homelites

At the sign of the Viking, beside the Thames river in England, Trojan Ltd., Homelite distributors in Great Britain, held a meeting for all their chain saw dealers. It was a warm, sunny day. Three charming hostesses with wide Homelite sashes as part of their costumes, greeted the dealers. The C-5 was given the attention and applause it has received everywhere. In the afternoon a C-5 was used to cut down on historic elm tree at the river's edge in a dramatic demonstration of the saw's capabilities. Those attending reported that enthusiasm ran high at the prospect of a record sales year.

"Homelite C-5 is here!" states the banner around the historic elm which was felled at the request of the owner during a dealer meeting in England.

SAWDUST



Published by **HOMELITE** A **Textron** DIVISION — PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — NOVEMBER-DECEMBER, 1963





Courtesy of Chainsawlady
Do Not Sell or Reproduce



ANOTHER INDUSTRY FIRST FOR HOMELITE

The XL-12, world's lightest direct drive chain saw, is making a tremendous hit with everyone who has a chance to see and use it. They find, to their surprise, that it's a real professional saw, not just an attractive toy. Quality construction, quick, easy starting, outstanding performance and Homelite dependability are all there... in a 12 pound engine! Just about every man who sees the XL-12 wants to own one.

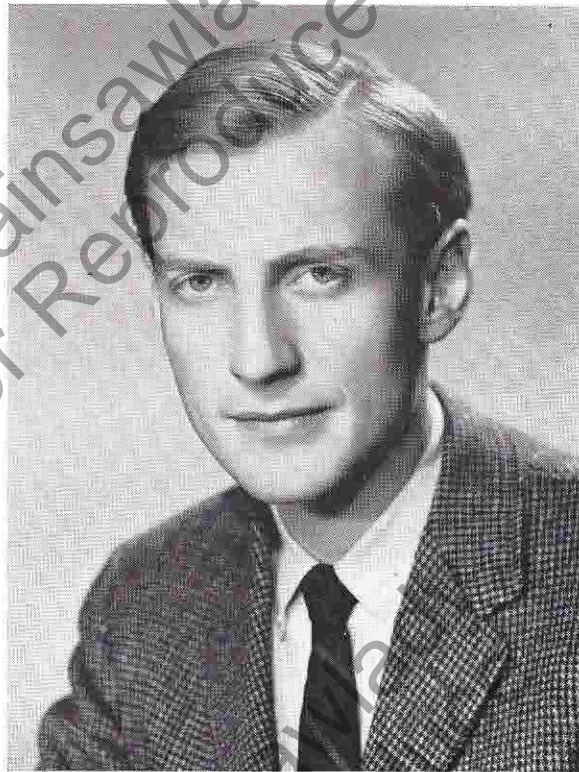
"PLEASE PICK ME UP!" The bright orange and black display stand for the XL-12, pictured above, not only moves, it almost talks. It calls attention to the lightness of the saw... displays it to its greatest advantage. Be sure to put this handsome stand where the customers can pick up the saw. Then demonstrate the saw's balance and power for them. Be sure you have plenty of XL-12's in stock. You'll keep selling the one on the display stand!

GET BEHIND THE XL-12 PROMOTION. The promotion kit for the XL-12 contains literature, counter cards, ad reprints, display pieces, all kinds of exciting material to dress up your window and counter and create interest in the XL-12. At right is a suggestion of what can be done with this material. Identify your dealership with Homelite's gigantic national promotion.





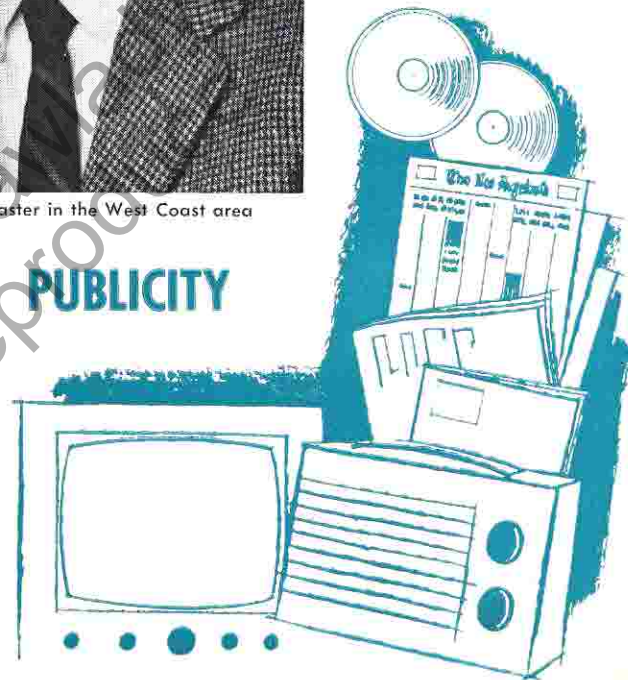
Douglas Edwards, CBS Newscaster in the East and Middle West



Dave Dugan, CBS Newscaster in the West Coast area

THE XL-12 TO BE GIVEN NATIONWIDE PUBLICITY

The most powerful advertising and merchandising campaign in chain saw history begins this month with the XL-12 announcement ad and dealer listing in the FARM JOURNAL, PROGRESSIVE FARMER and all the other major farm papers; with a special 8-page booklet and dealer listing in POPULAR SCIENCE plus publicity releases to hundreds of other papers and magazines. Beginning November 18th, Homelite also launches a nationwide radio sponsorship of CBS, with "Douglas Edwards and the News" in the East and Middle West and Dave Dugan in the West. The new XL-12 jingle introducing these daily shows will have everybody singing. To help the dealer to tie in with this locally, records, radio scripts and newspaper mats are now available. Get behind this great XL-12 promotion for more sales, more profits.



YOU MAY HAVE WON
one of 4500 prizes

100 Homelite XL-12 Chain Saws with 12" bar and chain
 25 Savage 12 Gauge Shotguns
 75 Waltham 17 Jewel Watches
 100 McGregor Sport Shirts (sets of 3)
 200 Norelco Battery-Operated Shavers
 4000 Kodak Flashgun Cameras

PLUS...
BONUS DRAWING
4500 additional prizes

1 RCA Victor Remote Control Portable TV
 10 Mossberg 22 Caliber Rifles
 10 RCA Victor Transistor Radios
 200 Seth Thomas Alarm Clocks
 200 Gilton Rechargeable Flashlights
 4079 Reo 10 Foot Steel Tape Rules

HERE'S YOUR LUCKY NUMBER
IN
HOMELITE'S XL-12 SWEEPSTAKES

A000,000

• NO TWO NUMBERS ALIKE!
 • NOTHING TO BUY! • NOTHING TO WRITE!
 • YOU HAVE TWO CHANCES TO WIN!

This sales-stimulating, traffic-building card inserted in December farm publications will reach over 4 1/2 million potential chain saw buyers!

Your XL-12 Lucky Number Sweepstakes

The December Issues of FARM JOURNAL and PROGRESSIVE FARMER will offer the reader a numbered ticket which he can take to his Homelite dealer to see if he has won a prize, state laws

permitting. Instructions for handling these ticket-bearing prospects are in your promotion kit. There's a Bonus Drawing for all those who turn in their numbered tickets and a Dealer Demonstration Sweepstakes as well, so get in the game! Welcome the many new prospects who visit your shop, demonstrate the XL-12 and look forward to the best chain saw selling season you ever had... perhaps you'll even win a prize,



The professional cutter of pulp, logs or firewood will find the XL-12 a true production tool for turning trees into cash. He can cut longer, faster, more easily and with less fatigue.



The camper will find the XL-12 light and easy to handle. He can carry it long distances without tiring, then use it to clear his camp site, cut wood for shelter and firewood.

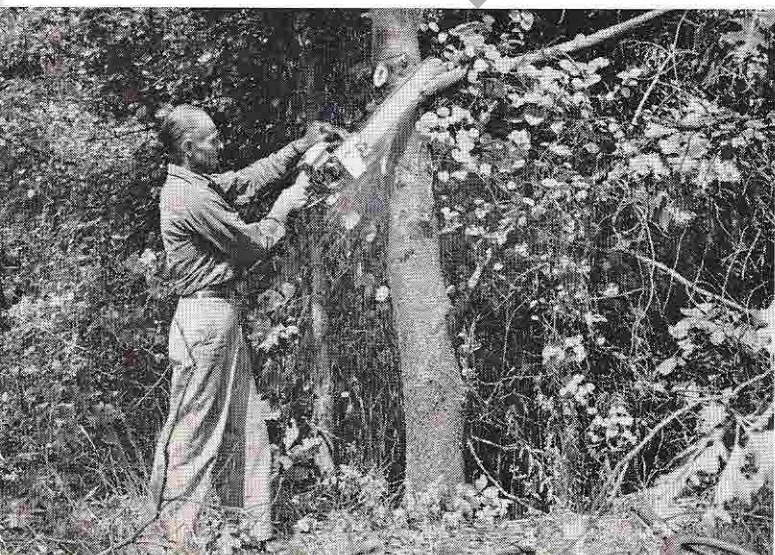
EVERYONE a PROSPECT for XL-12

The woods, farms and suburbs are full of prospective customers for the XL-12. Homelite has never before introduced a saw with such universal appeal, such tremendous possibilities. It's just a question now of bringing customer and saw together and that's the dealer's responsibility and privilege.

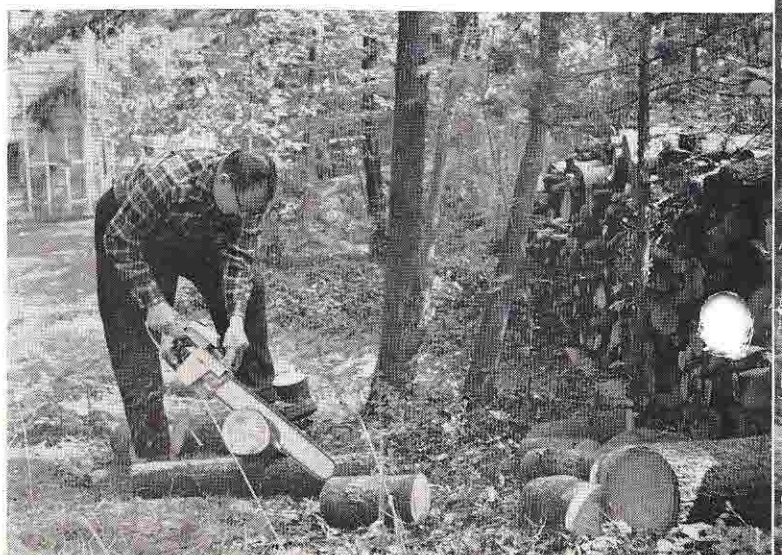
The professional logger or pulpwood cutter will want the XL-12 for its remarkable combination of light weight, power and performance. He'll be able to use it for hours, without getting tired, and he'll be able to count on its rugged construction and great Homelite features to turn in a dependable, better-than-ever cutting job.

Farmers, tree men, construction men, estate owners, campers and other occasional users will find the XL-12 the lightest, easiest, most economical chain saw they can choose. People who have never used a chain saw will be anxious to try the XL-12... the greatest advance in chain saw design and construction in the last decade. Pictured here are just a few of the many kinds of users who will want to own one.

The tree surgeon and orchardist will find that the XL-12 is fast cutting, dependable, easy to carry... makes it simple to keep orchard and shade trees healthy and attractive.



The farmer and occasional user will find the XL-12 just the thing for cutting firewood or fence posts, for clearing out a wood lot, for removing storm damage, quickly, easily and efficiently.



The ladies will have no trouble handling the light, compact XL-12. Here, Mrs. Bud West, wife of a Boston District dealer, tries out the saw at a recent dealer meeting. Don Lemoine, lower right, and Gale Lemoine, upper right, of the Boston District assist.

