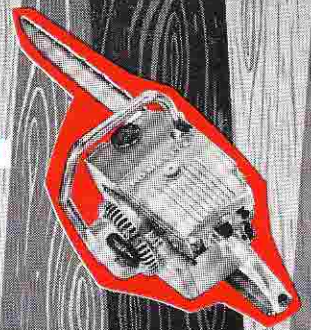


SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JANUARY-FEBRUARY, 1964





The utility guide, now available for the XL-12, makes easy work of clearing and limbing.

XL-12 Sparks Sales Season

This has turned out to be the best chain saw selling season for Homelite dealers and for Homelite since we introduced our first chain saw, the 20 MCS, fifteen years ago.

In spite of increased competition, the average unit sale per dealer is the highest ever and from every indication is still going up. Granted that business in general has been very good this winter, Homelite's business in particular has been even better. Why?

FIRST . . . We think Homelite chain saws are the finest in the world thanks to our talented and aggressive engineering department and our modern, efficient production facilities in Gastonia. The C-series saws, after a year in the field, are more popular than ever. The XL-12, introduced last fall, is the lightest, most compact, direct drive quality chain saw on the market. All current Homelite models are continually being tested and improved as newer and better details are designed.

SECOND . . . We think our sales organization, with its fine relationship between factory, branch and dealer, is becoming more and more effective. Improved service through field training and experience; improved sales techniques; more widespread use of demonstrations, all provide better service to the customer. Homelite dealers do an excellent job of knowing their customers' needs and problems. They recognize that good service and a high volume of sales go hand in hand.

THIRD . . . Homelite advertising and promotion created a powerful springboard to launch the successful fall sales campaign. The Early Bird Contest got it off to a good start . . . then came the impact of the XL-12 advertising and the Sweepsakes Contest. These ads, with dealer listings in Farm Journal, Progressive Farmer, and all other major farm papers, plus a special 8-page booklet and dealer listing in Popular Science, were unusually effective in bringing the customers and prospects into the dealers' shops. Our nationwide sponsorship of CBS News broadcasts meant that millions of listeners heard about the XL-12 and enjoyed the catchy jingle. Records, radio scripts and newspaper mats were used by Homelite dealers locally with good results. All in all, it was the best advertising campaign ever conducted by Homelite.

A Word to the Wise Dealer . . . The offer still stands. If, in all the excitement, you put off ordering that rural mailing of the colorful 8-page booklet "A Complete Guide to Outdoor Woodcutting", there's still time. For the cost of just four cents apiece, you can send this useful booklet, imprinted with your name and address to 1,000 prospective chain saw customers. The postage, addressing, handling and mailing is all included in the price of \$40.00 per 1,000 pieces. Ask your Homelite representative to help you plan this effective direct mail campaign.

THE COVER . . . A Homelite auger bites the ice. Here Frank Chartier, Detroit Salesman, demonstrates the Ardisam Ice Auger attachment on a C-5 chain saw. For winter camp-out fun, this attachment is recommended for drilling holes in thick ice to get at the delectable fish just swimming around waiting for the frying pan. It can drill an 8 inch hole through 14 inches of ice in about 10 seconds. This picture was featured in an article in FORD TIMES. The auger was described as "stowable as an outboard motor." It was pointed out that the machinery was practical and wouldn't lie idle during warm weather because it's basically a chain saw.

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Number 118 January-February, 1964

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NEW LIGHTWEIGHT GEAR DRIVE - THE XL-15

The XL-15, power-packed gear drive brother of the direct drive XL-12, is being introduced just in time for the spring and summer cutting season ahead. This handsome red saw, styled like the XL-12, with the same rugged construction and compact design, weighs only 15 pounds without bar and chain!

The professional who prefers a gear drive saw will be quick to appreciate the advantages he will get with the XL-15. It's so light that it can be carried anywhere. The cutter can use it all day long without getting tired, yet it provides him with the gear drive lugging power to do every cutting job—felling big trees, bucking, limbing, pruning, clearing and pulp wood cutting.

The XL-15 is available with straight bars from 14" to 24" for general use; with a 14" reversible plunge cut bow attachment for cutting pulp wood without pinching or binding; with utility and clearing guides that can be used for pruning, limbing, land clearing and other small wood-cutting jobs.

All its many excellent features, plus its light weight and perfect balance, make the XL-15 the perfect gear drive saw for the professional woodcutter, the farmer, the woodlot owner, the tree surgeon and even the home owner who cuts his own fireplace wood.

Homelite dealers know a good saw when they see one. They will want to hurry and display the XL-15 for their customers and prospects. A demonstration will be the deciding factor. Prospects won't believe it until they've tried it and then they'll want to own one ... right away!

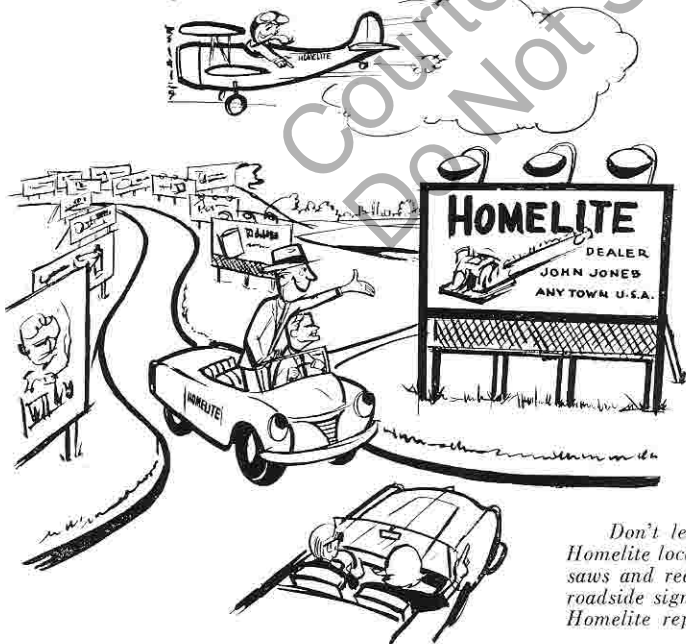


LIST OF WINNERS AVAILABLE

Anyone interested in receiving a list of all the major prize winners in the Customer Lucky Number Sweepstakes, the Dealer Demonstration Sweepstakes and the Customer Bonus Sweepstakes can obtain it by writing to Sawdust, Advertising Department, Homelite, Port Chester.

The Sweepstakes brought thousands of customers into Homelite dealers' places of business all over the country and provided an extra boost to an exciting sales season.

Many of these people have already bought Homelite chain saws. Many others have had their interest aroused. It's up to the dealer to follow up on these leads, demonstrate what the Homelite chain saws can do and ring up additional sales.



Don't let those prospective customers down by keeping your Homelite location a secret! They're hearing about the new Homelite saws and reading about them in the papers. Be sure to get some roadside signs up to direct the traffic right to your door. Ask your Homelite representative about the various fine choices you have.

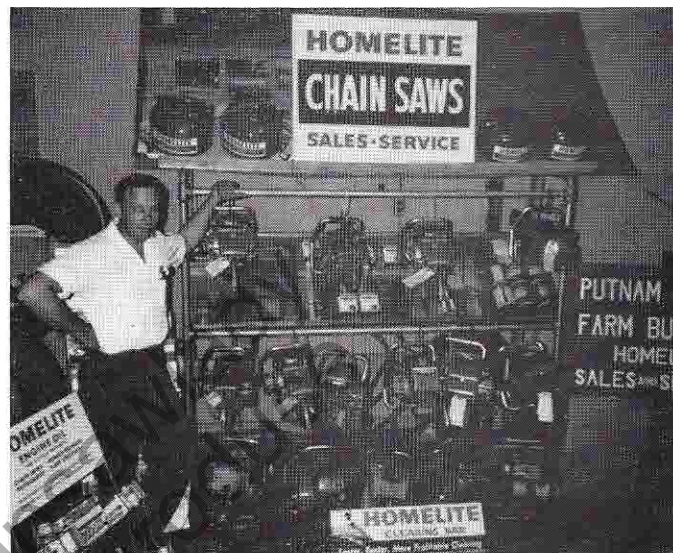
5 INDIANA DEALERS and how they grew!

ROY CLINES of Greencastle, Indiana, is one of the Homelite dealers who has used the massive display idea of merchandising Homelite chain saws with great success. He operates the Putnam County Farm Bureau Co-op with the help of a service man who has been with him for ten years. They are in the center of a farming community which supplies most of their customers.

"All my hobbies are business," confides Roy. "I love to run saws and work on them. I enjoy my work and business and want to make it better all the time."

Besides massive displays, which he feels "really let people know you're in the chain saw business," Roy solicits new business by advertising and by having satisfied customers who advertise for him. The State and County Highway departments are among these happy customers who use their Homelite saws hard every day and praise the performance they get from them to anyone who will listen.

Admitting that chain saws come first with him but he's ready to service anything, Roy Glines thinks that the way to make business pay is to "work hard and provide good service and parts."



Roy Clines of the Putnam County Farm Bureau Co-op in Greencastle, Indiana, finds massive displays of Homelite chain saws the best way to boost sales. "It lets the public know you're in business," he asserts.



Noah Schrock, right, outstanding salesman and mechanic for Varns & Hoover in Middlebury, Indiana, shows the top selling features of the XL-12 to his boss Dean Worstler, center, and Art Bennett, Homelite salesman.

VARNS AND HOOVER, Homelite dealer in Middlebury, Indiana, (population 900) is a thriving hardware store. Their able and energetic mechanic and salesman is Noah Schrock, who started working for them while still going to high school. He liked selling and servicing the local farm trade so much that he decided this would be his life work. He's now married and the father of two children. He attends all service schools held at the Indianapolis Office by Homelite though he has to travel 150 miles. As a result of this training, there's never been a service complaint from his area. He has the reputation for being completely dedicated to the service of his employers and their customers.

Asked what he considers important in running a successful chain saw shop, Noah answered, "First, be sold on the saw you sell and the manufacturers. Find out if they carry parts in volume, how often they change models, how often they hold service schools so you can be taught the latest methods. Next, demonstrate with the proper model to suit the customer's needs. Finally, keep the customer satisfied by showing a personal interest in his problems. This man will become a walking billboard for you!"

THE HOWELL brothers, Curtis and Marvin, of Tell City, Indiana, carrying on a business founded by their father Karl in 1924, have had to embark on their fourth building and remodeling program in four years.

This latest addition to their modern, well-equipped garage, was made necessary by the rapid expansion of their Homelite chain saw business which they started in 1956. They now have room for a full line of chain saws and accessories plus a fine service shop where they service what they sell. They believe in advertising and use all the suggested means: newspapers, radio, yellow pages, direct mail.

"We don't believe in the one-stop type of business," says Marvin. "Our customers are farmers and loggers, mostly, and we try to give them the saws and the service they want."

They consider that the excellent cooperation they get from the Cincinnati Branch Office is of great help to them. In fact, they're so sold on Homelite products and service that their customers are bound to feel the same way.



Marvin Howell, left, and Curtis Howell, center, Homelite dealers of Tell City, Indiana, put the finishing touches on a display in their fine new addition. Delmer Roark, Homelite salesman, at right, approves.



Mr. and Mrs. Dewayne Phillips, who own Wabash Portable Equipment Co., are proud of the colorful display of Homelite saws which brighten the window of their popular Homelite shop in Wabash, Indiana.

ONE OF the most successful of Homelite husband and wife dealer teams operates as the Wabash Portable Equipment Co., of Wabash, Indiana.

Mrs. Dewayne Phillips is the bookkeeper and handles the ordering and merchandizing. Dewayne Phillips handles sales, service, advertising and all that part of the business. A service mechanic Waldo Shoemaker has been with them for three years and helps to maintain their reputation for top-notch service.

The Phillips believe in the value of good display with plenty of new Homelite chain saws; year-round advertising in their local papers and well-displayed road signs to show the customers the way to the best service anywhere. By practicing what they preach, since the summer of 1953, they have built their business, year by year, and are now counted as among the most outstanding dealers in the Indianapolis District.

"MY MAIN interest is my employees," says Garland W. Cooper who has been proprietor of Smith Hardware in Terre Haute, Indiana for the past 16 years. "If my employees are happy and satisfied, they in turn, do a good job of selling for me. This creates satisfied customers and that's how the business keeps growing."

Smith Hardware, which started as a small store, now covers an area one city block long and one half a block wide. Spark plug of the organization, according to her husband, is Dorothy Cooper who is the office manager. Fifteen others work in the sales and service departments of this modern, well-equipped store.

Homelite sales have been zooming thanks to the massive display idea which Mr. Cooper accepted with enthusiasm.

"I'm looking forward to more growing and expanding, to create more jobs for people. I feel that this is progress," says Mr. Cooper whose main object in business is to handle quality products and promote good customer relations.



Mr. Cooper, at left, proprietor of Smith Hardware in Terre Haute, Indiana, poses with three of his fifteen employees outside his window which displays Homelite chain saws and accessories. He has an equally impressive display inside his block-long store.

WASHINGTON DEALER

Austin Ward, of Omak, Washington, former pre-medical student, flyer, miner, industrial engineer and factory manager, is now concentrating all his talents on being a top Homelite dealer. (with some time off as an outdoor man as a reward for exceptional behavior.)

During his college years, at the University of Washington, Austin had planned on following the footsteps of his physician father. The Depression changed all that and he took up flying. His first flying job was in Northern British Columbia, flying miners and their supplies to the interior. From these contacts he became interested in some placer mining operations located near the headwaters of the Peace River. It was here that he had to "whip-saw" lumber for sluice boxes in his mining venture. This led, later, to his interest in chain saws.

During World War II he taught flying, as a civilian instructor in the Air Force Maintenance School at Boeing Field. After the war, he managed a hard rock silver mine and later a lime plant, a glucose plant and a plant which made cardboard cup trays for those gorgeous apples grown in Washington.

In 1951, Austin Ward started selling the Model 26 LCS as a salesman for S. L. Sherman, Co., the 1st Homelite dealer in the state. A year later, Austin set up as a dealer himself with Okanagon County as his territory. In the past 13 years he has built up a fine Homelite business, selling not only chain saws but Homelite construction equipment, ride-on mowers and outboards. He's had to move to larger quarters four times and last summer made the move into a fine new building in East Omak.

Resourceful and optimistic Austin Ward held a highly successful "Open House" to show off these new quarters. More than 350 "qualified" contestants (over 18 years old) participated in a drawing which included a C-5 as top prize and a beautiful water color painting as 2nd prize. Other prizes included Wood Cutter Kits and helmets.

The painting was an original by Sally Ward, Austin's wife, who is recognized as being among the top water color artists in the state. She has had private showings of her paintings throughout the Northwest and they have been shown in the Seattle Art Museum and other museums.

The new East Omak location of Austin Ward's shop is located on the crossroads of the proposed East-West Highway and Highway 97 which is the main route to Mexico and Alaska. It is an area abounding in forests, state parks, lakes and huge dams. This is excellent big game country with many hunters coming annually for deer, elk, mountain goat, bear and even cougar.

The Wards and their daughter Susan, who is a sophomore in college, are outdoors people and enjoy to the fullest the beautiful country in which they ski, hunt and fish. They have a summer cottage not far away on Lake Conconully, a cool retreat in the warm summer months which provides an ideal atmosphere for artists, painters and chain saw dealers.

Judging by the volume of his chain saw business, Austin Ward sticks to business most of the time!



Homelite dealer Austin Ward of East Omak, Washington, finds the Yard Trac very handy in maneuvering his run-about, complete with Homelite 4-cycle-55 outboard, on dry land. Mr. Ward sells the complete line of Homelite products with great success.



Sally Ward, Austin Ward's wife, is an artist of note. As can be seen from the paintings she is displaying, her works vary in style and subject matter. Her artistic perception and keen knowledge of the countryside are both elements in her success.



Austin Ward, left, congratulates State Policeman Dean Randall for having drawn the winning number during recent Open House festivities. He was one of 350 who drew for the prize, a new C-5. He plans to put it to very good use.

4-H Forestry Winners

The 1963 Homelite 4-H Forestry Scholarships were announced at the 4-H Club Congress in Chicago, early in December. The eastern section of the country was represented by winner Clayton Gage, of Randolph Center, Vermont, now attending the University of Vermont. Eugene Daniel of Freeman, Virginia, was the winner from the south. Gene is a freshman at Virginia Polytechnic Institute. Paul Miller of Eaton Rapids, Michigan, now attending Michigan State University was chosen to represent the middle west and Mark Bowns, a freshman in forestry at the University of Washington, representing the far west comes from Olympia, Washington.

Although they are from widely separated sections of the country, these 18-year-olds are all outstanding 4-H members who have proved through extensive forestry projects that they have a real and vital interest in forestry. Homelite is proud to have them as its 1963 winners.



E. S. Spencer, left, St. Paul District Manager, presents 4-H Scholarship checks to Paul Noreen and Paul Rice as Professor Randolph Brown of the University of Minnesota Forestry Department looks on. The young men are each receiving installments of scholarships they won as freshmen.

STOLEN SAWS



Model Number	Stolen from:
9-23	#892097 George Tripp, Bristol, Pa.
7-21	#809967 George Tripp, Bristol, Pa.
SUPER WIZ	#1317178 George Tripp, Bristol, Pa.
C-5	#1472821 Greenlands Corp., Concord, New Hampshire
C-5	#1472822 Greenlands Corp., Concord, New Hampshire
C-7	#1462634 Greenlands Corp., Concord, New Hampshire
C-7	#1462635 Greenlands Corp., Concord, New Hampshire
C-7	#1462636 Greenlands Corp., Concord, New Hampshire
C-9	#1465271 Heyen Implement Co., Litchfield, Ill.
C-7	#1461207 Heyen Implement Co., Litchfield, Ill.
C-5	#1470957 Heyen Implement Co., Litchfield, Ill.
C-5	#1463724 John Rinker, Henryville, Pennsylvania
770 D	#1486391 A. F. Patton & Son, Beaver Dam, Kentucky
XL-12	#1502986 A. F. Patton & Son, Beaver Dam, Kentucky
C-5	#1448726 A. F. Patton & Son, Beaver Dam, Kentucky
C-7	#1478371 A. F. Patton & Son, Beaver Dam, Kentucky
C-9	#1476643 A. F. Patton & Son, Beaver Dam, Kentucky
EZ	#589697 James Walls, 3661 Heekin Ave., Cincinnati, Ohio
ZIP	#1161676 E. Adrian Teaf, 5317 Wayne Ave., Philadelphia, Pa.
7-21C	#938431 Springfield Road Dept., Springfield, N. J.
SUPER WIZ	#1365836 Tony DePaul, 6th St., Philadelphia, Pa.
770 G	#1356278 Auto Electric Service Co., Winona, Minn.
5-20 (Used)	#553975 Auto Electric Service Co., Winona, Minn.
500	#1167849 Clamanz Kniggs, Dillsboro, Indiana
C-5	#1473102 Sumner's H'dware, Pleasure Ridge Park, Ky.
C-5	#1473103 Sumner's H'dware, Pleasure Ridge Park, Ky.
C-9	#1492553 Wright Implement Co., Liberty, Kansas
C-5	#1498368 Wright Implement Co., Liberty, Kansas
C-5	#1498392 Wright Implement Co., Liberty, Kansas
C-5	#1498393 Wright Implement Co., Liberty, Kansas
C-5	#1488337 Wright Implement Co., Liberty, Kansas
WIZ	#1484951 Glen St. Mary's Garage, Glen St. Marys, Fla.
770 G	#1451592 Illinois Power Co., Decatur, Illinois
770 D	#1321339 Cummings Saw Shop, Lansing, Michigan
C-9	#1476824 Homelite, 30425 Stephenson Hwy., Madison Heights, Mich.
C-5	#1498466 " " " "
C-5	#1498467 " " " "
WIZ	#1436868 " " " "
C-7	#1405935 " " " "
XL-12	#1494190 " " " "
XL-12	#1497897 Tom's Mower Service, Leavenworth, Kansas

WIZ	#1096037 Oak Hills Country Club, Lorain, Ohio
WIZ	#1099794 Oak Hills, Country Club, Lorain, Ohio
C-9	#1441048 Mr. K. Gilbert, Garrison, N.Y. (\$50 Reward)
700 G	#1160430 Fiore Construction Co., Harrison, N. Y.
C-7	#1480146 LaFon Tree Service, Gardena, Cal.
C-7	#1454732 Henderson Implement Co., Henderson, Ky.
C-9	#1448076 Henderson Implement Co., Henderson, Ky.
WIZ	#1459977 Henderson Implement Co., Henderson, Ky.
C-7	#1454743 Henderson Implement Co., Henderson, Ky.
XL-12	#1499190 Henderson Implement Co., Henderson, Ky.
XL-12	#1532751 Henderson Implement Co., Henderson, Ky.
C-5	#1538317 Henderson Implement Co., Henderson, Ky.
4-20	#1178640 Henderson Implement Co., Henderson, Ky.
WIZ	#1162419 Netzley Boat & Motor, Troy, Ohio
WIZ	#1181837 Netzley Boat & Motor, Troy, Ohio
XL-12	#1532816 Netzley Boat & Motor, Troy, Ohio
XL-12	#1532818 Netzley Boat & Motor, Troy, Ohio
C-5	#1425563 Netzley Boat & Motor, Troy, Ohio
5-30 (Used)	#529486 Netzley Boat & Motor, Troy, Ohio
XL-12	#1532688 B & F Plumbing & Heating, Tremont, Ill.
C-5	#1497346 B & F Plumbing & Heating, Tremont, Ill.
C-9	#1363389 B & F Plumbing & Heating, Tremont, Ill.
600-D	#1085375 Heyser Landscaping, Morristown, Pa.
WIZ	#1092252 Heyser Landscaping, Morristown, Pa.
C-7	#1369489 Swope Implement Co., Yates Center, Kansas
600-D	#1220580 Hoffman's Saw Mill, Liberty Center, Ohio
770 D	#1306755 Hoffman's Saw Mill, Liberty Center, Ohio
XL-12	#1498679 Bell Boat & Motor, Hannibal, Missouri
C-5	#1565092 Bell Boat & Motor, Hannibal, Missouri
C-7	#1496704 Bell Boat & Motor, Hannibal, Missouri
XL-12	#1498780 W. H. Rudolph, Inc. Blooming Grove, N. Y.
XL-12	#1561948 Jensen's Calaveras Builders Supply, San Andreas, Cal.
C-7	#1454701 " " " "
C-5	#1484202 " " " "
C-7	#1479155 Gallatin County Farm Supply, Warsaw, Ky.
XL-12	#1502957 Gallatin County Farm Supply, Warsaw, Ky.
C-5	#1556612 Gallatin County Farm Supply, Warsaw, Ky.
C-5	#1556613 Gallatin County Farm Supply, Warsaw, Ky.
C-5	#1422618 Elmer E. Plasterer, Inc., Lebanon, Pa.
C-9	#1366432 Washington Tree Service, Hanover, N. J.
700 G	#1101023 Superior Equipment Co., Orange, N. J.
770 G	#1188504 Superior Equipment Co., Orange, N. J.
500	#1281021 Jacksonville Tractor, Jacksonville, Fla.
XL-12	#1498789 H. A. Stein Tractor & Equipment Co., Bedford Hills, N. Y.
SUPER WIZ	#1543224 Allen N. Spooner, New York, N. Y.
C-7	#1363910 Mark Perrealt, L'Anse, Michigan
C-9	#1362814 Robert Selden, L'Anse, Michigan
SUPER WIZ	#1373299 Hudson Tank Co., Weehawken, New Jersey
Homelite	#1276476 Worth Supply Co., Garden City, New York
Homelite	#1342166 Worth Supply Co., Garden City, New York
C-9	#1732717 Victor Sanky, Terre Haute, Indiana



Mr. C.C. Snow, Homelite dealer of Washington, North Carolina, is the proprietor of Beaufort Equipment Co. He was one of the first Homelite dealers in this section of North Carolina and has a good firm grip on the saw market in his area, according to reports from his District.



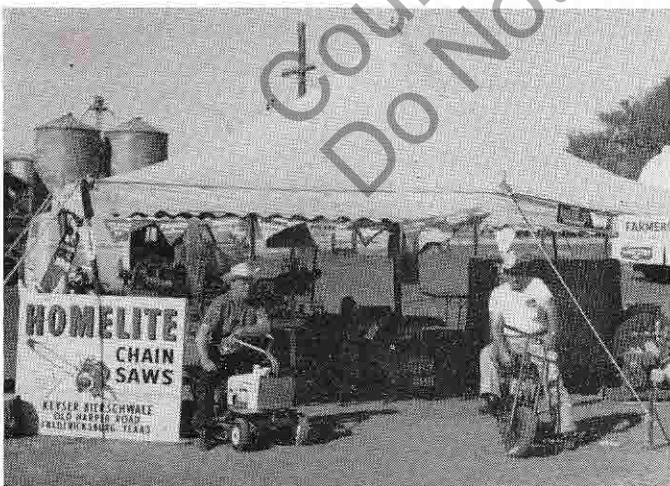
Sawdust regulars will recognize the man on the left as Harvey Fadden of Buffalo, Minnesota, who was the lucky winner of "a new chain saw a year for life" in the 1957 Contest. Here Dave Tilton of the St. Paul District presents him with his seventh free saw, a C-9.

FROM THE MAILBAG

Possibly as a result of the big increase in our business this season, an increasing number of letters are pouring into the Port Chester office... hundreds of them every week. Some are asking for more information about the XL-12 or the 4-cycle-55 outboard or the new Trash Pump or some other Homelite product. Others just want to tell us how much they like their new chain saw; how much wood they've cut with it; how little trouble they've had. Some send pictures of themselves, and whenever possible we try to use them in "Sawdust." We're convinced that Homelite has the most loyal customers there are and it's a real pleasure to become acquainted with them through their letters.



Merle Monson, a tree man of South Milwaukee, Wisconsin, had new garage doors installed recently. He asked an artist friend Algai L. Mitka to decorate them and as his pride in his Homelite chain saws was well known, the artist depicted Merle as a modern Paul Bunyan.

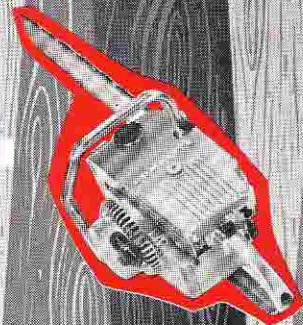


At Gillespie County Fair in Texas, W. L. "Dub" Bullard, left, Homelite Representative, seated on the Yard Trac, and Keyser Bierschwale, Homelite dealer from Fredericksburg, Texas, rest for a moment in front of their booth which attracted crowds of interested visitors.

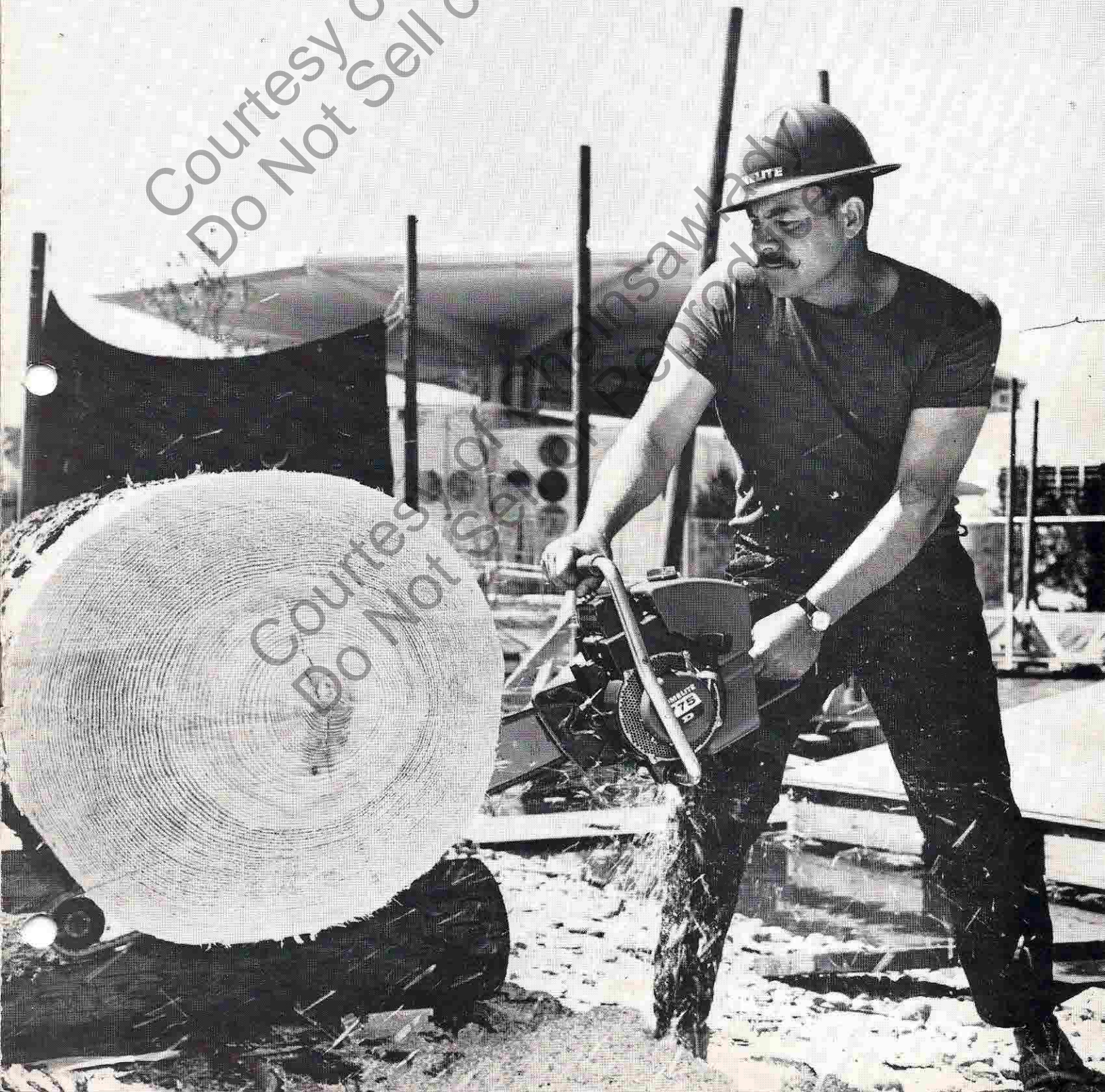


Mrs. K. C. Fitchen, wife of Homelite dealer Fitchen of Chattanooga, Tennessee, takes her turn at trying out the XL-12 at a recent dealers meeting held in McMinnville, Tennessee. She handles the powerful little saw with ease and seems to enjoy the experience.

SAWDUST



Published by **HOMELITE** A **textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — APRIL-MAY, 1964





THE COVER . . . Two World's Champions! "Doc" Parret, of Winston, Oregon, shows his championship form with the new Homelite 775G at the Oregon Pavilion of the New York World's Fair. "Doc" who has held the title of "All-American Champion" for the past four years also holds the World's Record for Falling and Bucking, won in Morton, Oregon this year. He is one of a group of top woodsmen who will spend this summer and next performing at the Timber Festival at the Pavilion with five shows daily. "Doc's" wife and four daughters are back home in Oregon. They don't like to travel!



A group of Homelite Distributors and Sales executives mingle with other sightseers on the Acropolis in Athens. The Parthenon is in the background.

MEETING IN ATHENS

The new Hilton Hotel in Athens, Greece, was the setting for Homelite's annual International Sales Meeting on April 7-12. Twenty-six of Homelite's distributors attended from the far corners of the world. Some came from as far away as New Zealand, Australia, the Phillipines and South Africa. Many came from Europe. Five of them brought their wives along.

The meeting days were packed with a planned program for exchanging ideas, news and problems. New products were introduced and the men were all given a chance to cut with the new saws. The XL-12 made the same kind of immediate hit that it made in this country. Judging by the orders, the woods will be full of them in many far-away places.

Eight members of the Homelite Sales and Advertising departments planned and conducted this successful meeting. They were all kept so busy they had almost no time for sightseeing in the beautiful city of Athens.

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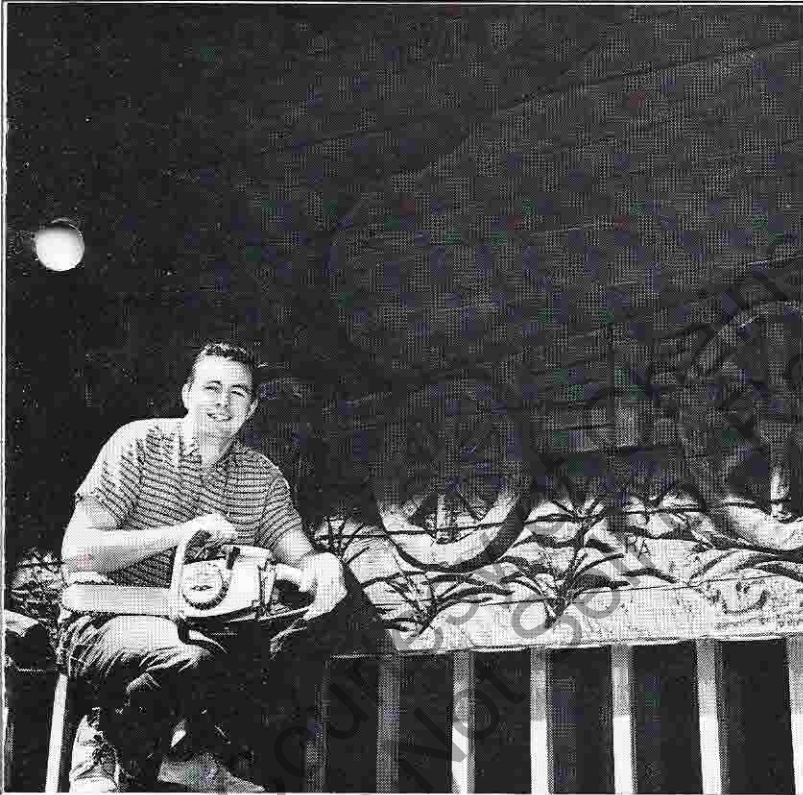
NEW MODELS SPARK SPRING SALES

New, improved models of the big production saws, the 775 G and the 775 B are now in production in our chain saw plant in Gastonia.

In addition, two gear-drive versions of the C-series saws have been introduced, the C-5G, C-7G and C-9G for straight blades and the C-5GB, the C-7GB and the C-9GB for bow guides. Both of these models are ready to accept their cutting attachments without modification and they're the lowest priced gear drive saws ever built by Homelite.



The new C-5GB chain saw comes equipped to use the new bow attachment.



Mike McVay poses before one of the carved wooden panels which decorate the Oregon Pavilion at the Fair. He holds the XL-12 which he used for this effective, low-relief sculpture.



Ken Kaiser, talented wood sculptor, uses an XL-12 to put the finishing touches on a portrait head of a woman. He is surrounded by other examples of his work.

MEET ME AT THE FAIR! New York World's — Natch!

Let's meet at the spot which will please all Homelite dealers, employees and customers... the Oregon Pavilion. This Pavilion is situated on a sparkling little lake in the Industrial Section of the Fair, near Gate 7. A six foot nine modern Paul Bunyan greets visitors under a huge statue of his fabled namesake. Oregon holly borders the paths. Oregon roses are about ready to bloom on Long Island and Homelite chain saws are all over the place!

The Pavilion itself is a low rustic building. Across the front are six large carved wooden panels depicting the history of Oregon. They were carved by talented young Mike McVay of Dallas, Oregon, with an XL-12.

In a shady grove in front of the entrance, another talented wood sculptor, Kenyen R. Kaiser, takes blocks of pine and carves trees, animals and portrait heads with skill, with speed and with an XL-12. He's used many other chain saws in his work but says the XL-12 is tops!

Inside the panelled showroom, pretty Oregon hostesses welcome visitors and show them the display of Oregon products. Many of the carved wood figures and utensils come from the Westwind Design Shop of Dallas, Oregon, which Mike McVay organized three years ago. The larger ones were carved with Homelite chain saws. Electric saws are used for the smaller pieces made in the shop.

Out in back of the Pavilion, by the lake, bleachers have been put up to pro-

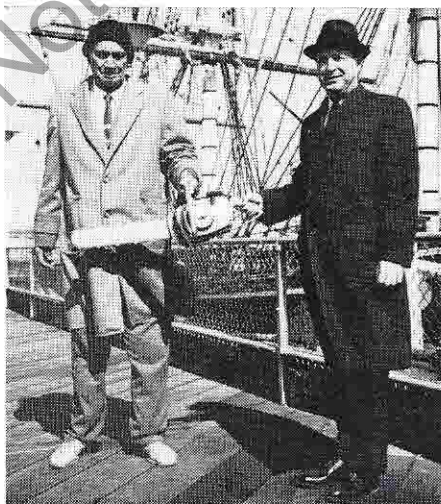
vide a good view of the big attraction—a real timber carnival... Oregon style. There, world champion cutters, pole climbers, burlers and axe throwers will put on a colorful display of their talents. All the saws used in the cutting contests will be brand new Homelite 775 G's and 775 D's.

This group of men from the woods will perform five times a day under the name of Congress of International Logging Championships. They were chosen and the show was planned by L. "Howdie" Davison, Morton, Washington, High School principal who's an expert in this line. He's firmly convinced that Easterners will willingly pay \$1.00 to see Western loggers perform.

Millions of people will be visiting the Fair during this summer and next. Many of them will be seeing a chain saw in operation for the first time. It will be powerful advertising for Homelite to have the XL-12's and new 775 Homelite chain saws the only ones they will see at this fine exhibition.

Homelite officials visited another Fair Exhibit recently, the replica of H.M.S. Bounty, famed sailing ship now anchored at the Fair Marina. They presented two XL-12's to Parkin Christian for the use of his fellow Pitcairn Islanders in their isolated colony in the middle of the South Pacific. Their men have to travel over a hundred miles, by boat, to obtain wood.

The Bounty is open for inspection. It's completely authentic, providing a perfect picture of life on the open sea in 1790.



Robert P. Straetz, Vice President, Sales, presents an XL-12 to Parkin Christian, great-great-grandson of Fletcher Christian. In the background is the replica of the famed H.M.S. Bounty.



In their well-stocked Homelite shop, Willard Caulk, left, and Leland Caulk, right, talk over plans for the summer with Delmer Roark, their Homelite representative from the Cincinnati branch.



The complete staff poses for a picture. Left to right, James Blakeman, clerk, James Richardson, mechanic, Leland Caulk, Clarence Wilson, clerk, Lewis Bant, clerk, Willard Caulk, Delmer Roark, James Caldwell, clerk.

DEALER OF THE MONTH

Seventeen successful years of selling chain saws certainly qualifies Willard Caulk as an expert. He's a partner with Leland Caulk in the family's hardware store in Campbellsville, Kentucky. Their store is stocked with all the thousands of items you'd expect to find in a hardware store: tools, nails, pails, dog collars, even bubble gum for the kids. In addition, there's a fine service shop and a complete display of Homelite chain saws.

Five well-trained clerks and mechanics help to take care of the customers, mostly farmers and loggers from the surrounding area. It's a friendly store, devoted to carrying out Willard Caulk's service policy, "Keep Everyone Happy!"

When Willard started selling chain saws in 1947, Homelite engineers were still working on the drawings for the 20 MCS. He went to his boss La Caulk and asked him if he could buy three Mall saws to sell.

"I don't think you can sell them," La told him, "but if you want to try, I can lose \$1,000. I've lost that much before!"

So, Willard bought the three saws, worked hard and sold them. Then he sold six more. Before long he was buying them by the dozen! That year, when chain saws were pretty much a new thing and not half as light and easy to handle as they are now, he sold about a hundred saws.

La Caulk didn't say a thing. Then one day, when Willard had ordered 20 more saws, La came in with a determined look in his eye.

"What are you telling the people," he wanted to know. "How come you're selling more chain saws than I ever sold cross cut saws?"

The truth is, Willard was getting to be a real expert on these new chain saws. He knew them inside and out and he knew what they could do. His practice was to tell each customer what he needed in a saw, then to take care of him and make the saw please him. He provided the best, quickest service possible and always had the necessary spare parts on hand.

He took on another well-known brand of chain saw and sold hundreds of them in the next ten years. Then, less than a year and a half ago, he became a Homelite dealer.

"In the first seven months," he says, "we sold about 200 Homelites. We like them very much. We displayed Homelite saws at the Fair last fall and won over all the other saws."

Caulk Hardware Co. carries on a strong advertising program, using radio and newspapers as well as direct mail. They stress service and find this brings in new customers better than any other approach.

Since the XL-12 was introduced in November, the selling crew have had fun out of every sale they've made. When shown an XL-12, the customer's first remark is always the same.

"That saw is just a toy. I need a real saw."

That's the cue for the salesman to give a demonstration, showing how fast it cuts, how easy it is to handle, what power it has. The customer is amazed with the performance and agrees that the XL-12 is not a toy, after all, but just the greatest little saw he ever used. Result . . . another sale.

Caulk's Hardware Co. is an outstanding example of the new type of Homelite dealer. As chain saws have become lighter, more and more farmers and occasional users such as campers, estate owners and the like have begun to think of the chain saw as a necessary piece of equipment. The hardware store, particularly when it is equipped with good service facilities, is the logical place to go looking for these new, lighter chain saws.

Two trucks, a repair shop and a full supply of parts make up the excellent service facilities of Caulk's Hardware. This way, they are able to give complete service, quickly and effectively. That's what keeps the customers coming back.

Take the accumulated chain saw experience and service reputation of Willard Caulk and his crew; add the advanced design and quality workmanship of the Homelite line of chain saws and you have an unbeatable combination.



The interior of Caulk's Hardware Co. with a customer and members of the regular staff. The neat displays and wide variety of items sold show that it's a well-run operation.

Kennedy's Corner



Robert S. Kennedy
Sales Manager

How aware are you?

As Homelite dealers and progressive business men you are acutely aware of the fact that the XL-12, introduced last October, contributed significantly to your saw sales and substantially to your profits!

Those of you who have analyzed your sales are also well aware of the importance of the farmer and professional saw markets to your business. (*We, at Homelite, incidentally, are well aware of your ability to cover these markets.*)

Some of you have shown your awareness by discovering a new market, the large occasional-user market. This is made up of campers, home and estate owners, men who love to own the latest and the finest tools. They look on the XL-12 as an ideal tool, just the thing they've been looking for. This market is hard to reach but easy to sell. No trade-ins either to cut down on your profit!

To attract this lucrative business you will need to keep on advertising during the summer. You'll need to stock plenty of XL-12's, too. The chain saw market is becoming a year-round market thanks to this new group of chain saw users.

If you're aware of this and act accordingly, you're in for the most profitable summer of your career.

STOLEN SAWS



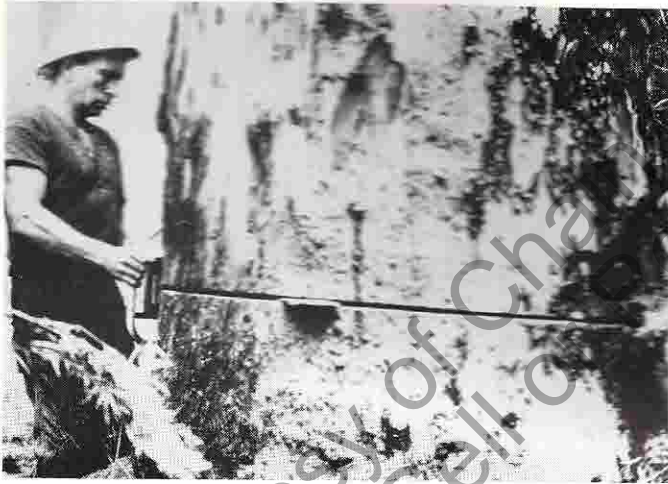
Model Number	Stolen from:
C-9	#1732717 Casey Implement Co., Casey, Illinois
5-20	#572653 Chester Nelson, New Ulm, Minnesota
XL-12	#1534123 City of Burlington, Burlington, N.J.
770-D	#1407481 Ryder's Tree Service, Schenectady, N. Y.
C-9	#1464252 Town of Nassau, New York
C-7	#1493793 North Vernon Small Engine Service North Vernon, Indiana
C-7	#1493794 " " " "
C-7	#1493795 " " " "
WIZ	#148473 " " " "
Super WIZ	#1450284 John L. Tucker, Ocilla, Georgia
WIZ	#1284943 H. F. Pfeifer, Hanover, New Jersey
770-D	#1533332 Spaulding Equip. Co., South Boston, Va.
C-7	#1550983 Spaulding Equip. Co., South Boston, Va.
XL-12	#1534095 Portable Power Tool Co., Inc., Port Washington, New York
C-5	#1489222 " " " "
C-7	#1496642 " " " "
WIZ	#1445631 " " " "
WIZ (used)	#1482056 " " " "
WIZ (used)	#1482049 " " " "
770-G	#1547087 " " " "
Super WIZ	#1491367 C. H. Roberson, Inc., Freehold, New Jersey
C-5	#1582234 C. H. Roberson, Inc., Freehold, New Jersey
5-30 (used)	#418627 C. H. Roberson, Inc., Freehold, New Jersey
XL-12	#1577149 Ramsey Farm Equip., Crawfordsville, Ind.
C-5	#1584232 Ramsey Farm Equip., Crawfordsville, Ind.
C-7	#1553969 Ramsey Farm Equip., Crawfordsville, Ind.
WIZ	#1239335 Weber Construction Co., Schenectady, N. Y.
WIZ	#1181774 Farrens Tree Surgeons, Jacksonville, Florida
Super WIZ	#1469178 Farrens Tree Surgeons, Jacksonville, Florida
770-G	#1461774 Paul Dominick, Englewood, New Jersey
XL-15	#1602217 Growers Supply, Waldorf, Maryland
WIZ	#1588716 Charlton Machine Shop, Folkston, Georgia
WIZ	#1588678 Charlton Machine Shop, Folkston, Georgia
XL-12	#1546050 Charlton Machine Shop, Folkston, Georgia
XL-12	#1568885 Jacksonville Tractor Co., Jacksonville, Fla.
XL-12	#1494275 Jacksonville Tractor Co., Jacksonville, Fla.
600 D	#1231935 W. K. Zenor, Woolstock, Iowa (\$50 reward)
770 G	#1472394 Gamma Tree Service, St. Louis Co., Missouri
WIZ	#1588632 Gilbane Building, E. Fishkill, New York
C-5	#1436225 Niagara Mohawk Power Corp., Glen Falls, New York
770	#1295707 Homer Gregory & Co., Morehead, Kentucky
WIZ	#1588858 Forestry Equipment Co., Prichard, Alabama
WIZ	#1588869 Forestry Equipment Co., Prichard, Alabama
770-G	#1591418 Forestry Equipment Co., Prichard, Alabama
XL-12	#1599113 Forestry Equipment Co., Prichard, Alabama
XL-12	#1582877 Forestry Equipment Co., Prichard, Alabama
XL-12	#1570526 Forestry Equipment Co., Prichard, Alabama
XL-12	#1599122 Forestry Equipment Co., Prichard, Alabama
5-30	#1414471 Forestry Equipment Co., Prichard, Alabama
Super WIZ	#1533666 Forestry Equipment Co., Prichard, Alabama
XL-12	#1560916 R. S. Angle, Clinton, Missouri

Last month, five saws were listed as having been stolen from Wright Implement Co., Liberty, Kansas. The State should have been Kentucky. Our apologies. The saws: a C-9 #1492553; four C-5's #1498388, #1498392, #1498393, #1488337.

STOLEN CONSTRUCTION EQUIPMENT

Model	Number	Stolen from
8HY-1 Generator	#1387240	Mohawk Const. Co., Linden, N.J.
8HY-1 Generator	#1394126	Mohawk Const. Co., Linden, N.J.
8HY-1 Generator	#881353	Mohawk Const. Co., Linden, N.J.
DP-3 Diaph. Pump Blower	#584693	Mohawk Const. Co., Linden, N.J.
43S-1½ Pump	#1507696	Mohawk Const. Co., Linden, N.J.
3 HY-1A Generator	#1383958	E. A. Reeves, Philadelphia, Pa.
8 HY-1A Generator	#1523361	Public Consts., Blackwood, N.J.
24HY-1 Generator	#1523459	Public Consts., Blackwood, N.J.
23A115-1 Generator	#759887	Public Consts., Blackwood, N.J.
	#501328	Public Consts., Blackwood, N.J.

20DP3-1 Pump	#1507223	Public Const., Blackwood, N.J.
24S3-1 Pump	#273778	Public Consts., Blackwood, N.J.
8A115-1 Generator	#1012391	Weber Const. Co., Schenectady, N.Y.
20S-1½ Pump	#530531	" " "
20S-1½ Pump	#714987	" " "
44DP3-1 Pump	#1523476	Reeder Const. Co., Long Beach, Miss.
8A115-230 Generator	#849645	Underwriters Salvage Co., N.Y.
20S-1½ Pump	#1523882	J. Chester Sneath Inc., N.Y.
20DP3 Pump	#1526917	Gilbane Build., E. Fishkill, N.Y.
20S-1½ Pump	#1635917	F. L. Amato, Philadelphia, Pa.
23S-2 Pump	#389012	Nussbaum & Sons, Jacksonville, Fla.



In West Australia, the Karri trees grow to enormous size. Here, Snow Henderson, professional cutter, uses a Homelite to make the felling cut which will bring down this giant.



Charles Reed, of Walkhounding, Ohio, and his son Paul pose proudly for "Doc" Fixit's camera with the five logs cut from the main trunk of this 200-year-old swamp oak.



Winfield Hulslander, a customer of Homelite dealer F. P. Case & Sons, Inc. of Troy, Pennsylvania, is shown bucking the big elm tree he cut down recently with his Homelite. The diameter at the base of the tree... 6 foot 6 inches.

OUR CUSTOMERS CUT DOWN SOME BIG ONES

Thousands of trees are felled every day in all parts of the world. That's hardly news. But once in awhile a giant comes crashing down, slain by a Homelite chain saw. Then pictures are taken, board feet are measured and congratulations are in order for a job well done.

"Doc" Fixit's, Homelite Dealer in Mount Vernon, Ohio, sent in the picture above. This 200-year-old swamp oak was rare in the area where most big timber was cut years ago. It was in perfect shape and yielded approximately 11½ tons of wood and additional five tons of pulpwood from the limbs. The father and son woodcutting team of Charles C. Reed and Paul Reed did the job with a Homelite 600 D using a 30" bar for felling and a 17" bar for cutting. They're good customers of "Doc" Fixit's and very pleased with the performance of their Homelite saws.

A Friend of the Family

This is a short story... Homelite style. The setting is the shop of Francis Nicholl in Deer River, New York. (This Homelite dealer and his wife were written up in Sawdust as Dealers of the Month, several years ago.) In comes a faithful customer, Darwin Nuffer, to pick up his model 26LCS which had had some minor repairs on it.

"You know, Francis," said Mr. Nuffer, "I came in here on November 23, 1951 and told you I wanted a saw. I'd never used one before and didn't know a blessed thing about one. I asked you to pick one out for me and that was this same saw, my 26LCS. I've used it ever since. I top over 3,000 trees every spring with the help of this saw. I've cut the wood to build two farm houses and my garage. During the wintertime, I cut as much as 50 cords of 4-foot pulpwood. In the past twelve years I've worn out many a chain but I've never had a major repair or an overhaul."

Then Mr. Nuffer asked to see one of the new XL-12's he'd been reading about. The Nicholls showed him one and tried to get him to try it for himself.

"No, Francis," he said. "I will not try it out. If you say it would be a good saw for me, that's all I need."

He handed Mrs. Nicholl a blank, signed check and asked her to fill it in. Then he picked up the saw and started out.

At the door, he turned with a smile and said, "Well, Francis, if I have as good luck with this saw as I did with the 26, I will be happy."

P.S. Mr. Nuffer did not trade in his Model 26. He said he guessed it was part of the family, now."

SERVICE PARTS GLOSSARY

The Homelite Service Parts Glossary, after three years of preparation, is now available. It provides a complete historical listing of all Homelite service parts, showing the various units in which each part is used, with informative notes and references to service memos.

It is designed to help Homelite dealers provide the best possible service to customers, with maximum profits for himself. Ask your Homelite representative to show you this worthwhile and attractive 292 page glossary or order it directly from your branch office.

Districts
Displays
at
Major
Trade
Shows



The St. Louis District created this complete Homelite display for the St. Louis Sports, Travel and Boat Show. A generator turns on an electric turntable; the Yard Trac sits on a lawn of artificial grass and the chain saw tree is lightly sprayed with gold to bring out the highlights.



Crowds of people visited the Homelite display at the Milwaukee Sentinel Sports and Boat Show in Marcc. The chain saw cut-away display was designed by Bill Julien of Milwaukee.

A Plea for Help

Everyone was horrified and shocked at the news of the devastating earthquake in Alaska, recently. We feel sure our Homelite dealers in Alaska have been donating equipment and time to help in the reconstruction work.

One of the most completely destroyed coastal cities was Valdez, where thirty-two of its 1200 population lost their lives. The small boat harbour and two docks completely disappeared. The business district was hit by earthquake, fire and a seven foot tidal wave.

The acting Mayor of Valdez wrote to Homelite appealing for help... in the shape of two 45 TP3 Trash Pumps. He wrote, "The people of Valdez are too proud to ask for aid but I feel that if you could see how their homes and businesses and whole economic base has been destroyed you would feel this is a most urgent request and worthwhile cause."

Needless to say, the pumps are already on their way, shipped from the Seattle

office. The Goodall Rubber Co. and Strain Supply & Rubber Co. donated suction and discharge hoses and Northern Airlines agreed to carry the units without cost.

A plea for help comes in clearly, even from our far-off 49th State.

LATE BUT WELCOME

In former years, Homelite sent a letter to customers asking for their comments on their new chain saws. The following letter which was just received explains itself.

"Sir: I found this letter when I cleaned out some papers, today. Here it is, almost three years later and my saw is still cutting perfect. I used it yesterday on some hickory and that saw just ate that tough stuff up. I still have not had it back to the shop and my only expense has been one air filter (\$1.70) but I am very satisfied and if I were buying tomorrow, I'd buy a Homelite."

Respectfully yours,

H. B. STEELE, NEWPORT, VIRGINIA

CITY IN UTAH GOES FOR XL-12

Penrod's Lock & Bike Shop, Homelite dealers in Brigham City, Utah, have been looking for a way to interest city officials in Homelite equipment. One day, Mr. Penrod noticed a city tree crew using a large competitive saw with a 30 inch bar in their tree climbing. He offered to let them try an XL-12 for a few minutes demonstration. Needless to say, they bought one!

The city electrical department, hearing about the XL-12, decided they needed one, too. Other city departments are casting envious looks at it. In addition, one of the local Boy Scout troops purchased an XL-12 for cutting firewood as a money-making project and they've been spreading the word about its performance.

Mr. Penrod will have the whole town talking about the XL-12 before he's through. He's planning to demonstrate the XL-12 whenever and wherever he has the chance.

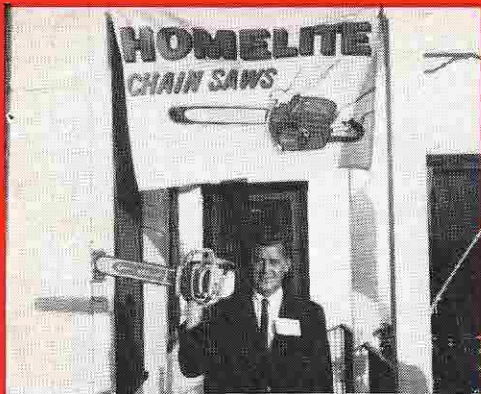
Marine Dealers Get Ready for Spring



An all-out Homelite Marine dealer is William Zander, president of the Evergreen Marine Sales in Chicago. This display of a 4-cycle-55 on a specially decorated boat serves to remind passersby and boating enthusiasts of Homelite.



A group of marine dealers and their mechanics gather around Phil Tibbets as he gives them pointers on the care and servicing of the Homelite 4-cycle-55 outboard at a two-day service school held at the Chicago branch office.



George Culliton, sales manager for the George F. Smith Co., St. Louis, Missouri, was the winner of the XL-12 offered as a door prize.



The dealers attending the meeting in Montebello, Missouri, were driven in from the parking lot and main gate on a wagon pulled by a Homelite Yard trac.



Mrs. Webb of The Workshop, Godfrey, Illinois, is a Homelite dealer. Here, she tries out the XL-12 which is just her speed.

ST. LOUIS DEALER MEETING

Lady Houseboat Operator



Happy because her houseboats are again in great demand, "Aggie" Lutz stands proudly beside the Homelite outboard which has made all the difference. She credits business upswing to remarkable savings in fuel.

Agnes Schrader Lutz, "Aggie" to her many friends, operates "The Anchorage", a marina in Clinton, Iowa, on the banks of the Mississippi River. She owns a fleet of houseboats which, at one time, were in great demand for vacation trips.

In the fall of 1962, however, she decided to sell her houseboats as business had been very bad. People were complaining that they were having to pay more for fuel than for renting the boat. It made the excursion just too expensive.

During the winter, Rod Fitch's Sporting Center down the road from the Anchorage took on the Homelite outboards. They told Aggie that these new 4-cycle outboards would do as good a job as her 2-cycle engines for half the cost.

Aggie decided to try them and through advertising and spreading the word among Power Squadron members, she got some of her old customers back that spring. The Homelites lived up to advance promises, operating for less than half the cost of the 50 h.p. engines she formerly had. That summer business was booming again.

Now, Aggie's houseboats are all spoken for months in advance and in use all summer...thanks to Homelite.

XL-12 Makes Mark

Up in Northern Maine the woods resound with the buzz of chain saws. Claude Chambers, Homelite dealer in Princeton, Maine, knows his logger customers well. When he first saw the XL-12 he wasn't at all convinced that it would do the kind of day-after-day job his customers expected. He suggested to Danny Grant, a cutter for the Georgia Pacific Co., St. Croix Pulpwood Division, that he give up using a big competitive saw and try out the XL-12 for a couple of days.

Danny was sceptical about it because it was so small but he took it out to try and he never brought it back! From December 5th to February 29th he cut down and limbed 600 cords of rough pulpwood, plus the swamping he did. One day he cut 14 cords down and limbed it! He averaged 10 to 12 cords a day. He's had to have one set of points put in; he's used four chains and he uses five quarts of gas a day.

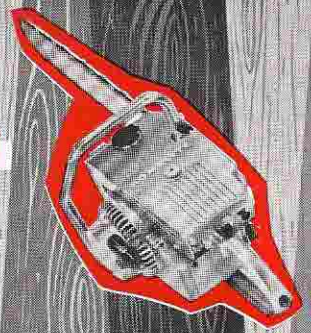
"The XL-12 is plenty big enough to cut the average pulpwood in Maine," says Danny. "In fact, I can cut more with this than I could with my old saw."

Another convert for Homelite! Now Claude Chambers suggests the XL-12 to many of his customers.



Danny Grant, pulpwood cutter from Princeton, Maine, is very happy with his XL-12 which has stood up under steady and prolonged use. One day, he cut and limbed 14 cords of wood. Not bad!

SAWDUST



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THE COVER . . . Homelite received another important honor recently when the company was presented with a Popular Science Award for "contribution to American living." Homelite President J. A. Abbott, center, accepts the beautiful blue and gold banner from John R. Whiting, left, publisher of Popular Science Monthly, and Robert P. Crossley, editor of the magazine.

The award, for breakthroughs in technology for consumer benefit, was given to Homelite for its development of light-weight, powerful and extremely portable tools . . . notably the XL-12 chain saw.

Homelite joins three other corporations in receiving the award: Ford Motor Company for its Econoline Van; Eastman Kodak Company for its Instamatic Camera series and General Motors for its training centers.

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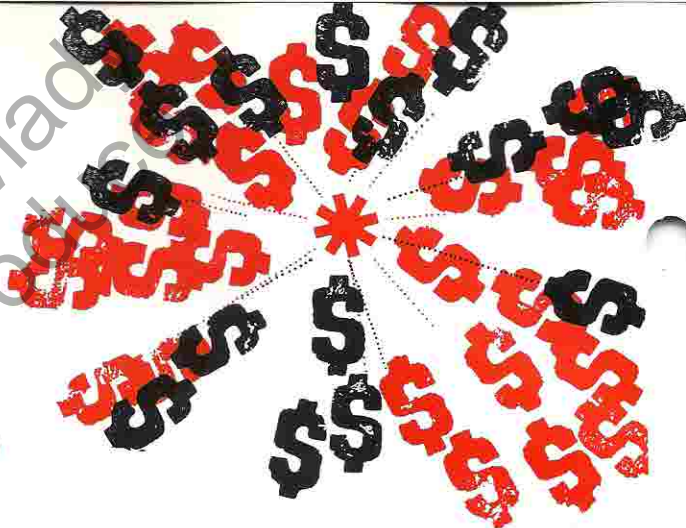
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NEW Products Forecast

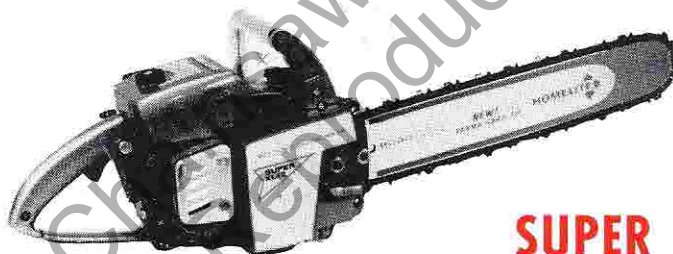
Hot Selling Days Ahead



No Summer slump for Homelite this year! There are so many hot new products being introduced, so many interested new customers, so many dealers doing a bang-up job of stocking, displaying and selling the complete line of Homelite chain saws that business gets better and better.

This was all triggered by the introduction of the XL-12 last fall. No saw in Homelite history has ever won such quick acceptance. After 10 months it's still in a class by itself!

On these pages are some of the latest models of chain saws coming off the production lines in the Gastonia plant, plus an entirely new gasoline-driven circular saw, the XL-100. These are sure to open up new markets and make new friends for Homelite. The biggest selling days are here, right now.



SUPER XL-12

For those who want something even better than the XL-12, Homelite dealers now have the world's lightest direct drive chain saw with super power, the Super XL-12.

This new saw looks very much like the XL-12, except for a new, larger, baffle-type muffler which provides quieter operation and increased fire protection. The extra power comes from the new cylinder and piston with a 1 13/16" bore and a 3.55 cu. inch displacement. There's also a new clutch drum and sprocket with needle bearing; an improved sealed starter with a replaceable starter rope bushing; an external carburetor idle adjustment for greater operator convenience. For those who want to own the best . . . the Super XL-12!

NORTHWEST FARMERS PREFER HOMELITE

Every year for the past 41 years, a survey has been made by the Northwest Farm Paper Unit among farmers in the Pacific Northwest. Questionnaires are sent to farm families, selected at random, asking them to indicate what they intend to buy in the coming year in a wide range of categories: food, appliances, cars, tractors, machinery, etc. They are also asked to indicate a brand preference if they have one.

The results of the 1964 survey show that of those intending to buy chain saws, 33.6% said they intended to buy a Homelite. The nearest competitor rated 21.9% and others rated less than 2% each. Some returns showed "no preference" which means that these farmers are good prospects for the new Homelite chain saws if they are given a chance to see them and try them.

Do these Northwest farmers actually buy what they say they plan to buy? Special surveys show that they do. In fact, they buy *more*—and Homelite has always improved its percentage in actual sales. Farmers in all parts of the country prefer Homelite this year.

XL-100, A NEW CIRCULAR SAW

Powered by the same dependable engine used in the XL-12, a new circular saw, the XL-100, has just been developed and introduced by Homelite.

The XL-100 is a powerful tool . . . the world's most powerful hand circular saw . . . which can be used in hundreds of ways by contractors, builders, municipal water and sewer departments, fire departments, railroads, ship and boatyard owners, farmers and homeowners.

It's not just a lumber cutter. Blades are available for cutting all types of material: plywood, wallboard, aluminum and other non-ferrous metals. Abrasive wheels are available for cutting steel and other hard metals and for cutting and scoring tile, slate, transite, flagstone, blocks and brick.

Some of the main advantages of this gasoline-engine-driven circular saw when compared with the electrically operated kind are:

Convenience . . . no outside power source needed, no limiting electric cable, no chance of damaging voltage drop.

Safety . . . can be used even in wet locations. The automatic clutch allows the blade to stop when the engine idles.



The XL-100 circular saw is being used to trim flooring at a new construction site. No generator or electrical connection is necessary and the lightweight powerful saw is easy to handle at any angle.

Speed . . . it runs at 4100 RPM under load and its high torque makes it almost impossible to stall.

Lightweight . . . only 21 pounds, easy to carry anywhere.

This is a revolutionary new power tool which should open up a whole new market for Homelite dealers, both chain saw dealers and construction equipment dealers.

THE NEW C-SERIES

The 1964 models of the highly successful "C" line of chain saws are now in production, with new styling, new sales features and new engineering improvements. They are the C-51, the C-71 and the C-91.

Of prime importance is the new Homelite starter on all three models. It assures positive engagement every time, has fewer parts and requires less maintenance.

Other new features include:

1. A redesigned Rotary Screen which keeps sawdust, chips and dirt out of the cylinder fins. The cooler engine means more power and longer life.
2. A new Air Filter Cover which allows dirt, chips, snow etc. to escape through the side louvers. The filter stays clean.
3. An all-new External Idle Adjustment

so that the idle speed can be adjusted conveniently in any kind of weather without exposing the carburetor chamber.

4. An all-new Fuel Line. The short, straight line from the fuel tank to carburetor practically eliminates the possibility of air leaks and pinching during installation of carburetor.

The 1964 "C" series chain saws are priced right, styled right and powered right to sell to a wide range of customers . . . farmers, professional woodsmen, municipal departments, occasional users, among others. The saws are equipped to handle any kind of cutting or clearing job with straight guide bars up to 30" or with bows, clearing or utility guides. They are all convertible to gear drives, too, in less than nine minutes.

A NEW BRUSH CUTTER

The new XL Brush Cutter is now available, a deluxe model which is lighter, easier to use and more powerful than ever before.

The XL engine gives it the power and dependability you need for clearing brush and saplings, easily and safely.

The harness is the deluxe type which hangs over the back and shoulders and the whole unit is lighter and easier to handle. A new, one-finger trigger allows the operator to control the blade while still maintaining a grip on the handle.

These are just a few of the features which make the XL Brush Cutter an outstanding addition to the Homelite line.

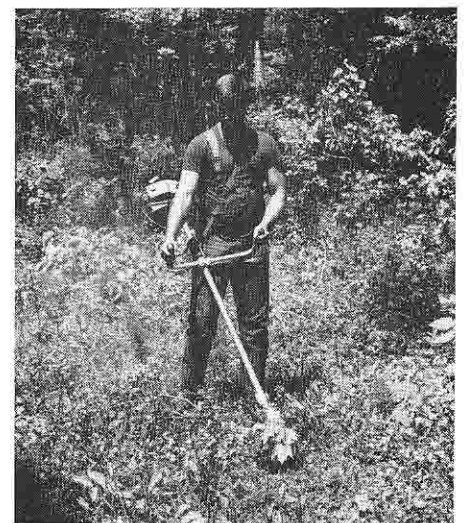
The new Homelite C-91



The new Homelite C-51



The new Homelite XL Brushcutter



THEME FOR SWEEPING

VICTORY AT FAIRS



No matter who you're for in '64... you'll win friends for Homelite and swing the public your way... if you get on the Homelite bandwagon. The Fair season is almost here. People will be thronging to state and country fairs to see the latest equipment and have a good time. Homelite booths can be centers of activity with cutting contests, exciting displays, gay pennants, banners and balloons.

Planning ahead makes all the difference between success and failure of such a venture. On these pages are a few reminders of some of the material which is available to help the Homelite dealer stage the best show he's ever put on. A "must" is a bag or two of red white and blue campaign badges "I'm for Homelite". They come 250 to a bag and only cost 2 cents each. They'll make a big hit with all ages.

It's in the cards! This is going to be a Homelite year, all the way!



BALLOONS

Gay... low cost... attention getters, sure to attract young and old. Assorted colors, sausage shape, 18" long when inflated. Your 3-line imprint on one side, picture of Homelite saw on other side.

BL-1 500 for \$2000 del.



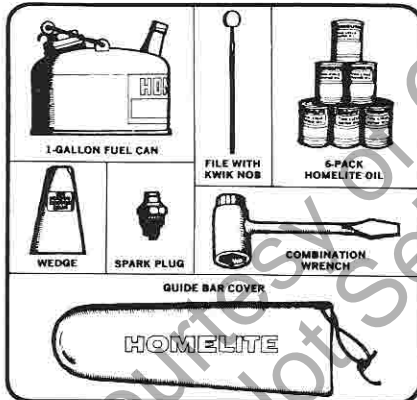
GIANT 6' BANNER

Colorful traffic-stopper of weatherized Chromespun. Can be used indoors or out. Brass grommets for easy hanging, anywhere. 6' x 6' in three colors.

FP-25 \$500 each del.

HOMELITE WOODCUTTERS KIT

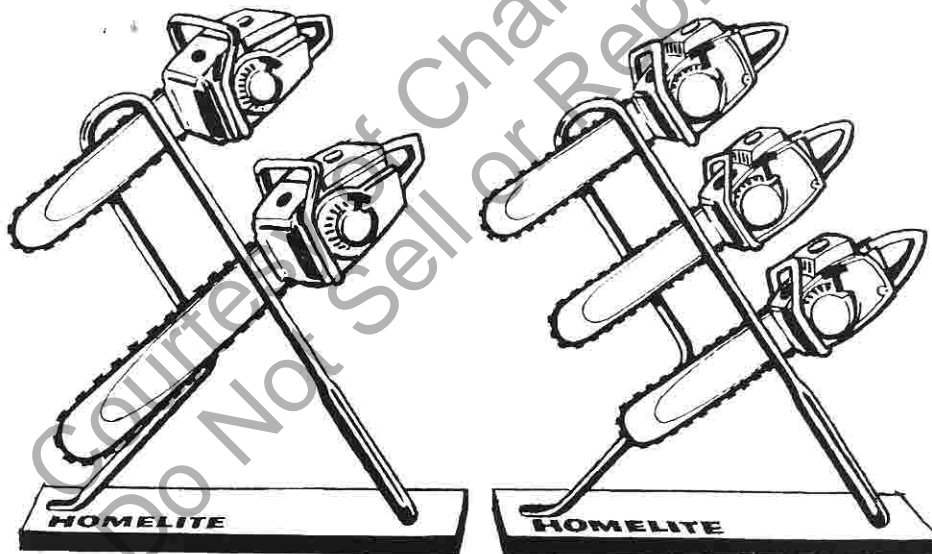
KIT CONTAINS:



Regular Price: \$12.43

**INTRODUCTORY
SPECIAL \$5.95**

WITH PURCHASE OF HOMELITE CHAIN SAW



CHAIN SAW DISPLAY STAND

An attractive durable display unit designed by John Esposito, executed in wood and gleaming chrome-finished aluminum tubing. It's all the more useful because it accommodates three "XL" chain saws or two of any other Homelite model. Only 3' high—fits anywhere.

HD-3 \$5.95 FOB Branch Office

WEATHER RESISTANT PENNANTS

Brilliant plasti-cloth pennants are weatherized...double sewn on plastic-covered 376-pound test rope for extra wear. Colors that won't fade. 30-foot string...12 pennants to the string.

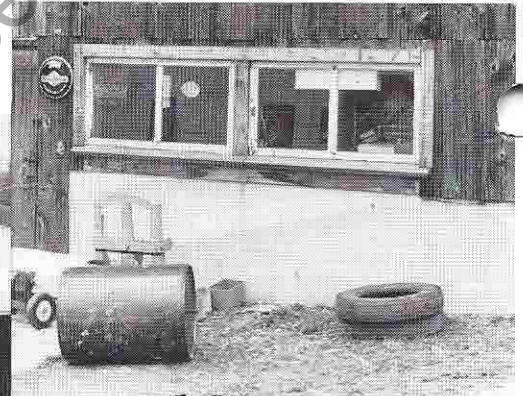
FP-30 \$2.50 per string del.



OLD BARN GOES MODERN



This is the way Ray Hartmann & Sons Small Engine Repair looks now. Left to right, Art Beers, salesman; Mr. and Mrs. Ray Hartman; Clyde Hallett, co-owner in charge of chain saw repair; Ronny Lyon, mechanic; Jim Archer, mechanic; Roger Hartmann, co-owner and Service Manager. Three new employees are not pictured: Marshall Carleton, Ernest Gottschalk and Cass Reeves. (These Yard Tracs have all been sold, and quite a few more beside!)



This is the way the shop looked when it first opened in 1952. It was open only during summer evenings. There was no heat and very little work space.

Ray Hartmann and Sons Small Engine Repair Service, in East Stroudsburg, Pennsylvania, was started in the old barn at their home in 1952. The sons, Bennie, 16, and Roger, 17, were still in High School and the shop was strictly a summer evening business, after regular jobs were over for the day.

Now, 12 years later, it's a bustling, modern business with nine full-time employees.

When the boys went off, after graduation from High School, Ray was left alone with the business for a few years. Bennie became a teacher, but Roger, after working as a Jr. Engineer for the Caterpillar Tractor Co. and attending Bradley University at night, decided to come home and take over the shop on a full-time basis.

The business grew so fast that in 1962 it was decided to form a partnership with Roger, his father, Ray, and his brother-in-law, Clyde Hallett. They enlarged the old barn and installed heat but it was soon obvious that it wasn't nearly big enough. By the fall of 1963, the partners moved

into their new 40x100 ft. steel building which they built themselves during regular business hours.

Roger acts as service manager of the fine shop which is completely equipped for any type of small engine repair. His boast is, "tough jobs are done first and the impossible takes longer".

Clyde is in charge of chain-saw repair. Ray handles the showroom, sales and parts. Each partner has his particular job to do—but they're trained to do any or all of the jobs if necessary.

"We believe," says Ray Hartmann, "to be successful in business, one must believe in the product sold. One must be interested in people and be able to meet everyone half-way at all times and go a little farther many times."

This business philosophy has brought Ray Hartmann and Sons a long way from their simple barn shop. Their enthusiasm for Homelite chain saws and Yard Tracs has provided them with a thriving family business and an enviable reputation in the field.

Happy with his HOMELITE

When you've always had to buy a used saw, it's a big thrill to win a fine new one, especially when it's a Homelite C-5. Mr. James Morrow was in this happy situation recently when he was the winner of the big door prize at the grand opening of "The Basin" in Sandpoint, Idaho.

This Homelite dealership was formerly "Ames & Oliver" but now Mr. and Mrs. Herbert Oliver are sole owners of the firm and they planned a bang-up Open House to celebrate the event. To attract more interest, they also advertised a "Pick Our New Name" contest which was won by Mrs. O. L. Cox of Sandpoint, who suggested "The Basin" as an appropriate name. Her prize was a fine transistor radio. Crowds of friends and well-wishers thronged the shop and had a chance to look over the Oliver's large stock of new Homelite chain saws.

George Lodge, at left, Spokane Branch Manager, and Herbert Oliver, Homelite Dealer congratulate James Morrow, right, on winning a new C-5.



Kentucky Dealer Strong For XL-12

This happy looking group keeps things humming at H&S Farm Equipment. Left to right, front row: Bobby Wilson, mechanic; Mr. and Mrs. Russell Holmes, owners; William Reynolds, mechanic. Second row: Norris Tupman, mechanic; Tommy Nobles, salesman; Delmar Roark, Homelite representative; Russell Turner, partsman. At back, Eugene Reynolds, mechanic.



"There is a satisfaction in selling any model of Homelite Chain Saws," according to Homelite dealer Russell Holmes, owner of the H & S Farm Equipment of Columbia, Kentucky. "But even more satisfaction in selling the XL-12!"

"After getting a demonstration of the XL-12, the customer stands in disbelief," continues Mr. Holmes. "Some come away muttering to themselves, determined to own an XL-12. That is satisfaction."

H & S Farm Equipment has been selling Homelites since 1958. At first they were also selling a competitive brand of chain saws but through the years Homelite proved to be so much better that the other line was dropped.

Mr. Holmes' territory covers Adair County, which has both farming and logging areas. He has seven people working with him, including Mrs. Holmes, his wife and business partner. He has fine service facilities—and believes that

good service and advertising are the keys to good business.

"Demonstrations are also of prime importance" says Mr. Holmes. "We have field days and we demonstrate at the Adair County Fair. If you let the farmers use the saws—they're sold." Mr. Holmes is very much impressed with the XL-12 Chain Saw.

"We think the XL-12 is the turning point and the trend will be away from buying heavier saws," he explains. "Numerous loggers are logging with an XL-12 where they formerly used a 6 to 9 horsepower saw. Its the greatest!"

Sawdust salutes the fine job that Mr. and Mrs. Holmes are doing in Columbia, Kentucky. Their well-stocked shop, efficient operation and enthusiastic promotion of Homelite Chain Saws have brought them an ever-lengthening list of loyal Homelite customers.

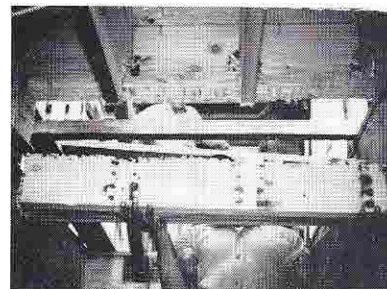
No Spot too Hard to Reach

An XL-12 is used to cut out excess lumber in a stair well, easily and quickly.



Apartment house builders had very little use for chain saws—until the XL-12 came along. The XL-12 is almost as light to handle as a hand saw and it's so much quicker and more efficient. For squaring off roof timbers; cutting out extra lumber in stair wells; for any number of small jobs, the XL-12 is just perfect.

A California contractor told a Homelite representative

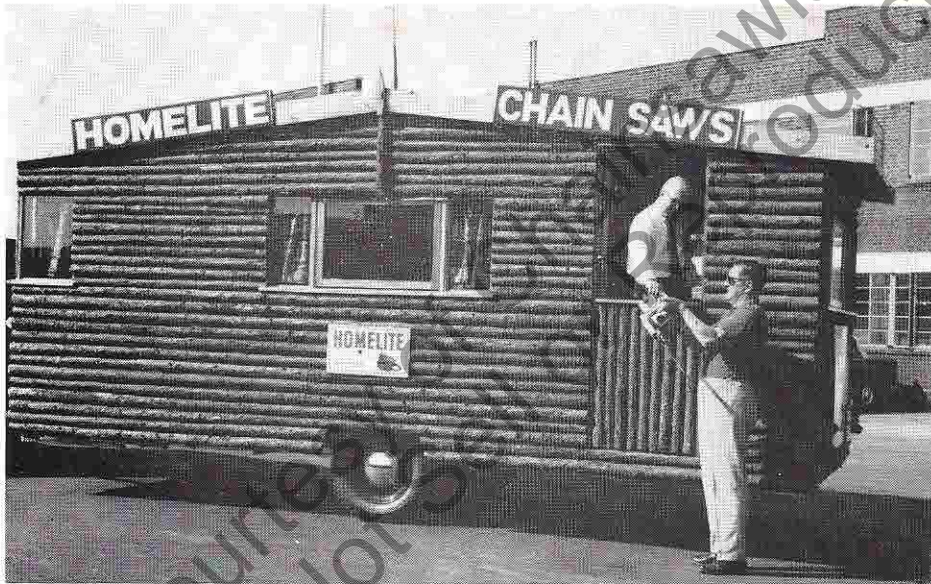


The piece cut out of the stair well, at left, is easily lifted out by one man.

that he saved over \$700 in one week in labor and time alone by owning an XL-12.

This opens up a whole new market for the XL-12—builders and contractors who will save hours and hours of work and hundreds and hundreds of dollars. It will add up to additional profit for the Homelite dealer, too, and additional parts business as well.

LOG CABIN ON WHEELS TOURS ENGLAND

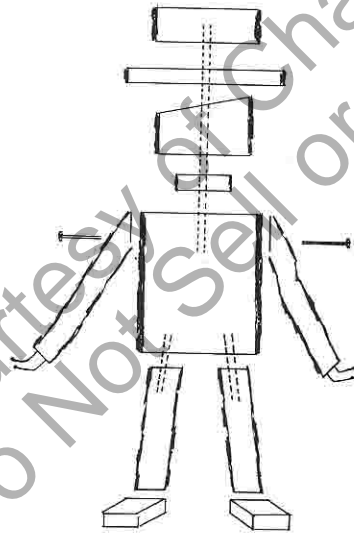


This novel log cabin trailer is the latest creation of the Homelite chain saw division of the Lambretta-Trojan Group of Companies, our distributor in Great Britain. Mr. D.W.R. Robinson, Homelite Sales Manager, inside the cabin, shows the new XL-12 to southern area representative, Mr. Jack Holmes, at the Forestry Exhibition at Blackbushe, Surrey, England.

An idea, developed to publicize chain saws in England, has captured so much attention it may be used commercially. Mr. D. W. R. Robinson is the Sales Manager for the Homelite distributor in England—The Lambretta—Trojan Group. He had a log cabin on wheels built to use as an exhibition office for the Homelite division and planned to take it to various agricultural shows throughout the country. The exterior of the cabin is made entirely of larch wood, cut to size with a Homelite. People who saw it were very much taken with the attractive, rustic exterior and thought it would make an ideal trailer for camp and vacation sites. They felt it would blend in with the country landscape much better than the steel trailers now in style.

Commenting on the development, Mr. Robinson said, "Originally it was just a one off idea with chain saws in mind, but already people are looking upon it as an ideal vacation trailer. It combines all the mobility and modern construction of a trailer with the attractiveness and country finish of a log cabin."

It's certainly a wonderful promotion for Homelite Chain Saws, and it has created quite an impression in England.



Make It Yourself

Use pipe, (represented by dotted lines) as a connecting core

Use lag screws to join arms to body.

Use large nails to serve as fingers to hold saw.

MR. HOMELITE IN NEW ZEALAND

The rugged looking Mr. Homelite, shown in the photograph far left, was made by Bob Patton of Cable-Price, Co., the Homelite Distributor in New Zealand. He has made and used many of these figures in showrooms and fairs throughout New Zealand and people are now asking for "Mr. Homelite", wherever Mr. Patton goes.

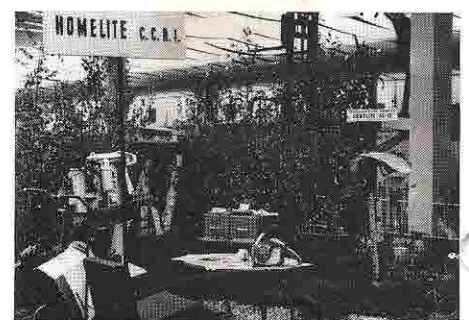
Mr. Patton has supplied a drawing, indicating how to build a "Mr. Homelite." He makes it look quite simple.

San Francisco District Manager, Robert Glidden, who met Bob Patton in New Zealand, reports that Mr. Patton is one of the most solid Homelite boosters he's ever met.

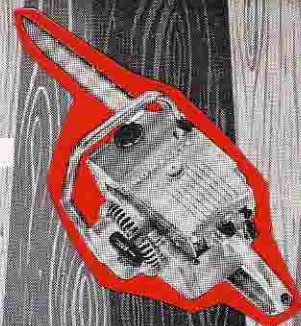
EFFECTIVE EUROPEAN DISPLAYS

As part of a new program of exchanging display ideas among our European distributors, these two pictures were submitted for circulation.

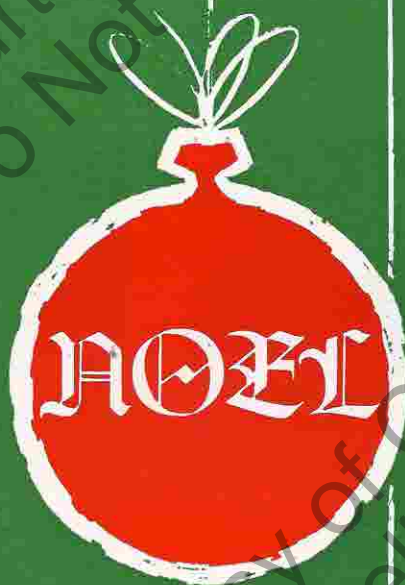
The photo at left shows the impressive chain saw display built by our Norwegian distributor, Sorensen of Balchen. At the right, we have a display of Homelite products set up in the Paris Exposition by our French distributor, C.C.R.I.



SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y.—GASTONIA, N. C.—GREER, S. C.—OCT., NOV., DEC., 1964





THE COVER... This man found just what he wanted under his Christmas Tree, a Homelite Super XL-12. Now he can take down that elm in the corner of his lot and cut it up for firewood. He can help his neighbor with his clearing project. He can go with other fathers to the Boy Scout Camp where a log cabin is in the making. Next summer, he can take his new chain saw along on his camping trip. A wonderful new world of possibilities opens up. What a fine Christmas gift!

For the man who has everything—or nearly everything—a Homelite chain saw makes a perfect gift. Men are fascinated by the new styling, the light, compact design. They'd like it even if it weren't so useful in so many different ways. Homelite dealers can contribute greatly to the Christmas spirit by seeing that these men are not disappointed.

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Oct., Nov., Dec., 1964

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SWEESTAKES WINNERS FARM JOURNAL CONTEST

Mr. Roy Snyder, of Concord, Michigan, walked into Spratt's Trading Post, Homelite dealer in Hillsdale, Michigan, and jokingly stated that he had the winning ticket in the Super XL-12 Sweepstakes. He presented ticket #A225421 which he had received in his copy of the Farm Journal. Jerry Spratt checked with his master list and sure enough, Mr. Snyder had won a Super XL-12!

Others have since claimed top prizes in West Virginia, Wyoming, Iowa, Michigan and other parts of the country, but Mr. Snyder was the first, so there was plenty of excitement in Hillsdale. Bob Lightly from the Homelite Branch Office in Toledo, Ohio, made a special trip to present the prize saw to Mr. Snyder and another just like it to Dealer Spratt.

Mr. Snyder is semi-retired and farms fifty six acres near Jackson, Michigan. He owned a big heavy chain saw, (not a Homelite!) which he had been unable to use due to the fact that he is just now recovering from a slight stroke. The Super XL-12 really fills the bill for him and he is able to manage it easily.

Thousands of other hopeful people have brought their tickets into Homelite dealers' shops all over the country. Hundreds of them have come away happy to be winners. All of them have had a chance to meet their local Homelite dealers, some of them for the very first time. Many sales have resulted from the additional traffic created by the 1964 Super XL-12 Sweepstakes Contest.



Sweepstakes winner Roy Snyder, right, receives his prize from dealer Jerry Spratt.



Jerry Spratt, dealer, left, receives a duplicate prize from Bob Lightly, Toledo Salesman.



Every potential chain saw prospect will now be able to find his Homelite dealer fast—in the "Yellow Pages."

Beginning with directories published in April, 1965, all Homelite chain saw dealers will have free ads in their local telephone directory "Yellow Pages," paid for by Homelite. All orders now on file through the March, 1965, directories will be processed to completion under the former co-op program.

The new program will now bring all Homelite chain saws dealers into the nation's number one buying guide. The "Yellow Pages" have carried on an extensive advertising campaign in magazines, papers, on the radio and TV, to urge people to "Let your fingers do the walking" in finding goods and services, quickly and easily.

Homelite chain saws and reliable Homelite service will be easy to find in this evergrowing part of the American business scene, the "Yellow Pages."

It is important to note that to qualify for a "Yellow Page's Listing" the dealer must have a business telephone number. Individuals can not be listed without this telephone company requirement.

There will undoubtedly be some questions and problems in the swich-over from the old program to the new but the desired result—complete Homelite coverage under "Chain Saws" in all directories—will be achieved very shortly, to everyone's satisfaction.



Chet Huntley



Douglas Edwards

HOMELITE ON RADIO

Homelite's record-breaking 1964 fall promotion has had a terrific impact on the chain saw market. Of prime importance is the job which network radio is doing in telling people about Homelite chain saws. Homelite has the most powerful broadcast schedule in chain saw history.

Douglas Edwards, over CBS Radio network reports the news to a waiting audience every day. Chet Huntley reports the news to his followers over NBC every day, too. Since September 21, both of America's most famous news commentators have been promoting the value of the Homelite Super XL-12 each week day evening! They will continue to do so right through December 18 to help promote Christmas gift sales. There will be very few men in the country who don't know about the exciting new Homelite chain saw.

These programs are broadcast from radio stations in 320 cities all across the country. Nearly a hundred of these cities have the Homelite commercials on both networks. CBS lists 233 stations which carry the Homelite message five times a week in the prime evening hours; NBC carries them on 187 stations, also five times a week, mainly between 5 and 7 p.m.

To make the radio program even more effective, many Homelite District offices and individual dealers have bought spots on their local radio stations to tie in with the national program. They have thus been able to identify the local dealers so that prospective customers would be able to go see and try the Super XL-12, celebrated in the famous jingle "Homelite, Homelite's done it again!"

HOMELITE HONORS LONG TIME DEALERS

"Our dealers are the front line troops." Al Orcutt, Marketing Manager, Forestry Equipment, told a gathering of Homelite salesmen at a recent meeting in Bossier City, Louisiana. "They're responsible for our success. We make the products and support our dealers with efficient supplies, advertising, special demonstrations and anything else we can do, but the dealer has to contact and sell the customer."

Homelite is especially proud of its longtime dealers, many of whom were pioneers in the chain saw field. To show this pride, handsome plaques, suitably engraved with the dealer's name, are being presented to all dealers with 15 years of service. In many cases, this event has been written up for the local papers, providing fine publicity.

Service stickers, denoting five, ten and fifteen or more years of service are also being distributed, to be posted on the dealer authorization plaque which each dealer displays.

"We want the customers to know that they are dealing with businessmen of integrity and loyalty," says Mr. Orcutt. "We think we have the best dealers in the business."



Joe Eck, at left, of the Homelite dealership A. J. Eck & Son, in Williamsport, Pennsylvania, receives a plaque in honor of his long association with Homelite from Bob Hood, Philadelphia Salesman. This dealership, under A. J. Eck, took on the new Homelite line in 1948.

FAIRS and FESTIVALS

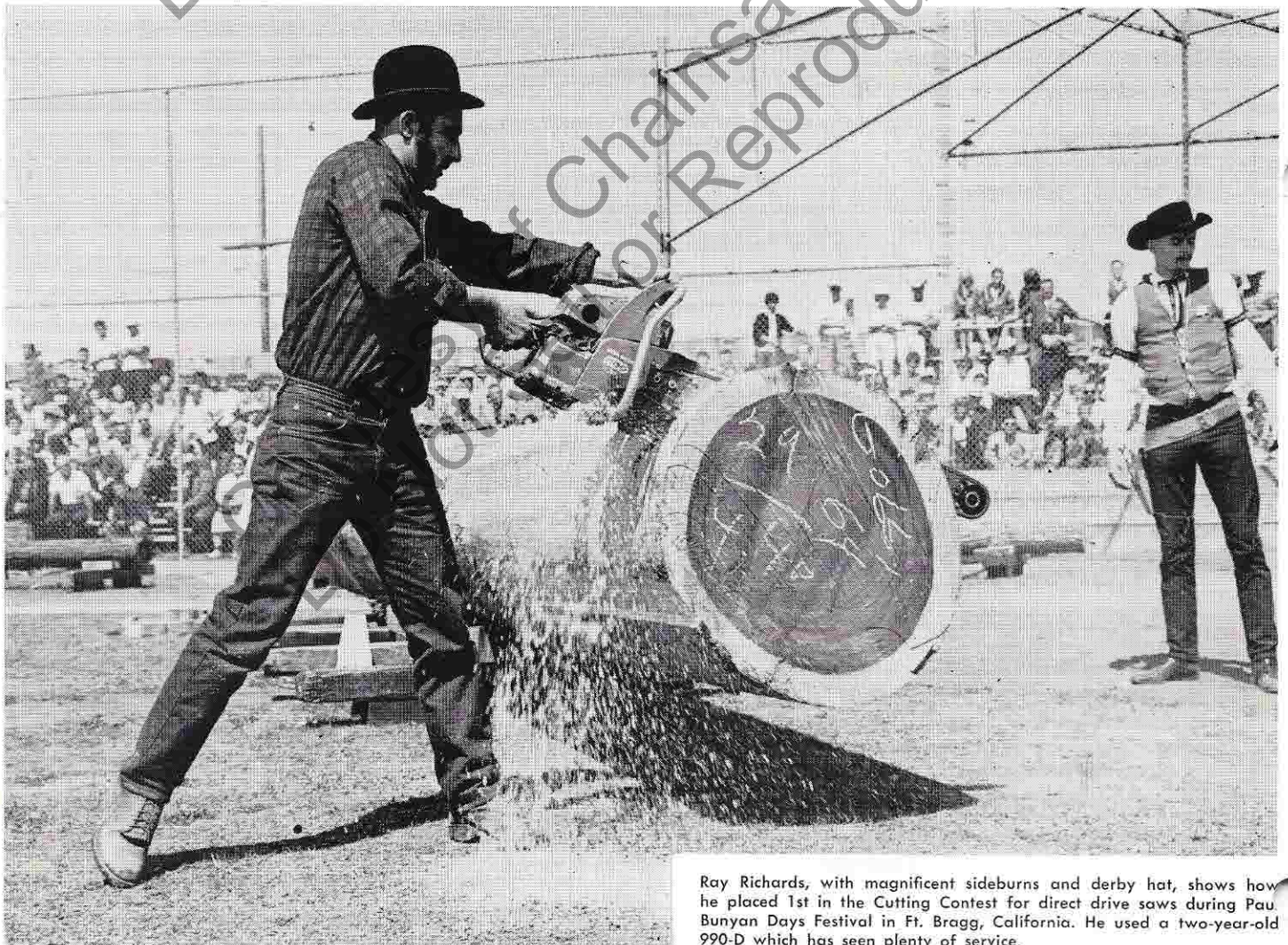
The fall is the time for Country Fairs, Centennials, Logging Days and all the other festivities which mark the end of the harvest time. Homelite dealers have been extra busy this fall, setting up their colorful displays, officiating at cutting contests, offering chain saws as top prizes in local contests and doing a fine job of promoting Homelite.

It has all added up to fine publicity and excellent public relations. The XL-12 and the Super XL-12 have attracted unusual attention because of their small size and big performance and Homelite chain saws, big and small, have run up impressive records in cutting and speed contests. On these pages we present a few of the pictures which we have received from all parts of the country.

FORT BRAGG, CALIFORNIA

Paul Bunyan's fame still provides the theme for the logging industry, even though modern-day cutters don't need the size and strength for which he was famous. In Fort Bragg, California, they have a festival called Paul Bunyan Days each year and our Homelite dealer Dexter Kawelmacher of Redwood Chain Saw has a busy time of it. This year, as always, several of his customers made impressive

scores in the felling and bucking contests. (Mr. Kawelmacher is a former champion, himself.) The bucking contest which was divided into Direct Drive and Gear Drive classes drew an interested crowd of spectators. In the Gear Drive contest, Homelite placed 1st and 3rd. The Direct Drive winner is pictured here with his trusty 2 year old Homelite. There's nothing wrong with the modern Paul Bunyans!



Ray Richards, with magnificent sideburns and derby hat, shows how he placed 1st in the Cutting Contest for direct drive saws during Paul Bunyan Days Festival in Ft. Bragg, California. He used a two-year-old 990-D which has seen plenty of service.

SALEM COUNTY FAIR

The 1964 Salem County Fair, held in Cowtown, New Jersey, celebrated the 300th anniversary of the founding of the State of New Jersey. It carried on the tradition, started in colonial times, that a fair is a combination social meeting place and a place to exchange ideas as well as material goods.

Albert Weber, the Homelite dealer in Monroeville, New Jersey, had a fine booth at the Fair which attracted a lot of attention. He meets many prospective customers there and it is partly because of them that he has recently had to expand his shop and showroom area. Homelite chain saws are his entire business and he finds selling and servicing them a very good business, indeed.

Albert Weber, Homelite dealer from Monroeville, New Jersey, poses with his fine display at the Salem County Fair in Cowtown, New Jersey.



MONTANA CENTENNIAL



Two Homelite dealers, above, who helped to celebrate the Montana Centennial, show off their display. Bill Kraus, of Trout Creek, is at left. Don Van Mannen, sporting one of the best beards raised in honor of the Centennial, is at left. Don is from Trout Creek.

ADIRONDACK CONTEST

Herve St. Onge, of Saranac Lake, New York, is a top Homelite dealer. Here he joins Mike Fortier who has just won the cutting contest at a Forestry Day Fair, with a Homelite, naturally.



TENNESSEE COUNTY FAIR



Above, Mr. Dorris Bland, at left, of Bland Motors, Livingston, Tennessee, shows his exhibit at the County Fair to a customer. The happy look on the customer's face is because he has just bought a Homelite chain saw.



MERCED CALIFORNIA

Parker's Pro Hardware, of Merced, California, put up a fine Homelite display at the County Fair, recently. Here, George Parker and an unidentified helper, show off some of the items carved with Homelite chain saws.

NEW PRODUCTS



New Homelite XLS-1 1/2 pump being used to wash a boat equipped with a new Homelite Grand Prix 4-cycle-55 outboard.

Homelite continues to improve and add to its fine line of construction equipment, ride-on mowers and outboard motors.

The 1965 Homelite Yard Trac Deluxe, shown above, is safer, tougher and more dependable than ever, according to Robert S. Kennedy, Homelite's Sales Manager. It conforms in all respects to the American Safety Association standards and will carry the ASA symbol on the back of the unit. Many new features have been added, coupled with the dependable features which have proved so successful.

Two new models of the outboard have been introduced at the fall Boat and Marine Shows: The GRAND PRIX, with newly styled one-piece cover, powerhead suspension

system and vibration isolation system; the DELUXE, also sporting a newly designed one-piece cover and other distinguishing features. Both new models are equipped with thermostatically controlled cooling devices and they retain all the features which have resulted in reduced operating costs, reliable performance and clean, quiet operation.

Two new Homelite pumps have also been introduced: the SP2, a submersible electric pump which is a heavy duty contractors pump and the XLS-1 1/2, a lightweight, durable, dependable pump with many uses.

With these new products, plus the full line of world-famous chain saws, Homelite can look forward to a successful sales year.



Homelite display at the Marine Trades Exhibit and Conference held in Chicago recently is manned by District Managers and Port Chester Outboard personnel.

GOOD GUESS WINS A PRIZE

Mr. and Mrs. Erwin Carter of Coast to Coast Stores in Custer, South Dakota, were among hundreds of Homelite dealers who were asked some follow-up questions by the Farm Journal about the effects of last year's Sweepstakes Contest. They were also asked to guess how many XL-12's were sold in a four month period.

The Carter's guess was so close to the actual figure that they received the top prize, a fine, new Polaroid camera. Denver District Manager Jack Keeler, presented it to them and took their picture for Sawdust.

Their store was founded by Erwin's father, Will Carter, in the beautiful Black Hills area of South Dakota. Erwin's mother Ila also helped out in the early days. Now his wife Iola (the coincidence in names is unusual) is an important part of the business. Congratulations are due them both for their guess-ability and for their fine Homelite dealership.



Mr. and Mrs. Erwin Carter display the box in which their prize Polaroid camera belongs. This picture was taken by the camera, in the hands of Denver District Manager Jack Keeler.

ONE-MAN SAWMILL

On a remote little island in the Pacific, off the coast of the state of Washington, lives a young man named Bob Burns. He is earning his living with a Homelite chain saw, doing construction work for the families settling there.

To produce lumber for homes from the timber he cuts with his chain saw he has rigged up a special device. He has combined the Homelite with an Alaska Jr. Sawmill, and is evidently having great success with it.

By fastening a rope to the far side of the saw mill, running it to the far end of the board, looping it around a post in the ground and then running it back to his own side where he operates the chain saw, he can saw a fine straight board. As the saw moves along, he keeps taking up the slack on the rope and thus keeps the cut even just as if a helper were working across the log from him.

Because of the difficulty of obtaining repairs or spare parts on the island, Mr. Burns is very pleased with his dependable Homelite which causes him no trouble at all.



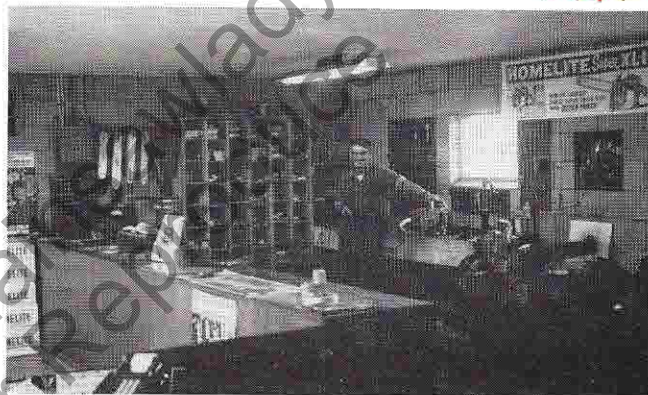
Bob Burns demonstrates how he cuts wide, straight boards with his Homelite chain saw and an ingenious contraption of his own.

NEW SHOP A NECESSITY

Proud owner of one of the nicest chain saw shops in Northern Wisconsin is Roy Grimm, of Hayward Saw Service, Wisconsin.

Roy started out in business sharpening different kinds of circular and cross-cut saws in a "dinky" part of an old storehouse. He had some spare time, so he took on Homelite chain saws to sell as a filler. By giving excellent service and dealing fairly with his customers, Roy's chain saw line became the biggest part of his business and better than doubled his income.

Now, with a fine new shop, Roy expects his Homelite sales to be bigger than ever.



Roy Grimm, owner of Hayward Saw Service, proudly shows off his fine new Homelite shop in Hayward, Wisconsin.

TWO SAW FAMILY

Roy and Lola Heiser are so happy with their two XL-12's that they went out of their way to find a Homelite representative at the Great Lakes Forestry Exposition in Mio, Michigan, this fall, just to tell him about it.

Mr. Heiser explained that he considered the XL-12 "the finest saw ever made." He is 72 years old and uses his XL-12 to cut fire and pulpwood to supplement his retirement income.

Mrs. Heiser, not to be outdone, said that she was not as old as her husband, but *almost*, and she cuts wood, too . . . weather permitting. After trying out her husband's saw, she decided to buy one of her own! The Heisers are very proud of being a "two-saw family."



Mr. Heiser and his wife Lola may be in the retired age bracket but their enthusiasm for their Homelite XL-12's is youthful and gratifying.

GEARED FOR ACTION

In the days after Hurricane "Cleo" hit Florida with such devastating force last fall, emergency equipment was in great demand there. Trees had been blown across highways and houses and immediate action was necessary to restore order out of chaos.

Trail Lawnmower in West Palm Beach was one of the many Homelite dealers who sprang into action. The District Office in Jacksonville provided Mr. Harold F. Haynes, owner of Trail Lawnmower, with all the chain saws and parts he asked for . . . in record time.



Trail Lawnmower, in West Palm Beach, Florida, is shown with just a few of the Homelite units rushed to the area after hurricane Cleo.



Nineteen customers line up to purchase the whole shipment of saws which has just arrived in Kajaani, Finland. KESKO Salesman Paavo Tiihonen and Dealer Kurkinen Ammansaari hand out the XL-12's.

THE XL-12 IN FINLAND

The XL-12 chain saw has been a hit wherever it has been offered for sale, but especially in Finland. This is due to the features of the saw itself, to the strong dealer organization which exists there and to the efficient and enthusiastic way it has been introduced by KESKO, the Homelite distributor

in Finland. KESKO is a large company with dealers in all parts of the country, even in the far northern reaches of Lapland. They report that shipments of XL-12's are snapped up as fast as they arrive and business this fall has been better than ever before.



ABOVE THE ARCTIC CIRCLE



A three man team and one small XL-12 pile up an impressive cutting record in Finland.

Two hundred miles north of the Finnish town of Rovaniemi, above the Arctic Circle, three men worked round the clock during the brief months of daylight last summer, on a special timber cutting job.

Here, in the wilderness of Sotajoki, Ivalo, where men washed gold in olden days, Yrjö Uutela and his two sons cut down nearly a million board feet of dead pine trees in three months. And they did it all with just one lightweight chain saw, a Homelite XL-12. They took along an axe, too, when they went on the job but never used it. Altogether, they limbed 700 cords of the felled trees and cut them into 6½ foot bolts with their little saw.

They went so far north because, surprisingly, Finland is running short of merchantable timber. Yrjö Uutela and his sons went into the Lapp country where many dead pines stand, growing tougher and harder, year after year. The intense cold keeps the insects and rot from destroying them.

The XL-12 did not show any respect for these tough old trees. For two months, while the sun never set, the XL-12 was used on a double shift . . . eight hours each day; eight hours each night. In spite of the strenuous quality of the job, the cutters were able to work with the light saw for a longer time than usual.

Fuel consumption for an eight hour shift was only one gallon of gas and oil mix and during the three month period nothing wore out, no parts needed replacing. Six chains were used but except for needing to be sharpened, they were all still in good condition when the job was done.

With their small XL-12, Yrjö Uutela and his sons did a big job in a short time. You can be sure they will be telling about it before the fire on the long days and nights of winter.



PERFORMANCE · DEPENDABILITY
SERVICE

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a division of Textron Inc.

PORT CHESTER, NEW YORK 10574

Chain Saws · Pumps · Generators

TELEPHONE: WEStmore 9-3400

November 10, 1964

Mr. Leslie Wilson
R.R.#3
Osgood, Indiana

Dear Mr. Wilson:

Forgive me for taking almost two months to answer your letter requesting information about some issues of Sawdust which you were unable to find. Let me assure you that there were no issues of the dates you mention and this past year, Sawdust has only been coming out once every three months, not because I want it that way but because I seem to have taken on so many other jobs that I just can't get the magazine together more often. I'm very sorry about this and hope to sell the powers-that-be on the idea of getting someone else to handle the dealer lists in the ads, the product releases and several other jobs which I do aside from editing Sawdust and an employee publication Homelite News.

It cheers me to know that you think Sawdust interesting enough to keep and I'll do my best to try to keep it that way.

Kindest regards,

Margaret E. Huggard

Margaret E. Huggard
Publications Editor

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