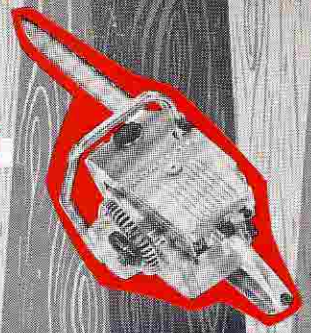


SAWDUST



Published by **HOMELITE** A **Textron** DIVISION — PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JANUARY-FEBRUARY, 1965





"A REFLECTION ON 1964 AND A LOOK AT 1965"

Results for 1964 are now safely recorded and it is undeniable that all of us are well pleased. The year 1964 was a banner year for Homelite and Homelite Dealers.

THIS IS THE TYPE OF PERFORMANCE ALL OF US WOULD LIKE TO REPEAT:

What made 1964 this kind of a year?

FIRST: Thanks to farsighted engineering policies, Homelite had the advantage of a full year without competition from competitive lightweight saws.

SECOND: The economy was forging ahead at full steam and the climate was right for an outstanding year.

THIRD: Homelite dealers cooperated enthusiastically with their District Offices in maintaining adequate stocks. They also did an outstanding job of displaying, demonstrating, servicing and selling Homelite saws.

FOURTH: The advertising and promotion programs sponsored by Port Chester, the Districts and the Dealers were by far the best ever executed by any chain saw manufacturer and greatly assisted Homelite Dealers in breaking sales records.

FIFTH: Production was able to fill our orders as received, even though in many instances we had underestimated our requirements.

These were the major things that, added together, produced the fine results Homelite achieved in 1964. As Dealers you may be proud of your 1964 record and may look forward to 1965 for even greater opportunities. Our collective goal is to produce even finer results in 1965.

Which of the items present in 1964 are still going for us in 1965?

FIRST: The economy continues to forge ahead to new records. Gross National Product will increase again but at a slightly slower rate.

Here's what some publications say:

The Kiplinger Washington Letter—December 24, 1964: "In the late 50's we wrote you of the boom of the soaring 60's, now here. Some of the predictions seemed extravagant, but turned out on the beam. Those who heeded have benefited by adjusting to it, not being surprised."

McGraw-Hill Marketing Newsletter—December, 1964:

"Businessmen as well as Government forecasters are basing their plans for 1965 on an economy that will be growing throughout the year—and at a pace that is only a bit slower than 1964."

Business Week—January 2, 1965:

"Consumption at the (pulpwood) mills should increase 4½% over last year and the figure could break 50-million cords in 1965."

SECOND: While we will not be the only manufacturer of lightweight saws of the XL type in 1965, our Engineering Department has replaced the existing Super XL-12 chain saws with the more powerful Super XL saw.

This powerful Super XL engine has been combined with the automatic oiler to give us the entirely new XL Automatic chain saw. Beyond this, the Engineering Department continues to give us better equipment in all product lines.

THIRD: We know that our Dealers will be even more effective in their sales programs in 1965. They will also receive more help from their District Offices as many of the Districts are adding extra Salesman to provide better service to their Dealers.

FOURTH: An even more extensive advertising program is planned for 1965. In addition to more coverage in newspapers, farm papers, magazines and radio, TV programs are being sponsored during the first quarter of 1965 which will add a new impact.

FIFTH: The Production Department is constantly finding better ways to produce additional units and is looking to us to sell them in large quantities.

The conditions present in the outstanding year of 1964 are still present in 1965. It will be an even bigger and more profitable year for Homelite if each of us will examine his own performance and the activities of those for whom he is responsible and ask himself "How can we improve our sales?" Having found the answer to that question, we are confident that each of us will **DO SOMETHING ABOUT IT!**

The final result will be a greater personal satisfaction and profit for each and every one of us.

THE COVER . . . There are 11,000 Automatic prizes available to lucky number ticket holders in the Farm Journal XL Automatic Sweepstakes. J. Howard Maxwell, left, Advertising Mgr. and Philip J. Halperin, Marketing Services Mgr., have high hopes for this, the first big promotion of 1965. The handsome map on the wall is being given as a gift to every single person who brings in a lucky number card, whether he holds a winning number or not. There are 100 XL Automatic chain saws as 1st prizes; 150 Kodak Automatic 8mm cameras as 2nd prizes; 250 Hamilton-Beach Automatic Electric Knives as 3rd prizes. In addition, 500 Dr. West Automatic Dental Kits and 10,000 Automatic Home Battery Chargers will be given to lucky number ticket holders.

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January-February, 1965

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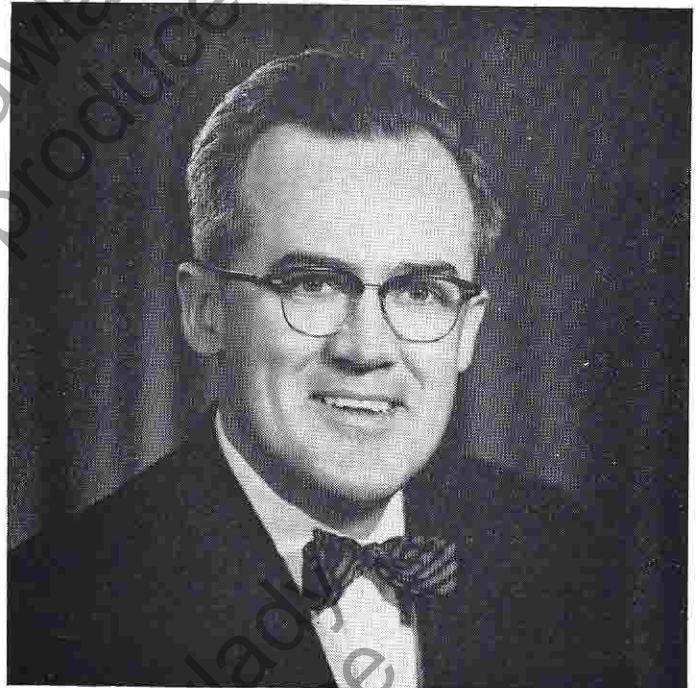
"INTRODUCING THE NEW PRODUCTS MANAGER"

Dr. Thomas A. Hunter has been appointed to fill a new staff assignment, that of New Products Manager.

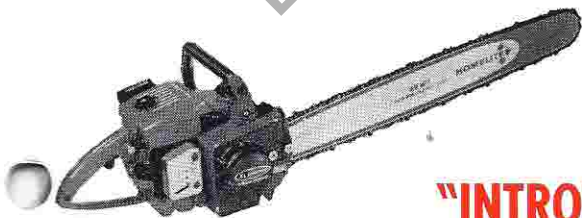
He will be responsible for any items which do not relate directly to Homelite's present product line. He will investigate and evaluate new products to decide whether they fit properly with the Homelite line and whether manufacturing, distribution and profitability factors are satisfactory.

Dr. Hunter is well qualified by training and experience to handle a position of this kind. He has a B.S. degree from the Illinois Institute of Technology and a PH.D in Engineering from the University of Michigan. He was an instructor, during the war, at the Navy's Electronics Technician School in Chicago and an Assistant Professor of Engineering at Michigan. He left teaching to go with Bell Telephone Labs in New Jersey and has held managerial and research positions with the Aro Equipment Corp. and the Cleveland Pneumatic Tool Co. in Cleveland, Ohio.

Consulting jobs for many companies have given Dr. Hunter a wide experience in highly diversified product fields.



Dr. Thomas A. Hunter, New Products Manager



"INTRODUCING THE NEW XL CHAIN SAWS"

The famous XL family of Homelite chain saws... the fastest selling chain saws in the world... now has three new members, the XL AUTOMATIC, the XL AUTOMATIC GEAR DRIVE and the SUPER XL.

These new saws are 30% faster cutting than previous models because they have more power. They have 35% more fuel tank capacity. They are quieter... a new muffler with baffled spark arrester reduces exhaust noise. They are more dependable than ever, with a new main ball bearing to give maximum crankshaft support.

In addition, the two XL AUTOMATIC saws have built-in automatic oilers, compact and light. Homelite has achieved completely automatic chain lubrication by means of an ingenious gear-driven positive displacement pump. The advantage of this lies in greatly prolonged chain and guide bar life. Furthermore, the oil is released at a rate corresponding to the engine speed so that more oil is delivered at high RPM. Increased oil reservoir capacity (65% larger) is more than ample to supply constant lubrication during all the cutting which can be done with a tankful of fuel.

Two new types of guide bars have also just been introduced: a new, narrow profile .050" groove roller nose bar with a .050" groove nose wheel, the first in the industry, for all XL saws; new narrow profile 15", 19" and 23" bars with .050" groove bars for all "C" series saws. These are both the very latest developments in the guide bar field for Homelite customers who want the very best.



These new XL chain saws are more powerful, quieter, more efficient than ever for the professional cutter or for the farmer and occasional user.



ON THE SPOT PROMOTION 1965

The fact that the Homelite XL chain saws are the fastest selling in the world isn't just a happy accident. The saws themselves are way out ahead in design, quality and performance. But unless people hear about them, see them and try them out, the saws won't move off the dealers' shelves. That's why Homelite is going all out with another big promotion... this time to introduce the XL-Automatics and the Super XL. Homelite now has the greatest variety of lightweight, powerful saws ever in any chain saw line and we want the world to know about it.

The "On The Spot" promotion will be launched in the March issue of the Farm Journal with dealer listings in all 19 regional sections, plus a two page, four color ad and a Lucky Number Ticket. The prizes, all 11,000 of them, ranging from 100 XL Automatic chain saws to 10,000 Automatic Home Battery Chargers, are better than ever, and this time, every single person who brings in a ticket will receive a \$3.00 Rand McNally Wall Map of the World as a free gift.

Homelite Dealers are receiving their "On The Spot" promotion kits from their Branch Offices. These kits are filled with a variety of counter displays, posters, newspaper mats, product literature, radio scripts, publicity releases, and tags. A list of all the winning numbers is also included.

These aids will help, on the spot, to back up the national advertising which will be appearing in magazines and farm papers, on radio and TV in the coming months, telling about the increased power, the automatic chain oiling mechanism and the increased fuel capacity of the new XL saws.

This is the third Homelite Sweepstakes in 18 months. These promotions have produced hundreds of thousands of in-store

prospects for Homelite dealers and the coming promotion promises to be the best yet.

After the Super XL-12 Sweepstakes, dealers were asked to fill out and return a questionnaire describing how the program affected their store traffic and sales. Over 1600 dealers replied and their reactions are being carefully analyzed. A drawing was made from these replies to determine who would win the GE Portable TV which had been offered as an inducement. The lucky winner was Mr. Joe Lantz, of Lantz Tire and Supply, Kirksville, Missouri.

FREE MAP

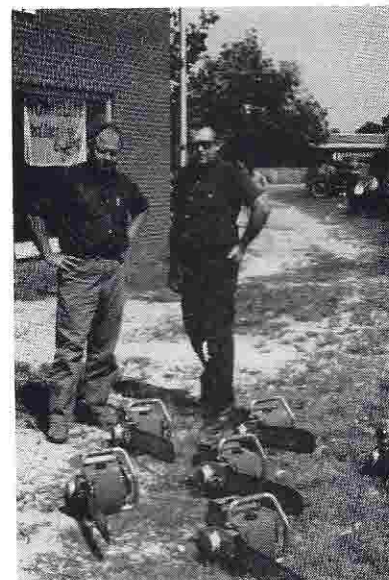
An added bonus for Homelite dealers is the fact that they can plan their own promotion programs around the Rand McNally Wall Maps. An additional supply of these maps is available at a nominal cost from the Branch Offices. They can be used in dozens of ways to make friends for the dealer and promote Homelite chain saws. They make worthwhile giveaways for an Open House, or, later, at Fairs.

One enterprising dealer, Mr. Solter, of Western Auto Associate Store in Flemingsburg, Kentucky has given a supply of the maps to local school teachers which they can give as prizes to their students. They are highly educational because, in addition to the value of the world map, they have a border picturing and describing the best-known trees. Each one bears the Homelite imprint with the picture of an XL chain saw.

PICTORIAL NEWS



This fine group of Georgia dealers are assembled at Callaway Gardens in Pine Mountain, Georgia for a week-end dealer meeting. Jim Thompson, District #17 Manager is seen standing at the back. The Port Chester Sales Division was represented by Al Orcutt, Forest Products Marketing Manager. They all discussed service problems, shared sales talk, had a chance to try out for themselves the new saws, the XL-100 circular saw and the new XL pump.



Kenneth Snow, at right, of Beaufort Equipment, Washington, North Carolina, with Jimmy O'Neal of the Weyerhaeuser Co. and part of the order of C-91 G's which Jim just bought. Mr. Snow believes in going after the big orders, building a reputation for service and having the right parts when the customer needs them.



PROMOTION KIT FOR THE NEW XL SAWS

ON-THE-SPOT MAGAZINES
 Store in the new... in the...
ON-THE-SPOT NEWSPAPER
 Special...
ON-THE-SPOT TELEVISION
 Special...
ON-THE-SPOT PROMOTION
 Special...
ON-THE-SPOT DISPLAY
 Special...
ON-THE-SPOT STORE TRAFFIC
 Special...



Robert I. Butler, shown in the neat parts room of his Western Auto Store in Wallace, North Carolina, believes that service is what builds a business. To push the sale of Homelite saws, he carries an extensive stock of service parts, stored in Adapto cardboard shelf boxes. This allows for greater flexibility and makes it easy to keep part numbers in sequence.

Homelite's Dick Neal, at right, flies in a shipment of new Super XL-12's for Stanley Hevener, of Hevener, Implement Co., Franklin, West Virginia. Here Mr. Hevener transfers the saws to his truck at the airport on Entry Mountain, near Franklin. Mr. Neal uses his plane whenever possible to keep in close touch with the dealers in the Charleston area.



Another pair of winners in the XL Sweepstakes are Mr. Chris Esch, left, and Mr. Wayne Knepp, the Homelite dealer of Mio, Michigan, who also received a Super XL-12. At right, Mr. Robert Tennant, Homelite District #6 sales representative, presides at the happy occasion.

"OPERATION UPGRADE BIG SUCCESS"

A different kind of dealer contest was announced to all the dealers of Homelite District 19 by District Manager Jim Anderton at a series of dealer meetings, last fall. Instead of being judged on the basis of sales, the following five points were to be considered in awarding the prizes.

1. Stocking and displaying saws
2. Demonstrations of saws
3. Advertising and promotion, including the use of factory furnished material
4. Dealer identification
5. Neatness of place of business

When the contest was over, on December 15th, there had been such keen competition and wholehearted interest that it was a tough job to decide on the winners. In fact, Mr. Anderton doubled the original announced prize money and gave out five \$100 consolation prizes and ten \$50 consolation prizes, to bring the total to \$2,000.

First prize of \$500 went to Pineland Chain Saw Agency in Many, La. The 2nd prize of \$300 went to the Service Distributing Co. in Lafayette, La. The 3rd prize of \$200 went to Martin's Engine Service of West Monroe, La.

The following dealers received consolation prizes:

Forestry Equipment, Mobile, Ala.
Mackey's, Arkadelphia, Ark.
McKinney Saw Shop, Simmsboro, La.
T & A Equipment Co., New Orleans, La.
Lott & Son, Bogalusa, La.
Dixie Tie & Timber, Hattiesburg, Miss.
Woodyear Saw Shop, Roxie, Miss.
Dave's Hardware, Denham Springs, La.
Gifford Saw Shop, Crossett, Ala.
Monticello Saw Co., Monticello, Ark.
Boyett-Morgan, Jonesboro, La.
Taylor's Saw Shop, Camden, Ark.
Best Marine, Eunice, La.
Biloxi Feed Store, Biloxi, Miss.
Elliott's Engine Service, Bossier City, La.

In notifying the winners of the outcome of the contest, Mr. Anderton wrote, "I am sure that all of you who put forth any effort at all have seen some results from it. Keep up the good work and let us make 1965 the biggest year yet."

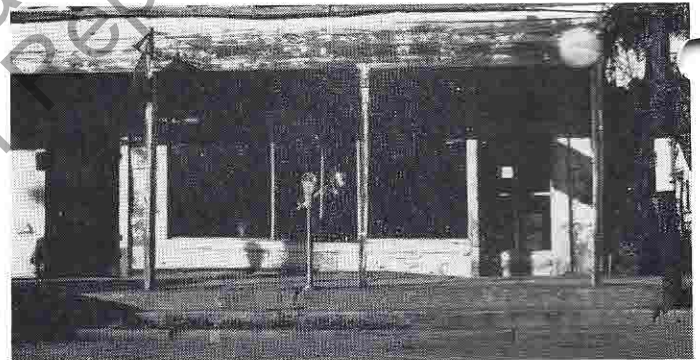
FIRST PRIZE WINNERS



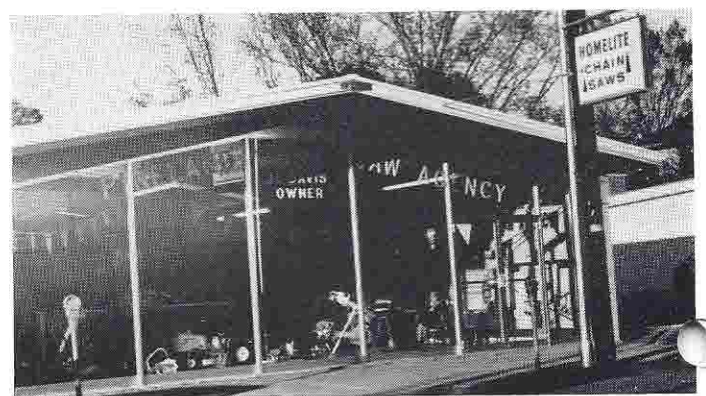
James E. Davis, in recognition of the vital part that his wife plays in the success of Pineland Chain Saw Agency, presented her with the \$500 first prize they won in Operation Upgrade.

Twelve years ago, James E. Davis of Many, Louisiana, started out as a Homelite chain saw dealer, backed by a devoted wife, a strong desire to be his own boss after many years of being a county employee and a sizable loan from the local bank. The building was old but centrally located and Mr. Davis soon proved that a quality product and quality service brought in the customers.

By 1961 he was nominated for Sawdust "Dealer of the Month" by his District Manager. This year he won the \$500 first prize in "Operation Upgrade" because of his beautiful new shop, his fine stock of saws and his highly successful program of advertising and promotion.

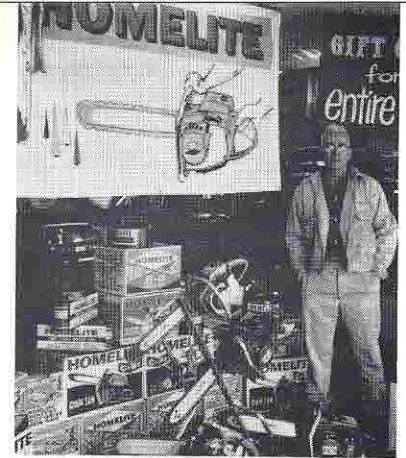


Before and After. Above, the shop in which James E. Davis started his Homelite business in 1952. Below, the beautiful new shop which now houses the highly successful Homelite chain saw operation which he has built up over the years. Mr. Davis credits hard work, a loyal staff and quality products and service for his success.



SAWDUST

2nd, 3rd AND CONSOLATION PRIZE WINNERS



One of the five District #19 dealers to win a \$100 Consolation Prize was J. R. Mackey, Jr. of Mackey's, Arkadelphia, Arkansas. This eye-catching display aroused plenty of interest and sold many Homelite chain saws.

At left, the fine display area of the Service Distributing Co., of Lafayette, Louisiana, which was a big factor in winning the 2nd prize in the District #19 Contest for them. Using the colorful shipping cartons and the material from the Promotion Kits, they have provided an exciting background for the complete line of Homelite products.



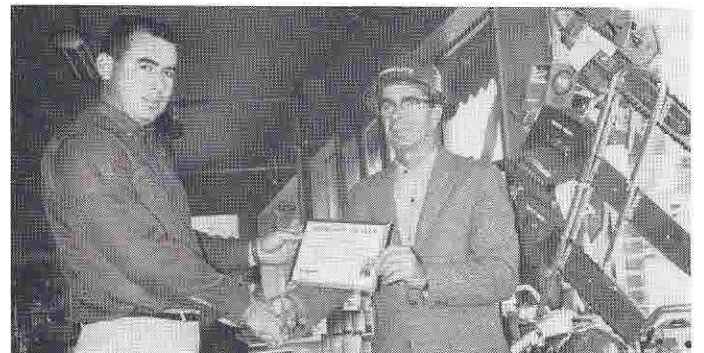
A concentrated campaign to get all prospects to try out the new XL saws for themselves was just part of the program which brought a Consolation Prize of \$100 to the Forestry Equipment Co. of Mobile, Alabama.



This colorful and imaginative window display played a big part in winning the 3rd prize of \$200 for Martin's Engine Service of West Monroe, Louisiana. A fall scene, complete with autumn leaves, fallen trees, a logger and his Homelite, a fox dressed as the hunter and a sprightly chipmunk, make a lively picture, and draw attention to the new Homelite XL-12's on display.

"DEALER NEWS"

All dressed up for the parade, Bill Julian, left, and Dan Curley of the Homelite Milwaukee, Wisconsin, Branch office, pose before the gaily decorated truck which they entered at the Lake States Logging Congress, held at Eagle River, Wisconsin.



Keith Rhodes of the Maiden Hardware Co. of Branson, Missouri, proudly accepts the Homelite ten year award from Ted Vest, Kansas City sales representative, who is doing the honors for Homelite. This picture appeared in the local paper... nice publicity for Maiden Hardware and for Homelite.

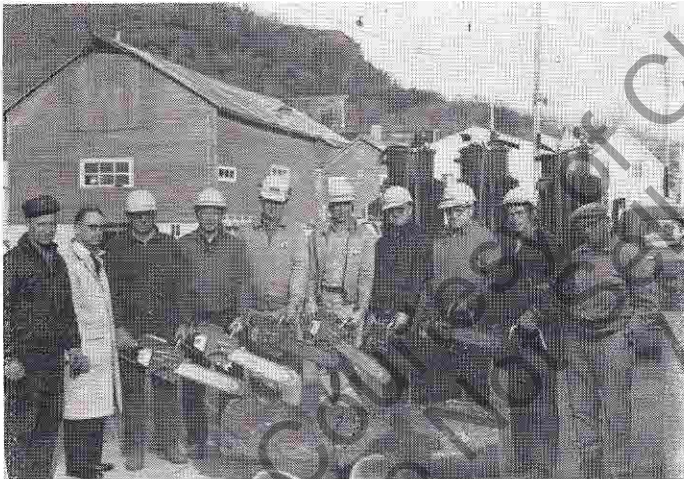


Happy is the Queen who wears a Homelite crown.

TIMBER QUEEN

Miss Janice Stempel, 18, of Spokane, Washington was crowned "Timber Queen" on October 27, 1964 by the University of Washington students enrolled in the College of Forestry.

Preceding the coronation was a day of logging competitions. Traditionally Homelite provides power saws and logging equipment for the events. The students seemed particularly impressed with the lightness of weight and cutting ability of the XL-12, although all units were thoroughly tested and endorsed by the young foresters. The "Frosh Pond," provided a water supply for a spectacular showing of the Homelite 300 8S3-1 pump. The approval and gratitude shown by the students and faculty in the Forestry department made this a particularly enjoyable day for our Homelite representatives.



Earl Bunke, 2nd from left, poses with his expert pupils.

EARNs TITLE OF "MR. HOMELITE"

Earl Bunke of Earl's Tree Service in Rushford, Minnesota, manages to sell large numbers of new Homelite chain saws in a farm area. Here's a good example of how he does it.

The Tri-County Electric Co-op of Rushford has seven maintenance districts. Over the past eight years Earl has sold them seven Homelite saws of various models. His service has been so quick and satisfactory that this loyal Homelite customer traded in these saws last month for seven brand new C-71 saws.

To make sure that the men would fully understand the best ways to maintain and operate their new saws, Earl held a service school on the company's premises. Earl, a former "Dealer of the Month" is known as "Mr. Homelite" in South Eastern Minnesota.

JANUARY-FEBRUARY, 1965



An outboard motor on a boat in a swimming pool makes news.

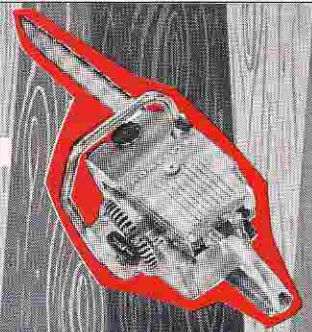
WINTER QUARTERS

Travelers who stop at the new Holiday Inn in Pontiac, Michigan, this winter are in for a surprise! There, right in the center of the large pool, is anchored a boat with a Homelite 4-cycle-55 outboard. It will be on display there until next April.

Mr. Harold M. Luvisch, owner of the motel, decided his pool looked too empty without the bathers and divers who had crowded around it all summer. He asked Mr. Wes Newman of Harrington Boats in Pontiac whether he could borrow a boat with a Homelite engine on it to display in his pool. It's probably sailing through blizzards and snowbanks now, but it's a fine display of our beautiful outboard.

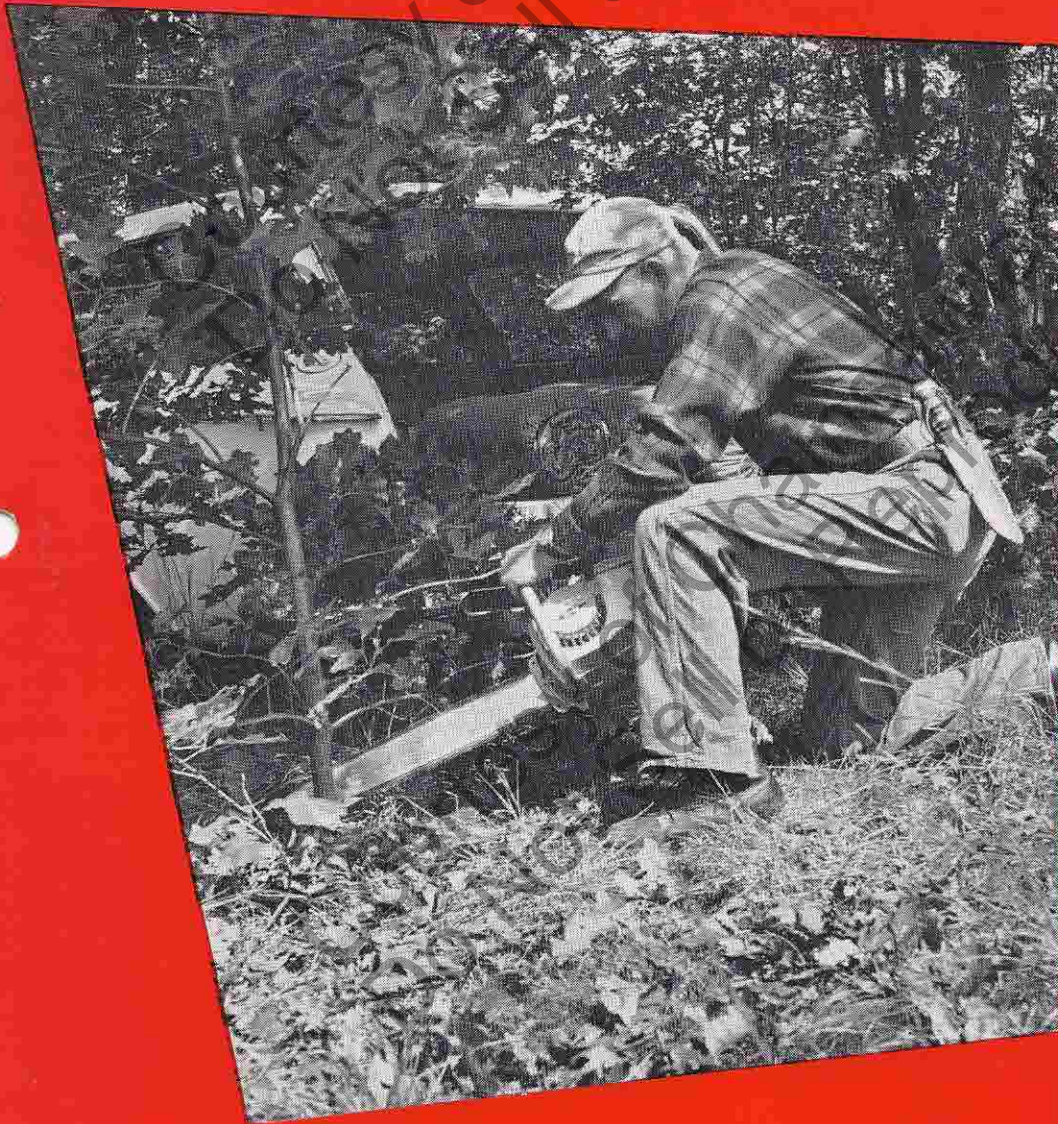
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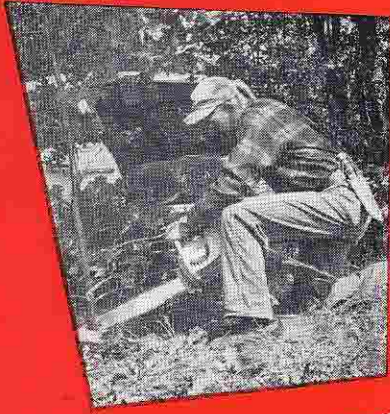
SAWDUST



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

PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — MARCH-APRIL, 1965





Spring and Summer . . .

Remember the days, not so long ago, when the chain saw selling season was, for the most part, strictly in the fall and winter? Farmers and professional cutters made up the majority of customers and sales followed their activities and needs pretty closely. During the slow days of summer, chain saw dealers could just pull in their belts a few notches and go fishing.

No More! Not only are the timber and pulp cutters more apt to cut all year round now, but a whole new breed of chain saw users, the occasional cutters, has brought about a big change in the yearly sales pattern.

Spring brings these customers out into the open where they find more and more things they can do with a light, modern Homelite chain saw. To the man who has acreage and trees, a chain saw is fast becoming a standard piece of necessary equipment like a lawnmower or a set of garden tools.

As to the farmers, even though they are busy planting and tending their crops and their stock, they still have many occasions to use their chain saws for necessary chores around the farm and they still have time to drop in on their farm equipment dealers now and then. If they see colorful displays of the newest and finest Homelite chain saws, set out for them to pick up and try out, they're apt to buy one right on the spot.

Sales figures last year proved that an increasing number of Homelite chain saws are sold in the spring and summer. Those dealers who go after the business this year are sure to find it rewarding and profitable.

SPRING ADVERTISING

Spring sales are getting a big boost from Homelite national advertising which is continuing right through the spring and summer this year. The March issue of Farm Journal launched another nationwide promotion which offered thousands of valuable prizes in exchange for lucky number tickets. The free wall maps which were given away to each person bringing in a ticket were a tremendous success and many dealers have ordered additional maps to be used in their own local promotions.

Additional ads will appear in the Farm Journal each month; in Popular Mechanics in April and in various selected forestry and chain saw publications all through the spring and summer. Prospects will be hearing about the new XL-Automatics, the new Super XL's and the new XP-1000 chain saws, so wise dealers will have these models in stock to show and demonstrate when the customers come in to see them.

THE COVER . . . Our hero, the camper on the cover who is cutting down a small sapling with his Homelite XL chain saw, is no Paul Bunyan. He isn't about to top a 90 foot tree or bring a giant of the forest crashing down. But he's just as proud of his saw as the professional cutter is and he's found dozens of uses for it. On camping trips, around his vacation cottage, cutting firewood for his home fireplace, repairing his split rail fence, clearing brush . . . his light-weight, easy-to-handle Homelite is his pride and joy.

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March-April, 1965

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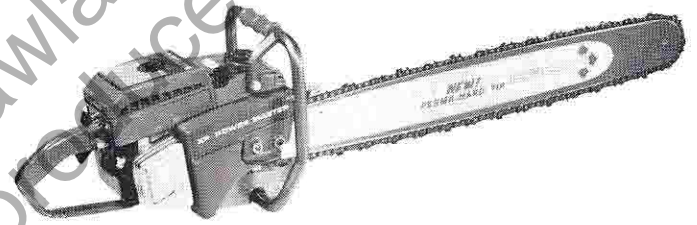
NEW XL GENERATOR



Described as "a real dynamo of energy no matter how you look at it", the new Homelite generator, the XLA115-1 is the newest XL-powered unit in the Homelite construction equipment line.

It is light and compact, weighing only 38 pounds and small enough to tuck under your arm. Its performance is big, though. It has a 500 watt, 115 volt 60 cycle AC output and has unlimited prospects for lighting, for operating small tools, for radio and TV operation and for dozens of uses around a camp or cottage where there is no electricity.

SAW SALES



The XP-1000... a new champion!

NEW CHAIN SAWS

The XL family of Homelite chain saws, the fastest selling chain saws in the world, keeps growing and growing. This month two gear drive members have joined the family: the Super XL-15 and the XL-500. The Super XL-15, the gear-drive counterpart of the Super XL, has a husky 3.55 cubic inch engine, a 24% larger fuel tank, greater dependability, a new baffled spark arrester muffler and a large 4.8 ounce manual chain oiler. The weight of the Super XL-15 is only 16 lbs. less bar and chain.

The new XL-500 Automatic, most powerful saw in the XL line is also a gear drive model with a rugged 4.5 cubic inch engine with pyramid reed. A positive displacement oiler, with pressures up to 600 PSL, automatically oils the bar and chain. It's faster cutting, more convenient and the lightweight, 14 lb. engine, makes cutting easier and safer.

Two other new Homelite chain saws have been introduced this month for the professional market: the big new direct drive "Champion with Brute Power", the XP-1000, with a 6.11 cubic inch engine, and the new Super Wiz 66, a tough gear drive production saw. Both new saws incorporate many improvements which make them stronger, more dependable, more convenient and better in every way than previous comparable models.



NEW SALES EXECUTIVE

Lucien J. Vallee, recently appointed Staff Specialist, Market Research & Product Planning, comes to Homelite with wide

experience in his field.

He was born in Berlin, New Hampshire, received his A.B. degree in Economics and Foreign Languages from St. Anselm College and an M.A. degree from Harvard in the field of Business Statistics, Economics, Finance and International Trade.

After teaching for four years at Boston College of Business Administration, Mr. Vallee went with General Electric and for 13 years held positions as supervisor, management specialist, economist and marketing specialist in various divisions of the company.

MARCH-APRIL, 1965



HIGH VOLUME REWARDED

Don Hosking, at left above, owner of Hosking Loggers Supply in Lebanon, Oregon, was the highest volume Homelite dealer in the Oregon area for the last quarter of 1964. He is shown receiving one of his three prizes, a portable TV set, from Jim Walsh, Portland Branch Manager. Mr. Hosking also received a transistor radio and an instamatic camera. He has been a Homelite dealer for the past ten years.

RENTAL EQUIPMENT DEALER

Photos and Material prepared by Rental Equipment Register

Anyone who has ever traveled Highway 22, headed towards the New Jersey Turnpike in Union, New Jersey, knows the concentration of business establishments in the area and the dense traffic that flows along. Yet right along this busy highway, sitting "neat as a pin", is a remarkable rental outfit, the Rent-A-Tool Co., owned by Paul Worth and his son Robert. This has been a Homelite dealership for over 13 years.

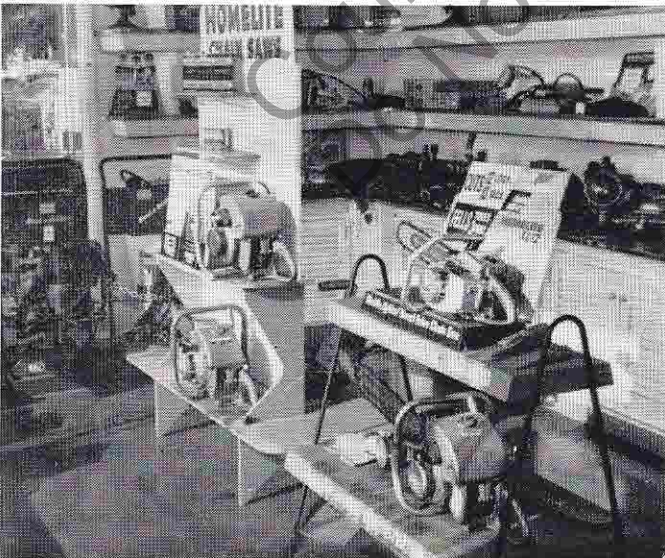
The store sits back perhaps 50 feet off the highway and is dominated by a huge overhead neon sign which is both arresting and attractive. It is the highest sign in sight, too. Additional lighting, both inside and outside the store, is rigged to change from one color to the other, and the inside displays are kept lighted until midnight. The front is landscaped with grass and shrubs, all kept neat and tidy. The building and signs are clean and freshly painted. The parking area is ample, paved and well defined. In fact, both day and night, Rent-A-Tool Co. is a real attention getter.

The interior of the store is top-flight, too. Mr. Worth has completely disproved the theory that a rental store must be messy and crowded with equipment. Everything has been planned with efficiency in mind. A small tool repair area behind windows in the display area makes it possible for the repairman to greet visitors as soon as they enter. Comfortable chairs and growing plants make the display room attractive.

The racks of Homelite chain saws and construction equipment feature the very latest models and neat signs remind the customer "We Sell Tools, Too!" In fact, the more Homelite equipment they rent, the more they sell. Customers often decide to buy units they have been renting because they find them so useful and convenient.

Mr. Worth and his son Bob, aged 27, are partners in this well-run business. When it was started 13 years ago, the

The display area of Rent-A-Tool Co. features displays of new Homelite chain saws with a reminder "We sell tools, too."



The trim exterior of Rent-A-Tool Co. stands out like a beacon on busy Route 22 in New Jersey. A fine, large neon sign dominates the whole area.

choice of Homelite tools to use as a basis for their rental business was a very natural one. Mr. Worth's brother, Robert Worth, had been with Homelite for many years as District Manager of the North Arlington, New Jersey District.

"It's a good thing that Homelite makes such good products" confides Paul Worth. "If we searched the whole market, we couldn't find any better."

"We expected, when we started the business, that we would be renting equipment mainly to householders," he explains. "Actually, homeowners only account for about one third of our business. Contractors and builders make up another third and nearby industries make up the rest."

In addition to Paul and Bob Worth, who is an expert mechanic, the firm employs two full time mechanics and a part time secretary. They are all kept busy providing the fine service that has been the hallmark of the business from the very beginning.

Good merchandising, an outstandingly neat appearance and a fine reputation for quality and service have made this New Jersey sales and rental company a standout in a busy area, crowded with competitors.

Paul Worth inspects the log which is used for instruction and demonstration purposes to renters and buyers.



A USEFUL IDEA (FROM A CHAIN SAW USER)

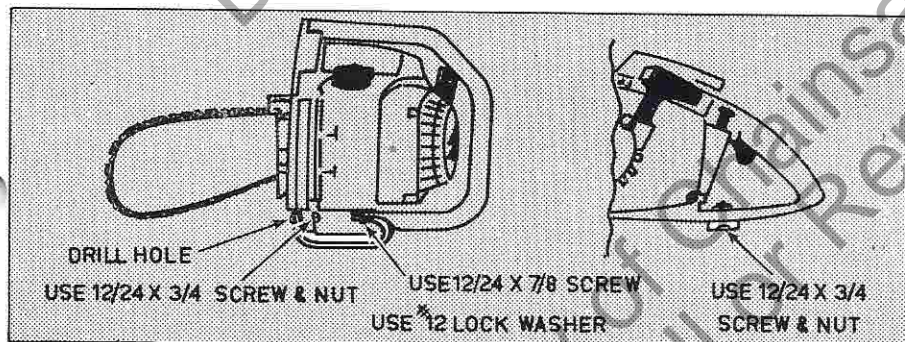
Mr. Henry Dorrum, of Chesaning, Michigan, is a man with ideas. What's more, he's willing to share his ideas with other Homelite chain saw users and we're very grateful to him for the opportunity to do just this in SAWDUST.

Mr. Dorrum has an XL-12 which he purchased from Oakley Hardware in Oakley, Michigan, in January of 1964. He uses it in construction work which is his business. During the course of his work he ran into several cutting problems which he found difficult to tackle, such as horizontal cuts and situations where a cement wall, a wire netting or a cluster of trees forced him to cut with the tip of the saw, with real danger of damaging it.

He decided to improvise a handle grip which would allow him to pull towards himself with the saw rather than cut away from himself in the usual way. To make this he cut a piece of canvas-reinforced rubber belting into a strip about seven or eight inches long by one inch wide and drilled holes in both ends. He then drilled a hole in the foot of his chain saw and used an existing hole in the handle bar and attached the strip to them as shown in the diagram below. He also cut a small round piece of the same material which he attached under the pistol grip to be used as a bumper.

He found that this extra handle grip not only accomplished its purpose in the special cutting problem. It also served as a cushion when setting the saw down on solid objects. With the motor running, the saw can rest on a stump, a log, a limb or mechanic's bench in the shop and will not vibrate off.

Mr. Dorrum has come up with a very interesting idea which other chain saw users may find to be a real help to them. Since this accessory is not manufactured and tested by Homelite, extra care should be exercised in its use.



Henry Dorrum, Construction Worker of Chesaning, Michigan, is a man of ideas.



PITTSBURGH HONORS DEALERS

The Pittsburgh District has recently honored two of its veteran dealers by presenting them with 15 year plaques.

At left, above, W. B. Livingston, District Manager, presents a plaque to Louis Randlett, right, of Uniontown Farm Equipment, Uniontown, Pennsylvania, while partner Eugene Debolt and Fred C. Haines look on.

At right, above, Mr. Livingston presents a plaque to Elmer Hoffman of Hoffman Implement, Johnstown, Pennsylvania. Mr. Hoffman was one of the first Homelite chain saw dealers in Western Pennsylvania and has been an excellent representative for Homelite throughout the years.

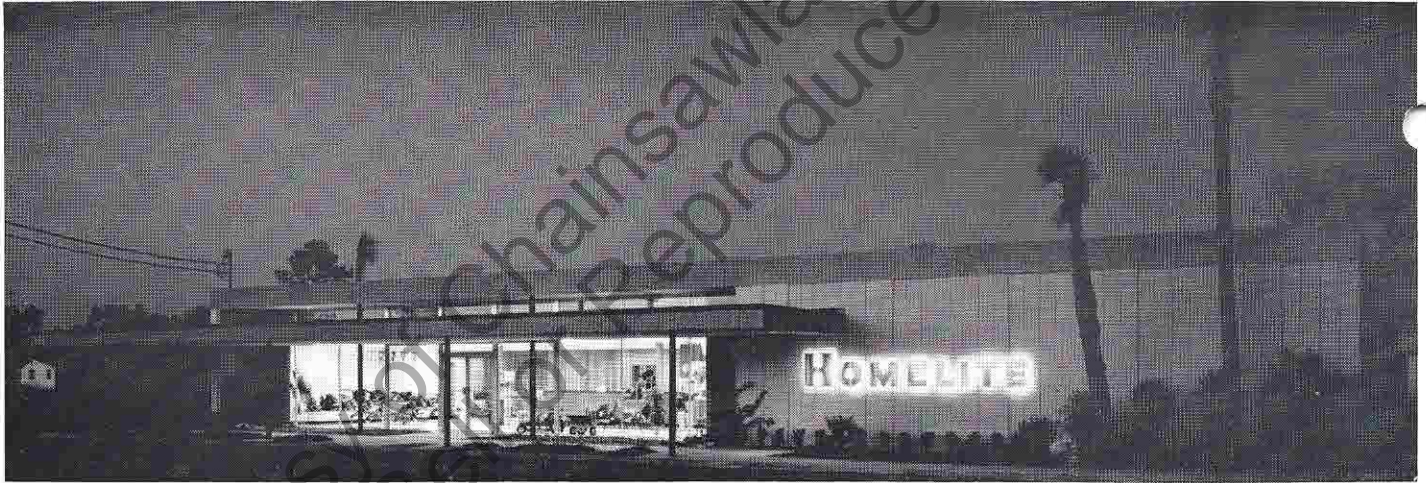
MARCH-APRIL, 1965



QUESTIONNAIRE BRINGS TV SET

As reported in the last issue of Sawdust, Mr. Joe Lantz of Lantz Tire and Supply, Kirksville, Missouri, was the winner of the drawing for a portable TV. Above, he is shown being presented with his prize by Walter Geronimo, St. Louis Salesman. This contest was open to those dealers who sent back a questionnaire on the subject of the Super XL-12 Sweepstakes held last fall.

The returns which have been carefully checked and analyzed, were of real value to the advertising department and the Farm Journal and confirmed the fact that the sweepstakes promotion had been an overwhelming success.



The new home of Homelite in Jacksonville, Florida, presents an attractive appearance by night as well as day. The glass front gives an overall

view of the spacious showroom with its brightly colored Homelite units on display. The beautifully landscaped exterior attracts wide attention.

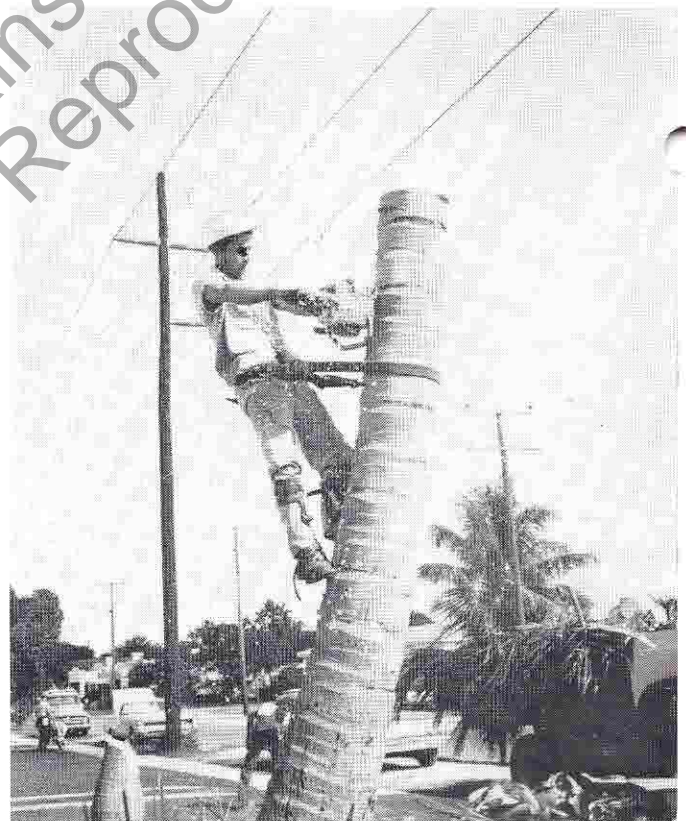
VETERAN DEALERS WIN OMARK PRIZES

NEW XL-AO TOPS THEM ALL



Bob Blankenship and Elliot Evans, Homelite dealers in Rome, Georgia, hit the Jackpot in Oregon's Silver Link promotion by winning the Grand Prize of \$1,000 recently. They are shown, above, receiving their check. (Left to right, Les Dunlap of Homelite's Atlanta Branch, Dick Norris, Omark's southeast regional manager, Bob Blankenship and Elliot Evans.)

Nearly 6,000 chain and chain saw dealers entered the six-month contest. Many of the 72 monthly winners of \$100 each were Homelite dealers. Of twelve December winners the following eight are Homelite dealers: Freeport Equipment & Sales, Freeport, N. Y.; Walker Saw Service, Rocky Mount N. C.; Southwest Saw & Tool Co., Pineville, La.; Frank Wawrynovic, Clearfield, Penna.; Goes Equipment Center, Alpena, Mich.; Olson Radiator, Galesburg, Ill.; General Equipment Co., Oklahoma City, Okla.; Len's Rigging Shop, Eagle Creek, Ore.



Working his way down a palm tree is Frank Pabon of the Melrose Nursery & Landscaping Co. of Miami, Florida. He's using a new Homelite XL-AO to cut off segments of the tree as he descends. Not the usual method but maybe palm trees offer special problems. No limbing required!

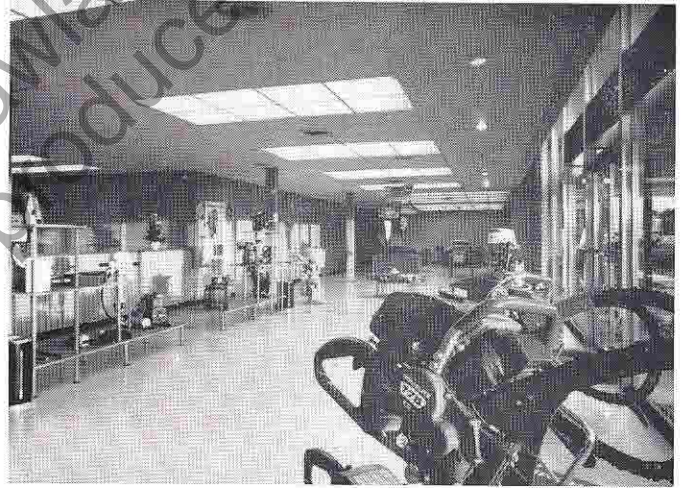
NEW OFFICE OPENS

The Jacksonville District of Homelite has moved into a spacious new home at 6965 Phillips Highway on U.S. 1, South of Jacksonville, Florida.

The new building has a cream colored brick and glass front with a canopied entrance. The front offices are paneled and floored with Terrazzo. The building which is centrally heated and air-conditioned was custom built for the specific sales and service needs of the District.

As a result, more than 300 chain saw, construction equipment and marine dealers in the area will find that their orders are handled faster and more efficiently. Assembly line methods guide parts and equipment orders from the receiving desks back through the warehouse section.

Two Open Houses were held, one for Homelite dealers and one for the general public. The Jacksonville staff of 15 experienced Homelite veterans, headed by J. C. Lowery, District Manager, were hosts for the highly successful affairs.



Chain saws, construction equipment, outboard motors and Yard Tracs are attractively displayed in the showroom of the new Jacksonville office.

MISSISSIPPI DEALERS HOLD MEETINGS



Attending one of a series of dealer meetings conducted by the Homelite Memphis District were the dealers shown above. They met on January 6 in Meridian, Mississippi to see and try out the new XL-Automatics and other new Homelite saws and to talk over mutual problems and experiences.



The Homelite dealers shown above met in Columbus, Mississippi, on January 5th, in the first of the Memphis Dealer Meetings. A huge log was provided on which they could try out the news saws. The automatic oiler was of special interest to this group.

IN THE CAROLINAS



Richard Burchett, center, above, Homelite representative from the Charlotte District, discusses the new Super XL and XL-AO chain saws with interested guests at the Carolinas Hardware Show, held at the Merchandise Mart in Charlotte, February 2-4. The colorful display of Homelite products against a rustic background attracted wide attention.

MARCH-APRIL, 1965



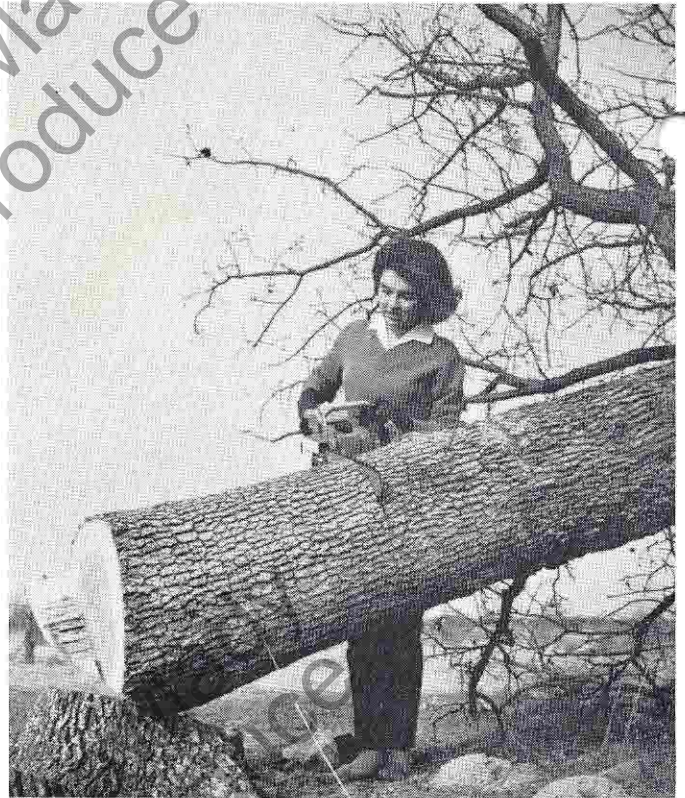
Nearly 200 North Carolina Dealers and their wives who attended the Dealer Meeting in Whispering Pines, North Carolina, on January 12, are shown at the opening session. The meeting rooms featured displays of all the new Homelite chain saws. A demonstration area was fixed up outside so that everyone could try out the saws and the new Yard Trac.

TO THE LADIES . . .

The picture of a pretty girl is always an effective attention-getter in an ad. So, when Miss Jeannie Kygar had her picture taken wielding an XL-12, West Equipment & Realty Co., the Homelite dealer in Sedan, Kansas, decided to build a local ad around it.

Miss Kygar is quoted as saying, "I always thought wood-cutting was strictly for men who could cope with heavy chain saws. That notion was cut down fast when I used the Homelite XL-12. It's only 12 pounds, (without bar and chain)—actually lighter than my portable typewriter. And with its fast, smooth-acting action, it's practically as easy to use."

The ad went on to sing the praises of the XL-12 and ended with this note to the men. "You needn't be timid about using the XL-12. It's designed to save work for *both sexes*."



RECIPE WINS PRIZE

A Homelite XL-12 was offered by Portland, Oregon, TV station Katu as first prize for the best recipe sent in by viewers of its daily "Smorgasbord" program! Only a man was eligible to win this special "Game Recipe of the Month" contest, although wives, sisters and mothers could send in recipes.

More entries were received for this than for any previous contest and a great deal of interest was created. The publicity emphasized the availability of Homelite chain saw dealers throughout the state.

Shown above, receiving the prize on behalf of his father-in-law Hjalmar Nelson, is Lew O'Reilly. Jim Walsh, at right, Portland Branch Manager, does the honors for Homelite.



DATELINE . . . WASHINGTON

At a Washington's Birthday drawing which was held by the Bob Klontz Sporting Goods Center, Homelite dealer of Auburn, Washington, E. L. Drake of the Auburn Auto Tune-up Shop, was the lucky winner of a new Homelite XL saw. He is shown in the center, above, receiving his saw from A. D. Sherwood, Seattle District Manager. Mr. Drake registered during the Chain Saw Clinic which was held during the month of January.

At right, holding a Super XL, is Lloyd Medley, chain saw mechanic for Bob Klontz' modern saw outlet for Homelite in Auburn. The wheel chair doesn't stop Mr. Medley who is rated as one of the best mechanics in the area. He had a busy time, helping customers at the Clinic.

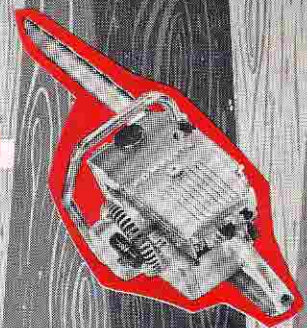


CUSTOMERS ENDORSE HOMELITE

Ease of handling is one of the chief selling points of the XL family of saws and this was impressively demonstrated recently at Ralph Popp's Lawn and Garden Center in Jefferson City, Missouri.

In the picture above, Dick Rousselot, center, a double amputee, is shown operating his XL-AO. He is a farmer and finds many uses for his chain saw. On the left is sawmill operator Nick Zehntner, also of Jefferson City and also an amputee, who, at age 61, operates his Super XL with ease. Walter Geronimo, St. Louis salesman, is at right.

SAWDUST



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

PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — MAY-JUNE 1965





THE COVER . . . From Australia come these photographs titled "Cutting Through History." A fine sample of kauri wood, with well-marked annual rings was obtained in Queensland for the National Museum in Victoria. It has proved valuable in establishing correct figures for "radioactive carbon dating of various materials." The tree was felled in the early part of the 1930s when it was 600 years old.

In order to retain a portion as an exhibit, it was decided to cut the 10 to 12 inch thick disk in two. Harry Heath, of the Division of Forest Products, is shown sawing it through with a Homelite chain saw with a 50 inch bar. After cutting all around to the full depth of the saw, a small section in the middle was cut through with a cross cut saw.

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Number 124

May-June 1965

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DEMONSTRATIONS = SALES

When a chain saw dealer fails to use a demonstration as a means of making a sale, he fails to use the most important instrument at his command.

Now that fair weather and Fairs are the order of the day, there is more opportunity to demonstrate chain saws and other Homelite products. And at Fairs, (local, county and state,) the demonstrations reach a far larger audience and produce more sales per demonstration.

Dr. Gallup, famous for polling people on all manner of subjects, has found that TV commercials which start by setting up a problem, then proving by demonstration that the product can solve the problem, sell four times as many people as commercials which merely preach about the product.

If this can be done on TV, think how many more Homelite chain saws can be sold by demonstrating face-to-face with the prospect who has a chance to ask questions, voice objections and even try out the product for himself.

There are certain rules which make a demonstration more effective:

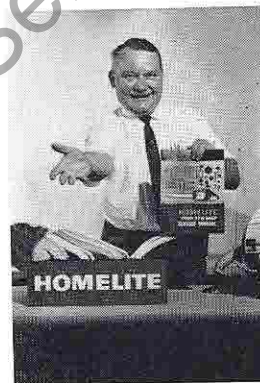
First . . . have all equipment in A-1 order, all ready to go.

Second . . . assume that the prospect wants to see a demonstration and take positive steps to lead him to it. It's easier for him to say "yes" than "no" because if he says "no" he has to think up a reason to refuse.

Third . . . in talking about the product, stress the benefits, not the product itself. Show what the product does for the prospect, not what it is. These benefits are often nothing you can see or touch but intangibles such as safety, convenience, economy, versatility, security, prestige or pleasure.

Homelite dealers are in an excellent position to do an outstanding selling job this summer by demonstrating the complete line of top quality Homelite saws, which include 6 models of extra light XL saws, the fastest selling chain saws in the world.

SHOP SERVICE MANUAL



"Step right up folks! Get all the information you need to judge trade-ins, repair all makes of chain saws, service Homelite's saws, the best of them all!"

Frank Lehman, Homelite's International Service Manager, at left, is making a lively pitch for the new chain saw shop service manual which is being offered to all Homelite chain saw dealers at a most favorable price.

This up-to-date, 176 page manual is full of information, not only about Homelite chain saws but 27 competitive makes as well. It contains a section on chain saw engine fundamentals and is full of pictures and exploded views of all the major chain saws. There are handy, useful tables and all the information necessary to repair and tune up trade-ins for a profitable operation.

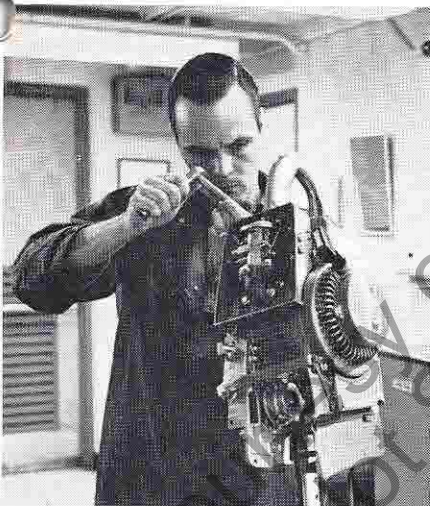
Pages 38 to 65 are all about Homelite chain saws, including the XL models—even the XL Automatics. A special Homelite cover was designed for the large quantity of these handy manuals which Homelite bought and distributed to the District and Branch offices. The large purchase brought the price down substantially under the \$3.35 which is the price set by the publisher.

CALENDARS FOR NEXT YEAR

1966 seems a long way away, but it's not too early to begin planning on sending out Homelite calendars to favorite customers and good prospective ones. Enclosed with this copy of Sawdust is an order sheet with black and white reproductions of the two attractive poses of "Miss Homelite for 1966." The calendars themselves are in full color which makes the attractive young ladies even more glamorous.

Send in your orders as soon as possible so that your name and address can be printed on each calendar. In that way, you'll have them back in plenty of time to use them for Christmas gifts without any last minute rush.

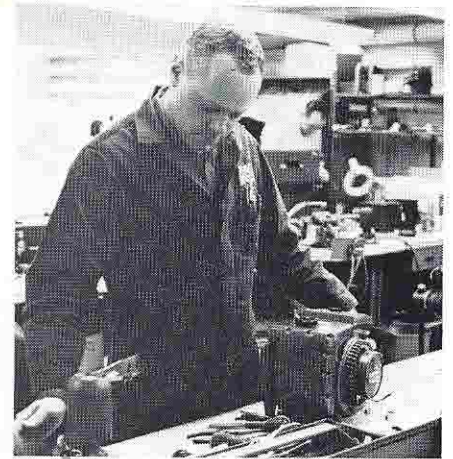
NEW TEST LAB IN FULL OPERATION



Earl Roberts, Power Development Technician, assembles an XP-1000 for a special test.



Don Bradsell, left, and Charles Gayman, Life Test Operators, place a chain saw in a sound-proof test booth.



Dick Alexander, Development Technician, prepares for a performance test.



Jerry Karczmit, Development Technician, mounts a chain saw for cooling and air delivery tests.



View of the roof of the new Test Lab in Port Chester, shows the maze of ducts, pipes and smoke stacks which are necessary for a safe, efficient operation.

Ever since early in March, a new Test Lab has been in full operation in Port Chester, in a re-built section of the Ferguson Building.

The new lab consists of a series of test rooms, an assembly shop and a walkway connecting it with the rest of the Engineering department. It covers a little more than 6,000 square feet and houses all the related test groups which were formerly operated in six, widely separated areas. By bringing them all close to the engineers, draftsmen and experimental mechanics, a more efficient and useful operation is obtained.

Here, a staff of 25 trained men test all models of Homelite chain saws, generators, pumps and other products under development for performance, durability and future promise.

The fine new test equipment, the carefully planned sound-proof booths and rooms, make possible tests which could not have been run before. Having all the test equipment under one roof has many advantages. Working conditions are improved in dozens of ways. Fresh air is drawn in through huge ducts and circulated constantly. Fumes and gases are drawn out thru other ducts. Certain areas are air-conditioned.

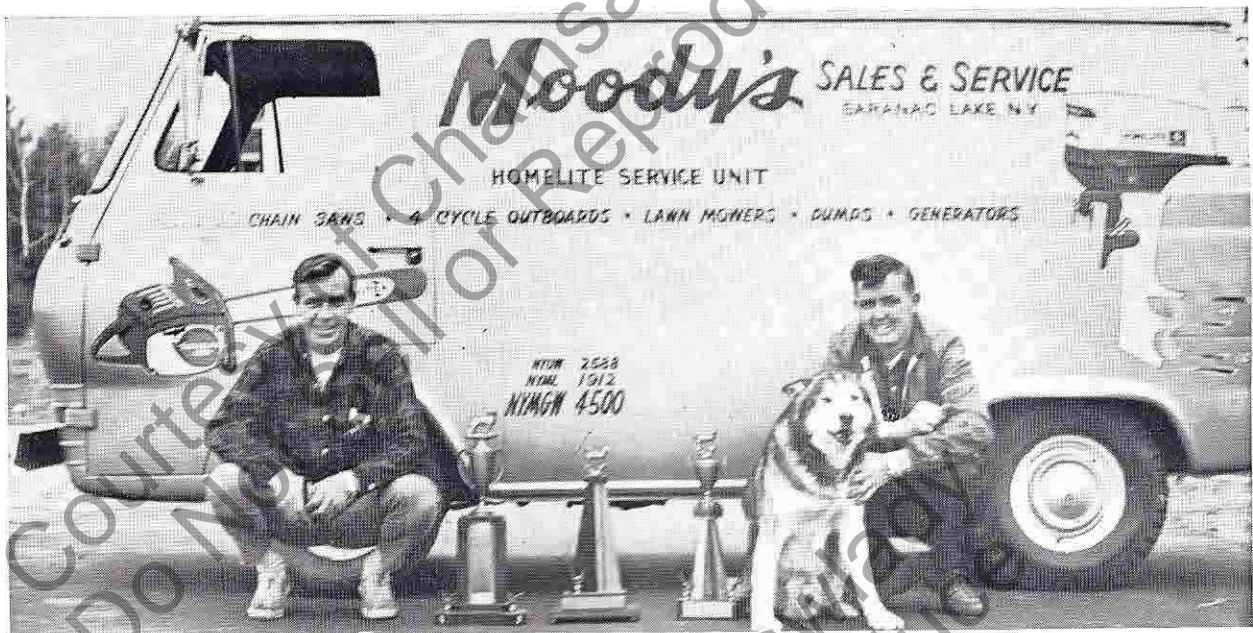
The noise on many motors in operation is kept to a minimum through the use of sound-proof booths and sound-proof rooms.

Every precaution has been taken from the safety angle as well. All fuel used is pre-mixed in an outside mixing house and pumped directly to the test units in one of three different mixtures. Automatic fire extinguishers and sprinkler systems provide maximum protection.

By bringing the new Test Lab closer to the interested engineers, valuable time is saved and closer relations exist between the design and test groups. Homelite products are known all over the world for the high quality of their design and performance. The Test department keeps watch over this hard-earned reputation with constant attention.

Enclosed with Sawdust are copies of two booklets which have been very popular as give-aways and mailers. A limited number of "The Complete Guide to Outdoor Woodcutting", #L-1957, and "Man's Guide to Woodcutting", #L-1967, are available free, upon request to Port Chester. Order yours, today.

LIVELY YOUNG DEALER



Sonny Moody, at right, with his champion dog "Chinook", poses with Al Cheress, at left, mechanic and dog-team trainer, before

their white service truck which features Homelite chain saws and outboards.

Milo "Sonny" Moody, owner of Moody Sales & Service in Saranac Lake, New York, is racing ahead with his Homelite chain saw business as he has raced to many other things in the past. He has won honors and championships racing sportsmen model stock cars and sled dog teams. He's even been acclaimed a champion tree cutter and is known around the area as the "Christmas Tree King."

One thing just seems to lead to another for Sonny who was born and brought up in the town of Saranac Lake on beautiful Lake Flower. (Incidentally, an ancestor of his was the first white child born in that town.) When Sonny was a boy he helped his grandfather who had rented boats and fishing gear to vacationers for forty years. Sonny became interested in boats and engines which led eventually to his stock car racing career and his becoming a dealer for Starcraft boats and Homelite outboard motors.

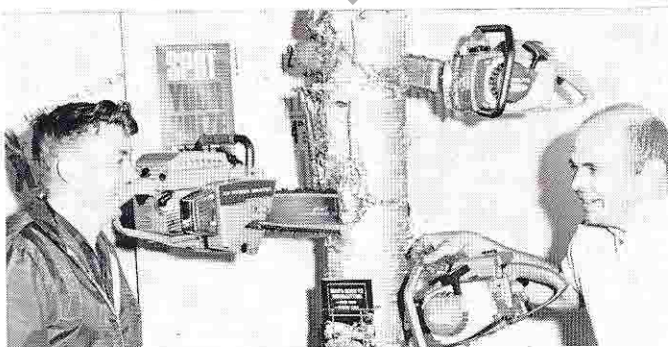
Living in the heart of the Adirondack Mountains, he became involved in winter sports and he and his friend Al Cheress trained and raced teams of huskies with great success in New York and in Canada.

When his grandfather's boat yard became available in 1960, Sonny took over the property and started on a whirlwind

program of building and improvement. He built a fine, big concrete building, 2400 square feet, with the help of his father and Al Cheress. During this same period he began to cut Christmas trees from a 300 acre stand of scotch pine and balsam. He used Homelite chain saws and found them so good that he decided to be a Homelite chain saw dealer, which led to being a lawn mower and marine dealer as well.

He features a fine Homelite display in his big showroom and has made the name Homelite a by-word in Saranac Lake. He and his men are all hustlers, working from 7 a.m. until the last customer leaves at night. Sonny's brother Wesley "Slugger" Moody is a salesman and all around helper. Al Cheress, described by everyone as a "terrific" mechanic, presides over the shop and Bob Ecret is driver and general dock man.

In 1963 this crew built a new marina out into the lake, using a Homelite tractor to haul stones with which they filled the square wooden supports. The marina can accommodate 120 boats, 68 of them under cover, so that in the summer, Moody Sales and Service hums with activity. It seems as if every cottager needs a chain saw, a pump or a generator, which keeps the staff busy all day long. And the busiest person there is Sonny Moody, a young man on his way . . . and fast!



Sonny Moody, at left, talks over the latest Homelite chain saws with W.J. Muser, a visitor at a recent Open House.



Wesley "Slugger" Moody pulls a boat up into the Boat Yard with a Homelite tractor which is in constant use.

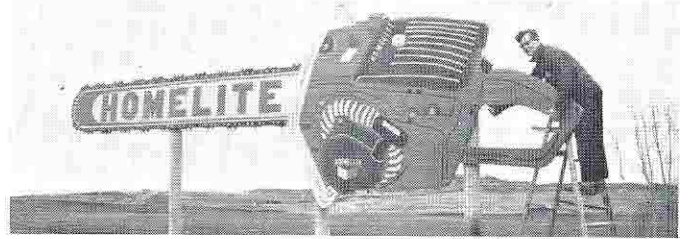
OPEN HOUSE IN MONTANA

Joseph Ridgely and Donald Lewis, owners of Chain Saw Sales and Service, Homelite dealership in Kalispell, Montana, were so impressed with the new Homelite XP-1000 that they decided to have a party to introduce it to all of their customers. A two-day Open House on April 10th and 11th was a huge success. There were several door prizes, the principal one being an XL-12. To be eligible to win the saw, a person had to try out a chain saw and over 500 persons tried one or another of their demonstrator saws during the two days.

Below, the new electric Homelite sign on top of the Chain Saw Sales and Service building was unveiled at the Open House. Made by Mr. Lewis, it is 12 feet by 6 feet and it revolves at 10 rpm . . . lighted at night, naturally.

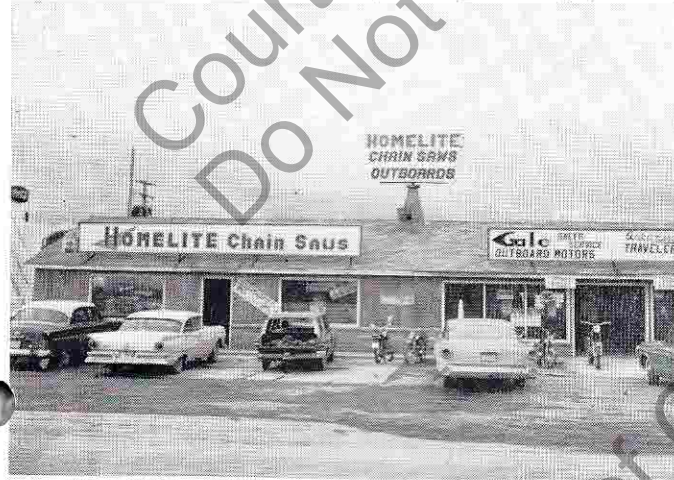


Above, the owners of Chain Saw Sales and Service, Joseph Ridgely, left, and Donald Lewis with the new XP-1000.



Above, one of the largest chain saws in captivity greets visitors to Kalispell on U.S. Highway #2. George Lodge, Spokane Br. Mgr., is the operator.

Below, one of the many visitors who tried the XP-1000 on the huge log provided for the purpose.



DEALER NEWS



Harold King, above, owner of Harold's Auto Shop in Bozeman, Montana, gets ready to cut the ribbon on the occasion of the Grand Opening of his new location on April 2 and 3. Many friends and well-wishers attended the affair, starting his new place off with a bang.

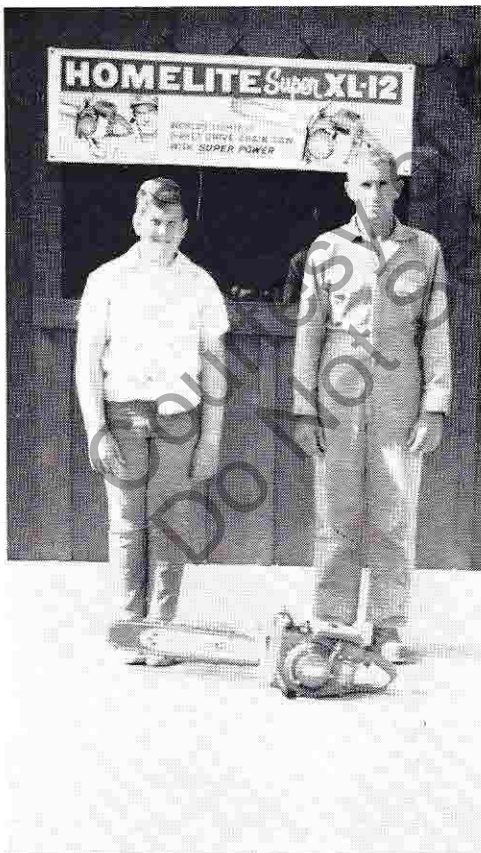


Dealer John Tackett, above, of John's Saw Service, Lewiston, Idaho, tries out the new XP-1000 at a dealers meeting of Spokane dealers held at the Branch Office recently. Earl Kittelson of Dominion Motors, Coleville, Washington, enviously waits his turn.



J. R. Qualls of Qualls Repair Shop, Graham, North Carolina, is a two-fisted man. In the picture above, it looks as if he's holding a 775 G (part of the sign) in his right hand while carrying an XL-AO in his left hand. His truck is a good advertisement for his services.

SAN FRANCISCO TOP DEALERS NOW TEXTRON STOCKHOLDERS



Jim Ash and son Jim, of Jim Ash & Sons, are now the proud owners of ten shares of Textron stock.



Merlin Shook, center, and Louis Hoagland, at right, examine with excitement the five shares of Textron stock won by their company, Farm Equipment Center, of Turlock, California.

Thirty-eight Californians are now the proud owners of one or more shares of Textron Stock as a result of exceeding their quotas in District 13's big 1964 Sales Contest.

In thanking them for making 1964 "the most successful, bang-up terrific year", District Manager Robert Glidden announced the top winners in the 1964 contest for both the San Francisco and Sacramento areas.

The grand awards of ten shares of stock each went to Fred Ash & Sons of Salinas and Dunsmuir Auto Parts of Dunsmuir. Second prizes of five shares each went to Pruett's Garage, Lakeport; Farm Equipment Center, Turlock; Fichter & Sons, Corning and Thomas Auto Parts, Orland.

Third prizes of two shares each went to Precision Saw, San Jose; ADH Company, King City; Hitchcock Garden and Tool, Campbell; Davis Saw Service, San Raphael; Houston Car & Home, Yreka; Butte Pump, Chico; Bradford Power Tools, Placerville and Chet's Chain Saw, Red Bluff.

Twenty-four dealers received one share of Textron stock:

SAN FRANCISCO AREA

Appliance Sales, Modesto
Bugna & Son, Menlo Park
Peninsula Power Tool,
San Leandro
Redwood Chain Saw, Ft. Bragg
Ritz Equipment, Napa
Simon Hardware, Oakland

Stanton Equipment Co., Ukiah
Swede's Saw Shop, Salinas
Twain Harte Chain Saw,
Twain Harte
Western Chain Saw, Eureka
Willits Hardware, Willits

SACRAMENTO AREA

Auto Electric, Reno, Nevada
Bert See, Nevada City, Cal.
Commercial Hardware,
Reno, Nevada
George's Contracting Supply,
Oroville
McCoy's Service, Ryde
Nomellini Rent, Stockton
Robert Wray, Tahoe City
Sierra Saw Shop, Auburn
Spinetti Bros., Jackson
Sterling May Co., Woodland
Stroup's Chain Saw, Redding
Wright's Garage, Lodi

Mr. Glidden asked that special mention be made of the runners-up who just missed winning stock, even though they hit 100% of their quotas. Glenn's Saw Shop, Mission San Jose; Buckhorn Sporting Goods, Richmond; Steve's Hardware, St. Helena; Jorgenson Hardware, Rippon and Felton Hardware, Felton.

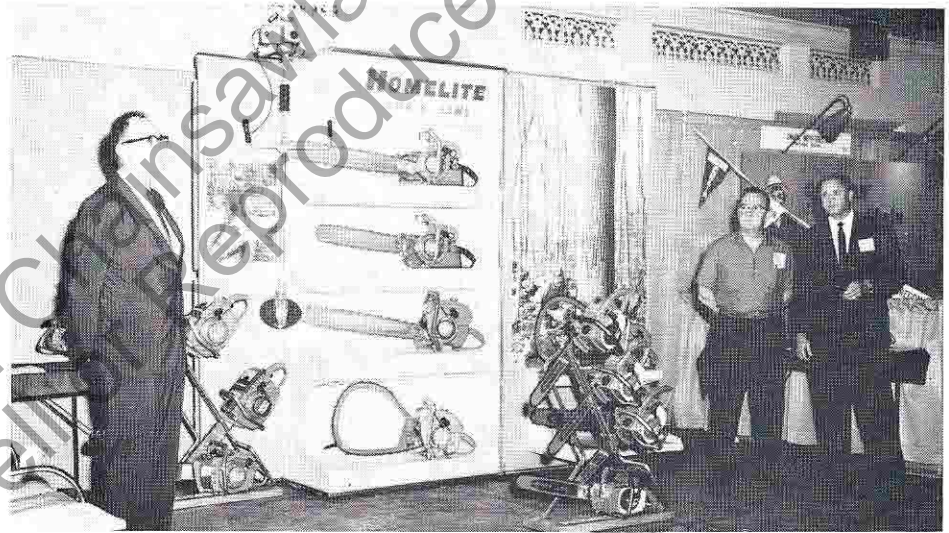
Congratulations to all of them.

EXHIBIT WINS AWARD OF MERIT

Homelite was warmly praised for the fine cooperation offered by both the Memphis and Bossier City Districts to the 8th Biennial Machinery and Equipment Exposition held in the New Orleans Municipal Auditorium, April 3-5.

Described as the most spectacular and comprehensive display of its kind ever assembled, the Machinery Show was considered to have been a great success.

Posing, at right, with their fine display, are Memphis Manager Bill Bedford, left, Wm. McDonald, chain saw specialist and Bossier City Manager Jim Anderton.



IDEAL CUSTOMER



Mr. John Bowie, center above, is the kind of customer Homelite really appreciates. He came into Whitener Chain Saw and Marine Sales in Poplar Bluffs, Missouri one day to buy a sprocket. He noticed the XL-12, asked the cost, had a demonstration and bought four of them on the spot! He came back in two days and bought another. Posing happily with him in the picture are Floyd Whitener, at right, and his mechanic Del.

15 YEAR AWARD



One of the first chain saw dealers to be set up in Pennsylvania was Nittany Timberlands of State College, Pennsylvania. The date was October, 1949 and the very first Homelite chain saw, the 20 MCS, was being introduced. The loyalty of these early dealers was a big factor in Homelite's success in the chain saw field. Shown above, at left, is Sam Marquébrek, Shop Foreman, receiving the 15 year Plaque from Don Sineway.

VOLUME DISPLAY IN INDIANA



The above chain saw display for Smith Hardware Co., in Terre Haute, Indiana, was supposed to feature twenty saws but one was sold before the display was completed. Also a Yard Trac Deluxe! Just one of the days when everything went right. Posing, left to right are a salesman; Mr. Cooper, owner of Smith's Hardware; Bill Hoffman, Homelite salesman from Indianapolis; a salesman; and their top flight mechanic.

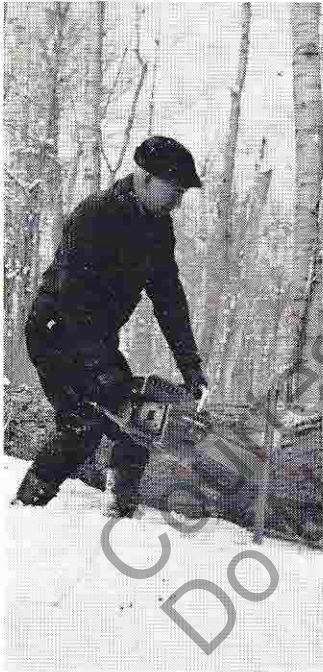


MAY-JUNE, 1965

FAMOUS CLOWN BOOSTS HOMELITE

Joe Jackson, Jr., billed as "America's Best Dressed Man" is a world famous clown, son of a famous clown father. He has performed all over the world in vaudeville and ice shows. This spring, at the Chicago Sport Show, Joe included two lumberjacks wearing Homelite shirts in his act. At one point, one of them was knocked off a tall tree with a stream of water from an XLS-11½ pump. All in all it was great publicity for Homelite.

HUSBAND AND WIFE LOGGING TEAM



Petite Florence Duell can swing an eight-pound "grab skipper" with the best of them. What's more, she can snake a crawler tractor between the huge maple, beech and black cherry trees which grow in the woods near Galeton, Pennsylvania, like a veteran.

Of course, she's had plenty of practice during the past three years. Florence and her husband, Howard, are loggers. Mr. Duell has also been a Homelite dealer since 1960. His dealership is called Pennwood Marine. The couple work as a team, logging out 1,250,000 board feet of timber a year from this hilly northern Pennsylvania countryside.

While Howard is busy falling the "Big Sticks" with a Homelite chain saw, Florence hauls the logs away with her tractor. She snakes the tractor between the trees to reach the pick-up spot. Then with her grab skipper, the slight, 110-pound "lumberjane" hammers hooks into the logs with the apparent ease of a lumberjack twice her weight. She hops aboard the tractor and pulls the logs behind her through the woods down

to a landing.

Working the dozer blade like an expert, Florence stacks the logs into neat piles. Haul trucks pick them up and cart them off to the mill . . . then it's back for another load.

A tough job? "I don't think so," she said. "There are tricks to any job and once you learn them, it makes the job a whole lot easier," Florence confided. "It's not how strong you are. It's how you hit 'em."

Howard Duell testified to his wife's ability at the helm of a tractor. "She does such a good job with the tractors, I couldn't fire her if I wanted to."

The couple puts in a full week, logging out 5,000 board feet a day. And even their neighbors don't raise their eyebrows anymore when the Duells hop into their green pick-up truck every morning and drive off to work.

In her spare time — evenings and weekends — Mrs. Duell takes care of all the housework that goes with maintaining a home for six children!

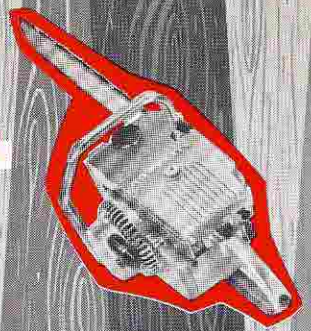
THE BIGGER THEY ARE . . .

It took years and years for the giant cottonwood, shown at right, to grow to be the largest of its kind in Dodge County, Minnesota. When it became necessary to cut down this historic tree, the Homelite dealer in West Concord, Minnesota, Boe Repair Service was consulted. Bert Boe, shown in picture, brother of dealer Peter Boe, took an XL-12 with a 16" bar and did the whole felling job in just 40 minutes. The tree had a diameter of 60"!

Anyone doubting this story should get in touch with Homelite Salesman Nico Van De Ryn of the St. Paul District who vouches for it.

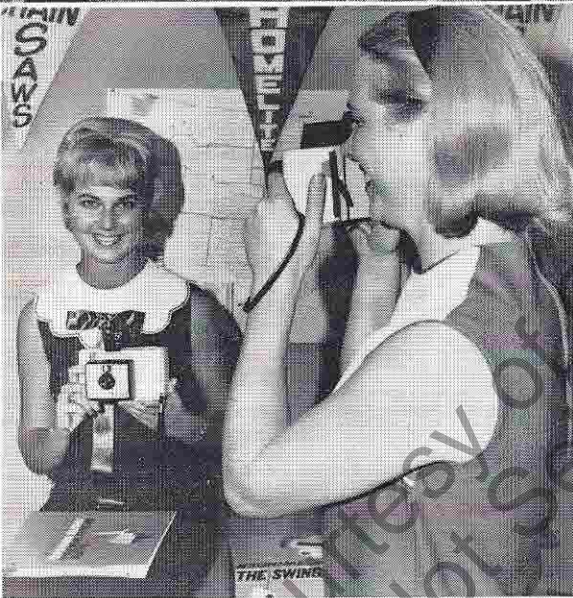


SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JULY-AUGUST-SEPTEMBER 1965





THE COVER . . . The first two new Polaroid cameras to arrive in Port Chester were immediately put to use by Greta Dunnigan, Advertising, taking the picture, and Karen Rozmus, Engineering, doing the posing. Karen holds the new Promotion Book, crammed with good ideas, on her knees and is framed by some of the exciting material which will be going out to Homelite chain saw dealers this Fall.

The new camera, called "The Swinger" has just been introduced in the U.S.A. It's very easy to operate—turn a red knob to focus, press a white tab to snap the picture and a blue one to release the film. Wait ten seconds and you have a finished picture! And it's going to bring hundreds of people in to see demonstrations of Homelite chain saws. See further details on this page.

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Number 125 July-August-September, 1965

Published by Homelite, a division of Textron Inc., Port Chester, New York. Member of the New York Association of Industrial Editors, affiliated with the International Council of Industrial Editors.



PROMOTIONS PLANS

Homelite's biggest and most comprehensive advertising program in history will be launched this fall. All kinds of exciting plans are ripening after months of preparation . . . plans which will reach out to many different types of saw prospects . . . interest more people than ever before.

Most exciting of all will be a big promotion in Life magazine which has a circulation of seven and a half million! Homelite has a two page ad scheduled for the October issue of Life, consisting of a full color product ad on one page and, on the facing page, a list of all Homelite chain saw dealers in each of 26 distribution regions. Plus a Lucky Number Sweepstakes and the free map offer which was such a success last year. There will be 15,000 prizes offered in the Sweepstakes and since this offer will be reaching an entirely new group of prospects, the increase in store traffic should be impressive.

Note: Unfortunately, this Sweepstakes is not permitted in Nebraska. Also, by law, this Sweepstakes in Life may not be advertised in any medium—radio, TV, newspaper, magazine, direct mail, etc. Only store display is permitted.

To assist dealers in building such store displays, material will be included in a new promotion kit which will be given to all active dealers this Fall. An initial free supply of maps will also be given to each dealer. More will be available from Port Chester, in lots of 25, at 10¢ each or \$2.50 for the package, delivered. Nobody but Homelite dealers have these attractive and educational maps which continue to be outstanding builders of good will.

The lists of winning Sweepstakes numbers will be distributed in early October, just before the ad appears in Life.

The second big promotion is planned for the October issue of Farm Journal (issued about September 20) with a circulation of over three million. This will carry a two-page, full color ad, plus an additional page listing all Homelite chain saw dealers, plus the offer of a new Polaroid camera for only \$14.95! The new camera, Model 20, is called "The Swinger". It is just being introduced, backed up with a multi-million dollar advertising campaign and it will sell in the stores for \$19.95. Anyone who comes in to a participating Homelite dealer and asks for a chain saw demonstration can get a camera for \$14.95 while the supply lasts. The film, which sells for \$1.99 a roll, will be available to Homelite dealers for \$1.49 a roll.

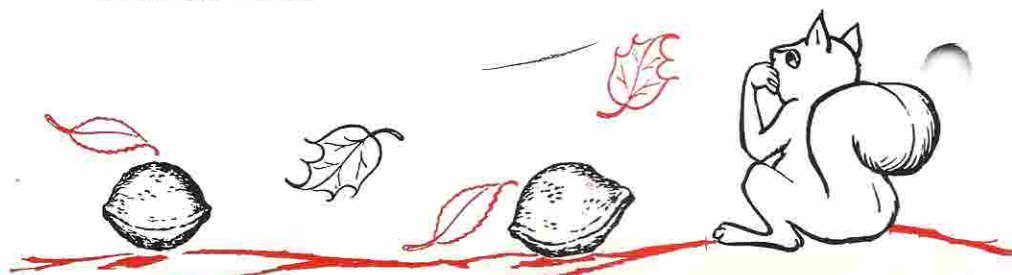
While Homelite has reserved a large quantity of these exciting new cameras, they will be distributed on a first come-first-served basis and no additional supply will be available. Therefore, all dealers should place their orders with their District or Branch offices as soon as possible.

Homelite will also be featuring ads in many other publications: Popular Mechanics; Outdoor Life; the production-cutting publications such as Logging, etc.; many others in a big, impressive list.

In addition, a big new national radio and TV advertising program gets under way this Fall. Frank McGee famous NBC announcer, headlines an all-star list of newscasters who will be heard by millions, telling the story of Homelite.

TV spots, nationally in color and locally in black and white, tailored to tell the Homelite chain saw story in regional sales territories, will be programmed at the most advantageous times.

Read all about these plans and many others in material included in the new Fall Promotion Kit. By using this and other material provided in the Kit, and by displaying the complete line of unsurpassed Homelite chain saws, each Homelite Dealer has unlimited possibilities to see his sales reach record highs this Fall and Winter.



NEW YORK DEALERS ARE PRO-PROMOTION



DeWitt Hutchins, left, and Duke Elliott check over Fall plans for Homelite newspaper advertising and radio spots on their local station.

Elliott & Hutchins, Homelite dealers of Malone, New York, are among the top-flight dealers all over the country who look forward eagerly to Homelite's fall promotion plans.

The two partners, L. A. "Duke" Elliott and DeWitt Hutchins, have been representing Homelite for over twelve years. They also handle farm machinery, tractors and other farm equipment and distribute the Ski-Do snow tractors in the winter. They've learned from experience that the more they promote Homelite products, the more of these products they will sell.

So, in September, using the newest Homelite promotion kit as a starting point, these two experienced and successful dealers start planning their own promotion campaign.

First, with the help of some of their employees, they take down the old displays and signs and give the place a good clean-up. Then they put up the new displays, the banners, the tell-all tags, the counter cards . . . all new, all eye-catching, all colorful. They put a complete line of chain saws on display. Since they are general line dealers, they also feature the newest Homelite pumps and generators which they feel will interest their customers. The current literature is put in the racks. Homelite oil is placed where it can be easily seen and picked up. The premiums offered in the current promotion are prominently displayed. The store is ready for customers.

To insure that these customers, old and new, will pay them a visit, Duke and DeWitt plan a three-fold campaign. The mailing list is brought up to date and announcement letters are sent out. Using the new mats included in the promotion kits, newspaper ads are scheduled. Plans are made for radio and television commercials, tying in, in most cases, with the District advertising. Nothing is overlooked which will bring in the customers.

Since the 1965-66 Promotion Kit had not yet been distributed when the pictures on this page were made, we show what Elliott and Hutchins did with their promotional material last year. The results were so rewarding, in increased customer interest and increased sales, that they plan to put on an even more concentrated drive this year.



Bill Towne, one of the Partsmen employed by Elliott and Hutchins, wields a staple gun to set up a new display for Homelite products as the partners supervise.



Another section of the area devoted to Homelite displays, shows the fine use that Elliott and Hutchins make of Homelite promotional material to dress up their store.

"NEVER A DISSATISFIED CUSTOMER"



Paul and Fred Bahn, owners of P. O. Bahn & Sons, in Santa Monica, California.

Santa Monica is a beautiful, oceanside city in Southern California, part of the Greater Los Angeles area. One-story, light colored buildings line the wide streets. Brilliant flowers crowd every available spot of garden and an occasional palm tree lends a tropical flavor to the scene. Somehow, chain saws don't seem to fit into the picture at all.

And yet, P. O. Bahn and Sons, Homelite dealers in Santa Monica, do a nice, steady business in chain saws. One reason, certainly, is the fact that the mountains are not far away and many Californians head for camping and hunting trips or vacation trips to their cabins in the woods whenever they get the chance.

"We sell mostly the small saws," Fred Bahn, son of P. O. Bahn, the founder of the company, explained to us when we spent a very interesting and pleasant hour at the store recently.

The other son of P. O. Bahn & Sons is Paul Bahn, Fred's partner. Their father, an automotive machinist, came to this country from Germany in 1902, when automobiles were few and far between. He ran a garage in Kansas City for many years, then, in 1927, he opened a machine shop on wheels and went from garage to garage, doing whatever expert jobs were required. Both sons helped their father from the time they were small boys. The family moved to California later and Mr. Bahn operated several automotive supply shops in the Santa Monica area. In 1947, they opened the shop where they now are and both sons carried on the business after their father retired.

A third generation is now involved as Fred's 4th son Fred, Jr. is helping in the business. Fred has three other boys and a girl, plus five grandsons and Paul is the father of a daughter and a son.

"When we first took on the Homelite line," Paul said, "we sold mostly to tree men. Then estate and ranch owners heard about the lighter weight saws and began to come in to see them. Now, most of our customers are occasional users and sportsmen."

"When men go out deer hunting their time is precious," added Fred. "They don't want to spend it all cutting firewood.

With an XL-12 they can cut all they want in no time. The XL-12 is easy to carry into the woods, too."

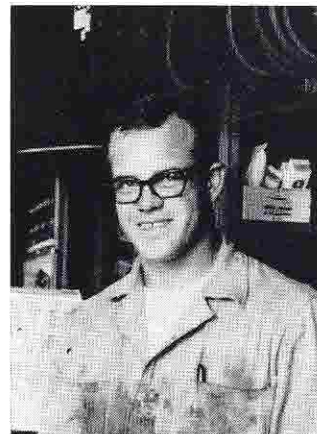
"We never used to demonstrate saws," admitted Paul. "Then came the XL-12! We set up a demonstration log and when we let customers cut with one they just wouldn't believe it. So much power from such a small saw!"

"We back up what we sell with the best possible service," said Fred proudly. "But, we have yet to get an XL chain saw back because of any mechanical failure. We've always been impressed with the quality that's built in to Homelite chain saws."

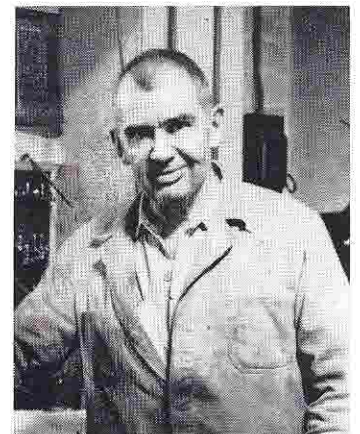
Both brothers are friendly men, well-traveled, good story tellers and obviously interested in their customers.

"We try to take the trouble to find out what people really want," said Paul. And, as his brother nodded in agreement, he added, "We've never had a dissatisfied customer."

That's an enviable record in any business and adds up to a top-flight Homelite performance.



Fred Bahn, third generation in the family business, is Partsman and all around Assistant.



Dick Pattee, chain saw Mechanic for P. O. Bahn & Sons, enjoys working on Homelite saws.

CALL BROS. HARDWARE



Posing outside of Call Bros. Hardware Store in Pikeville, Kentucky, are, left to right, Robert Justice, Mechanic; Delmer Roarke, Homelite Salesman; Mrs. Myrtle Souder, Bookkeeper and Buster Justice, Salesman. Bill Stone, the Manager, was not available for the picture.

Call Brothers Hardware Co. Inc. is the oldest hardware company in Pike County, Kentucky, having been in the business for sixty-nine years, since 1896.

According to an interesting letter sent to "Sawdust" by Myrtle Souder, Bookkeeper and Buyer, the coming of the chain saw brought many changes to the business.

"We had sold many cross-cut saws over the years," writes Miss Souder, "but very few since the chain saws came along. We were sceptical of entering the chain saw field. We started selling two brands but had excessive trouble with them. Finally, we heard the loggers say how good the Homelite chain saw was and decided to try again."

"The first year we sold over 100 Homelite chain saws, to our great delight. Now, chain saws aren't a side line with us any more. It is a full job, servicing and selling them. We now sell three-fourths of the chain saws that are sold in Pike County and we're happy to be associated with Homelite."

CHAIN SAW LADIES IN THE PICTURE



TWO G.I.'s SPONSOR THE LADIES

The Two G.I.'s Supply Center, Homelite dealers in La Grande, Oregon, are very proud of the Ladies Bowling team which they sponsor since they are League Champions in the area.

"We feel that sponsoring this team has helped us to sell many saws," says "Ho" Nelson, sole owner of Two G.I.'s Supply. "Plus the fact that the husband of our team captain is in charge of twenty saws, all Homelites!"

The ladies, from left to right, are Gerry Johannes, Imogene Bristow, Clarine Cook, Captain Dottie Hixson and Siegrid Jones.



Mr. and Mrs. A. W. Lamb of Carlisle, Tenn., called the Port Chester Office recently. Mrs. Lamb helps her husband with his business, often sells chain saws for him. They're both strong for Homelite.

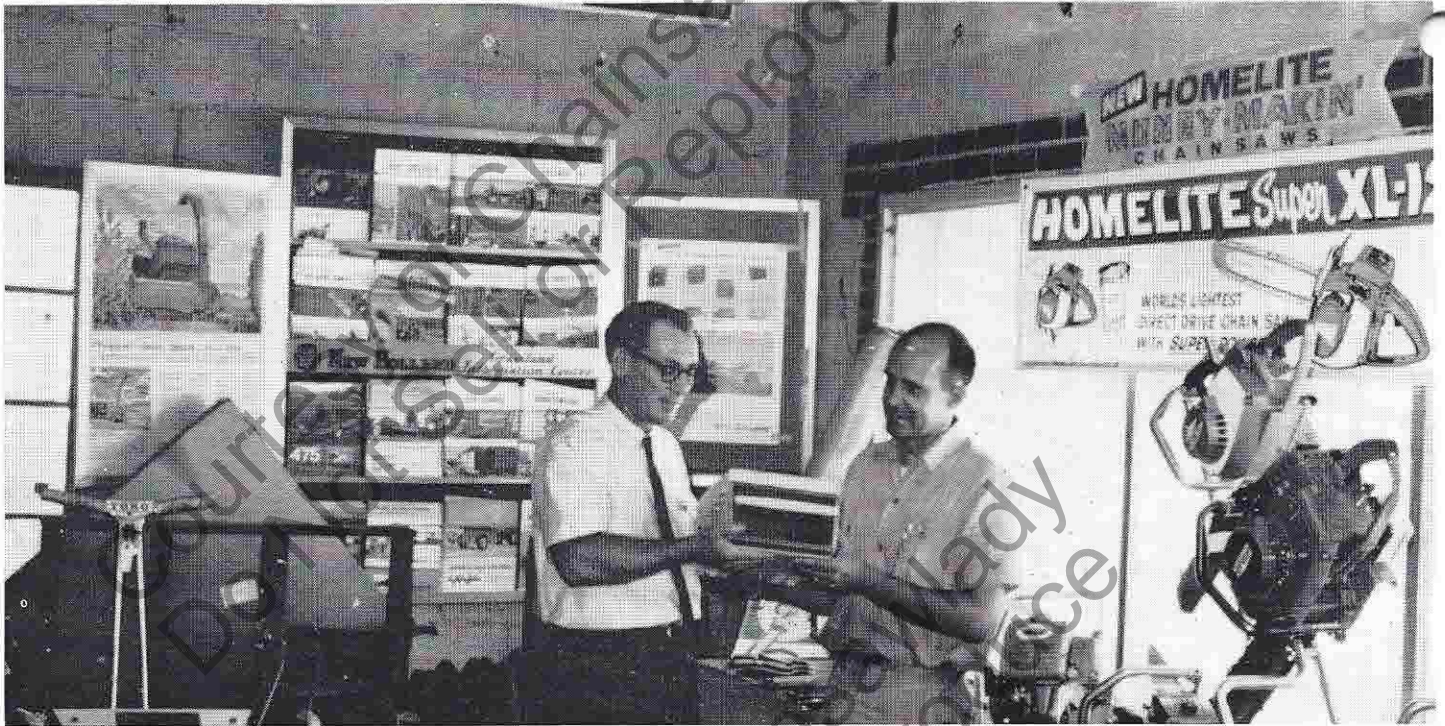


Mr. Busch, owner of Busch Implement & Tractor Co., Douglas, Wyoming, looks on proudly as his wife takes a turn, trying out the demonstration saw at their recent Field Day.



Mr. George Maloch and wife Louise were photographed on a recent visit to the Charlotte District Office. He is owner of Darlington Chain Saw of Darlington, S. C.

DEALER WINS TAPE RECORDER



Surveys can be valuable in several ways. The information gleaned from the surveys which Homelite dealers filled out and returned in April provided valuable information to the advertising department on just how effective the XL-Automatic Advertising campaign had been for the individual dealer. By analyzing the answers, Homelite advertising can be made to work harder for the dealer.

This survey also proved valuable in a more concrete way for Ed Bennett, Manager of Francis & Wright, Homelite dealers in Hendersonville, North Carolina. In the drawing which was held after all the questionnaires had been returned, he was the lucky winner of an RCA Tape Cartridge Recorder. He is shown above, receiving his prize from Gurney Roberson, Charlotte salesman.

WILD WEST WINNERS

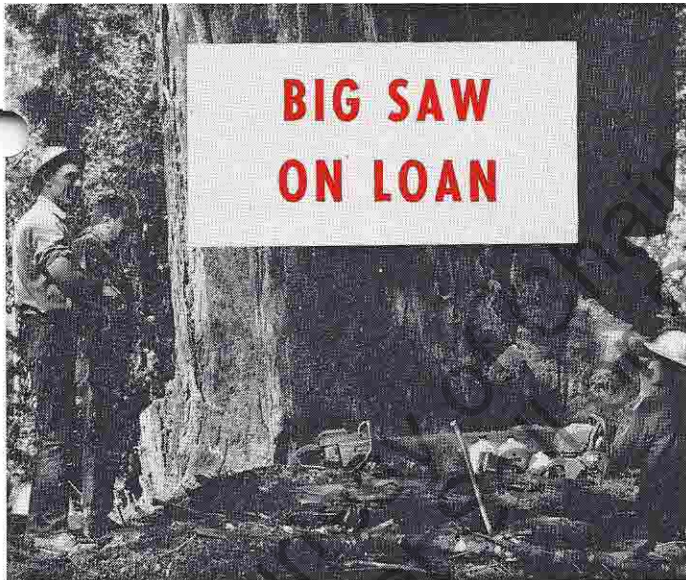


Hansen Equipment Co., in New Castle, Wyoming, had two winners in Homelite's last contest. At left, William Stears, of Dewey, South Dakota, who won a battery charger; center, Earl H. Hansen, Homelite dealer; at right, Francis Sedgwick, of New Castle, Wyoming and the XL-Automatic which he won.

HURRICANE INSURANCE

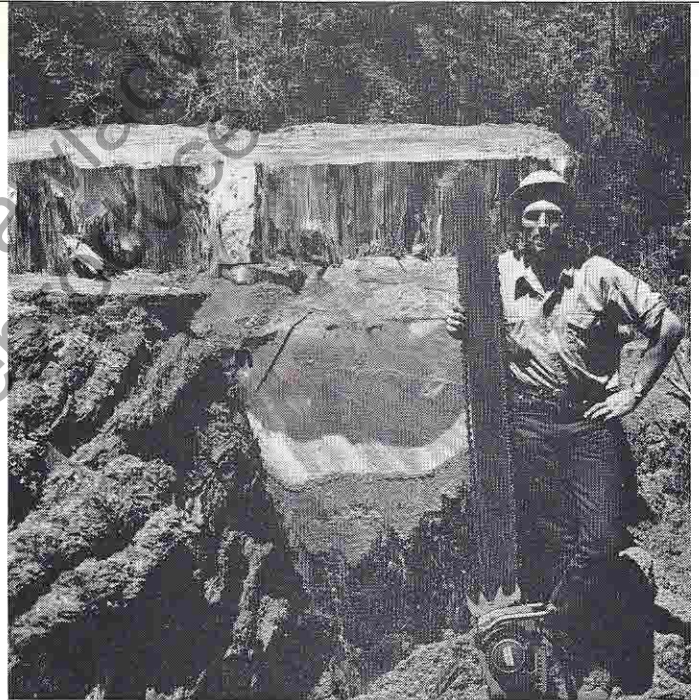


Charlie Perrone, enterprising Homelite dealer of Miami, Florida, turns over a big 42A-115/230 generator to Sun Coast of Miami's General Manager Jim Pace and Ernest Woods of radio WEDR. This unit will be used as an auxiliary power supply in the event of interrupted services caused by hurricanes.



BIG SAW ON LOAN

Oscar Daniels, at left, has been trying out a new XP-1000 which his dealer, Hitchcocks, of Campbell, California, lent him to replace his 775 G which had had a tree fall on it. He doubted its ability to cut such big timber.



Here, Oscar stands in front of the eight foot redwood holding the direct drive XP-1000 with 60" bar which made the felling cut. The other loggers were much surprised at how well the direct drive XP-1000 did the big job.

WINS WITH XP-1000

Art Martin, shown at right, won the cutting contest at the Boulder Creek, California, Loggers Day, with an XP-1000. This is possibly the same saw, as the one shown above, because it's the demo saw of Hitchcocks in Campbell, California. Art Martin beat all entries, including some hot competitive saws.

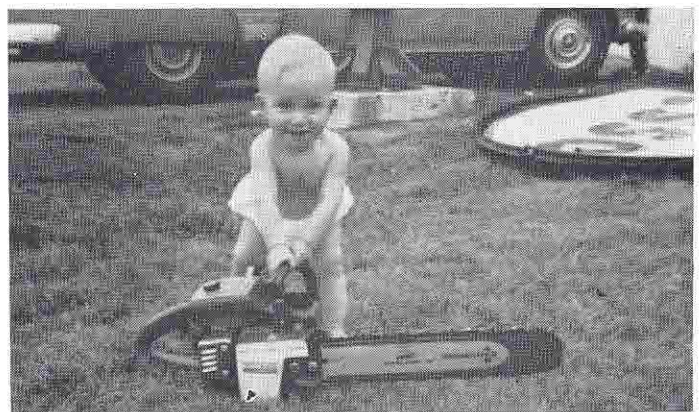


RAZING THE ROOF



Members of a wrecking crew are shown using XL-12s to cut and remove a large roof on an ice house in Monroe, Louisiana, in less than three hours. Such a job had formerly taken two or more days. The saws were sold by Martin's Engine Service of West Monroe, Louisiana.

NEW SAW — NEW BABY



The XL-500 is the newest member of the famous XL family of Homelite chain saws so when Homelite dealer William Ramsey, of Huntingdon, Pennsylvania, checked out his first XL-500, he posed his newest son with the saw, showing how he could handle it even at his tender years.



A Homelite float, pulled by two Homelite Yard Tracs, was one of the high spots of a parade held on May 15th to celebrate the Bi-Centennial of East Whitehead Township in New Jersey. Riding on the Yard Tracs are P. Puma-

rado, Serviceman, and Joe Burns, Shop Foreman, both of the Homelite Malvern Branch. Bob Jamieson, Jr., son of the Branch Manager is standing holding the saw and the attractive lady on the float is Mrs. Paul Pumarado.

LEADING THE PARADE IN NEW JERSEY



Jose and Pierre Pawloski, were standing, ready to receive visitors to their fine Homelite exhibit at the big Agricultural Fair at Nancy, France, in June. The dealer is Ets. Troncobois of Villet-Saint-Etienne.



A Dealer Meeting in Aarhus, Denmark, was well attended by dealers representing the Homelite distributor in Denmark, Bart Petersen. Here, they examine the new XL Automatic with great interest.

HOMELITE GOES TO MEETINGS AND FAIRS IN EUROPE

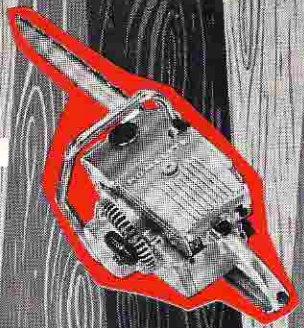
A Homelite dealer from Kansas, Oregon, Rhode Island or any other state, traveling in Europe would get a kick out of seeing Homelite roadside signs. The Homelite name is the same, of course, but the rest of the words are in French or German, Danish or Finnish. A Homelite display at a European Fair would display the same banners, logs holding Homelite saws, all familiar sights. Dealer meetings, much like those held in the U.S.A. are attended by our chain saw dealers in countries all over Europe.

It's interesting to realize what a big family Homelite is becoming, a truly international business which has spread its reputation for quality and service all around the world.



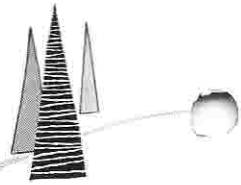
The Homelite dealer in Bordeaux, France, M. Lemoine, had the above attractive booth set at the Bordeaux Fair which was held in July. attracted great interest and many prospects.

SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONA, N. C. — GREER, S. C. — OCT., NOV., DEC. 1965





COMPLETE LINE MEANS MORE SALES

A display was set up in Port Chester recently of all the products being made by Homelite at the present time . . . and a very impressive array it was, too. It was viewed by all Port Chester employees to give them an idea of the scope of the complete line of products. Generators, pumps, blowers, brush cutters, circular saws, the 1966 Yard Trac and the Homelite Grand Prix out-board motor were displayed along two walls of the room. On the third side, the whole line of Homelite chain saws stretched out in a gleaming row, with standard and roller-nosed guide bars and clearing attachments on the wall behind them.

Although the focus has been on the XL line for the past two years (there are now six models of the XL), fifteen other Homelite models are currently being produced in our busy chain saw plant in Gastonia, North Carolina . . . twenty-one different saws for domestic and foreign distribution. All are current models, and the XP-1100 and the Super 77 are the most recent introductions to the line. Homelite also makes thirty-five different guide bars and one clearing attachment, in our Guide Bar Department in the plant in Greer, South Carolina.

This is, by far, the most complete chain saw line that Homelite has ever offered, assuring every Homelite dealer that he can supply just the saws that will satisfy his customers' demands. From the XL-12, which makes a perfect Christmas gift for the suburban housewife to give to her sportsman husband, to the XP-1100 designed to meet the needs of professional cutters, everywhere, for the biggest, toughest jobs they face, there's a Homelite saw for every need.

This is no accident! Homelite engineers work closely with the Marketing Research staff and with our District personnel to provide this wide variety of weights, prices, power ranges and a choice of direct or gear drive, for every cutting requirement the world over.

The timber cutter in the Northwest needs a saw with sufficient power to handle guide bars up to 60" long, yet lightweight and well-balanced, as well. The pulpwood cutters need different types of fast-cutting, dependable, lightweight saws for continuous pulpwood production. The farmer, of course, has a variety of uses for his chain saw: cutting firewood, fence posts, logs and pulpwood . . . and Homelite has a full line of models for him as well. The XL-12, lightest saw in the XL series is in wide use by occasional users and estate owners as well as tree surgeons and professional cutters.

Every Homelite dealer should study the special features of each Homelite chain saw so that he will be able to stock and display all the models best suited to his customers' needs. By showing his understanding of their special cutting needs and by offering them a choice of quality saws designed for these needs he will sell more saws and will build up a larger and larger following of loyal and enthusiastic customers which will result in increased sales, year after year.

THE COVER . . . Santa Claus gets ready for the big day and cuts down his own Christmas tree with a Homelite XL Brushcutter.

He brings a warm Christmas greeting to all Homelite dealers, their families and employees from the staff in Port Chester. The scholarships which are given each year to outstanding students in eight of the country's leading forestry schools, stand as a permanent Christmas gift, in the name of all Homelite chain saw dealers.

More than one hundred bright young foresters have been assisted with their educations since these scholarships were first announced more than ten years ago.

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Number 126

Oct., Nov., Dec. 1965

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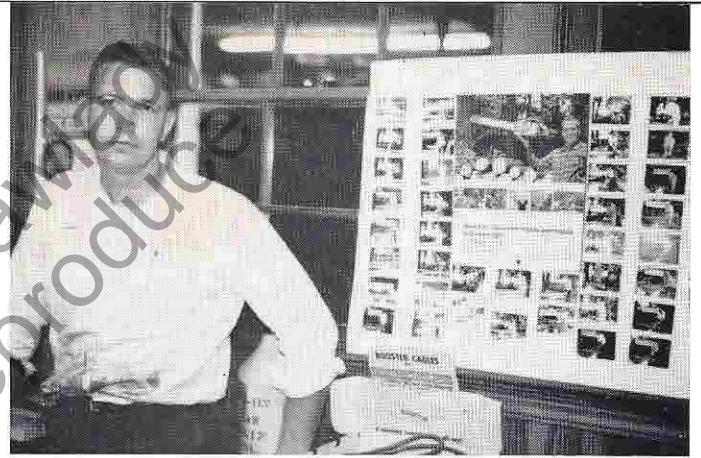
FLORIDA DEALERS INTERVIEWED

The Florida dealers shown on this page were among a group of dealers who were visited recently by Phillip J. Halperin, Homelite's Marketing Services Manager. He taped interviews in which they discussed their views of the Fall promotions and answered questions about various types of Homelite advertising.

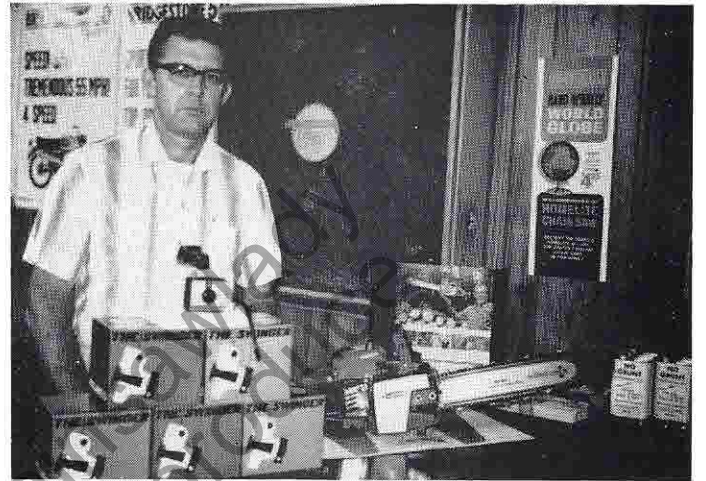
The Bunnell Timber Co., of Bunnell, Florida, is owned by John Lynn and run by him and John Clegg, pictured here at right. They probably hold the record for the number of Polaroid "Swinger" cameras sold as a result of the special offer in the Farm Journal October ad . . . As a feature of the promotion, they took a picture (with the Swinger, of course) of everyone who came in and tried out a Homelite saw. Then, they tacked up these pictures in the shop where they became a center of interest. They followed up on each buyer, to be sure he knew all the advantages of Homelite chain saws.

Sixty-five cameras were sold! One sale made some kind of a record, too. The local Sheriff bought one and, while still in the shop, received word that some vandals had been operating in a local park. He rushed to the scene, took pictures of tire tracks with his new camera, did some sleuthing until he found the right car, arrested four men and collected \$800 worth of fines on the spot. Nice profit for the afternoon!

John Lynn feels that you can make promotions profitable for you if you work at them. Advertisements on the radio and TV have a great impact in his area. He thinks that anything that makes people aware of the Homelite name and brings them into his shop is all to the good. Then it's up to him to demonstrate the product and make the sale.



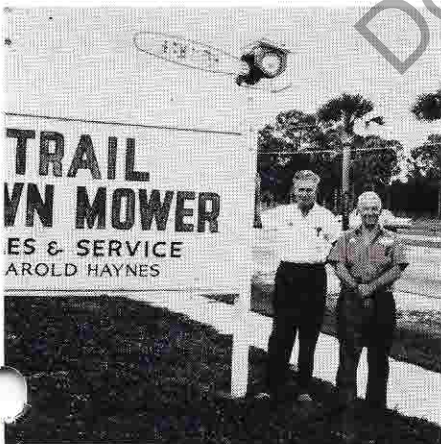
Johnnie Lynn of Bunnell Timber Co., with the photographs he took of his prospective customers trying out the XL chain saws.



John Clegg and a few of the Swinger cameras that brought so many people into Bunnell Timber Co. in October.

OTHER FLORIDA DEALERS

The two men pictured below are Jim Brown, at left, and Harold Haynes, owner of Trail Lawn Mower in West Palm Beach, Florida. They report that their chain saw customers are mostly pulpwood cutters and nursery men who prefer direct drive saws by a ratio of ten to one. There are very few occasional users in that part of Florida as there are not many trees except palm trees and other ornamental varieties. Mr. Haynes feels that local newspaper ads and the yellow pages ads are the most valuable to them.



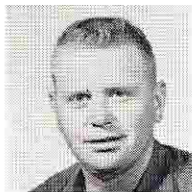
OCTOBER-NOVEMBER-DECEMBER, 1965



The Homelite dealer in St. Augustine, Florida, above, J. A. Hollingsworth, is also a leading Harley-Davidson dealer and a well-known motorcycle racer in his own right. His busy shop is full of trophies and cups as well as Homelite displays and banners. He values his Homelite dealership highly and finds it a challenge to build up a growing list of satisfied customers. He is helped in his business by his charming wife shown above, and his son.



The Chandler Equipment Co. of Ft. Pierce, Florida, has been a Homelite dealership since 1959. Owned and operated by Ernest and Pauline Chandler, above, it is a well-run rental and sales outfit with a fine local reputation. The Chandlers feel that all national advertising helps to publicize the Homelite name so that in time of a hurricane or other emergency, people turn to Homelite for help. They rate radio advertising as most effective.



BAGLEY'S PLAYS HOST TO 2,000



Exterior view of Bagley's Equipment Co., in Williamston, North Carolina, shows the extensive display area and sales room, facing on the highway. The building is 50 by 100 feet in area and has ample storage room at the back for all the merchandise which is on sale.

George V. "Buck" Bagley has been working on Homelite chain saws since he was 16 years old. His older brother was a partner in a Homelite dealership in Sunbury, North Carolina, and Buck remembers back to the days when the 5-30 and 17 models came out. Although he went off to college and graduated with a B.S. in Business Education, in 1959, he got right back into the chain saw business as a partner in B.B. & H. Equipment in Elizabeth City, North Carolina. Then, in 1963, he struck out for himself and he is now the sole owner of Bagley's Equipment Co. in Williamston, North Carolina.

He soon outgrew his original shop there and on September 25th of this year, he held a highly successful Open House to mark the official opening of a fine, new building located on the by-pass of highways 17 and 13 near Williamston.

This handsome building of brick and glass is 50 by 100 feet in size. The whole front is plate glass so that the showroom is like a continuous display window. Colorful Homelite chain saws, displays of oil and other items show up to great advantage from both outside and inside. The interior walls are covered with pegboard which is useful as well as decorative and provides a fine background for accessories and display material. The showroom has a floor of terrazzo. A fine, well-equipped shop and a large storage area afford every modern facility for the sales and service of Homelite equipment. Bagley's not only handles Homelite chain saws but also Homelite pumps, generators and ride-on mowers, plus various other types of small engines, guns and other equipment.

Buck Bagley wanted to get as much publicity as possible for this big "Open House" so he planned a real bang-up affair and sent out invitations to all his friends and customers. Then

he ran big ads inviting everybody in the county to come to the party. Feature stories, photographs, and a whole page of congratulatory ads appeared in "THE ENTERPRISE", a local paper read throughout the area. He also advertised in the neighboring towns of Windsor and Robersonville.

The all-day Open House, starting at 7 a.m. and continuing until 5:30 p.m. featured free prizes for all. The ladies received pot holders; the children, bubble pipes, suckers and world maps; the men, note pads and bottle caps. An XL-12 was given away in a drawing of all who registered. A Polaroid camera was given to the oldest man who registered. Half-priced bargains were snapped up early. A camera was given with each chain saw sold and free chain sharpening and lawn mower sharpening were offered. (Incidentally, five chain saws, four lawn mowers, two guns and many small items were sold that day!)

From 12:30 to 5:30 p.m., free Bar-B-Q plates were served to one and all and a steady stream of guests filed by the serving tables. By the end of the day, over 2,000 people had had a tasty meal and registered in the guest book!

High spot of the day was the official opening ceremony when the mayor of Williamston cut a log, instead of the usual ribbon, with a chain saw and congratulated the Bagleys on their fine new store.

"We were pleased with the interest shown and with the sales we made that day," says Buck Bagley. "It was a day we'll remember for a long time and so will our customers."

The slogan of Bagley's Equipment Co. is "Small engines are our business, not a side line" and their success proves they

AT OPEN HOUSE



The chow line stretches all around the show room at Bagley's Open House as young and old accept the invitation to a free barbecue plate lunch.



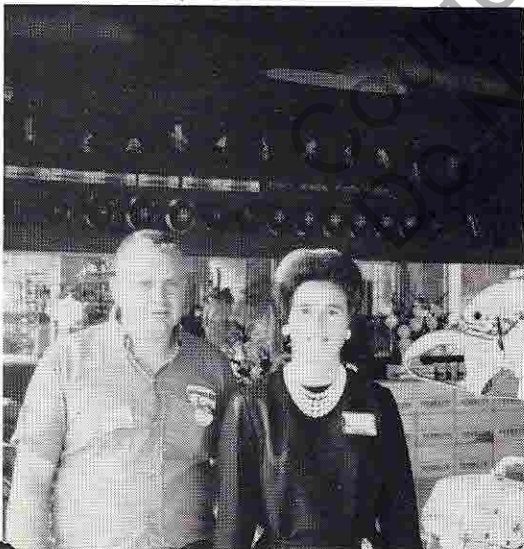
Ann Bagley, wife of the owner of Bagley's Equipment, presides over the table where all can register for free prizes at the Open House. Before the day was over, more than 2,000 people had signed their names in the book.

know their business very well indeed. Mr. Bagley has two expert, trained mechanics and a mechanics helper who keep the customers' saws in top working condition and recondition those traded in. Bagley's sold 100 new saws last year and 75 to 100 used ones, so the men are kept busy.

"We rent out everything that we sell," Mr. Bagley explains. "We do a lot of business that way, too."

Buck Bagley also has the help and encouragement of his pretty young wife, Ann, who somehow finds time to take care of their two active little boys, aged three and a half and one and a half, and their home as well.

Here's a young man who's doing an outstanding job by combining enthusiasm and a knowledge of the best business methods with a thorough appreciation and loyalty to the Homelite products he sells. It's a winning combination!



Buck and Ann Bagley take time out on the busiest day of their lives to pose for a picture in the beautiful new store they opened, recently.



The mayor of Williamston, North Carolina, cuts a log with a new Homelite chain saw as Buck Bagley, right center, looks on anxiously. The mayor seems right at home with the saw and the new building was declared open with much fanfare.

TIMBER-FELLER



Arlie Burk, who works as a timber feller in the woods in northwestern Montana, looks up at a tall Douglas fir which he plans to cut down with his Homelite.

"I like to saw because it's independant 'gyppo' work," says Arlie Burk of Eureka, Montana, a lanky six-footer who saws for Frank Nelson Logging of Eureka. "I use Homelite chain saws on the job because they are dependable. They're the best saws I've found for this type of rugged work."

Logging is a dangerous and difficult work anytime, but in the winter its hardships take on added significance. This is specially true for one woods job, that of the timber feller. He is a man who goes into the forest to cut the trees which then are taken to the mills to become finished timber. While other woodworkers labor on areas cleared of snow, the feller must get into the snow to fell the trees.

For all the difficulty and danger of the job—and the insurance people rate timber felling the most dangerous job in a hazardous industry—there are compensations to offset the disadvantages.

First, and probably most important, it is the highest paying job in the woods for the money invested if you're good at it. Second, you're pretty much your own boss and, as timber fallers are an independent breed of men, this is an important factor. Third, it's healthy work. Most fallers like the outdoors enough to put up with whatever weather conditions they face on the job.

Mr. Burk claims, in addition, that he prefers such work because he can make more money by being paid for how much he does rather than working by the hour. He can cut, in good timber, 25,000 to 30,00 board feet a day and he is paid from \$3.50 to \$4.00 per thousand feet of board timber cut.

From what he makes, the feller buys his own equipment—the chain saws, fuel, wedges, spare parts—and pays his own expenses and transportation to the job. Arlie Burk's work is always far from home. His current job is 55 miles distant.



Winter complicates the timber feller's job. Movement from tree to tree is hindered by deep snow. Here, Arlie Burk refuels his saw in the snow.

"A good timber feller must have good equipment," says Mr. Burk. "I have two Homelite chain saws, both direct drive, rather than gear-driven, because I use the saws for limbing trees and need the faster-moving chain."

Arlie Burk has been at timber felling for six years and before that drove a cat (heavy tractor) for two and a half years, set hooks on timber at the landing and operated the loading jammer. He came to woods work naturally. His father and grandfather before him were loggers and he literally grew up in the profession.

In spite of the many dangers of the job he has never considered going into an easier line of work.

"As long as there are trees to be cut, and good dependable Homelite saws to cut them with, I'll keep on doing just what I'm doing."

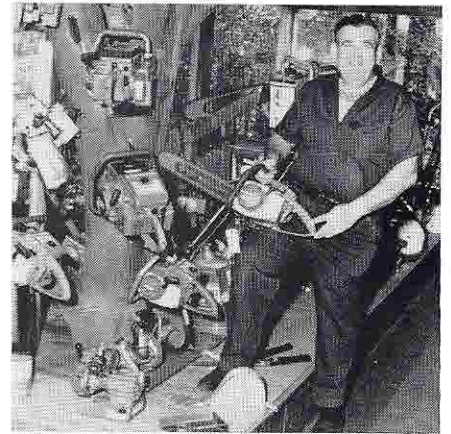


With his chain saw still kicking sawdust from the cut, Arlie Burk tries to move away quickly from the falling tree. Steep slopes provide uncertain footing.

ON DISPLAY



Whether new Homelite chain saws are in a dealer's shop, or featured in a parade, or the center of attraction at a Fair, they should be displayed to best advantage. A few extra minutes given to clean up and decorate a display area, a little imagination in the use of display materials and accessories, a little extra work used to create an outstanding display, all pay off in actual sales. Quality chain saws like ours deserve the best possible settings.



For example, Lathrop's Sharpening Service of Danbury, Connecticut, always manages to attract attention with fine, imaginative displays. At left, above, is shown the lively grouping used to show off Lathrop's Homelite chain saws at the Danbury Fair, this past September. The reindeer were all cut with a Homelite. The fine tree display which is shown also with Mr. Lathrop at right, above, makes a conversation piece, either at the Fair or in his shop.

OTHER DEALERS



Bill Patella demonstrates the XL-500 in front of the handsome display booth featuring the XL chain saws at the Western Washington Fair, held in Puyallup, Washington in September.



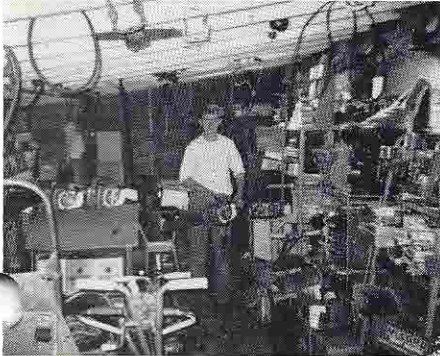
Gregory Bobeen of Greg's Texaco, Troy, Missouri, wheels out of his driveway to join a parade, with his Homelite banners flying and a gay wagon full of chain saws.

THE SWINGER SWINGS INTO ACTION

Our representative in the Mid-West, Chuck Frame, sent in some pictures taken with the new Polaroid Swinger. Below, at left is Mr. George Helmuth, son of Homelite dealer B. J. K. Helmuth of Arthur,

Illinois, setting up a new XL-12 for delivery to a customer. Center, below, is the crew from Pippen's Fix-it Shop in Decatur, Illinois. Mr. Pippen is second from the left.

From Boulder, Colorado, another photo snapped with a Swinger, shows Homelite dealer Cecil Cox of Cox Lawnmower Shop, standing in the rear, and two of his helpers, Manuel and Mr. Burk.



WHERE THERE'S A WILL

That old adage "Where there's a will there's a way" certainly applies to Deirdre "Dee Dee" Hodges of Thompson Falls, Montana, and her goal of attending the University of Montana. Unable to find suitable feminine work to earn money to finance her education, she asked her father, Leslie Hodges, a professional logger, about working in the woods with him.

He agreed to let her try, so early in June, she joined him on the job. Both used Homelite chain saws . . . Dee Dee, a lightweight XL model. Her father felled the trees and Dee Dee limbed and bucked them into logs.

Mr. Hodges proudly points out that his daughter did a good job, too.

"A lumber company official in Missoula complimented her on the uniformity of her log lengths, which is quite important," he explained. "She was told they were better than average and that he didn't even bother to check them after a while."

Dee Dee liked the work in the woods so much that she gave up the idea of college for this year and is now felling trees, just like her dad does, with her new XL-500!

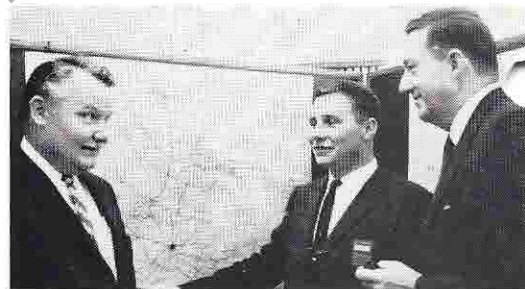
The whole family is "Homelite-minded". Her mother sent in a most interesting answer to a questionnaire, explaining that the reason father, son and daughter all used Homelite saws was because they "had tried them and used them for many years." She rated "safety", "ease of starting" and "ease of handling" as three important reasons for this preference.



What the well-dressed Lumber Jill is wearing! Dee Dee Hodges models two outfits: at left, a going-away-to-college ensemble; at right, above, the proper garb for falling and bucking timber.

DEALER FROM AUSTRALIA

Coming from half-way around the world, John Madsen, center, of Australia, a dealer for our distributor Canning & Son, of Victoria, Australia, gets a briefing in Port Chester from Frank Lehman, at left, International Service Manager, and from Frank Swenson, Assistant to the Manager, International Sales. Mr. Madsen comes from the town of Gellibrand River.



TELEVISION SHORT

Homelite's color TV ads, seen nationally over NBC during the AFL Football Game Wrap-Up program on week-end afternoons, are creating a very favorable impression on Homelite dealers and customers, alike. What the viewers sees lasts only a minute, but the film took hours of patient preparation and expert shooting to get into its final form. It took two days of scouting the countryside to find the right locations. Next came four days of actual shooting, with a director, several cameramen and assistant cameramen and "grips" to move the props around.

Walter Gorski, Homelite's Supervisor of Forestry Field Testing, starred as the man with the saw. He had to pose endlessly for lighting readings and positioning discussions before he could start the saw and make the cuts for the camera to record.

More hours of work went into cutting and editing the film after it was developed. Narration and text had to be added and the final version had to be approved by all those concerned.

The finished product, so effortless and professional looking, gives no hint of all this preparation. It's making a lot of people "Homelite-conscious" this fall.

Walter Gorski gets all set for the "Lights, Camera Action!" routine, in making the new Homelite TV commercial.

