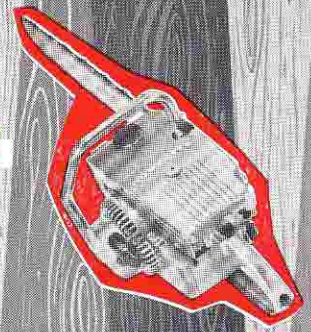
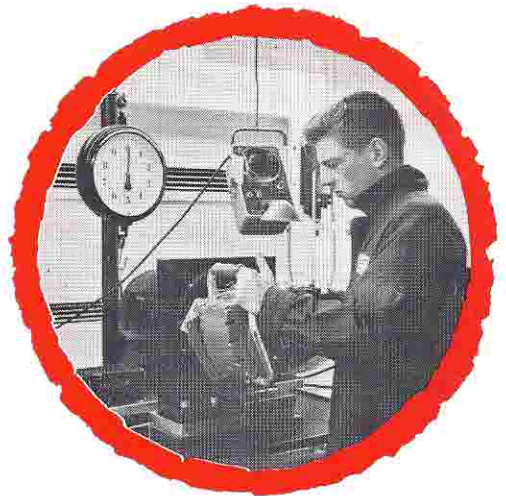
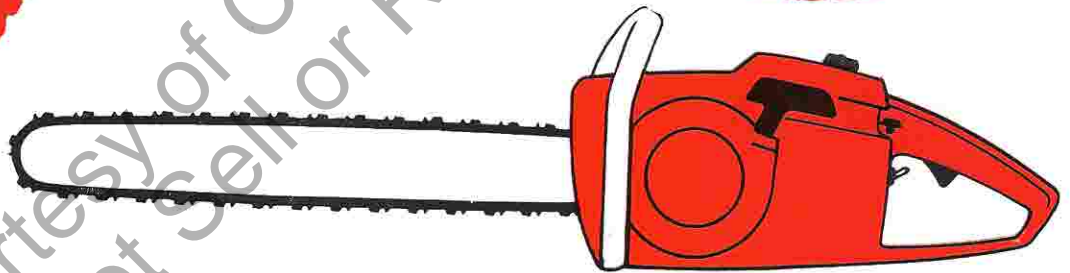
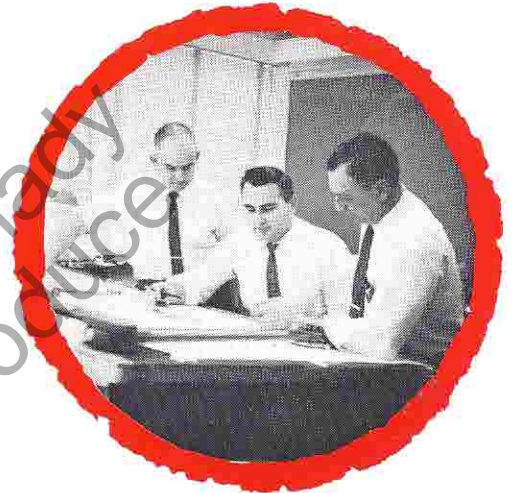
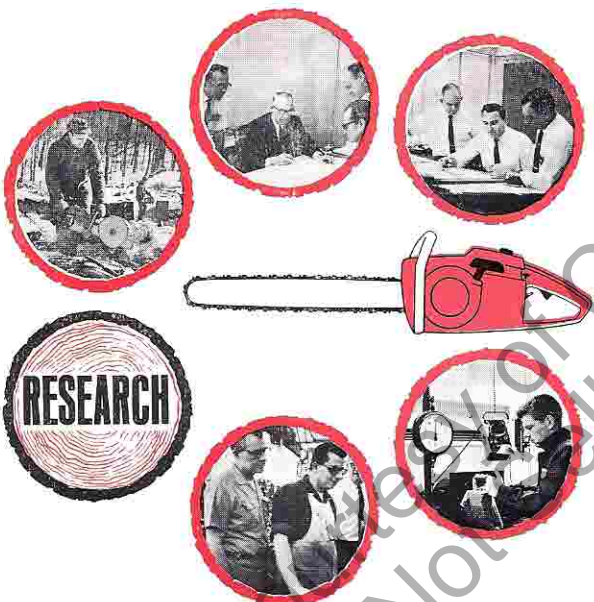


SAWDUST



Published by **HOMELITE** A **Extron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — DEC., 1966 — JAN., FEB., 1967





ARE YOU THIS DEALER?

by
Robert S. Kennedy
General Sales Manager



WHO stocked Homelite chain saws in healthy quantities last year so you could offer prospects a good selection at all times . . .

WHO displayed your Homelite chain saws so that prospective buyers could see you were really in the chain saw business . . .

WHO put a log out in front of your store so you could quickly and safely demonstrate to every interested prospect . . .

WHO dressed up your store and identified it with Homelite signs, banners, carton displays and posters . . .

WHO put up road signs all around your territory to remind people where to go to buy a Homelite chain saw . . .

WHO consistently advertised Homelite chain saws, in the newspaper, on radio and TV, through the mail . . .

WHO gave your customers the top quality service that kept their Homelites operating properly . . .

THEN

You are the dealer I hope to meet personally during the next few months so I can thank you on behalf of all of us at Homelite for making 1966 the best year in Homelite history. We couldn't have done it without you!

You have shown by your enthusiastic promotion of Homelite chain saws that you recognize the quality we strive for so constantly. You have made a respected place for yourself in your community as a successful, dependable, ethical businessman. You have worked long hours to keep your customers happy and provide them the best possible service.

You'll probably be seeing me or my assistant Franz Holscher or one of the other men in our Chain Saw Sales Division in your place of business sometime soon, because we want to talk to you to keep abreast of the chain saw business.

With dealers like you and with the best possible support we can give you, we are looking forward to continued sales growth in 1967.

THE COVER . . . a few of the steps which go into the creation of a new chain saw before it is ready for the production line.

Top center, the Engineering team concentrates on the idea for a new saw . . . a saw for which there is a need and a market.

Moving clockwise, we see expert draftsmen converting ideas to detailed drawings. Next, a technician checks out the performance of an experimental engine; experimental mechanics confer on the making of a new part for the hand-made model which will be used as a prototype; finally, a field tester puts a new model through long hours of cutting under all conditions and in all kinds of weather.

After all this, plus hours of consultation and discussion with Sales, Advertising and Service personnel, a new Homelite chain saw is produced and introduced to the public.

TABLE OF CONTENTS

	Page
<i>Are You This Dealer?</i>	2
<i>Homelite is Honored</i>	3
<i>Building for the Future</i>	4 & 5
<i>Cincinnati Safari</i>	6
<i>Light Saws Make Heavy Sales</i>	6
<i>Letters From Dealers' Wives</i>	7
<i>Traffic Stoppers</i>	7
<i>Last Call for Contests</i>	7
<i>New Shop Doubles Business</i>	8
<i>They Fly Through the Air</i>	8
<i>Forestry Instruction</i>	8

Number 131 Dec., 1966 - Jan., Feb., 1967

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



HOMELITE IS HONORED BY 4-H

This year marked the tenth year that Homelite has donated four forestry scholarships of \$1600 each to outstanding 4-H members. In appreciation of this fact, the company was honored at a general gathering of 1600 4-H members and their leaders who attended the annual Club Congress in Chicago, the last week in November.

J. Howard Maxwell, Jr., Homelite's Advertising Manager, was called up on the platform of the huge main ballroom of the Conrad Hilton Hotel and given a 4-H Donor Merit Award by Mr. Chris L. Christensen, President of the National 4-H Service Committee.



J. Howard Maxwell, Jr., at left, Homelite's Advertising Manager, accepts the 4-H Donor Award from Mr. Chris L. Christensen, President of the National 4-H Service Committee, Inc.

In the past ten years, 40 outstanding young men have been helped with their college expenses by Homelite 4-H Forestry Scholarships. Most of them have majored in forestry. Many of them have graduated and have jobs in some branch of the field. One young man, R. Gerald Moore, who received a scholarship in 1959, wrote recently to say that he is with the Mississippi Forestry Commission, in the Purchasing Division, and is still grateful to Homelite for the help he received when he needed it so much.

This year, three of the four scholarship winners were attending the 4-H Club Congress so Mr. Maxwell and Raymond Marschalk, Homelite District Manager in Chicago, were able to meet them and have a little time to get acquainted with them.

William Waneka, whose home is on a 400 acre farm near Lafayette, Colorado, is currently enrolled as a freshman in the College of Forestry at Colorado State University. He is the 1966 State winner in the 4-H Conservation of Natural Resources Program and his 4-H projects included work in forestry, range management and wild life management.

The winner from the Northeastern part of the country was

Edward L. Pillsbury, a freshman at the University of Vermont. He plans to major in forestry because, he says, "being farm oriented, a career in forestry offers the type of life I like most." Edward also believes that opportunities for success in forestry are increasing not decreasing. "As natural resources dwindle," he says, "something as precious as our forests must be preserved. I hope to do just that."

The third scholarship winner, Terry L. Glanzman from Mondovi, Wisconsin, was also a winner of a \$500 scholarship in the 4-H Conservation of Natural Resources Program. During his eight years in 4-H, Terry was active in forestry and con-



Raymond J. Marschalk, Chicago District Manager, left and J. H. Maxwell, at right, meet with William M. Waneka, Edward J. Pillsbury and Terry Lee Glanzman, 4-H Scholarship Winners.

servation programs. He has won awards in forestry, nature conservation, home grounds improvement and photography. He also played trombone in the Wisconsin State 4-H Band.

The fourth winner, George Clark Burge of Poplarville, Mississippi, was not present at the Congress. He has been exceptionally active in 4-H, however, from an early age. He is currently enrolled at Pearl River Junior College, majoring in forestry, marketing and utilization.

"It was a pleasure to meet these outstanding young men," reports Mr. Maxwell. "Homelite is proud to be able to help them with their training for future careers in forestry."

Many other careers in forestry have received an assist from Homelite over the last 12 years. Each year, in eight of the country's leading forestry departments, a \$500 Homelite Forestry Award is given to the upperclassman selected by the faculty on the basis of achievement and need. These awards are sometimes divided between two or even three men, so that, by now, nearly 150 young foresters, in business, teaching and in government service, think kindly of Homelite for coming to their aid and assisting them in finishing their education.

BUILDING FOR THE FUTURE

William C. Linton and his wife LaVerne, Homelite dealers in Wheeling, West Virginia, have a dream future all planned. There's a spot in Florida, on the Atlantic Coast which would be just right to retire to. Plenty of fish to be caught . . . plenty of rest . . . plenty of sunshine. And back in Wheeling, their two sons Jim, now 21, and Mark, now 11, will carry on the booming Homelite business which their parents and grandparents worked hard to establish.

This is a dream—and who knows—in ten years or so, it very well could come true.

"My wife and I intend to build and expand the business," explains Bill Linton, "so our sons will be able to enjoy the independence of being their own boss. They may choose otherwise but we intend for the opportunity to be here for them."

Bill went into business with his own father H. C. Linton, in October 1941, when Bill was about 21 years old. They ran a large service station in the downtown Wheeling area.

"In 1946, after my return from World War II, we added some tractors and mowers to our service station stock and 'Linton's Service' became 'Linton's Service and Power Equipment Shop,'" he explains, skipping modestly over the war years. "We have since moved to a larger suburban service station with large storage and shop facilities. We're almost exclusively in the Power Equipment Sales and Service business and the name has been shortened to 'Linton's Power Equipment.' My father retired in 1961. Since then I've been on my own."

"We ventured into chain saws in the fall of 1948 with an initial stock of three Strunk saws," Bill remembers. "When we would sell them we would order two or three more. With Strunk as our main line and selling a few other brands along the way, our chain saw sideline moved 18, then 25, then 30 saws a year. One year we sold only 11 saws."

"We were aware of the Homelite line," he admits, "and then George Reynolds convinced us to take on Homelite in 1960. All other makes were quickly dropped as it became evident to us that we had been missing something. Our sales went up immediately to an average of 50 to 65 units per season."



Bill and LaVerne Linton, owners of Linton's Power Equipment.

WEST VIRGINIA OPERAT

"Then," he continues, "about two years ago, Dick Polliard convinced us that if we stocked big and made mass displays of saws it would have a direct effect on the number of Homelite saws we sold."

"We never were in the saw business until then," he states emphatically. "We have exceeded 100 saws a year since that time and are projecting sales of 150 saws a year."

PROMOTION IMPORTANT

"We had to develop a promotion suitable for our area," he explains, "in addition to the stocking and the in-store displays. Newspaper and television advertising have helped us most here, with television doing a dramatic job, especially with the XL saws. Of course, we use roadside signs, decals on our truck, direct mail promotions and radio advertising. The bank that does our financing for us also lets us display in their downtown window."

Wheeling, West Virginia, is a town which serves as a center for farming, pulpwood, logging and for industrial and construction activity as well, so the Lintons have plenty of potential. To serve his customers, Bill Linton has over 1,000 square feet of shop and service area, equipped with tools and shop equipment valued at \$5,000. He has three expert mechanics and clerical helper, all of whom have been with him for several years or more. Their service reputation brings many new sales.

Bill Linton feels that some of the reasons for his success in addition to this fine service reputation are close supervision of work that goes out; keeping a good stock of parts and keeping them well organized; fair prices; careful training of his mechanics; exposing the business all day and some evening hours. (They are open until 8 p.m. daily.) He has a truck and a car for use in the business and does lots of service in the field. Thirty mile service calls are not uncommon.

"In my opinion," says Bill Linton, "nothing has ever affected the saw business so profoundly as the advent of the lightweight saw, the XL-12. Not only have industrial and professional users taken to it but a great many homeowners are attracted to it. Whole new waves of prospects for the XLs are in prospect any time they get publicity. This market is opening wide and has hardly been scratched."

Bill tells an amusing story about one of his customers. "We have this customer who has a regular job selling vacuum cleaners and doesn't look like the adventurous type at all. I first met him when he came in and wanted to know what our weekly rental price was for an XL-12 saw. We agreed on a price and he took off but did not tell me what he wanted it for. I phoned his home a few days later to tell him he could bring

in the saw for a free sharpening if it needed it and his wife informed me that he had left for Florida with the saw to help 'clear up' after a hurricane!"

"I figured I had been 'taken' for a rental saw but he came back in about ten days, paid the rental on the extra three days and apologized for my worry. He was afraid to tell me he was going so far for fear I wouldn't permit it."

"Since then he has worked hurricanes and tornado areas six more times, always renting a saw when he goes. He says he had bad luck with the only saw he ever owned so now he will only rent and insists on an XL. He says it is light and the best performer he has ever seen for clearing storm damage."

Since Bill and his wife spend so much time with the business, they admit they haven't had time to pursue many hobbies.

"We do take two vacations a year to follow my favorite sport of fishing," says Bill. "We spend a week at Cape Hatteras during the summer and two or three weeks during the winter in the Miami area."

Which leads us right back to that dream for the future! Bill and LaVerne, with a big assist from the Homelite products they handle so energetically and proudly, are working hard to make their dream come true.

ION RATES DEALER OF THE MONTH TREATMENT



CINCINNATI SAFARI



VISITING GASTONIA . . . From left to right Delmer Roark, Homelite Salesman, Mrs. Roark, James Goldson, Paul Francis, S. J. McNeil and wife, Fred Cristiano, District Manager, and John Lawing, Gastonia Personnel Manager.



SHOWING INTEREST IN PRODUCTION . . . Left to right, Perry K. Cahall, Fred Cristiano, Mrs. Cahall, Mrs. Cristiano and Paul Francis, part of the contingent from the Cincinnati District who won a trip to Gastonia.

As they sped north, through hills ablaze with the color of Indian Summer, the men and women in the Scenicruiser bus talked cheerily and sang snatches of familiar songs. They had become well acquainted with each other during the past two days and enjoyed exchanging conversation with others whose interests were so much the same.

For these were all Homelite dealers and Homelite salesmen who, with their wives, had been guests of Cincinnati District Manager Fred Cristiano for a trip to the plant in Gastonia.

They had won the invitation "fair and square" by being the top dealers in a sales contest conducted during June, July and August. They had each received a GE transistor radio upon reaching their set quotas. Then they had gone on to exceed these quotas so substantially that they were the top ones of the many who qualified. In fact, the whole district showed a 65.4% increase over the summer before.

The chartered Greyhound bus left Cincinnati with 38 aboard: Mr. and Mrs. Cristiano; Salesmen Forest Herbert, Delmer Roark, Murrel Muessel and Ed Tanner and their wives; Mr. and Mrs. Robert Adams of Waverly, Ohio; Mr. and Mrs. Francis Cahall of Georgetown, Ohio; Mr. and Mrs. Leroy Wolz of Louisville, Kentucky; Mr. and Mrs. Lee Harris of Springfield, Ohio; Mr. and Mrs. Ivan Hess of Xenia, Ohio; Mr. and Mrs. Joseph Matthews of Glasgow, Kentucky; Mr. and Mrs.

James Goldson of Somerset, Kentucky; Mr. and Mrs. Gerald Kennedy of Hagerstown, Indiana; Mr. and Mrs. Clarence Kirk of Bowling Green, Kentucky; Mr. and Mrs. E. W. Meyer of Sunman, Indiana; Mr. and Mrs. S. J. McNeal of Carrollton, Kentucky; Mr. and Mrs. Ed Pope of Harrison, Ohio and Mr. and Mrs. H. H. Schrock of Middletown, Ohio.

Other dealers who were invited to make the trip but who were unable to do so were H & S Farm Equipment, Columbia, Kentucky; Western Auto Associate Store in Williamsburg, Kentucky; Fitzwater Sales & Service of Greenville, Ohio; London Diesel Service of London, Kentucky; Manchester Hardware of Manchester, Kentucky; Mead & Co., Paintsvi, Kentucky; and Western Auto Associate Store in Inez, Kentucky.

On the homeward trip, the talk was of how impressed they all had been with the plant at Gastonia and with the care that was being taken to build the quality right in the Homelite products. They were most grateful to Jim Mase, Plant Manager, and John Lawing, Personnel Manager, for their hospitality and courtesy. They had had a wonderful dinner the night before. The motel had been excellent. All together a most satisfactory outing.

"These people are the tops of our selling organization" said Fred Cristiano in giving us the details. "They did the best job and deserved to have something extra for their efforts."



George Burnside, of Hyde Supply, Hibbling, Minn.

LIGHT SAWS MAKE HEAVY SALES

"New, light weight Homelite chain saws are doing a lot to help broaden the sales field," reports George Burnside, who is in charge of sales and servicing for Hyde Supply of Hibbing, Minnesota.

He notes that many older people are now buying lightweight chain saws.

"It is unlikely that these people would have been in the market before, when only the heavier models were available," Mr. Burnside points out.

Hyde Supply enjoys a brisk trade with pulpwood cutters who supply pulp to paper mills in the vicinity. This market

accounts for about 75% of the chain saw sales, with cabin owners, mine maintenance men and others accounting for the balance of the sales.

Power and light companies have been increasing their purchases also, according to Mr. Burnside. Their maintenance men prefer the lighter weight saws since the balance is better when they cut lumbs from trees.

With both newspaper and radio advertising to promote their Homelite chain saws, Hyde Supply looks forward to a banner year.

LETTERS FROM DEALERS' WIVES

Dear Editor:

Many of my husband's customers cannot, because of work or some other reason, come sometimes to get their saws serviced. So therefore their wives volunteer this share of their work and bring the saws or get necessary parts for them in my husband's shop. Sometimes they even buy saws for their use.

Since this Homelite saw shop is essentially and foremost a man's world, some women are timid about coming in. It is therefore my job to see that they are made welcome and at ease by my presence here. Wherever I go, shopping or visiting, I also promote Homelite saws. I believe that through my influence I have already sold a few saws.

This is my contribution to my husband's success and to Homelite's.

Sincerely yours,

Mrs. Robert Spiers, Jr.
Spiers Saw Co.
McNeill, Mississippi

Dear Editor:

Sawdust! I've swept it, shoveled it and blew it out of saws so I suppose in 15 years if it were all piled up I couldn't see over it. I help my husband, clean our Homelite saws, clean our shop and, of course, do the bookwork and try to do some selling. When we were first in the business, we had taken in a used Homelite saw that belonged to a preacher who had had a heart attack and had only used the saw to cut his woods, during the week. One day a couple of loggers came in looking for a saw, and I told them the true story of this good used Homelite saw and they almost laughed me out of the shop. So, from now on, I have to keep the history of any used saws to myself.

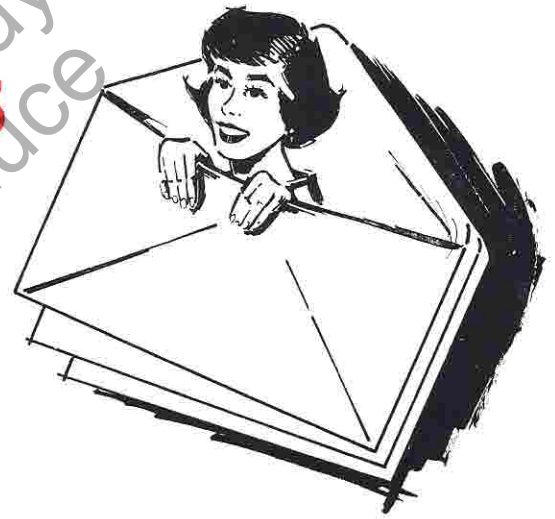
Mrs. Ben Butler
Republic Boats and Motors
Republic, Washington

TRAFFIC STOPPERS



Thousands of tourists stop each year and have their pictures taken standing besides these two statues of Paul Bunyan, carved with a Homelite XL-12. The one holding the saw is twelve feet tall. They stand outside the Homelite dealership, Bradford Power Tool in Placerville, California.

DECEMBER, 1966 — JANUARY, FEBRUARY, 1967



HOW I SOLD 343 HOMELITE SAWS

Maybe I didn't exactly sell that many saws, but I *did* sell my husband on HOMELITE. He had been a small engine dealer for over twenty years and had decided that 2-cycle engines were "for the birds." I was about to agree with him, after seeing users of various other makes of chain saws bring them in begging my husband to work on them—after their own dealers could not make them run.

Then a very good representative for HOMELITE came in and sold me on his product. I persuaded my husband to give HOMELITE a try; he did and now HOMELITE is one of our largest volume sales items. This is our biggest year since we started selling nine years ago. For the last three years we have averaged sixty saw sales a year, but this year we will reach seventy!

This was reached despite the fact that we live in a small town of 2,000 people, situated in a county noted for agricultural products rather than timber. It might be wise for other wives to read this story to their husbands. It might change their business, too!

Respectfully submitted,
Pauline Howard
(Mrs. Leslie M. Howard)
Howard's Appliances
Veedersburg, Indiana

LAST CALL FOR CONTESTS

The two special contests for Homelite dealers and Homelite dealers' wives, announced in September, have just one more month to go. There's still time to win one of the big prizes so get your letters in to the Editor of Sawdust before the end of March.

Each letter from a dealer published in Sawdust will win a \$25.00 Bond. All letters received will be judged by a special board of judges and the best one will win a \$100 U.S. Savings bond as well.

The best letter from a dealer's wife, telling how she has helped her husband promote Homelite, will win an all-expenses paid trip for two to the Homelite plant in Gastonia, North Carolina and to the main office in Port Chester, New York.

Above are some of the fine letters received from dealers' wives. Let's hear from many more of you by April 1st. Send pictures of yourself if possible. We'll promise to return them.

NEW SHOP DOUBLES BUSINESS



Pete Lemay, owner of Pete's Chain Saws, West Enfield, Maine.

This is still the land of opportunity and opportunity is spelled "Homelite" in the vocabulary of Pete Lemay who owns and operates Pete's Machine Shop in West Enfield, Maine.

Pete's real name is Pierre and until 1950 he lived in Canada, the land of his birth, and spoke only French. After coming to Maine, Pete worked for eight years as a mechanic and then set up for himself with a machine shop in an old building right on the highway. He sold a few chain saws on the side.

In 1962, Pete became a Homelite dealer and suddenly his saw business began to boom. He found he didn't have room in his old shop for all his stock, and he didn't have a proper place to display his saws, so in 1965 he built a fine, new building about 150 feet back of the old one. An illuminated Homelite sign is a beacon to the many production cutters who are his customers.

Since moving in the new building Pete's business has in-



Pete's new building, put up in 1965, provided double the space and promoted double the sales.



Pete's old building looked fine to him in 1958 when he first went into business for himself.

creased over 100%! Last year he sold 130 saws, many of the XL-Automatics and the XL-700s and 800s. He handles the sales and service all alone except for a student who comes in part time. His shop is open from 8 a.m. to 3 p.m. and often later than that, but Pete Lemay has no complaints. He likes what he's doing and he gives his Homelite chain saws the credit for his success. Incidentally, he now speaks very good English.

FORESTRY INSTRUCTION



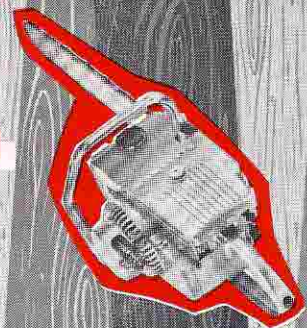
In Canada, W. Gouthro, left, Homelite Sales Representative for Industries, Ltd., explains how to service a Homelite chain saw to Donald Thornton and Gordon Young, at a Forestry Course held in Woodstock, New Brunswick, at Carleton County Vocational School.

THEY
FLY
THROUGH
THE
AIR



This array of toy chain saws, hung on fishing string, in a window over the fine display of real Homelite chain saws, attracted plenty of attention at Dalton Auto, Homelite dealers of Gretna, Virginia.

SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — MARCH, APRIL, MAY, 1967





LIMITED TIME SPECIAL

BRINGS IN CUSTOMERS

WHAT THEY BUY DEPENDS ON YOU

A Limited Time Special such as the C-51 sale, now being offered in some Homelite Districts, is designed specifically to bring customers into your store. Just as a national TV advertising campaign, a full page ad in Farm Journal or an Open House stirs up interest and brings in the customers, the lure of a bargain brings them in, too.

When they come to you, they are obviously interested in buying a chain saw. What they buy depends on you.

It's up to you to have a fine display of all the Homelite models suitable for your area, with a heavy emphasis on the XL's, the fastest selling chain saws in the world. There's just something about their modern styling, light weight and quality workmanship, that makes the average man want to own one. The C-51 is a good buy, even at its regular price but the Super XL or the XL-850 have definite advantages which account for the difference in price. If these advantages are pointed out by you to the customer, he may walk out the proud owner of a Homelite XL saw, even though he walked in because he heard about a price markdown.

In the Pittsburgh area, which ran a TV Zip promotion during the first three months of this year, very interesting facts have been noted which prove that the Limited Time Special has a healthy effect on business.

Ed Long, of Carrollton, Ohio, in 1967, not only tripled the number of saws he sold the first three months of 1966 but out of the 24 saws he sold, only three were Zips.

Kiester Implement of Steubenville, Ohio, sold more chain saws in the first three months than he had in the whole of 1966 . . . over half of them were higher-priced saws.

Bill Linton, of Wheeling, West Virginia, who was written up recently in Sawdust, sold over half as many saws in three months of the Zip offer as he had all year in 1966 . . . with more than two-thirds in the higher-priced bracket.

So be sure to take advantage of any Limited Time Special you are offered. Get in a good stock of various models of Homelite saws. Use the bright-colored promotional material which comes with the offer. Advertise in your local papers and on radio and TV if possible. Then get ready to sell those customers who come flocking in. Sell them up to the XL saws and the larger production saws. Your customers will be happy about it and you will be happy about it, too, when you see what it does for your sales picture.

Dennis Schavolt displays a Yard Trac and the Tote-All which he will give free with the purchase of a Yard Trac—for a limited time only! He sent out 10,000 invitations to an Open House, held in conjunction with a large lawn and garden supply company next door. Dennis advertises such specials in small daily ads in his local newspaper.



THE COVER . . . An increasingly successful young Homelite dealer, Dennis Schavolt, of Schavolt Rental Service, Moon Run, Pennsylvania, poses with the chain saw display he put up just a few days before. The display is minus two XL saws (already sold) and replacements are on the way from the District. Dennis is learning from experience the advantages of eye-catching displays and special "Limited Time Only" sales.

Dennis started as a rental lawn-mower dealer four years ago, but shortly after took on Homelite chain saws to sell. He also sells and rents campers and trailers and finds that his trailer customers are interested in his chain saw display. He finds it easy to sell them on the advantages of taking a light-weight, dependable Homelite chain saw with them on their camping trips.

TABLE OF CONTENTS

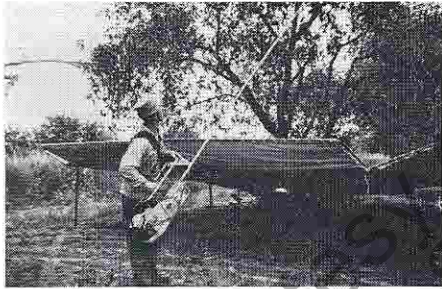
	Page
<i>Limited Time Special</i>	2
<i>New Homelite Products</i>	3
<i>1967 Yard Trac</i>	3
<i>Three New Banners</i>	3
<i>Dealer Contest Winners</i>	4 & 5
<i>See Your Nearest Homelite Dealer</i>	6
<i>New Display in Iowa</i>	7
<i>New Building in Michigan</i>	7
<i>Young Beauties at the Fair</i>	7
<i>Saving His Way Through College</i>	7
<i>Contest Winners</i>	8

Number 132 March, April, May, 1967

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NEW HOMELITE PRODUCTS USING XL ENGINES



The Homelite Fruit Harvester being used in a Michigan cherry orchard.

Two new products, using the XL chain saw engine to power them, are being introduced by Homelite this spring with high expectations.

One is a labor-saving fruit harvester, called the Homelite Harvester, which has a great potential among the small fruit growers. It weighs only 23½ pounds complete and is easily portable as shown in the photograph above. It uses the

famous XL engine to vibrate an 8 foot to 12 foot boom at the rate of 1,000 to 1,200 strokes per minute. A self-engaging grip clamps on to the limb and the ripe fruit rains down into a catching frame.

The Harvester has been in the developmental stage for two years and has been tested extensively on various kinds of fruit trees. It is now capable of harvesting cherries, peaches, pears and plums. Field tests are continuing with other varieties of fruit, grapes, nuts and coffee. The necessary adaptations to the Harvester will be made when the tests are completed. As it is now designed, the Harvester is also efficient in thinning peaches and apples, early in the season.

It is being introduced in Michigan and New York this year. One man with the lightweight, portable Homelite Harvester will be able to do the work of several pickers.

Another promising new product is the Homelite XL-88 Multi-Purpose Saw. Powered by a large XL engine, it is operated like a chain saw but instead of a bar and chain it has a large cutting wheel which can be used for cutting masonry, wood, metal or any composite material.

It is the only saw of its type with a governor built in as a part of the engine control that is specifically designed to

meet the American Standards safety code. It is also the only model on the market that has solid state ignition. A dual spindle feature allows it to cut deeper vertically and closer to any wall or obstruction.

Homelite has great expectations for this lightweight, well-balanced Multi-Purpose saw which may prove to be the safest, most dependable and most versatile cutting tool on the market.



The XL-88 Multi-Purpose Saw being used to cut concrete close to a wall.

1967 YARD TRAC BETTER THAN EVER



This is the time of year when the grass grows so fast you can almost hear it grow and lawn mower dealers work long hours keeping up with their customers' sales and service needs.

The new 1967 Homelite Yard Trac Deluxe, backed with the colorful promotion material which comes with it, looks equally exciting in a chain saw shop as the only ride-on mower featured or in a large lawn mower establishment, surrounded

by red, orange and yellow tractors and mowers. It has a clean, high quality look that makes it stand out and attract attention.

Although the 1967 Yard Trac has not changed in any major way from preceding models, there are many minor changes which increase its efficiency and safety.

Safety is the big word this year in the lawn mower industry. Articles have appeared in many newspapers and magazines stressing safe lawn mower operation. The Homelite Yard Trac displays the triangular sign which means that it conforms to the American Standards Association Safety Standards.

These standards were first published in 1960 and it is interesting to note that Mr. Gil Buske, who is now Assistant to the Chief Administrative Engineer at Homelite, was chairman of the Engineering Specifications Sub-committee of the ASA which wrote up those standards. Naturally, Mr. Buske and all the others who are responsible for the design and manufacture of the Yard Trac put safety factors at the top of their list of important features.

THREE NEW BANNERS

Three new banners, two of which are shown here, are now available to Homelite dealers. They are all made of sturdy, indoor-outdoor material, with clear, bright colors.

Homelite Sales & Service Banner; 4 by 3½ feet; red and black on white; gromets for easy hanging; price, only \$2.95.

Homelite Yard Trac Banner: 6 by 4 feet; red, blue and black on white; picture of Yard Trac; gromets; price, only \$5.00.

Homelite Chain Saw Banner (not shown): 7 by 4 feet; red and black on white; picture of chain saw; price also only \$5.00

Order them from Port Chester



The Sales and Service Banner



The new Yard Trac Banner

DEALER CONTEST WINNERS

In New England, all the Homelite chain saw dealers were divided into three teams, the Packers, the Colts and the Rams, for a four month chain saw sales contest. After fighting fiercely to top their quotas in order to win the first prize, a Zenith color TV, four dealers emerged victorious.

H. G. Hills, of Merrimac Valley Garden Center, Haverhill, Massachusetts, was top scorer for the Packers. The Colts played to a tie so both Central Square Hardware Co. of Cambridge, Massachusetts, and Yandow Sales & Service Corp., of North Ferrisburg, Vermont, won a TV set. The dealer winning for the Rams was Sven Johnson of Voluntown, Connecticut. Vaughn Hodsdon, Homelite Chain Saw Representative, also won a color TV for achieving the highest percentage of sales accomplishment in the contest.

"This has been one of the most successful contests that Homelite has ever conducted in this area," says Mr. M. G. Lemoine, New England District Manager. "Results were excellent."



M. G. Lemoine, Homelite New England District Manager, at left, awards a color TV to George Rothman of Central Square Hardware, Cambridge, Massachusetts. In the center is Vaughn Hodsdon, Chain Saw Specialist, who also won a TV set for his sales efforts.



Porter Farr, at left, Homelite Salesman in Vermont, congratulates the owner and crew of Yandow Sales & Service of North Ferrisburg, Vermont, on winning a color TV set. From left, Alfred Gmyrick, Mrs. Yandow, Richard Yandow, Benjamin Donnelly and Harris Yandow, the owner.



M. G. Lemoine, Homelite New England District Manager, at left, and Roger Yuill, Homelite Sales Representative, present a color TV set to Sven Johnson, of Voluntown, Connecticut for winning top spot on his team in the Winter Sales Contest.

ST. PAUL DEALER

Mr. and Mrs. Arthur Slade, of Hoyt Lakes, Minnesota, are still glowing over the wonderful time they had over the New Year. They flew to California, saw the beautiful Rose Parade, cheered at the famous Rose Bowl game, spent a gay week-end in Los Angeles, all as guests of the St. Paul Homelite District.

Mr. Slade was the lucky winner whose card was drawn from all the warranty cards sent in by dealers from September 1 to December 10. A sales increase of 74% was achieved by the splendid co-operation of all.



E. S. Spencer, at left, St. Paul District Manager, had just presented Mr. and Mrs. Arthur Slade of Hoyt Lakes, Minnesota, with tickets to the Rose Bowl Game.

SAN FRANCISCO DEALERS

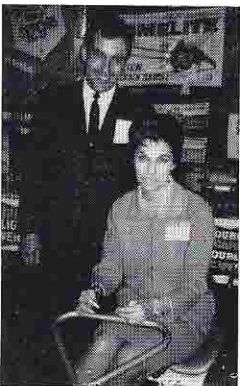
Another year, another fine sales contest for the chain saw dealers in the San Francisco District. U.S. Savings Bonds, from \$25 to \$250 were the prizes and sales quotas were topped in all divisions with exciting regularity. On this page are a few of the winners.



Ken Houts, left, of Power Tool & Saw Service, San Leandro, California, receives a \$200 Bond from Mick Hobbs, San Francisco Chain Saw Salesman.



Frank Ditto, at left, and Frank Miralda, co-owners of Shasta Hardware & Supply Co., of San Francisco, were among the winners of the Contest.



Mr. and Mrs. Jerry Rose, of Alum Rock Hardware, San Jose, California, winners of a \$100 Bond, pose at the Hardware Show in San Francisco.



Merlin Shook, at left, of Farm Equipment Center, Turlock, California, is congratulated by Mick Hobbs for having taken 1st place in Division III.

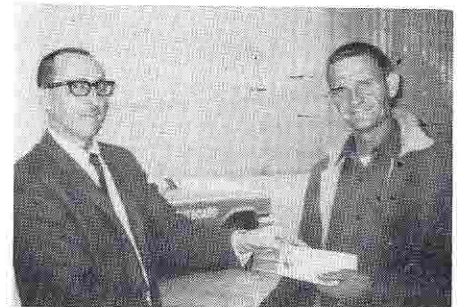


Al Hitchcock, at left, of Hitchcock's Garden Tools & Supply, Campbell, California, happily accepts a \$100 Bond from Mick Hobbs as his reward.

John Bugna, co-owner of L. Bugna & Sons, Menlo Park, California, holds his \$100 Bond, won in the 1966 San Francisco Sales Contest.



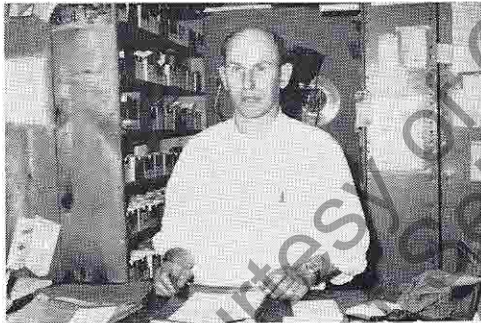
First place winner in Division II, East, was Pacific Saw Works. Above are owners Mario Ponchione, left, Bruno Ponchione and Bill Alara.



Mick Hobbs, at left, Chain Saw Salesman, presents a bond to Wes Hagle, owner of Arrow Equipment Rental, Tracy, California.

SEE YOUR NEAREST HOMELITE DEALER

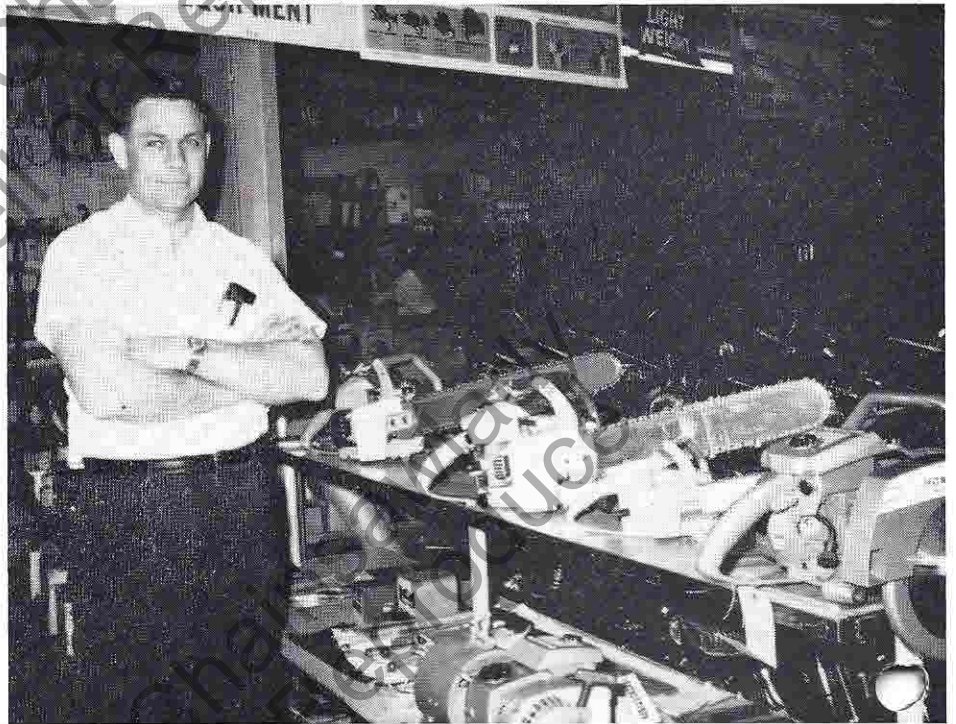
WE DID - IN KALAMAZOO, MICHIGAN



Kenneth Whetham, Service Manager, also repairs, sells, controls parts for Homelite chain saws.



Glaydon Miller, and Tom Hide, expert mechanics, provide the repair work at Meyers Sales & Service.



Mr. E. Meyers, owner of Meyers Sales & Service, Kalamazoo, Michigan, takes pride in his fine store with its wide assortment of products. Homelite chain saws stand high on his list of quality engines.

Lovers Lane in Kalamazoo, Michigan, is not a secluded, dead-end street, as the name implies. It's a wide highway which runs through pleasant residential areas and then suddenly is bordered by busy shops and service stations.

Meyers Sales & Service is one of those stores, thronged with shiny new motorcycles and bright-colored garden tractors and mowers. A Homelite sign on the front window gives notice that Mr. Meyers is the Homelite dealer and a central display stand has a fine display of Homelite chain saws and accessories.

Mr. Meyers, the owner, greeted us when we dropped in unexpectedly recently, and managed to provide a warm welcome, pose for a few pictures and answer a lot of questions while waiting on customers and taking a dozen phone calls.

He became a Homelite dealer about four years ago, he explained, after seeing what a fine job an XL-12 did, in the hands of a tree man whom he had hired to trim some old trees on his farm.

"I told him the saw was the wrong color," said Mr. Meyers. "I had been selling a competitive saw in my shop but when I saw that Homelite operate, I didn't rest until I got the dealership for the center of Kalamazoo."

"Chain saws, especially Homelite ones, sell very well around here," Mr. Meyers explained. "They are bought by farmers and home-owners. We don't have any professional loggers in this area. The smaller the saw, the better it will sell. We could sell hundreds the size of the toy saw. That was a great toy item."

In addition to a full line of Homelite chain saws, Mr. Meyers now sells the Homelite construction equipment line, the XL-100

saw and the Homelite Yard Trac. He is firmly convinced that a piece of equipment doesn't sell because of a low price but because of the quality built in by the manufacturer and the service available from a reputable dealer.

Mr. Meyers has been in business for himself since he was 24 years old and opened his own welding and machine shop. He lives on a farm outside of Kalamazoo, and is the father of six children . . . reason enough for building a business.

In his shop, he has the expert assistance of Kenneth Whetham, his Service Manager. Ken has been with Mr. Meyers for nine years. In addition to selling and handling the parts department, Ken is an expert mechanic who can "take motors apart and put them together in his sleep" we were told. He admitted that he has been "messing with engines" since he was ten.

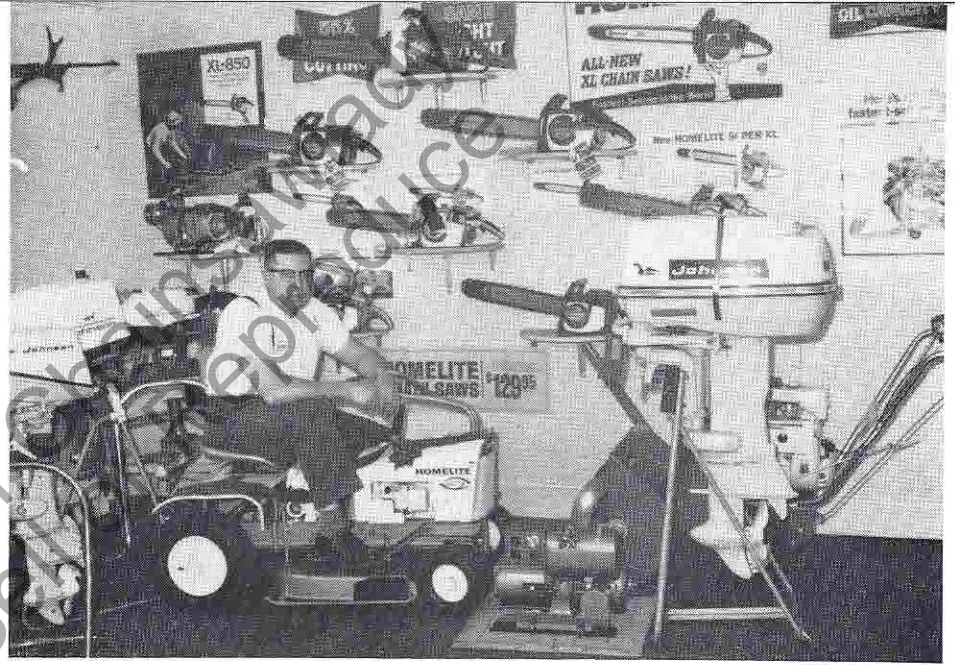
The two mechanics, Glaydon Miller and Tom Hide, are both sold on Homelite engines because they are so easy to work on. Glaydon likes to cut with a Homelite saw, too. He convinced a farmer friend of his of Homelite's superiority by having a cutting contest with him and finishing long before his friend with the larger competitive saw.

All three men, Ken Whetham, Glaydon and Tom went to a Service School conducted by the Detroit District and felt that they had learned a great deal from it.

It's so nice to be able to drop in on a Homelite dealer, with no advance notice and feel welcomed and very much at home. And it's nice to know that Homelite dealers like Mr. Meyers, who represent Homelite to the public, are doing such a fine job of it.

NEW DISPLAY IN IOWA

Mr. Dan Houts, owner of Danny's Sales & Service, Muscatine, Iowa, is shown at right with his new display of Homelite chain saws and a Yard Trac. He started business in 1961, selling bait and fishing tackle as a sideline. He later moved to his present location on the main North-South highway on the west side of the Mississippi river. His mechanics are small engine experts and Dan's fairness and excellent service have gained him a fine reputation in his area.



NEW BUILDING IN MICHIGAN

Glenn Sharp, after less than two years of being a Homelite dealer, operating out of his house, has set up a fine new building to be Homelite chain saw headquarters in Mio, Michigan.

Glenn held an Open House on January 20th which was attended by over 350 friends and well-wishers. Mrs. Sharp and their daughter Marcia were on hand to greet the guests and provide refreshments. A drawing was held with an XL saw as 1st prize. It was a big success. Glenn Sharp is proud of his new quarters and Homelite is proud of the job that Glenn Sharp is doing.



Glenn Sharp, center of group, welcomes customers to the Grand Opening of his new Homelite chain saw shop in Mio, Michigan.



A feature of the Grand Opening was the drawing for an XL chain saw. Here, Glenn Sharp, at right, congratulates the winner, Duane Bills.

YOUNG BEAUTIES AT THE FAIR



Miss Dorrie Bland, holding the toy chain saw, and her little friend Melba, add charm to the fine display which Dorrie's grandfather Dorris Bland of Lebanon, Tennessee, sent to the Fair last Fall. The display usually stands in front of his Homelite shop. Mr. Bland has been a valued Homelite dealer for over ten years.

SAWING HIS WAY THROUGH COLLEGE

Donald Kindler of Custer, South Dakota, feels a special affection for the battered-looking 7-19 Homelite chain saw which he holds in the picture, right. He bought it in 1959 from The Sport Club, Homelite dealer in Rapid City, South Dakota. With it he has earned 70% of the expense of his college education, on logging and construction jobs. Now he has graduated from the South Dakota School of Mines and Technology in Rapid City with a B.S. in Civil Engineering. He's sticking with his eight-year old saw because of its maintenance-free operation and its dependability. Besides, he thinks of it as an old college friend.



CONTEST WINNERS

DEALERS

Merlin L. Derringer, owner of Derringer Repair Service, Lima, Ohio, won the \$100 U.S. Savings Bond with his letter, reprinted in part below.

NEW SALES AID FOR HOMELITE PRODUCTS

I have used many applications to increase sales, but find an inexpensive set of bathroom scales kept on the sales floor to be the most profitable technique in promoting sales.

When a customer brings in a saw for repair, it only takes a minute to set his saw on the scales, then set an XL on them and he is astonished at the difference in weight. After a trip to the nearby woodpile with a Homelite, he is fully convinced by the outstanding performance. This experience haunts him until he is the proud owner of a Homelite saw.

The scales application led me to sell an XL to a missionary from Ethiopia and it was shipped air freight at a cost of \$85.00.

This proves that one does not need expensive sales aides if you have a good product and company to start with.



Merlin L. Derringer, winner of the dealer contest for Sawdust, sits on a Yard Trac in his well-equipped Homelite shop in Lima, Ohio.

DEALER WIVES

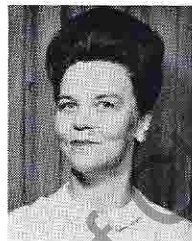
It was very hard for the judges to decide which one of the fine letters from dealers' wives would win for its author the trip for two to Port Chester and to Gastonia. It was finally decided to give two additional prizes of \$100 U.S. Savings Bonds to the letters judged to be next best. Truly, all of them deserved to win. Their husbands are lucky men to have such dedicated, Homelite-enthusiastic wives to help them in their business.

Here is the winning letter, sent in by Mrs. Hazel Witt Sprouse of South Charleston, West Virginia.

Dear Editor:

So . . . you'd like to hear from the distaff side of a Homelite dealership! I'd like to tell you.

It's interesting, exciting and challenging . . . it's also hard work and long hours if you count the time spent planning, after the shop door closes to the last customer of the day. A pre-requisite for each Homelite husband-wife venture is that they genuinely like people. Selling is easy! We have yet to sell a customer who hasn't heard of Homelite . . . all that remains to be done is to convince him that he CAN afford a Homelite chain saw and CAN'T afford to spend precious, hard-earned dollars on a bargain saw. We like our work and the surprise of not



Mrs. Hazel W. Sprouse, the winner of the trip to Port Chester and Gastonia, plans to claim her prize in the Fall.

knowing, as the potential customer approaches, whether he will walk out with a small replacement gasket, or if he's there for a new XL.

Upon the occasion of his second visit, this wife greets him with a cordial hello, CALLING HIM BY NAME, to cue a husband who hasn't "time for everything" (like remembering names) but does appreciate my gesture of goodwill. It is also my duty (and pleasure) to fill the coffee cups, retrieve a dropped part, answer the phone, keeps the books, lend moral support while HE administers service, and be lovingly referred to as HIS truck driver! And, IN MY SPARE TIME, I keep his house and endeavor to provide a home conducive to the growth, care and feeding of a nineteen year old live-at-home college son.

We make friends of our customers and they in turn make new customers for us. Isn't that a nice arrangement?

We thank you HOMELITE.

Sincerely yours,

Hazel Witt Sprouse

RUNNERS UP

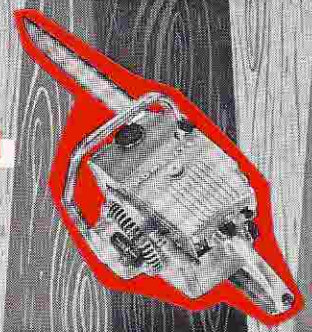


Mrs. Lorraine Hoyer gave up her new home and moved 20 miles away to an old house on the main highway, because she wanted her husband to realize his ambition to become a Homelite dealer. Her contributions to Hoyer's Sales & Service in Seaside, Oregon, include roof-shingling, window-washing, bookkeeping and encouraging her husband. The mother of three lively children, she sounds like quite a gal!



Mrs. Pauline Howard urged her husband to take on Homelite chain saws in his appliance store in Veedersburg, Indiana, and his business in a turn for the better right away. Situated in a small town, in a farming area, they manage to sell a lot of Homelite saws.

SAWDUST



Published by **HOMELITE** A **textron** DIVISION — PORT CHESTER, N. Y. — GASTONIA, N. C. — GREER, S. C. — JUNE, JULY, AUGUST, 1967





THE COVER... In the hands of six foot, five inch Homelite Salesman Ken McNeill, of the Grand Rapids, Michigan, Branch Office, the new XL-101 looks even smaller than it really is. This scene took place during the National Sales Meeting which was held May 27-30, in Greenville, South Carolina.

Waiting in line for their turns at trying out the new saw are other interested Salesmen and Branch Managers. The demonstration area was set up in part of the parking area back of the Homelite plant in Greer, South Carolina. Eight log stations were set up ready for cutting, with spare logs handy. Each man had a chance to try out each of the new saws, the XL-101, XL-102, XL-103 and XL-104, and could feel for himself their light weight, their fine balance, their surprising power.

TABLE OF CONTENTS

	Page
<i>HOMELITE ACTION '67</i>	2 & 3
<i>Signs, Bargains, Prizes</i>	2 & 3
<i>There When Needed</i>	4 & 5
<i>Special Plaque Award</i>	5
<i>Dealer Meeting in Cincinnati</i>	6
<i>Homelite Happenings</i>	7
<i>Finnish Dealers Pay U.S. a Visit</i>	8

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HOMELITE ACTION '67

Action was the keynote of Homelite's fast-moving National Sales Meeting, held in Greenville, South Carolina, the last week in May. This was the first time that all of Homelite's Salesmen had met together in one place. In the past, several regional meetings were held. An added feature of the three day meeting was a tour of both the Greer and Gastonia Homelite plants.

This action theme was then transferred to a whole series of dealer meetings held in all parts of the country in June and July. By now, the news has spread about the four new XL saws and about the exciting advertising and promotion plans for the Fall. Early reports indicate that the new saws are creating big interest.

Homelite has truly "done it again" as the Homelite jingle musically claims. The new XL-101, 102, 103 and 104 chain saws are outstanding additions to the XL family. They boast more advance features and refinements within a new size and weight concept than ever before.

The introduction of the new saws was the high point of the meeting. As lights flashed and trumpets sounded, each new saw appeared balanced on the three fingers of a mysterious hand! The selling features of each saw were pointed out in detail.

The XL-101 weighs only 10 1/2 pounds yet it is fast and powerful. It has the new narrow profile bar, designed by Homelite, which practically eliminates pinching. All the new saws come equipped with the new narrow bar. The XL-102, with larger fuel tank and new Easy-Pull starter, has super power for its light 11 pound weight. The XL-103 has super power plus automatic chain oiler, while the XL-104 has all these features plus solid state ignition.

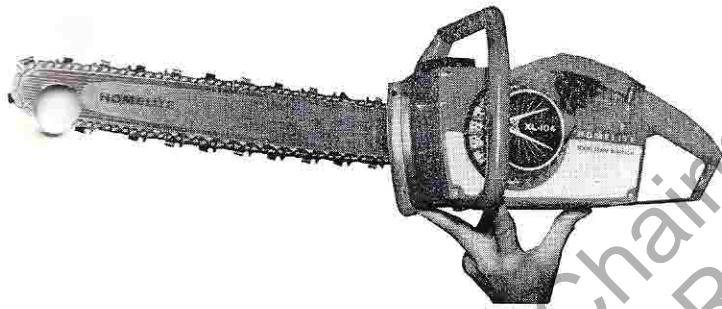
Immediately after this dramatic introduction, all those attending the meeting were taken by bus to a specially prepared demonstration area back of the Greer plant. All 200 men lined up to try out the new saws, at the eight cutting stations.

In addition to the new saws, two other announcements of importance to Homelite dealers, drew cheers from the group. The first was the announcement of Homelite's new Warranty Policy.

SIGNS, BARGAINS, ADVERTISING



Phillip J. Halperin, Marketing Services Manager, demonstrates the new outdoor electric signs at the Sales Meeting.



Homelite has doubled the warranty time for construction equipment from six months to a full year. While there is no change in time for which chain saws are covered, if a warranty failure occurs within 30 days from date of sale on any Homelite equipment, Homelite will now reimburse the dealer for warranty labor at the rate of \$5.00 an hour. A new warranty form and new claim tags have been printed and are being distributed. Homelite realizes that even the best warranty policy in the industry is no substitute for quality at every level and the company plans to continue to spend time and effort to assure each Homelite user and each Homelite dealer the very best in quality.

Another important matter of prime importance to dealers is the new fire and theft insurance policy, designed especially for Homelite dealers and administered by Peter M. Ryan & Co. of Dallas, Texas. It will now be possible to have coverage on all Homelite units, with only a \$25.00 deductible, against fire, lightning, windstorm, hail, explosion and burglary while these units are on the dealer's premises.

For more about Action '67, see the article on Signs, Bargains, Prizes.

The Sales Meeting was held at the Jack-Tar-Poinsett Hotel, a gracious old hotel with fine meeting rooms, excellent food and a cooperative staff. At the opening dinner, Sales Manager Robert S. Kennedy welcomed the men and outlined the plans for the next three days. They were days filled with interest and the events planned for the evenings, which included a barbecue by the pool and a final banquet, were enjoyed by all.



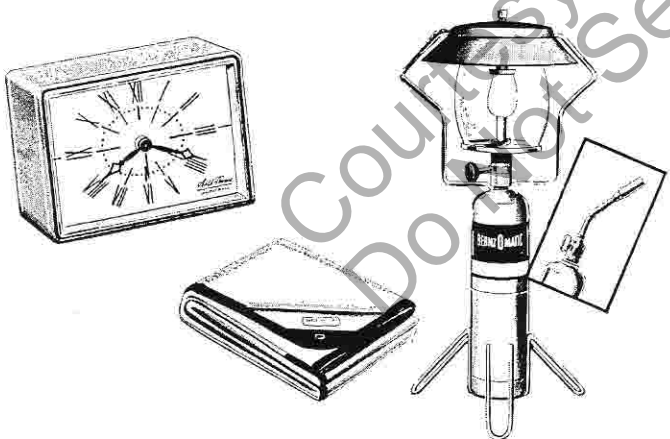
From the roof of the Greer plant, a view of the demonstration area and the refreshment tent. In the foreground, two of the four buses used.



A Homelite cutting expert, Ted Konecki, demonstrates the cutting speed of one of the new saws in front of an interested audience.



An interested group of Homelite men watch as one of the machine operators in the Gastonia plant skillfully goes about her work.



There is plenty of Action '67 in the Fall plans for advertising and promotion, as announced at the various dealer meetings and as detailed in the "Action Promotion Kit."

New outdoor electric signs, such as the one pictured at left, and described in detail in the new Promotion Book, can be had in various combinations. All made of durable plastic, with clear light colors, they come in 4' by 6' panels or 4' by 4' panels. They provide excellent dealer identification and create the impression of quality, integrity and dependability.

JUNE, JULY, AUGUST, 1967

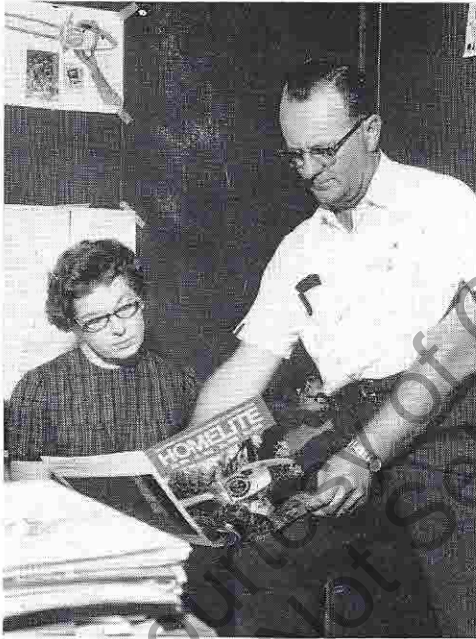
To stimulate store traffic, dealers are being offered three exciting self-liquidators at greatly reduced prices. Available to any prospective customer who watches a Homelite demonstration, are a Seth Thomas clock with "Melosonic Alarm", a super-insulated Sportsman Blanket and a Bernzomatic Porta Light, plus Bernzomatic torch. It is recommended that dealers order one sample set for display purposes. Items then ordered by customers will be shipped directly to their homes. Posters and ad mats advertising these outstanding values are included in the Promotion Kit.

An exciting contest is now underway, which means that eleven lucky dealers will receive General Electric 24 pound, 12 inch Porta Color Television sets.

All the dealer has to do is to send all warranty cards in envelopes addressed to his District Office, not to Port Chester. Beginning June 10th and on every 2nd Saturday until September 30th, Homelite District Offices will draw one percent of the warranty cards received during the previous two weeks and will forward these lucky cards to Port Chester. Every 2nd Monday, one warranty card will be drawn in Port Chester from the cards received from the District Offices and the winner will receive the portable TV set.

All losing cards will be set aside and on October 2nd, two drawings will be held: one for the bi-weekly winner; another for all the losers accumulated since the first drawing in July.

So be sure to send in all warranty cards to your District Office from now through September 30th. Although some winners have already been chosen, there's still time for you to win!



Mr. and Mrs. Ransom S. Bill in their Houston shop

THERE... WHEN NEEDED

HOMELITE DEALER HAS ENVIABLE REPUTATION AS FOUNDER OF MERCY CORPS IN TEXAS.

Most men would feel very proud to save at least one life during their own lifetime, but Homelite dealer Ransom S. Bill, Jr., of Houston, Texas, makes a hobby of it.

He has delivered 29 babies during hurricanes, accidents and other conditions where the doctor was delayed. He saved 19 seamen from a burning ship in Houston's Galveston Bay. He saved the life of three year old Theresa Frigia who was trapped for nine hours, thirty feet down in an abandoned well. For this feat he was awarded a gold medal and he appeared on Bud Collier's TV program "To Tell The Truth." In fact, Mr. Bill and other members of the Mercy Corps which he founded in 1943 are the first ones on the scene in any emergency in the Houston area.

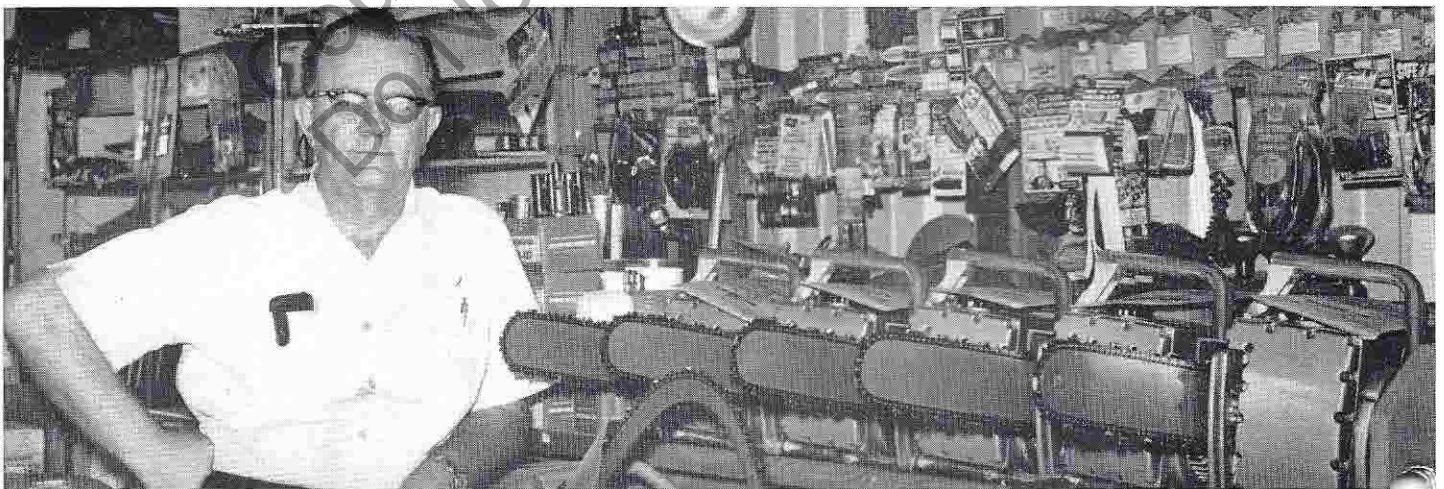
Mr. Bill founded the Corps after being temporarily blinded and partially crippled by a World War II blast. This is a purely volunteer organization, not supported by the community chest or by any city or state agency. When it was first organized, Houston was a city of under 500,000 in population. The city did not offer any tax-supported first-aid or rescue service to the

citizens, so a group of highly trained, qualified volunteers joined Mr. Bill in originating this service, supported entirely by donations from civic-minded individuals.

During the past twenty-three years, Houston has grown to be the sixth largest city in the United States. The Volunteer Mercy Corps has expanded from one emergency vehicle to a fleet of nine fully equipped first-aid and rescue units that represent in equipment alone an investment of over \$100,000. There is no cash value that can be placed on the number of hours given to man this equipment by the volunteers of the Corps.

Ransom S. Bill, Jr. is not only still president of the Mercy Corps, he's also president of All Equipment and Engineering Co. of Houston which handles Homelite chain saws, pumps, generators and spotlights, plus truck and auto parts, bicycles, mowers, tools, appliances and tires. "We repair, rebuild and service each item we sell" is their proud boast. Mr. Bill is well-known as a professional motive power and equipment consultant.

He began using Homelite equipment on the Mercy Corps



Ransom S. Bill in his fine showroom with some of the seven Homelite saws he sold in one week. His men also rebuilt two saws and serviced eleven

others that same week. He sells all kinds of emergency equipment, as well as auto and truck parts, Homelite pumps and generators.



Two of the nine completely equipped vehicles of the Volunteer Mercy Corps are shown here with Mr. Bill, founder of the Corps. The group is

emergency units and since many of the emergencies are televised, his Homelite units get full coverage. He's happy to use them, too, because they are so dependable.

The sole purpose of the Volunteer Mercy Corps is to assist wherever and whenever first-aid is needed to relieve suffering and reduce further injury that sometimes saves lives. This might be a drowning, explosion, plane crash, ship or train

supported entirely by public contributions and they bring life and help wherever needed. They never charge a cent for their services.

wreck, fire, auto collision, residential or industrial accident. The Mercy Corps also transports critical premature and newborn infants who are suffering from respiratory or heart defects. There has never been any charge for any of these specialized services and the Mercy Corps is on call twenty four hours a day.

Mr. Bill never knows what the day or night will bring but he does know that he's doing what he wants to do—save lives.

SPECIAL PLAQUE AWARDED TO CALIFORNIA DEALER

The San Francisco District was so grateful for the special assistance they received from Stroup's Chain Saw of Redding, California, that they presented Clem Stroup, the owner, with a beautiful plaque in appreciation.

Mr. Stroup, shown below with Rick Lotti, Salesman, has had many years of experience in the chain saw field. So he was able to work with the District in developing special West Coast versions of the Super XP-1130 and the Super XP-1020.

Stroup's Chain Saw shop is a gathering place for the log-

gers in the area and Mr. Stroup is justifiably proud of the neat appearance of his place of business, shown below, and his fine display of Homelite products. If anyone spots a competitive pump among the Homelite construction equipment, that's because Mr. Stroup wanted it there. He took it in, brand new, as a trade-in on an XL1½ Pump. He got \$25.00 cash, too.

Six years ago Stoup's Chain Saws was featured as Dealer of the Month in Sawdust. The San Francisco District still feels that the job he is doing for Homelite is of the highest quality.





DEALER MEETING IN CINCINNATI

One of the first dealer meetings to be held after the National Sales Meeting was on June 14th in Lexington, Kentucky. More than eighty dealers, plus some salesmen and dealers' wives' arrived at the Continental Inn in Lexington in time for a fine luncheon. Their hosts from the Cincinnati District were Fred Cristiano, District Manager, and five Salesmen, Forrest C. Herbert, Elmer Roark, Murrel Muessel, Eddie Lou Tanner and Willis McConaughy. Robert E. Anthony, Assistant to the Sales Manager, represented the Port Chester Sales Department.

After lunch, a meeting patterned after the earlier one in Greenville, was held with great success. A fifteen minute "gripe session" was scheduled first so that anyone with a gripe or question could get a straight answer. Then came the introduction of the new saws, with a chance to try them out in a special area back of the hotel. The dealers were much impressed with the fact that no good features had been eliminated and yet the saws were so much lighter. Films and slides used at the National Meeting made a fine impression as did the announcement of the new warranty policy, the new outdoor signs, the new fire and theft insurance and the Mini-TV Contest.

"Best meeting we ever attended," was the comment of several veteran dealers.



A portable color TV like the ones being awarded in the Mini-TV Contest is brought to the platform by Willis McConaughy, Salesman, at the Cincinnati meeting. Forrest C. Herber, Salesman, conducts this session of the meeting attended by over one hundred interested people.

HOMELITE

TAPPENINGS

Arlo Davis, the bowler at left, is a Homelite dealer, owner of Davis Machinery Co. of Ortonville, Michigan. His Homelite team, Clark Miller, George Miller, Bill Romberger and Jerry Morgan, were champions in the Ortonville Mens' Bowling League.



Strong little girl is Angela Marie Jones, 14 months old, grand-daughter of Ben Baker, owner of Baker's Saw Shop in Lockesburg, Arkansas. Angela's father Ronnie Jones is Service Man for Mr. Baker, who is known as Mr. Chain Saw in this area. Angela Marie may be Miss Homelite of 1985.



Marguerite Cushing and her husband Bill, owners of Diablo Rentals in Walnut Creek, California, were also winners of a U.S. Savings Bond in the San Francisco 1966 Sales Contest. This picture hadn't arrived when the contest was featured in the last issue of Sawdust.



The happy young man, 2nd from the left, is Michigan State Junior Edward W. Caveny. He is receiving a \$250 Homelite Forestry Award from A. Gruettner, Detroit District Manager. At left is Prof. L.A. Carter, Department of Forestry, and at right is Prof. Alan Sikier, Department of Forest Products.

FINNISH DEALERS PAY U.S. A VISIT



A trip to America was the prize won by forty Finnish dealers after a two-year Homelite chain saw sales contest. Their two-week stay included a three-day visit to EXPO '67; a tour through the Hudson Valley in New York State with a visit to Elliott and Hutchins, veteran Homelite dealers in Malone; a tour of the main Homelite office in Port Chester; visits to Philadelphia and Washington, D.C.; a tour of the Homelite plant in Gastonia and a final two days of sightseeing in New York City.

Since very few of these visitors from Finland spoke English, they were escorted by an interpreter and by Mr. Martti Hamalainen, Sales Manager of KESKO Oy, the huge corporation for whom all these dealers work. KESKO handles a wide range of products, from food to heavy machinery. The company is owned by its hundreds of dealers. It has 21 Branch offices in addition to the main office in Helsinki. Its annual money turnover is equal to General Motors in this country. KESKO is managed very efficiently by professionals hired by the dealer owners.

There are over 400 KESKO dealers who handle Homelite chain saws. Our visitors were the ones who sold the highest over their quotas for a two year period—1965 and 1966.

Chain saws are, of course, a necessary and important part of the economy of Finland with its wealth of forests. Thanks to KESKO and its energetic dealers, Homelite chain saws are very popular. In fact, Finland sells more Homelite chain saws than any other European country at this time.



The dealers from Finland looked over the home office in Port Chester with great interest. They didn't speak English but they smiled a lot.

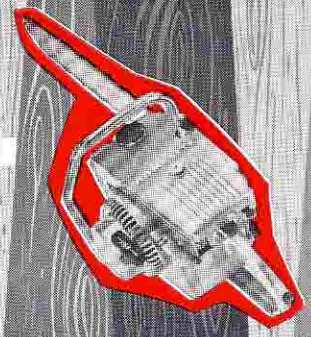


The whole front part of the Homelite cafeteria was set up in banquet fashion so that the visiting dealers from Finland could enjoy a roast beef luncheon.



Another group of KESKO dealers posed happily for their photograph at the Port Chester office. Many of them carried cameras with them.

SAWDUST



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THE NAME OF THE GAME... PROFIT



Robert S. Kennedy
General Sales Manager

THE COVER... A tense moment is recorded as Arvin Reed cuts through a 31 inch redwood log with his XP-1130 in 16.3 seconds to win first place in the Gear Class event at Paul Bunyan Day, held at Little River, California on September 3, 1967. The man in the hard hat is Homelite dealer Dexter Kaulmacher, of Redwood Chain Saw, Fort Bragg, California, who has made a habit of seeing his Homelite saws win at these events for the past eleven years! This year, they took 1st, 2nd, 3rd and 4th places, not only in the direct drive big saw class but also in the gear drive class. "Dex" admits he was apprehensive about competing with the 7.5 cubic inch monsters but his boys went in there and won over every competitive make, including the latest models on the market. No one or nothing could touch the Homelites.

"You can bet on it," says Dex. "Next year, we're going to be in there to win again and make it 13 years in a row."

Photo by Edward Frijetas,
Fort Bragg, California

TABLE OF CONTENTS

	Page
<i>The Name of the Game . . . Profit!</i>	2
<i>Presenting the XL-101 Lightweight Contest</i>	3
<i>Mini Contest Rates Maxi Interest</i>	4 & 5
<i>District #17 Has Own Mini Contest</i>	5
<i>A Wise Move</i>	6 & 7
<i>Built With His Own Hands</i>	7
<i>Homelite Happenings</i>	8

Number 134 September, October, 1967

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Association of Industrial Communicators, affiliated
with the International Council of Industrial Editors.



When a businessman takes on a dealership with a major manufacturer such as Homelite, he is making a financial and personal commitment that he expects will lead to a profit.

The dealer expects the manufacturer to provide a quality product, and to make a substantial investment in advertising and promotion. Correspondingly, the manufacturer expects that its dealers will make an earnest effort to sell its line of products aggressively.

Homelite's reputation for service, dependability and performance is unequalled in the industry. Its advertising and promotion budgets run into millions of dollars so that Homelite's name and image continue to impress the buying public favorably.

The pre-selling in these campaigns has just one primary purpose . . . to spur customer traffic towards your store! From that point, your best interest lies in using every available means to attract traffic to your place of business.

One important means of pulling people into your store is the use of sign *link your name with Homelite.*

An important means of customer attraction is to create *two* focal points of identification—one *outside* your place of business and another *inside*: Each spot to literally beam out to your customers' "Here I am . . . your Homelite dealer . . . ready to serve you!"

Identification starts outside with as big an eye-catching sign as you can afford. Currently, Homelite offers a big, handsome and thoroughly tasteful outdoor electric sign that is a sure customer-stopper. This sign has already generated an unprecedented demand from dealers all over the country and orders are coming in at an unprecedented high rate.

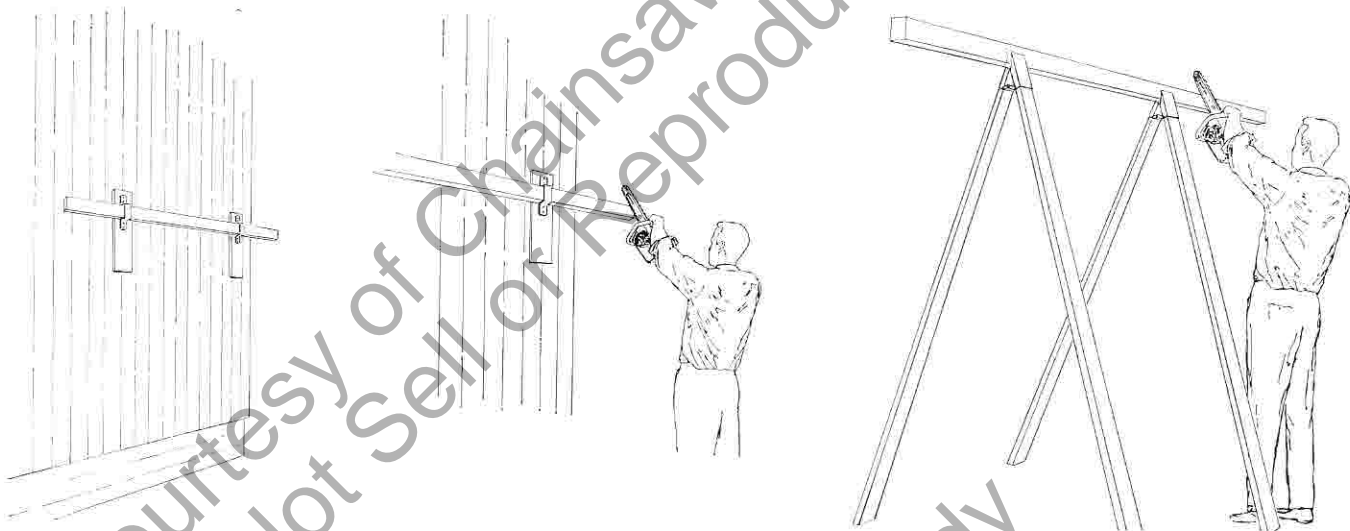
But *one* outdoor electric sign certainly does not make a total identification program for you. The variety of signs available for a thorough identification program include window posters, streamers, clocks, strings of colorful pennants and banners. Indoor point-of-sale displays that are effective include electric signs, saw display stands, literature racks and a wide variety of decorative banners and streamers. To be used to best advantage, all this material should be located *in one section* of your store, creating your second focal point—a Homelite sales department that can substantially step up your sales volume.

The result of this aggressive identification program will not only bring you recognition as Mr. Chain Saw in your area, but more importantly, Mr. *Homelite* Chain Saw. That's when you reap the *total* sales promise of accepting the Homelite dealership in your area.

Every customer entering your store may not be a chain saw buyer today. He may have come in to purchase only a pair of pliers. But the impact of your identification will certainly impress upon him that *your* store is the place to visit should he ever decide that a chain saw is in his future.

Since the name of the game is "Profit", half measures toward that end will only bring you watered-down results. As a Homelite dealer, you have the Number One line of chain saws in the industry. Take advantage of this opportunity. Identify your store with Homelite. When prospects want to buy a Homelite, make it *easier* for them to find you with goodlooking signs inside and outside your store. When prospects want to buy a chain saw, help them to pick a *Homelite*—from an attractive display in *your* store.

PRESENTING THE XL-101 LIGHTWEIGHT CONTEST



Light weight, fast cutting, reliable, easy starting, dependable, powerful, are all terms used by chain saw manufacturers to describe their chain saws. If everyone says the same thing, how does the potential chain saw buyer know which saw to buy?

It's the old story, "seeing is believing." The new XL-101 series chain saws are waiting for you to turn prospects into believers.

Homelite's introduction of the XL-12 in 1963 proved that Mr. Chain Saw Prospect wants light weight and it is the one you are he will pay extra dollars to receive.

In 1967, Homelite shaved 2¼ pounds off the XL-12 weight and introduced the new light weight XL-101.

How do you convince a prospect that 2¼ pounds is important to him? Anyone who has operated a chain saw knows it feels heavier the second hour you use it than it did the first hour. The reason is of course, operator fatigue. This is the point you want to get across to Mr. Prospect. Reduced weight means reduced fatigue and increased ease of handling.

HOW?

Try this: Pick up an XL-101 and hold it about shoulder height for 30 seconds. Then pick up an XL-12 and hold it at the same level for 30 seconds. Any difference? You bet there is! You have just demonstrated an accelerated fatigue test. If you couple cutting at this level, you can dramatically demonstrate what light weight means to your customers.

Two simple examples of demonstration units are pictured above. Construct your own unit and cash in on the XL-101 potential believers in your area. We would like to see what kind of demo units you are using.

AND

You could win a valuable prize in addition to making sales.

HERE IS HOW

Just set up your own version of a pruning demonstration, take a picture and send it in to Homelite with a few words of explanation. There are no other rules for entering. The Demo Contest is open NOW and will continue through November 30, 1967. You can win:

First Prize: A G.E. Portable Color TV

Second Prize: A Smith Corona Electric Adding Machine

Third Prize: A Kodak Super 8 Movie Camera Kit

In addition, we will send, strictly as a gift, a fine Schaeffer

Desk Pen Set to the first 100 dealers who submit ideas with pictures.

All entries will be judged in terms of imagination, ease of set up and performance of purpose. Judges in the Demo Contest will be Homelite's General Sales Manager, Mr. Robert Kennedy, the Forestry Marketing Manager, Mr. Dennis Bertelsen, and the Marketing Services Manager, Mr. Phillip Halperin. Their decision will be final. Please address all entries to Mrs. Margaret Huggard, Homelite, Port Chester, New York.

The more unique the demo, the better your chances of winning a prize in our contest. But much more important, the better your chances of convincing your next customer that a Homelite XL-101 is his best chain saw buy.

Set up your demonstration unit and send in your photo today.

Dealers Support FFA



Ron Lewis, left, Homelite dealer of Cave Junction, Oregon, sent in this picture which appeared in the Illinois Valley News. He is shown presenting a new XL-12 to James Botwinis and Robert Gillespie, officers of the local Future Farmers of America.



Mr. Ed Graft of Farm Supply & Engine Service, St. Joseph, Missouri, was the winner in Drawing #7 held on September 6. He sent in his winning

warranty card to the Kansas City District Office. At the time this picture was taken his TV set was on the way to him.

MINI CONTEST RA



Vic Matiazzi, Purchasing Agent and Salesman, left, and Bill DeGarmo, Salesman, both of Butte Pump in Chico, California, receive the portable TV from Rick Lotti, San Francisco Dealer Salesman. Butte Pump has been a Homelite dealer for ten years and does an outstanding job of advertising, display and, needless to say, selling.



Mr. W. W. Adams, at right, Homelite dealer of Florala, Alabama, is congratulated by Bob Patrick, Jacksonville Salesman, for being the 3rd winner in the Mini Contest. Besides being a top-notch Homelite dealer since 1961, who believes that a large stock sells more saws, Mr. Adams finds time to be Mayor of Paxton, Florida, where he resides.

The final drawing has been made in the exciting Mini Contest. Out of all the warranty cards which were sent in during the three and a half month contest, a warranty for an XP-1020, sold by Harvy Thompson of Thompson Machine Works, Tappahannock, Virginia, was the one selected as the tenth winner of a General Electric Porta-Color TV set. Mr. Thompson's picture, and pictures of Winner #8, Mr. Joseph R. Kutusa, of Green County Supply Co. of Carmichaels, Pennsylvania, and Winner #9, Mr. William Reimer of Bill's Saw Service, Ham-

ilton, Montana, will appear in the next issue of Sawdust.

Congratulations to the other winners, six of whom appear on these pages. (We were unable to obtain a picture of the first winners, Mr. A.M. Fisher and Mr. R. E. Todd of Henderson Implement Co., Henderson, Kentucky.) There was a keen interest in this contest from the beginning and dealers kept the warranty cards pouring into their District Offices. Every two weeks, beginning on Saturday, June 10, the District Offices drew one percent of the cards they had received during that



Raymond Bagwell, at left, owner of Monticello Saw & Repair of Monticello, Arkansas, happily accepts his new color TV set from Charles Raney, Bossier City Salesman. Mr. Bagwell was the winner of the 2nd drawing.



Thomas Cook and Roy Snodgrass, of Cook & Snodgrass, Homelite dealers of Pocahontas, Arkansas, were the lucky winners on the 6th drawing. Here they are presented with their TV set by District Manager Bill Bedford.

TESES MAXI INTEREST

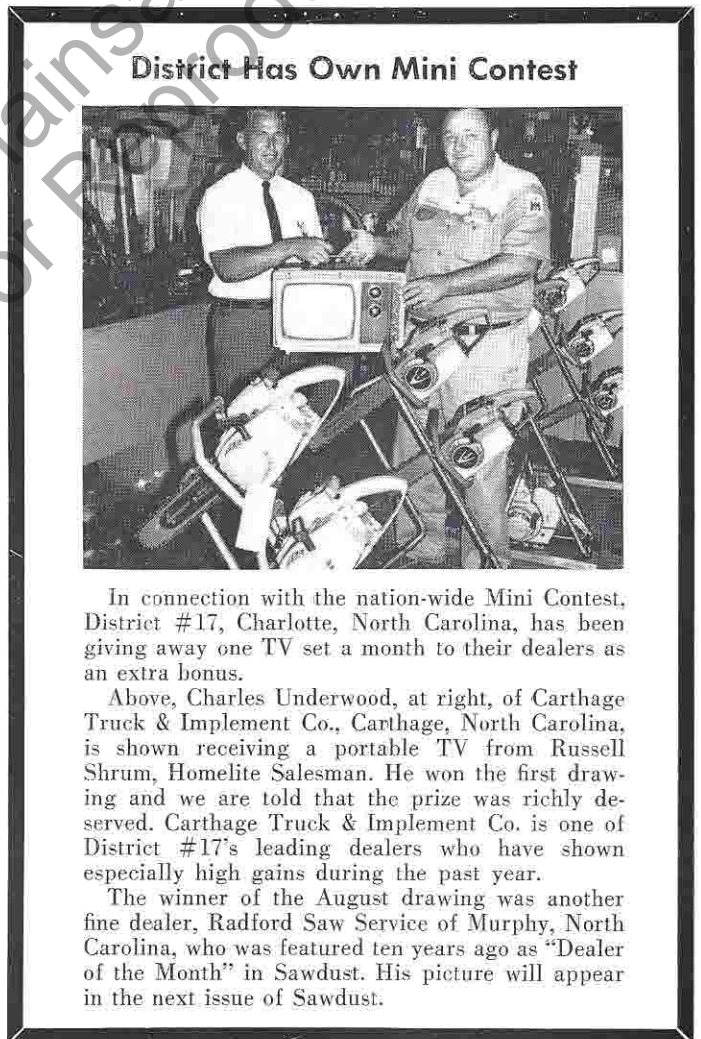


Paul Rabuck, at left, North Arlington Salesman, presents their Mini Contest prize to Alton Sarles and his wife Alice. The dealership is State Sarles & Son of Marlboro, New York. They were the winners of the 5th drawing and they were very pleased with the portable color TV they received. They make good use of Homelite promotional material.

period and sent those cards to Port Chester. A card was then drawn from those which had been sent in by the Districts and the lucky winner soon received his fine new color TV set. In addition to these nine winners, a final drawing, won by Mr. Thompson, was made from all the cards sent in.

To all of those who didn't win . . . better luck next time! Doubtably, that extra hustle which caused you to send in those warranty cards, resulted in extra sales and extra profits for all of you.

SEPTEMBER, OCTOBER, 1967



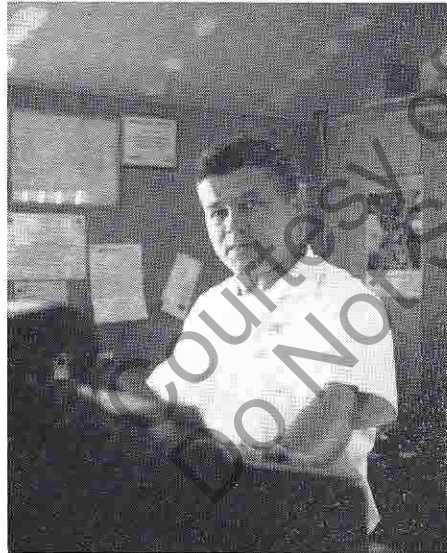
District Has Own Mini Contest

In connection with the nation-wide Mini Contest, District #17, Charlotte, North Carolina, has been giving away one TV set a month to their dealers as an extra bonus.

Above, Charles Underwood, at right, of Carthage Truck & Implement Co., Carthage, North Carolina, is shown receiving a portable TV from Russell Shrum, Homelite Salesman. He won the first drawing and we are told that the prize was richly deserved. Carthage Truck & Implement Co. is one of District #17's leading dealers who have shown especially high gains during the past year.

The winner of the August drawing was another fine dealer, Radford Saw Service of Murphy, North Carolina, who was featured ten years ago as "Dealer of the Month" in Sawdust. His picture will appear in the next issue of Sawdust.

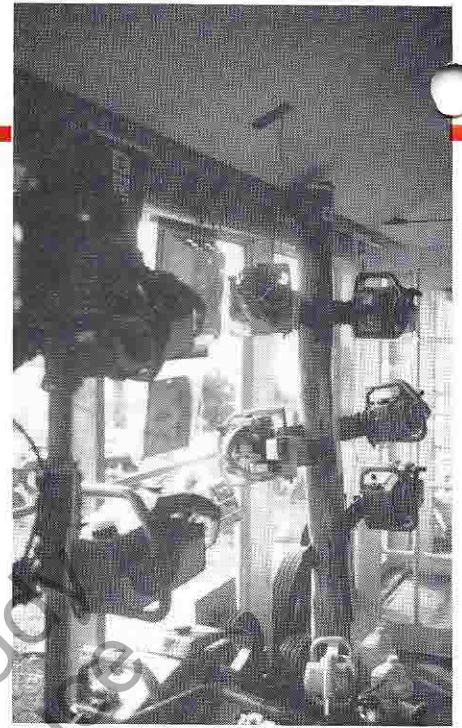
A WISE MOVE



Dan Hudon, Homelite dealer of Barneveld, New York, made a wise move last year.



Wilma and Dan Hudon have a fine partnership going, at home and at work.



These two tree trunks, sporting Homelite chain saws for branches, greet the visitor as he comes in to Dan Hudon's shop on busy Route 12, north of Utica, New York. Much of the business is of the drop-in variety . . . passersby attracted by the tidy shop with its Homelite sign.

Dan Hudon is a man who likes to keep busy. In his young days—which weren't very long ago—he worked hard in the contracting business, specializing in well-digging and earth excavating in the area around his home in Thendara, New York. He's the distributor in all of New York State, for instance, for those huge blankets made of rubber tires which are used to cover rock which is being blasted. Because he still had some spare time, he took on a line of Homelite chain saws which he sold from his basement.

Things were really going very well for Dan and Wilma Hudon and their three fine children. They built a lovely home in Thendara, which is near Old Forge in the Adirondacks and as they are all interested in nature and wild life conservation, it was an ideal kind of life.

Ideal . . . but, Dan found that he didn't have enough to do during the winter. Road building and construction stopped in that snowy, cold part of the world. People moved back to the cities. There was not much lumbering activity. It was boring, in fact, for a man of action like Dan.

Added to this, he was becoming more and more convinced that he could make a very good living with Homelite chain saws as his chief source of income. So, Dan began looking around for a location which would be a good one for selling saws the year 'round.

In the fall of 1966, the Hudons regretfully left their lovely home in Thendara and moved to Barneveld, New York, about twelve miles north of Utica on busy Route 12, one of the main arteries to the Adirondack region. The property they had found included a shop on the highway, in bad repair, a 150 year old house which was also pretty run down and 14½ acres of fields, woods and marshes, plus an old gravel pit.

In characteristic fashion, the Hudons set to work and now, less than a year later, there have been a lot of changes made.

They tackled the shop first and completely rebuilt it. A new roof was deemed necessary and many structural parts had to be replaced or strengthened. Next, they excavated the cellar under the shop, put in walls and a cement floor and doubled their floor space. A fine, well-lighted, completely equipped repair shop now occupies one section of this new area with direct access to a driveway in the rear. The major part of the basement will be used as a show-room and storage area for Homelite construction equipment, which Dan Hudon now sells, and larger equipment such as lawnmowers, snowblowers, garden tractors, etc.

When we paid the Hudons a visit recently, Mr. Hudon's father was busily at work helping with the finishing touches of the painting and the serviceman, George Morey, was working happily in his new quarters. He considered this workshop a great improvement over the dark, crowded area he had been working in on the floor above.

As things are moved downstairs, the ground floor area will prove to offer an excellent showcase for the Homelite chain saws. Already, two tree trunks serve as stands for the smaller saws and there are plenty of Homelite banners and counter displays to provide a colorful background. The large windows face right on the busy highway.

"Almost all of our business is drop-in" says Dan. "Chain saws are tremendous these days. The new lightweight saws are just right for the occasional user and camper. I sold an XL-12 saw to a woman over 80 years old which she used to cut her firewood. She got along just fine!"

"There are many more potential customers here in our new place," explains Mrs. Hudon. She helps her husband in the business, particularly with the books and accounts, but she can handle customers when he is away from the shop and she can even sell chain saws if necessary.

"We're going to start remodelling the house next," she says. "It's very old but it has possibilities. There's always plenty of activity around our home. We have a 19-year-old daughter, a 16-year-old daughter who just returned from several months in South America as an exchange student, and a 12-year-old son. We hope to have a foreign exchange student stay with us next year."

Dan Hudon and a neighbor who owns 80 acres in back of Dan's property, have a big plan for developing a wild-life sanctuary on their land. They have donated the gravel from the pit they own jointly to the town and when the gravel is all removed, they'll flood the pit and have a fine lake right in their own back yard. They hope the wild birds will make it a stopping place and wild animals will feel safe in the thicket and fields around it.

In getting a business established in a new community, the Hudons found that ads in their local paper were very important. They do some radio advertising and are counting on a listing in the Yellow Pages to bring them more customers. They had one disappointment. Last winter, as soon as the roof was fixed and the shop was presentable, they did a lot of advertising to invite everyone to their Open House. On the big day, it poured all day long and nobody came! They didn't become discouraged. They just kept right on decorating the shop with the Homelite promotional material, advertising four times a week in the local paper and making sure that all customers received friendly attention and quality service. Soon,



George Morey, in picture at left above, Serviceman for Dan Hudon, enjoys working in the light shop in the newly created basement area. He finds Homelites are the easiest saws to work on.

they began to get a reputation for fair dealing and by the Spring, when the campers and occasional users began to think about buying a new chain saw, many of them stopped in at the attractive shop in Barneveld.

Dan's chain saw business is 100% Homelite and his sales have increased by over 600% in the past two years. This is an example of how a good location, an attractive display and the proper Homelite identification can turn a small business into a really successful operation.

The decision to make the move from Thendara to Barneveld was a hard one for Dan and Wilma Hudon but it turned out to be the wisest move they ever made.

Built With His Own Hands

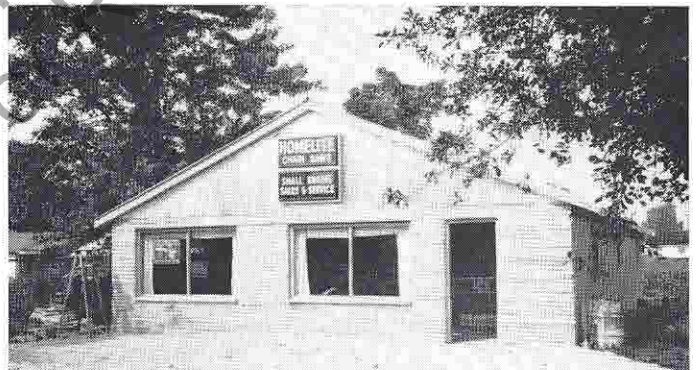
There are many ways to build up a business. Charles Hawkins, of Hawkins Small Engine Sales & Service, in Mitchell, Indiana, has tried most of them since becoming a Homelite dealer in July, 1965.

At that time he was operating out of the garage behind his house, and he and Mrs. Hawkins, who are co-owners of the business, did everything they could to make a go of it. They advertised, they gave their customers quick, quality service, they did a good job of promoting Homelite. Soon, it became obvious that the business was outgrowing the garage. The next step was to be the big one.

The Hawkins decided to build a whole new shop on their property, so all this past summer, Charles worked harder than ever and with his own hands, put up the fine new building shown on the right. The sides and back are metal while the front is stone and wood paneling with big double windows to make the showroom light and airy.

On September 16, an Open House was held, offering a Homelite chain saw as a door prize for a lucky guest. A crowd of friends and well-wishers, customers and prospective customers, came to inspect the new shop and to look at the new XL chain saws which they'd been hearing about. Business has been booming ever since and the Hawkins are looking for a big increase in chain saw sales. They have already sold twice as many Yard Tracs as they did last year.

Possibly one reason for the flurry in Yard Trac sales was a spectacular showing that Mr. Hawkins and his Homelite D-7L made recently at the race track. He won the Lawn Mower Grand Prix race at Bedford, Indiana, where he clocked an average speed of 25 miles an hour!



This neat looking shop, with its stone and wood-panelled front, was built entirely by Charles Hawkins, Homelite dealer.



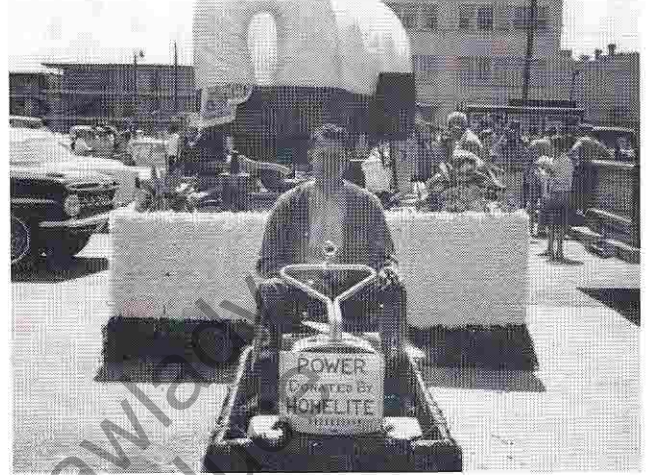
Mr. and Mrs. Charles Hawkins, in the showroom of their new shop in Mitchell, Indiana, are another husband and wife team who are making a big success out of life.

HOMELITE

T H A P P E N I N G S



Orville Morey of Morey's Machine Shop, Kewaunee, Illinois, keeps an eye on his home made steam engine, used to attract attention to his Homelite chain saw display at the Farm Power Show, held September 15, 16, 17 at Atkinson, Illinois. The steam engine, with attention-getting whistle, ran on wood cut by their demonstration saws and turned a rotating tree with chain saws attached. Very ingenious!



The Forty Niners in their covered wagon made their destination (4th Place in the Flood Control Parade) with the help of a Homelite Yard Trac. These modern Forty Niners were a square dance club from San Francisco who reported, "The Yard Trac performed its task without a hitch . . . and attracted considerable attention from the crowd and from other float builders."

DEMONSTRATIONS AT EUROPEAN FAIRS

At the Budapest Trade Fair, held in Hungary last May, a Homelite demonstration attracts a large crowd of interested spectators including Mr. Fran Ursino, 3rd from the right, U. S. Exhibitions Manager; a delegate of the U.S. Department of Foreign Affairs, next right; and Klaas Mast, Homelite's European Field Representative. Nearly 100,000 visitors a day attended the eleven day Fair.

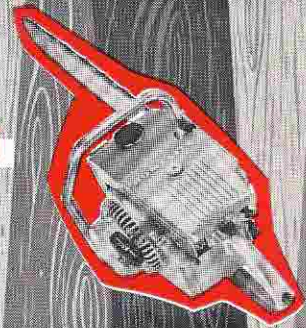


Trojan Ltd., Homelite's energetic distributors in the United Kingdom attended three major shows during the summer. Above, an interested crowd watches a young lady trying out the XL-103 at the Royal Show at Kenilworth.



There's nothing like the sound of a couple of chain saws in action to attract attention at a Fair. Here, one of the Trojan men and Klaas Mast, Homelite Field Representative put on a demonstration at the Kent County Fair.

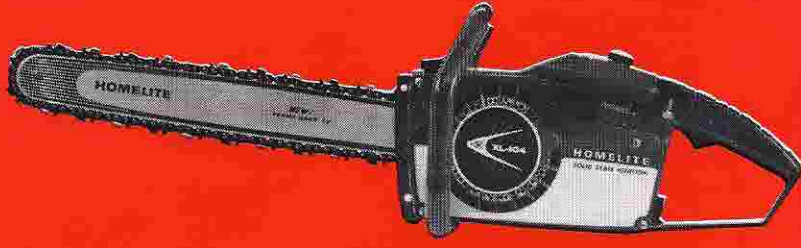
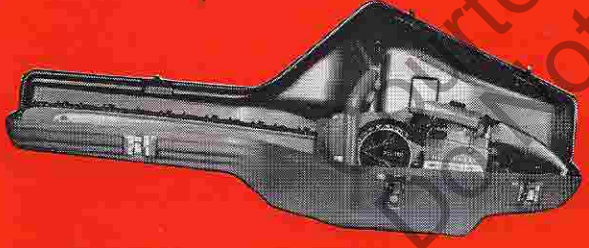
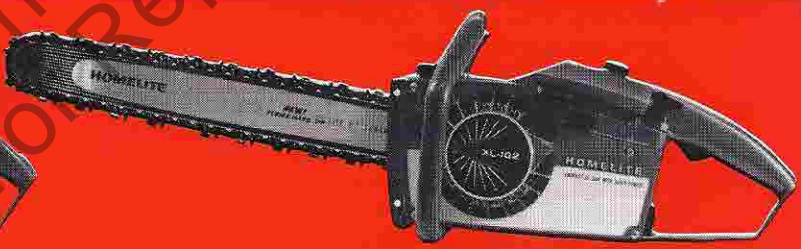
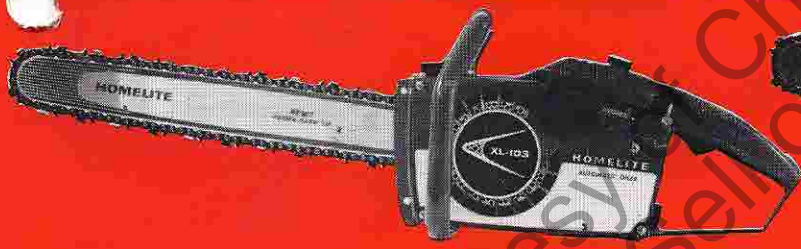
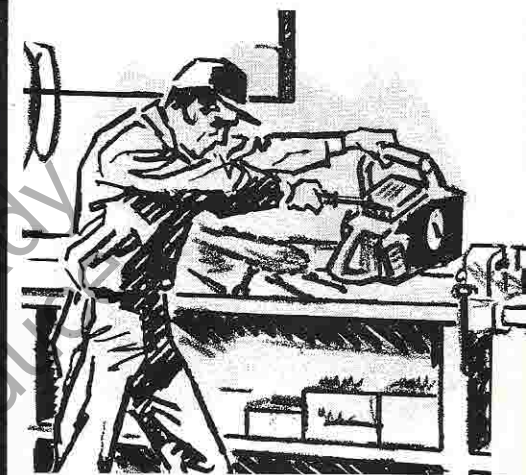
SAWDUST



Published by **HOMELITE** A **Textron** DIVISION PORT CHESTER, N.Y.—GASTONIA, N.C.—GREER, S.C.—NOV., DEC., 1967—JAN., 1968

**MORE TO COME
IN**

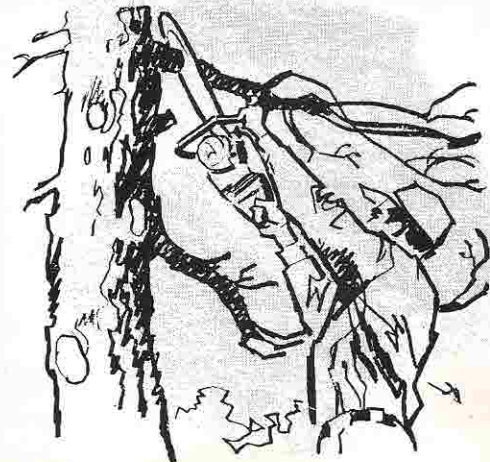
'68



1968 PROFITS WAIT

For the dealer who keeps a complete stock of world-famous Homelite chain saws, well displayed in his shop; who identifies himself as a Homelite dealer in the community and on his premises; who provides the best service facilities and a complete stock of parts; who advertises locally to back up the national advertising planned by Homelite on radio, TV and in leading publications.

HAVE A PROFITABLE 1968!





Happy
New
Year

THE COVER... shows, for the first time, the handy new carrying case described more fully on this page. It shows the four great saws which came out last year, the XL-101, X1-102, XL-103 and XL-104, which continued to make the XL chain saws the fastest selling chain saws in the world. It promises more to come in '68 and points out that 1968 profits wait for the alert dealer who is willing to do a total selling job next year. All signs point to a good year ahead, and Homelite intends to stay right up where we have been during the past year . . . in fact, we intend to go even higher.

TABLE OF CONTENTS

	Page
<i>End of Year Predictions</i>	2
<i>Carry Your Saw, Mister?</i>	2
<i>New Executives</i>	3
<i>District Manager Retires</i>	3
<i>Winners in Dealer Sales Contests</i>	4 & 5
<i>Homelite Happenings</i>	6
<i>Construction Equipment News</i>	7
<i>Noteworthy Displays</i>	8

Number 135 Nov., Dec., 1967, Jan., 1968

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END OF YEAR PREDICTION

by Robert S. Kennedy, General Sales Manager

This is the time of year when we take stock of our past performance and attempt to predict what is in store for the year ahead.

Predictions are always difficult to make. So many things can happen during the year to change a picture which looked very clear at the beginning. Last year, in SAWDUST, I thanked all of the Homelite chain saw dealers for "making 1966 the best year in Homelite history". And, on the basis of all the facts we could gather, I predicted that "we are looking forward to continued sales growth in 1967."

Well, I was right. In spite of a business slow-down in the first half of the year, in spite of a drop in timber and pulpwood production, in spite of a drop in housing starts and a series of disastrous forest fires in the Northwest, *you not only maintained the 1966 sales record but improved on it. For this fine effort, our sincere thanks and congratulations.*

There is another factor which makes the 1967 Homelite record even more remarkable. Many of our competitors came out with new lightweight chain saws and with less expensive models as well. In spite of this increased competition, Homelite dealers, by emphasizing the quality and service for which Homelite is famous, were able to increase sales at a higher rate than the rest of the chain saw industry.

Now, what about 1968? According to all reports, the whole economy is continuing to show the strength which started to climb in the last half of 1967 and there is every indication that it will continue in 1968. Housing starts are up. Both timber and pulpwood production are rising. It looks like another good year for our industry.

We, at Homelite, will continue to back up our chain saw dealers with effective national advertising in publications and on radio and TV. We'll provide promotional ideas and materials. And most important, we'll supply you with the latest and best chain saws on the market, priced fairly.

If you, the Homelite chain saw dealers, continue to do an all-out selling job, which includes local advertising, dealer identification, demonstrations, expert service, attractive displays and well-stocked shelves, I feel sure that your business in 1968 will continue to grow in reputation and in profits.

Carry
Your
Saw Mister?



Homelite has come up with a handsome, custom-molded, rugged chain saw carrying case which will be a boon to the chain saw owner. Carrying a chain saw through the woods, transporting one in a car, and storing it have all presented problems. Extreme care has had to be used to protect clothing and property. Now with the new carrying case, these problems will be eliminated.

This case is the first in the industry to be brought out by a major manufacturer, and Homelite feels sure that it will be an immediate success.

The first carrying cases now available through the District or Branch Office, are designed for the XL-101 chain saws. They are packed two to a box, complete with the saws and 16 inch bars, all assembled. They are not sold separately at this time and they are offered for a limited time at the cost of only \$5 more than the saw, bar and chain alone. The XL-102, 103 and 104 will also fit into this case, and it will accommodate a 16 inch or 20 inch bar.

These special cases are color-coded to the XL-101 saw and therefore, are a silvery blue in color. They have a strong handle, and they are rugged enough to hold up under continued use. They are perfect for the homeowner, the camper, the sportsman and the farmer because they provide not only a convenient and safe way to carry a saw, but also a place to store the complete saw outfit. They're easy to clean, too.

Without any question, these new carrying cases will increase the sales of XL-101's. For only \$5 more, the customer gets the case, the saw and factory bar and chain. Ask your salesman to show you this new twin-pack item. The new carrying case will offer exciting display possibilities, too. Your customers will want to know all about this entirely new accessory which is such a practical and important addition to the chain saw picture.

NEW EXECUTIVES

Dr. Benjamin Sheaffer recently joined Homelite as Engineering Assistant to Mr. J. A. Abbott, President of Homelite.

For the past ten years, Dr. Sheaffer has held responsible engineering positions at McCulloch Corporation in Los Angeles, California. His most recent title was Manager, Engineering Development and Test Laboratory. He is presently chairman of the Small Power Plants Committee of the Society of Automotive Engineers.

Dr. Sheaffer was born and educated in Lancaster, Pennsylvania. He entered the Marine Corps as Second Lieutenant in 1951 and served from 1951-53 as Adjutant and Personnel Officer in an anti-aircraft battalion. He obtained the rank of Captain in the Reserves.

He left military service to continue his education and received an M.S. in Mechanical Engineering from Purdue University in 1955 and his Ph.D. in 1957. Homelite is fortunate to have secured the services of Dr. Sheaffer who is a leading authority in the two-cycle engine field.

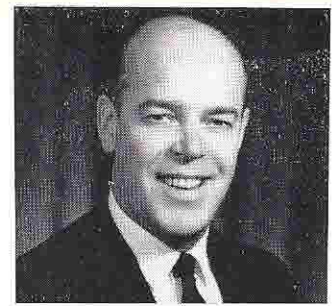
NEW SALES EXECUTIVE

Blake Stretton, who came to Homelite in late October, as Manager of Special Sales, has had a colorful career in the forestry and forestry equipment field.

He was born in Edmonton, Alberta, Canada, but grew up and



Benjamin Sheaffer, Engineering Assistant to the President



Blake Stretton Manager of Special Sales

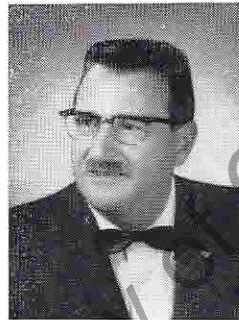
went to school in Vancouver, British Columbia and to earn money for his college career, he worked in the woods as a "Whistle Punk" with a logging crew.

Mr. Stretton was an Assistant Ranger in the Forest Service in British Columbia for two years before starting in on a selling career which led to the job of Sales Representative in Canada for McCulloch Corporation in 1955. He helped set up the dealer organization for them. He was brought to the U.S. as Sales Representative for chain on the West Coast. During his eleven years with McCulloch, he was District Manager for the Mid-West, Merchandising Manager of the Canadian Chain Saw Division and finally Manager of a newly created Division of chain and accessory sales. He worked closely with the dealer organization, developed training programs and gained a great reputation as a gadgeteer.

At Homelite, he will take over Eugene E. Carey's position as Manager, Special Sales, and will also work with the Marketing Services Manager.

DISTRICT MANAGER RETIRES

A. Gruettner, retiring Detroit District Manager



Veteran Homelite District Manager A. "Toni" Gruettner of Detroit, announced his decision to take early retirement as of the first of the year. He has been with Homelite for more than thirty years. Even before that, he was making regular deliveries of Homelite generators and pumps which he picked up in Port Chester and delivered to the North Arlington, New Jersey branch on the side car of a motorcycle!

In his career at Homelite, as shipping and receiving clerk, salesman and district manager, Toni Gruettner combined great enthusiasm with a shrewd business sense. He built a fine dealer organization in his district, gave memorable dealer meetings and believed strongly in the value of advertising and promotion. He made a unique contribution to Homelite's success during his 30 years with the company.

Replacing him will be a hard job, but Frank McInerney, formerly Manager, International Sales, is eager to try. Mr. McInerney has spent the last 15 years developing Homelite's International Sales Department from a one-man operation to a department of some twenty people. International sales now represent a significant share of Homelite's total business, operating worldwide, including Eastern Europe.

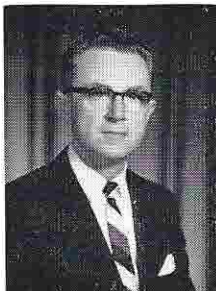
A graduate of the University of Notre Dame, Frank McInerney also took courses at the Latin American Trade Institute and several American Management Association courses. With this wealth of experience, he will have much to bring to the Detroit District in the years ahead.

Taking Mr. McInerney's place as Manager, International Sales, will be Eugene Carey, formerly Manager of Special Sales. He came with Homelite in 1949 and became Manager, Dealer Sales. In 1962 he resigned to take the position of Vice-President Sales for Beard-Poulan Company. In this position he had full responsibility for both domestic and international sales. He returned to Homelite in 1966 as Manager, Special Sales.

FORESTRY AWARD WINNERS



Two of the four forestry students who shared the \$500 Homelite Forestry Award at North Carolina State University receive their checks. Left to right, Russell Shrum, Homelite Salesman, Mark Staff and Henry Smith, winners, and Jim Gatlin, Homelite Salesman.



NEW DUTIES

Frank McInerney, at left and Eugene E. Carey who have assumed new duties.

WINNERS IN DEALER SA

MINI-CONTEST ECHOES

We're still hearing echoes of the Mini-Contest which was conducted last summer all over the country. The continuing good sales of the XL-101 series chain saws show the effect of the fine promotion which was provided by Homelite dealers during the contest.

Some of the Districts carried on Dealer contests of their own at the same time and three highly successful ones were held in the Charlotte District, the Cincinnati District and the Seattle District.

The two photographs on this page are of monthly winners in the Charlotte area. These dealers won color television sets in drawings conducted in the District office, from all the warranty cards sent in by dealers before the cards were sent on to the national contest.

CINCINNATI CONTEST

The Cincinnati Dealers who were winners in last summer's District Sales Contest were so busy catching fish they forgot to take any pictures during their stay in Destin, Florida on the Gulf of Mexico in October. (We waited for pictures to illustrate the report of their victory, but since none were forthcoming, we'll go ahead anyway!)

The contest was announced on June 1st by Fred Cristiano, Cincinnati District Manager. Quotas were assigned, and dealers were informed that any dealer reaching his assigned quota would receive a G.E. Electric Carving Knife. The dealers who attained the highest percentage of increase over quota would be the winners—two winners for each of three chain saw territories and two construction equipment territories. The prize—an all-expense paid trip for the dealer and his wife to the fishing capital of the South, Destin, Florida.

Mr. Cristiano said in his announcement letter, "With the new XL series saws, this contest should be an overwhelming success with real profit for you."

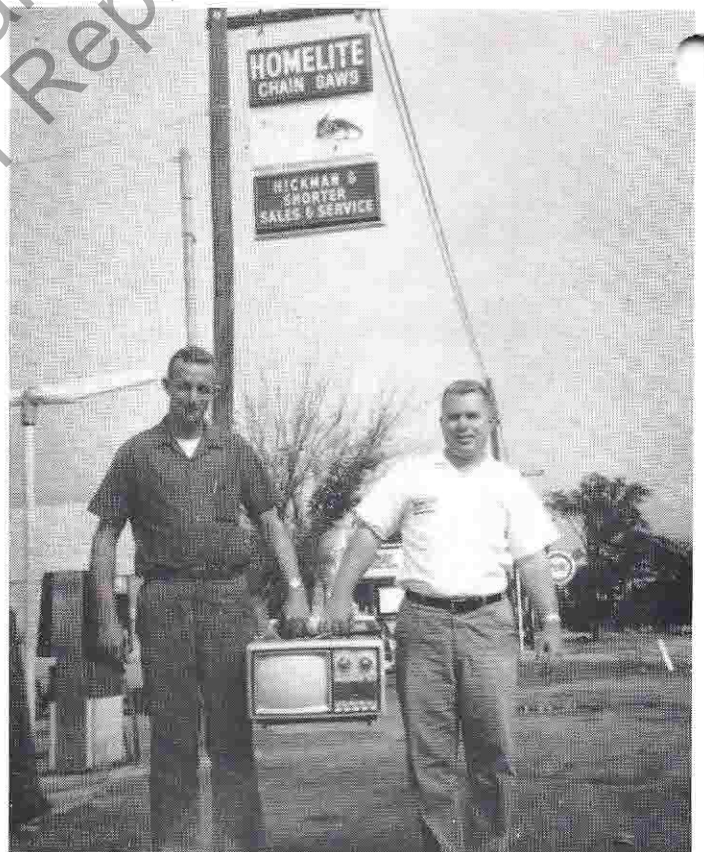
And success was just what it turned out to be. Ninety-nine dealers went over their quotas. Nineteen of them were 200% and over. Eight were 300% and over. Three were 400% and over. Two were 500% and over and one dealer, Bill's Hardware of Portsmouth, Ohio, hit 686% of quota!

The following chain saw dealers were winners of the fishing trip: Buis Appliance of Eubank, Kentucky; J. T. Lawson of Greenup, Kentucky; Koehler Supply of Madison, Indiana; Parris Implement of Louisville, Kentucky; Leslie Wilson, of Osgood, Indiana, E. W. Meyer, of Sunman, Indiana. The winning construction equipment dealers were: Cooper Equipment, Louisville, Kentucky; London Diesel of London, Kentucky; Contractors & Industrial Supply of Circleville, Ohio and Bill's Hardware of Portsmouth, Ohio.

The group left by bus from the Cincinnati office on Monday, October 16th. Unfortunately, several of the dealers at the last moment, were not able to make the trip, but Fred Cristiano, Mr. and Mrs. Forrest Herbert, Mr. and Mrs. Eddie Tanner, and Mr. and Mrs. Murrel Muessel from the District office and a group of 14 dealers and their wives made the five day trip.



A well-deserved lucky Ereak came to veteran Homelite dealer Wilson Radford of Murphy, North Carolina, in the Charlotte Mini-Contest special drawing in August. Here Mr. Radford, at left, is presented with his color TV set by Salesman Gurney Roberson. (Note the fine Homelite identification.)



Bobby Hickman, left, and J. E. Shorter proudly display the color TV which they won in the Charlotte Mini-Contest. The well-marked truck and light Homelite dealer sign in front of their shop in Manning, South Carolina, are bringing in the business.

LES CONTESTS

SEATTLE CONTEST



Ben and Dorothy Butler, of Republic, Washington, receive the keys of their new camper from Harry Wicklund, Homelite Salesman.

Results are in from another District Sales Contest, which was run for production chain saw dealers in the Seattle District covering the states of Washington, Oregon, parts of Idaho and Montana.

Quotas were established for each dealer based on several factors, such as his last year's sales during the contest period of May, June, July and August and his estimated penetration in his area. Then the point quotas were broken down into two-week quotas and semi-monthly prizes were awarded in each of six dealer areas.

A semi-monthly letter was sent out to all contestants showing the relative standings and encouraging those who, for some reason, felt they could not win.

At the end of the four month contest, three top prizes were awarded. Third prize of a color TV set went to Monty's Sales in Junction City, Oregon. Albertson Tractor Co. of Lakeview, Oregon was winner of the 2nd prize, a snowmobile.

The top winners were Ben and Dorothy Butler of Republic,

Washington; and a gala day it was for them when they were presented with their prize, a Ford Camper Special. First there was a presentation luncheon at the Republic Cafe, attended by the Mayor, a large representation of local business men and Homelite men, Bob Fikso of the Seattle office, George Lodge, Spokane Branch Manager and Harry Wicklund, Spokane Salesman.

In making the presentation, Mr. Fikso paid tribute to the Butlers for winning this contest against plenty of opposition from a large number of young and aggressive dealers. He noted that Mr. Butler not only topped all other professional dealers in a big area by a wide margin, but also he is the oldest dealer in age and in Homelite service.

The Butlers were delighted with their prize and plan to do a lot of camping and travelling in the months ahead.



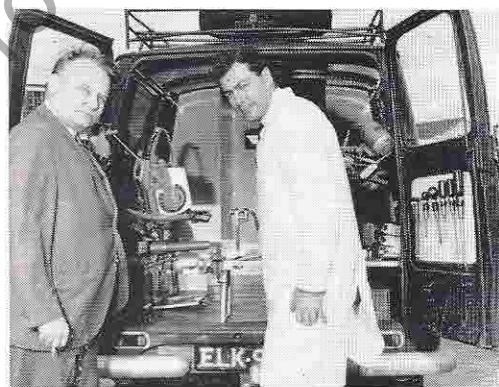
MISSOURI STATE FAIR

At left, a crowd of people at the 1967 Missouri State Fair, held in September, examine the Homelite display with interest. The Kansas City and St. Louis Districts cooperated to make this a big success. At left, Dieter Lorenscheit, St. Louis Salesman, explains the XL-101 to a potential customer. Third from the left is Homelite dealer Jim Yaeger, from Sedalia, Missouri.

HOMELITE HAPPENINGS



This handsome new service van is making the rounds in England to promote Homelite and to instruct and give service to the dealers and customers of Trojan, Ltd., Homelite distributors in Great Britain.



Frank Lehman, at left, International Service Manager for Homelite is being shown the interior of the van by the Traveling Service Representative. Special jigs and tools make this a complete workshop.

LONG DAY'S WORK

A customer, Mr. Red Coons, Construction Foreman for the Theodosia Hills Development Co. in Theodosia, Missouri, reported recently that he has had seven Homelite saws in use on his current project for the past 15 months. One is a Super XL and the other six are XL-12's.

"To tell you the point of the story," says Mr. Coons, "these saws ran 10 hours a day, seven days a week, without any serious trouble developing. The way we work it is to have one man run the saw and two others pile brush behind him. When he gets tired, the little Homelite still doesn't rest. He leaves the saw to one of the other boys to run and he piles brush. This is a chain reaction all day long, 8 to 10 hours a day."



Mr. Red Coons, Construction Foreman for Theodosia Hills Development Co., of Theodosia, Missouri, is a Homelite booster after using Homelite saws on the job.



A three-man crew keeps one XL-12 going all day by taking turns operating it for ten hours a day, seven days a week. When they're not cutting, they're clearing up.

CONSTRUCTION EQUIPMENT NEWS

1967 has been a year of remarkable progress in the expansion of Homelite's construction equipment dealer sales.

Many of the chain saw dealers have seen the need for service to the contractor and municipality as the possible source of additional income. The introduction of the XL-88 Multi-Purpose saw was the item that gave the final nudge to move many

of you into this most interesting area of field sales.

May we offer our congratulations to you for a job well done. 1968 promises to be a very active, expanding market. We, at Homelite will continue to offer the finest equipment available to help you obtain your share of this market.

William Welsh, *Market Manager*

LIME AID



A Homelite 251TP3-1 is shown above being used to mix water with lime so it will flow. After it is in a fluid state, they take the nozzle off the hose and pump the lime mixture into a tank car. Jessie Coats, Memphis Salesman, reports that they pumped 60,000 pounds in 24 minutes at 38% solid. A 9TP3-1A was later sold to the company for the mixing job.

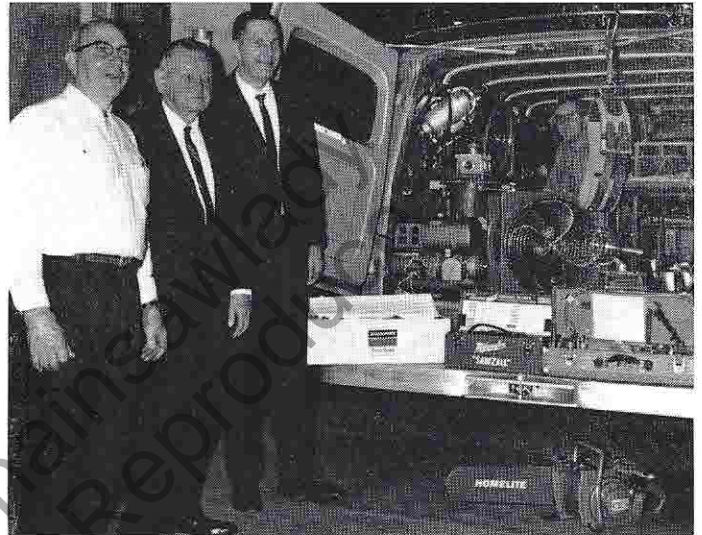
XL-88 APPLICATION



A special pipe holding and cutting apparatus to be used with the XL-88 multi-purpose saw was developed by the Grinnell Co., customers in the Charlotte, North Carolina area. With this rig, stainless steel pipe which is difficult to cut by other methods, can be cut in just 45 seconds.

The pipe is supported on a series of dolly wheels built into a V frame. The XL-88 is bolted to a slide tray that slides back and forth in the tilted rail guides. A perfect cut can be made by feeding the XL-88 into the pipe about 1/2 inch, then rotating the pipe in the same direction as the blade rotation while the XL-88 is held in this fixed position. As can be seen, this will accommodate any size pipe.

RESCUE TANK ON DISPLAY



These proud officials, Ted Toft, fire chief, and Frank Ernst and Bob Miller, fire commissioners, pose proudly with their newly acquired rescue truck in Felton, California. Bob Brown and Russ Lind, owners of Felton Hardware, sold them the Homelite items shown.

WHERE THERE'S SMOKE

THERE'S NOT ALWAYS FIRE

News stories continue to turn up, describing how some municipal authorities solve puzzling leaks in sewer lines with the use of smoke bombs and a Homelite blower.

A front page article in the Altoona, Pennsylvania Mirror, described how the City Council had smoked out a puzzling problem recently. Evidently, a whole neighborhood of new homes had been built on the site of a former veterans housing area. The veterans' houses had all been razed about five years ago.

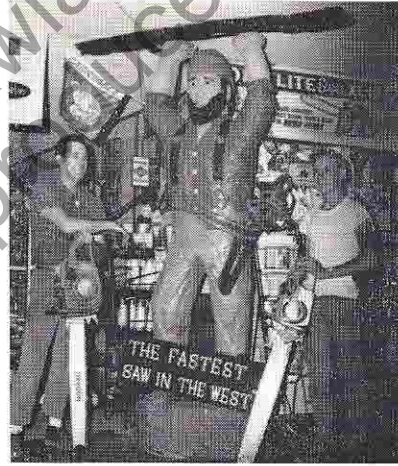
The people in the new homes were soon having drainage problems, and they appealed to the City Council. Smoke tests were made using the Homelite Blower and smoke bombs. It was explained that the inexpensive test simply involves placing an ignited smoke bomb into a capped manhole—and using a blower to send air jets through the pipe. The smoke seeps up through any weakness and appears above the ground.

In the case in Altoona, the smoke revealed that the sewer lines of the veterans housing project had not been disconnected and sealed off. It was found possible to cut these lines off without too much trouble and without costing very much. Needless to say, everyone concerned was pleased with the verdict of the smoke.

NOTEWORTHY DISPLAYS

It pays to have a "grabber" in your window or shop . . . meaning something that grabs the attention of anyone who is passing by.

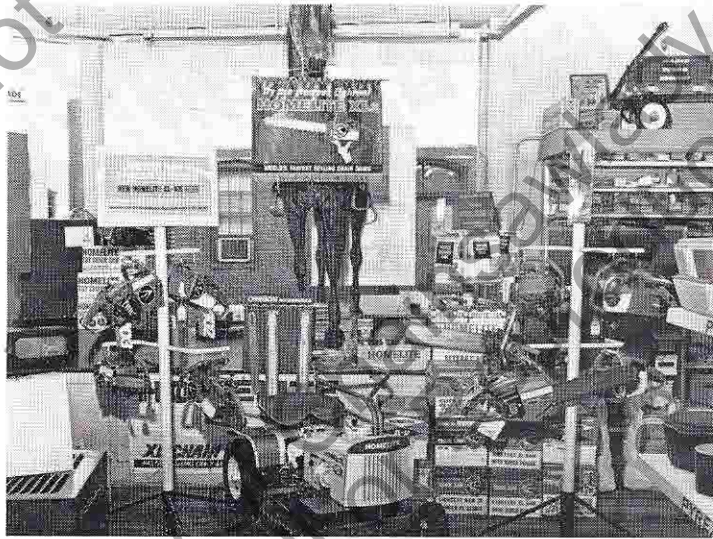
A grabber makes them stop, makes them look more closely, makes them want to know what that particular figure or display is doing there. They'll look around and soon find out that you're selling Homelite chain saws and then it's up to you to find out what the customer needs and wants. On this page are two outstanding grabbers; a fine, attention-getting window display and an effective display of Homelite chain saws in a bank.



PAUL BUNYAN HAS MOVED IN

This huge figure of Paul Bunyan holding a Homelite chain saw over his head is used by Bradford Power Tools in Placerville, California, at fairs, parades and other outdoor celebrations. He's moved in for the winter now with Andy Bradford, Homelite dealer, left, and his helper.

IN THE HORSE COUNTRY



(Virginia, that is)

This life-size plaster horse, holding a bright blue Homelite banner in his mouth is a sure-fire attention-getter in the window of Virginia Hardware & Manufacturing Co., of Danville, Virginia. Racks hung with the new XL saws, backed with a display of colorful chain saw cartons, have a prominent place in this neat hardware store which also sells home appliances, TVs and refrigerators. Mr. Jack Thompson, the salesman, sees to it that there are plenty of Homelite chain saws in stock and plenty of demonstration logs outside. The store has a Homelite electric sign in front and another small one in the window. In this part of the country, the horse is king and everyone stops to get the Homelite story, right from the horse's mouth.

A WINDOW FULL OF HOMELITES



Harvey Griffin, of Griffin's Tackle & Marine, Osceola, Missouri, above, attended a dealer meeting in Kansas City recently. After being shown movies pointing up the need for good displays, he went home and had this picture taken of his fine window display. He agrees, 100%.

THE LADY HAD THE PULL



Mrs. Dorothy Kellenberger, auditor for the Union National Bank and Trust Co., of Elgin, Illinois, is doubly proud of the fine Homelite display in the bank's lobby. It was put there by her husband Adrian Kellenberger, owner of the Elgin Auto Radiator Shop in Elgin.