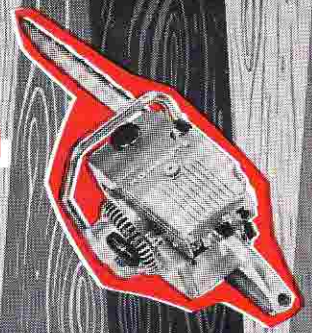
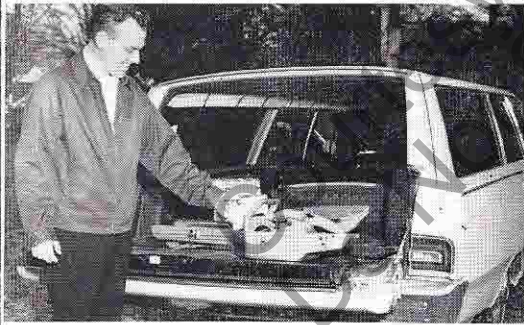


# SAWDUST



Published by **HOMELITE**® A **Textron** DIVISION PORT CHESTER, N. Y.—GASTONIA, N. C.—GREER, S. C.—FEBRUARY, MARCH, 1968

**NATIONWIDE ACCLAIM**  
for  
**NEW CARRY CASE**





## SALES MANAGER NOW VICE PRESIDENT



Robert S. Kennedy  
newly appointed Vice President, Sales

**THE COVER...** No matter where you're going with a chain saw . . . into the woods, across the country or to your camp on the lake . . . the new Homelite Carry Case makes the job of transporting easier and safer. No torn clothes, no ruined car upholstery, no oil or dirt marks and the saw can be neatly stored in its own case. The case is sturdy and tough, too, so that it won't wear out even with continual use. A big Spring Promotion will introduce these cases to hundreds of new prospects. See story on next page.

It was announced in January that Robert S. Kennedy had been named Vice President, Sales for Homelite. He also retains his former title of General Sales Manager.

Mr. Kennedy joined the company as a Salesman in San Francisco in 1953 and later became Branch Manager in Fresno, California. He was transferred to the Chicago Office as Assistant District Manager and later served from 1957 to 1963 as District Manager in Cleveland. In June, 1963, he came to the main office in Port Chester as General Sales Manager.

A graduate of the University of California at Berkeley, with a degree in Business Administration, Mr. Kennedy has also attended and graduated from several executive training courses. He served as Lt. Colonel of Ordnance during World War II.

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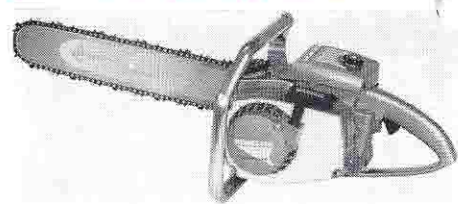
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## SUPER XL GOES AUTOMATIC

Homelite dealers have an exciting bargain to announce to their customers and prospective customers this spring.

*The famous, field-proven Super XL chain saw is now available with automatic chain oiler at its former price of \$199.95!*

The Super XL has been a very popular buy even without an automatic oiler. This new version has a 3.55 cubic inch engine which provides extra cutting power for all cutting jobs. Now, the crankshaft-driven automatic oiler insures simple, foolproof, positive action. No priming or adjustments are required. An extra large muffler, chrome-plated steel with heavy duty action, makes for quieter, full power, free-breathing engine operation. Easy simple external adjustments can be made now without removing the air cleaner. The large diameter (7/8") handle bar and comfortable grip allow safe and positive handling of the saw, while the throttle lock and step-through handle make for safer, simpler and more natural starting and handling.



These are just some of the reasons why this chain saw will appeal to a large number of chain saw users. It provides professional quality features at the same low price as the original Super XL. Servicing dealers have Super XL parts in stock right now, field proven and readily avail-

able. The new saws are already in the Branch Office stock.

*There's a big extra bonus with this offer of the new Super XL Automatic. For a limited time only, a new version of the Woodcutter's Kit will be offered to each purchaser, absolutely free! This handy Kit has a retail value of \$30.33. It contains fuel can, guide bar cover, extra 16" chain, engine oil, a new exclusive Homelite file handle, two files and an Oregon "Gaugit". Talk about top value!*

Homelite is backing up the new Super XL Automatic with emphasis on local advertising plus special promotion kits with banners, streamers, ad mats and repros. The Branch Offices are prepared to help with local promotions, sales suggestions and "instant delivery" from the branch stock.

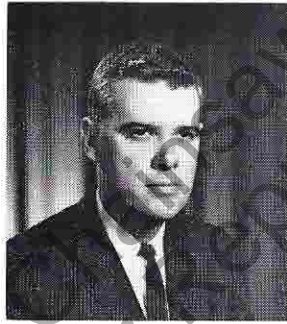
This is no clearance sale! These are fine new saws at a spectacular price, plus free Woodcutters Kits. Watch the customers flock in and the profits rise!

Number 136 February, March, 1968

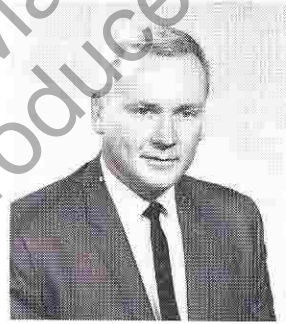
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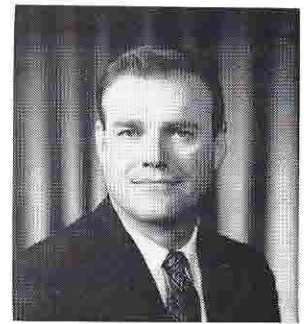
## NEW APPOINTMENTS



George W. Nelson



Dennis L. Bertelsen



Franz Holscher

New titles have been announced for several executives in the Sales and Advertising Department.

We report with deep regret the death of J. Howard Maxwell, Jr., in December, after a long illness. He was a veteran Homeliter who had been with the company since June of 1939. He was a Salesman for several years and came to the main office during the war to prepare technical manuals required by the Government. He was made Advertising Manager in 1945 and in 1952 was made Sales Promotion Manager as well. Long-time dealers will remember him from the many dealer meetings he helped to conduct.

George Nelson, who acted as Advertising Manager during Mr. Maxwell's illness, has been given the title as of the first of the year. Before joining Homelite early in 1966, Mr. Nelson was employed by the Air Reduction Co. of New York as Supervisor

of Advertising. He is a native of Wisconsin where he attended the University of Wisconsin and Marquette University.

Dennis Bertelsen, formerly Marketing Manager, Forestry Equipment, has been appointed to the newly created position of Marketing Coordinating Manager. He came with Homelite in California in 1958 as a Serviceman. He became a Dealer Salesman and then Assistant District Manager in Los Angeles and came to Port Chester in 1966 as a Marketing Manager.

Blake Stretton, who recently came with Homelite as Manager, Special Sales, will take over the position of Marketing Manager, Forestry Equipment formerly held by Mr. Bertelsen.

Franz Holscher has also rejoined the Sales Department as Assistant to Robert P. Straetz, Executive Vice President. He will be working on Special Projects and Government Sales and will divide his time between the Plants, the Branch Offices and the Port Chester office.

## CARRY CASE PROMOTION

The initial enthusiastic acceptance of the new Homelite Carry Case, introduced during the winter on a limited basis, has sparked an exciting new promotion featuring the case. It has just recently been announced to the dealers.

To publicize the promotion, full color and black and white ads will be appearing in the FARM JOURNAL, SUCCESSFUL FARMER, PROGRESSIVE FARMER, POPULAR MECHANICS, POPULAR SCIENCE, SPORTS AFIELD, OUTDOOR LIFE, SPORTS ILLUSTRATED and several State Farm Papers during May and June. These ads will describe the case and show a man carrying it. They will also have a coupon which can be torn out and used for a \$15.00 discount on the purchase of a carry case if bought at the same time as one of the XL-101 series chain saws.

The case, which can also be bought separately for the regular retail price of \$19.95, will fit any of the XL-101 series saws with up to a 20 inch bar and chain.

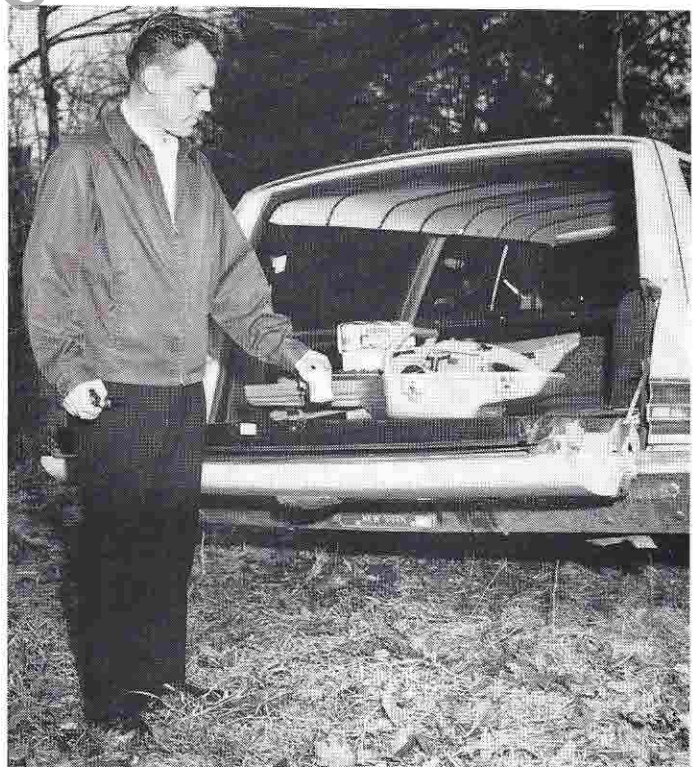
Enthusiastic letters have been coming in from customers who have used the carry case. The feature about it which appeals the most is the safety factor. A customer from Salem, New Hampshire writes:

"My extreme passion for a carry case for my Homelite comes from an accident several years ago. I was in the back seat of a car, alone except for a 35 pound chain saw. The driver lost control of the car on an ice patch and we turned over two or three times. My buddies came out unscratched but I came out of that back seat looking like I'd been fighting a bear. That chain saw and I had really had a round and the chain saw won. I vowed never to ride in a car again with a chain saw unless it was safely sealed in a case."

Homeowners and sportsmen like the fact that the saw can be stored in the case and there is room for oil and small tools in it as well. Farmers especially like the fact that it's so safe

and easy to carry through thickets and over rough ground.

This Carry Case promotion will spread the news about these features and about the limited time special value. Dealers should be prepared to supply these cases with all models of the XL-101 series chain saws. They can be ordered from your Branch Office, now.





Cecil Nelson, left, Manager of the Blairsville Saw Shop of Blairsville, Georgia, receives his 15 year plaque from Amos Speight, Sales Representative of the Atlanta District.

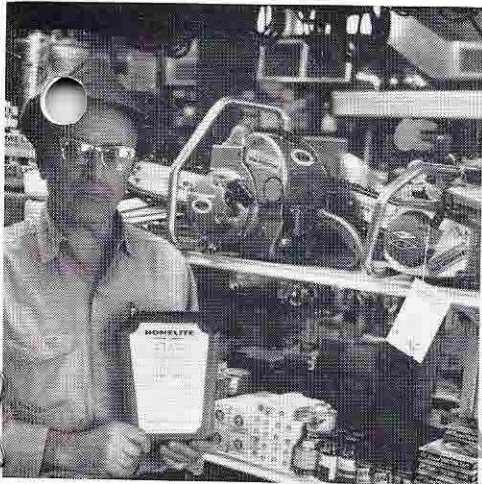
Fifteen years ago, when the dealers shown on these pages first agreed to sell Homelite chain saws, they were using good foresight. Homelite was a fairly new entry in the chain saw field with only one model to offer, the 26LCS. Although Homelite had a great deal of experience with 2-cycle engines, we were selling about 5 per cent of the chain saws being sold in 1953.

These farsighted dealers, however, recognized the Homelite saw as a significant improvement over the earlier saws. Many of these men were former loggers or lumbermen and had used the earlier 20MCS and the 26LCS, both lightweight (for those days) and dependable saws. They liked the sound of Homelite's advertising and service programs. Homelite had a reputation for fair dealing and quality products. And so these men decided that they would link their future with that of Homelite.

Now, fifteen years later, over 150 of these courageous dealers

are still actively selling Homelite chain saws. Instead of having just one model on display, dealers can now decide which of the current 18 models will sell best in their territories . . . from the 10½ pound XL-101 to the big professional XP-1130. During these fifteen years, Homelite has become a well-known name in all parts of the country because of wide-spread advertising in leading magazines, on radio and on television. In the areas of progressive design, quality products and total sales, Homelite is a world leader among chain saw manufacturers.

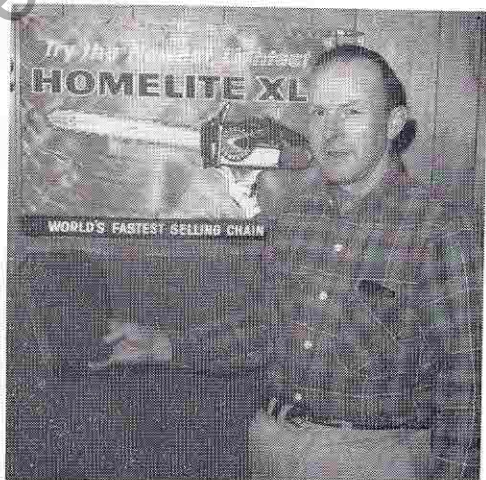
Homelite salutes each of these fifteen-year dealers and thanks them for their contribution to this success story. Because we have such progressive, loyal and enthusiastic dealers, we were able to attain this position of leadership. We hope that your success and ours continues at an ever increasing rate during the years ahead.



Ray Oliver, 15 year Homelite dealer of Montgomery City, Missouri, proudly displays the plaque which was presented to him by the St. Louis District. He was one of the first in the area to sell Homelite chain saws.



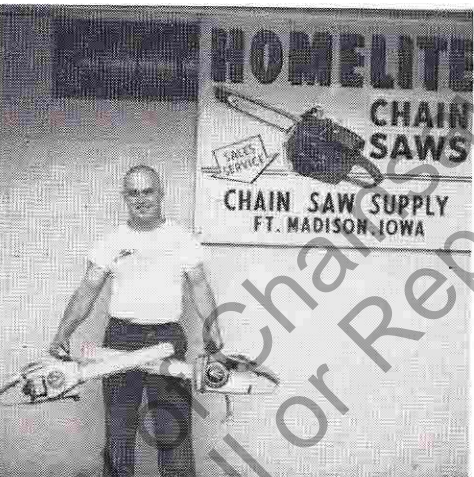
Gus Tegthoff, St. Louis Salesman, presents a plaque to Mrs. O. J. Trettner, who, with her husband, owns and operates Murphysboro Tractor and Equipment Co. in Murphysboro, Illinois.



Calvin L. Mackey, 15 year dealer from Chambersburg, Pennsylvania, owns and operates his own saw mill, sells Homelite chain saws to timber and pulpwood cutters, farmers and orchard owners.



Punch Brown, at left, owner of Punch Brown's Garage in Bethany, Illinois, accepts his 15 year plaque from Walter Geronimo, Salesman. District Manager Lee Niemiec was also present to take the picture.



Tim Hull, owner of Chain Saw Supply of Fort Madison, Iowa, is another 15 year Homelite dealer. Here he proudly displays an XL-101 and an X1-103 in front of the large Homelite sign on his shop.



Fred Homeyer, at left, owner of Homeyer Welding & Machine Shop of Owensville, Missouri, receives his 15 year plaque from Dieter Lorenscheid, St. Louis Salesman. Lee Niemiec is again the photographer.



Chu Bessler, at left, Grand Rapids, Michigan, Salesman, and Mr. A. Gruettner, at right, former Detroit District Manager, both congratulate 15 year dealer Howard Thiel of Scottville, Michigan.



Al Pope, at left, Sales Representative for Southern Indiana, presents a 15 year plaque to Mr. Jake Scamahorn of Scamahorn Implement Co. of Rockport, Indiana, in front of his bright Homelite display.



Ralph Silsby, left, owner of Silsby Implement Co. of Mason, Michigan, and his Parts Manager Roscoe Griswold, center, accept their 15 year plaque from Mr. A. Gruettner, former Detroit District Manager.

# SING A SONG OF HOMELITE

by Edward G. Dickson



Painted in bright colors, red, yellow, green and blue, this truck belonging to Hodges Bike Shop is a rolling billboard for the store.

Each year about 1,000 chain saws are serviced at Hodges Bike Shop in Florence, Ala., the Homelite dealer in the Muscle Shoals area of northwest Alabama. But a lot more people than his regular customers know R. T. Hodges, the owner, because he's a frequent "performer" on television and radio. In fact, Mr. Hodges has become accustomed to being hailed by strangers, people who have seen his TV appearances.

More than four years ago, Mr. Hodges decided to try singing commercials of his own composition on radio to promote his chain saw and lawnmower sales and service. He could play a guitar—he had picked up this ability as a boyhood hobby—so he decided to play the tunes for the commercials, too. The radio commercials led to TV commercials, and he now is a familiar figure on TV screens in the area. The hill-billy style jingles which he sings on his broadcasts all tell pretty much the same story to the customer: get down to Hodges and buy a new Homelite chain saw. He doesn't read music, so he just improvises the tune as he goes along. For example, here is a typical jingle written by Mr. Hodges to advertise his Homelite line:

"The cold, cold wind is blowing—it's gonna get cold tonight. I'm gonna have to cut some wood, gonna buy me a little Homelite. The little Homelite 101 is the chain saw for you: So go on down to Hodges—he'll show you what they'll do. Just do away with that heavy saw and buy you something light. So go on down to Hodges and buy you a little Homelite."

Getting into TV with these singing commercials required a little attention to his costume, too. For his Homelite commercials, he wears a woodcutter's jacket.

The radio commercials are put on records. The TV commercials are taped at the local television station. He also has pro-



Trying out a commercial for Homelite chain saws which he composed himself, Mr. Hodges dons his woodcutter's jacket for "atmosphere."

duced a film in a lawnmower demonstration which he uses occasionally on TV.

Demonstrations, he says, are important in selling almost all kinds of outdoor power equipment. He keeps a wood pile behind his shop where he can demonstrate to an interested customer just what a chain saw will do. Also, adjacent to the store is a "patch of weeds" on which he can demonstrate a lawnmower.

Mr. Hodges is a strong believer in advertising. His business brings in around \$100,000 a year and he spends some \$5,000 on advertising, getting some of that back in "co-op" funds from the manufacturers he represents.

The radio commercials, he has found, are most productive when used in the morning hours. TV commercials are most effective at night.

Then, there's his truck, which is literally a "rolling billboard." It may be seen anywhere in the Muscle Shoals area. The truck is brightly painted with red, yellow and other colors. One feature is a silhouette sign on the top of the truck representing a chain saw. Mr. Hodges' shop is, in itself, a good advertising medium. It is located at what is called "Seven Points North" in Florence, an intersection where seven different streets come together. The shop is often used by residents as a landmark for giving directions to strangers. Mr. Hodges has a profusion of products names on the store exterior to attract attention.

Oddly enough, bicycle sales have become only a minor part of his business, but he likes to retain the firm name—Hodges Bike Shop—because he feels the community associates him with that name. Then, too, there may be a sentimental attachment, because bicycle repairing put him in business when he was only 14 years old—he operated a bicycle shop after school.

# NEWS OF MEETINGS AND CONTESTS



A group picture of the Dealer Meeting held by the Omaha District in Des Moines, Iowa, was taken at the Holiday Inn South on December 7, 1967. Over 75% of the dealers in the area attended the successful one day meeting and dinner.



Omaha District Manager Jim Harmon, at left, presents Bob Thomas, of Thomas Saw Service, Council Bluffs, Iowa, with a 100 Club Award.

## DEALER MEETING IN DES MOINES

Two fine dealer meetings were held by the Omaha District in December, one in Omaha and one in Des Moines, Iowa. The purpose was not to introduce any new models or any big promotion. It was to honor the dealers for the fine job they had done during the fall selling season. District Manager Jim Harmon made special 100 Club Awards to Bob Thomas, of Thomas Service, Council Bluffs, Iowa; Merrill Hunter of Everett's Magneto, Oskaloosa, Iowa; Bruce Howell of Bruce Engine, Des

Moines, Iowa. Everett's Magneto has received the award for four consecutive years.

Service problems were discussed. Questions about products and procedures were answered during the meetings. Then a fine banquet gave a chance for the dealers to exchange ideas and get to know each other and the District personnel in an informal setting.

## ST. LOUIS CONTEST WINNERS

The grand prize for the St. Louis Fall Sales Contest was an RCA Home Entertainment Center, won by Mr. and Mrs. Knight of Knight's Implement, Meredosia, Illinois. Robert E. Anthony, Homelite's Manager of Field Sales, made the drawing from the warranty cards. Consolation prizes were awarded to the senders of the next four cards drawn, Laverne Ross of Kahoka, Missouri, John Lantz of Lantz Tire Supply, Kirksville, Missouri, Roy Johnson of Raymondville Hardware, Raymondville, Missouri and Doc Tellman of Tellman Sport Sales, Belle, Missouri.



Mr. and Mrs. Leon Knight of Knight's Implement Co., Meredosia, Illinois, flanked by St. Louis District Manager Lee Niemiec at left and Salesman Walter Geronimo, at right, pose with their RCA Home Entertainment Center.

## ROSE BOWL TRIP FOR MINNESOTA COUPLE



St. Paul District Manager E. S. Spencer and his wife, at left, and Mr. and Mrs. Easterlund set off for their trip to the Rose Bowl Game.

For the second year, the St. Paul District has awarded a trip for two to the Rose Bowl Game to the winner of the drawing after the Fall Sales Contest. Drawn from all the warranty cards sent in between September 5 and December 15th, was one from Mr. Allen Easterlund of Le Seuer, Minnesota.

The Easterlunds were accompanied on their all-expenses paid trip by District Manager E. S. Spencer and Mrs. Spencer. They enjoyed the Rose Bowl Parade and the game as well as side trips to Disneyland, Universal Picture Studios, the Santa Anita Race Track and a visit to the Lawrence Welk Show. The weather was beautiful, after a stretch of sub-zero Minnesota weather, to add to the enjoyment of the trip.

## CUSTOMER SELLS A FRIEND



Craig Mellon, XL-101 owner, poses with some of the firewood he cut with his new Homelite chain saw.

After only one week of owning his new XL-101 chain saw, a customer, Craig F. Mellon of Lebanon, Connecticut, felt moved to write us a letter. Here are some excerpts from it:

"I have used the saw continuously from sun up to sun down. Many of the neighboring farmers with whom I am friendly, have come to my farm to see what all the noise was about."

"One neighbor boasted of his saw, which was about 15 years old and had given him continuous, dependable service. When he lifted the XL he suddenly realized the difference between being tortured all day and the ease of sawing wood without going to bed at night and having every muscle in his arm ache. It was hard for me to take the saw away from him!"

"The result was that my neighbor went to the local Homelite dealer, Kahn Tractor and Equipment in North Franklin Connecticut, traded in his old saw at a fair price toward an XL-103 and now he's boasting that his saw is twice as fast and almost as light as mine."

"Incidentally, Mr. Kahn is a personal friend of mine and if he sells something he will take good care of it. His salesman, Bill King, can tell you anything you wish to know from A to Z about chain saws."

"My neighbor and I are both very happy with our new Homelites and want you to know that you have just gained two very satisfied customers. Thank you."

Thank you, Mr. Mellon.

## CHAINS HIS VALUABLES

How's this for quick thinking?

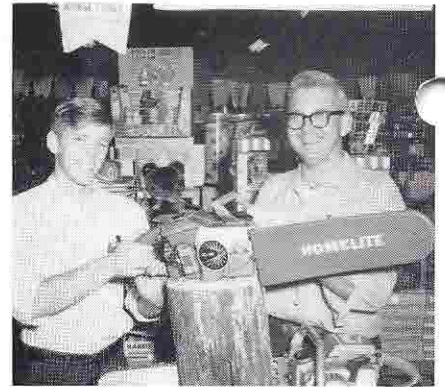
After thieves broke in and made off with four chain saws, the incident was capitalized on in a positive way by Jacklin Seed Co., Homelite Dealers in Dishman, Washington.

The following ad was run in the local paper: "EVERYONE IS AFTER OUR SAWS. BECAUSE THIS MERCHANDISE IS SO HOT TO HANDLE—WE'VE JUST HAD TO CHAIN THEM DOWN TO KEEP SOME ON HAND. BETTER HURRY IN . . ."

FEBRUARY, MARCH, 1968

## STUDENT TRAINS WITH HOMELITE DEALER

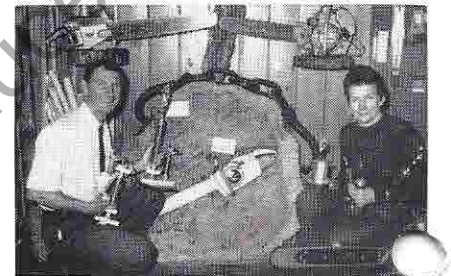
Tim Michel, left, is being trained to sell and service Homelite saws by Pat Cole, Homelite Dealer.



Tim Michel is one of 35 high school students, members of COE who are taking on-the-job training through the cooperation of Aurora, Missouri, business men. Tim chose to work for Homelite Dealer Pat Cole, owner of Western Auto Store. In his training Tim is learning to wait on customers, stock shelves, change tires etc. He plans to attend college, and he hopes to use this training to help with his college education. Maybe, then, he'll think about being a Homelite dealer himself.

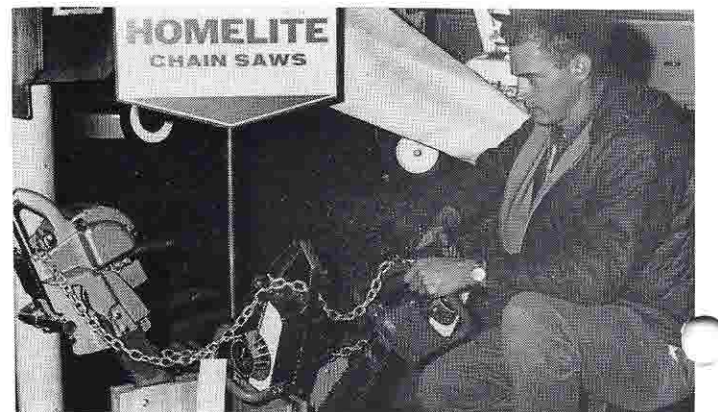
## HOMELITE DEALER IS TOP BUSINESS WOMAN

San Francisco District Manager Robert Glidden points out a few of the trophies won by Mildred Buel for Sales and Cutting contests.



Successful Homelite Chain Saw dealership's are not limited to men. Mildred Buel, owner of Buel's Sales and Service located on the shores of beautiful Lake Tahoe in California, is the perfect example. Mildred became a dealer in 1966. Since sales quotas have no consideration for sex, Mildred was issued a tough quota for her area.

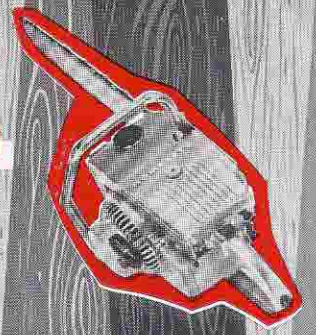
Using all the available Homelite help, plus being a good business woman, Mildred has exceeded her quota both years. Lake Tahoe is located at a 7,000 foot elevation and has a five months snow pack. Not to be short seasoned by snow, Mildred sells approximately 500 cords of fire wood a year and is now very successful in selling Snowmobiles.



SAWDUST



# SAWDUST

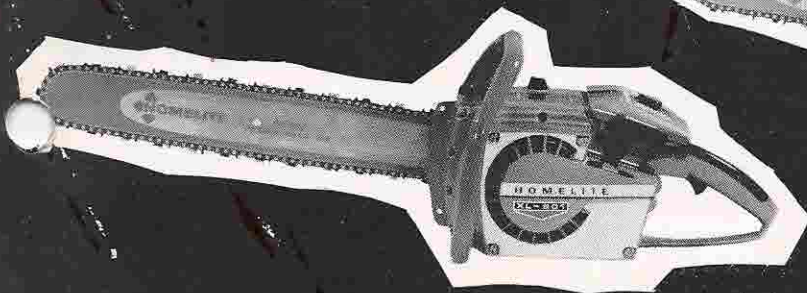
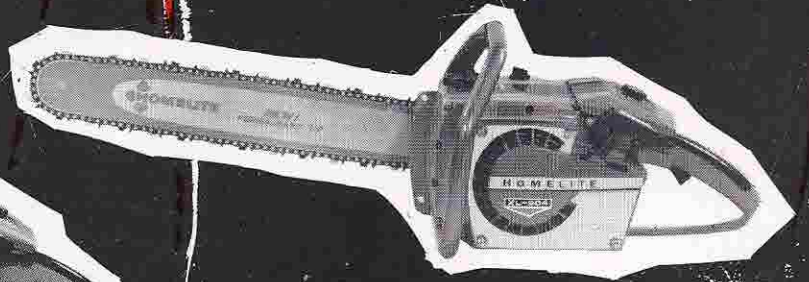
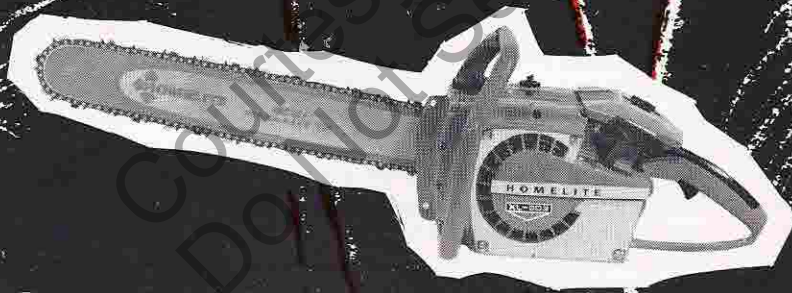


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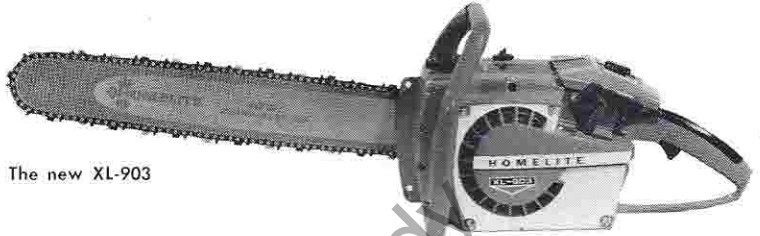




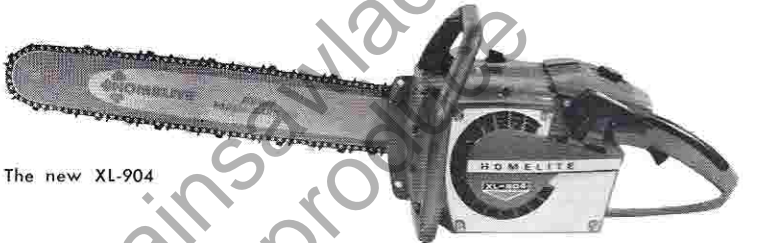
## NEW XL'S ARE THE GREATEST YET



The new XL-901



The new XL-903



The new XL-904

**THE COVER...** It's a real 4th of July Celebration for Homelite dealers this year with the introduction of a great new series of saws, the XL-900 series. Homelite is using a numbering system that indicates major features (similar to the XL-100 series.) The XL-901 is the standard displacement version. The XL-903 has extra displacement and power, compression release and automatic oiling. The XL-904 has solid state ignition, automatic oiling, compression release and extra displacement and power. See the story on this page for a more complete run down on the new saws—and have a bang-up summer with lots of sales action.

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Number 137 April, May, June, 1968

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A new series of Homelite chain saws is being introduced in all parts of the country which Robert S. Kennedy, Vice President, Sales, considers the most dependable, trouble-free engine "family" Homelite has ever produced.

The XL-901, XL-903 and XL-904 have some great new features: The fuel tank parts are now screw fastened. There's a new simplex starting system. Pushing one single control, produces a "triple action" starting setup.

- The new choke location, on the left side, makes it easier to operate the choke during warm-up.
- Smoother Performance is achieved with New Lightweight Piston which produces better engine balance (a new low in vibration) plus increased acceleration and reduced wear without sacrificing strength or durability. The improved Handle Bar Mounts contribute to a smoother "feel."
- Easier Handling is achieved by positioning the new manual oiler in a more "natural action" location, and providing a larger, more comfortable, more accessible button. A larger discharge line makes it easier to push, too.
- Longer Engine Life is assured because of the new "Full Power" carburetor which provides extra fuel and lubrication during peak RPM operating conditions, acts as an automatic governor to prevent "no load" overspeeding and produces cooler running at "high end" RPM. There's a new Full Contact Clutch, too, with shoes of R112 "high density friction bronze", a new Fuel Line Location which improves access and protects the fuel line; a new Wrist Pin Design and a relocated Fuel Tank Vent.
- The new XL-900 series looks different too. New name plate, decals and trim treatment give these new models a "fresh look."
- In addition, they retain the outstanding features that have made Homelite tops in the chain saw industry: light weight, low profile, faster cutting, custom made components, exclusive solid state ignition, positive displacement, shaft-driven oiler.
- Remember, too, Homelite provides a nationwide sales and service network so that quality and service go hand in hand.
- Advertising literature, in-store promotional materials, parts books, etc. will be available very soon to help you promote these outstanding new saws.

# HEATED HANDLES FOR CHAIN SAWS



Mr. Alfred Olson of Guthrie, Minnesota, shows his patented chain saw hand warmer fitted to a Homelite saw.

It gets very cold in Guthrie, Minnesota during the winter, and often men are out using chain saws in below zero weather. Mr. Alfred Olson, of that city, devised a fine way to heat the handles of a chain saw by diverting part of the heat from the exhaust through both handles.

He uses copper and bronze tubing and fittings, and provides cocks to regulate the heat as shown in the picture at left. Two Homelite saws were fitted out with this device which can be attached in 20 minutes. One was used by men working on the pipe line which is being built from Canada to Michigan, often in 30° below zero cold. One man who used the saw said he didn't know how he ever got along without the heated handles.

Anyone interested in learning more about this patented device, which would make using a chain saw in winter in the cold regions of the country a more comfortable task, should get in touch with Mr. Alfred Olson, Guthrie, Minnesota.

## BEWARE OF IMITATIONS

In some parts of the country, Homelite dealers have been receiving punched cards emblazoned with an open book labeled, "Classified Listings". They look very authentic, even though the fine print on the back is hard to read and some dealers have sent in their checks expecting they would be listed in the telephone company Yellow Pages or a similar broadly distributed advertising service. They won't be! These companies have nothing to do with Yellow Pages.

According to an article which appeared on June 6th in the Wall Street Journal, "The success of this fraud depends upon the recipient's rapid reading of the statement." The full text of the article is being sent to all Homelite dealers.

As many as 20 of these misleading solicitations may be in operation at once, mailing to addresses often copied from real phone books—millions of punched cards or slips resembling

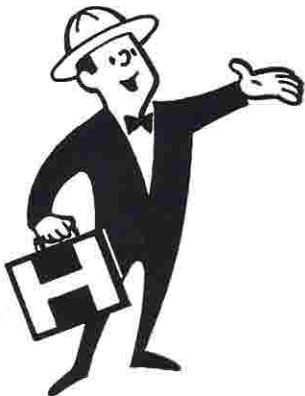


The symbol at the left is not used by the Yellow Pages organization. They use the one at the right. Be sure to read all the small print and know all the facts before sending money to a directory.

phone bills in typography and format.

Some of the dealers who received these letters and were misled into sending them money have written in to Homelite for a co-op rebate which we are not able to give them.

Please be sure not to be taken in by these letters if you receive any. Read the small print carefully and notice the difference between the symbol they use, as shown here, and the authentic Yellow Pages symbol. If you are in any doubt about this, contact your local postal authorities.



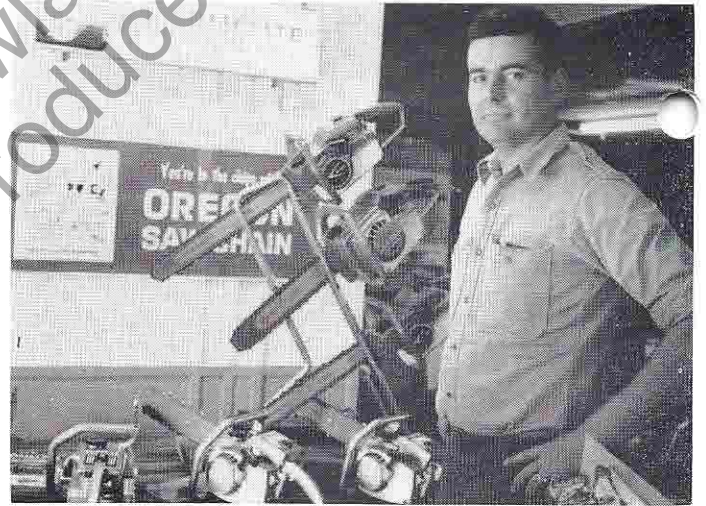
As a new feature in Sawdust, we propose to offer for a limited time offer one advertising specialty each month as an extra added inducement. During July and August, there will be a 10% reduction in the price of the sturdy carton cutter shown here, #210, with its Homelite imprint. A plastic safety guard protects hands from the razor blade. They're a fine bargain at .35 cents a piece in lots of 100. During these two months, they will cost the dealer only \$31.50 per hundred.

## Specialty of the Month



Carton Cutter is Bargain of the Month

# NEW HAMPSHIRE DEALER HAS BUILT REPUTATION FOR SERVICE



Mr. Jim Johnson, Manager of the Small Engine Division of R. N. Johnson, keeps a complete display of all the Homelite chain saws that are popular in his area of Southern New Hampshire and Vermont.



Joan Chickering, at desk, is one of five employees in the office of R. N. Johnson, Homelite dealer in Walpole, New Hampshire. This bustling hardware and farm equipment company employs about 50 people altogether.



Marie Frenette, Secretary and Office Manager of the Small Engine Division, and Dick Sweeney, Mechanic and Parts Man, had many kind words to say about the cooperation they get from Homelite.



R. N. Johnson, founder of this busy, well-known company, gives all of his attention to a customer. He has built a reputation for service and quality merchandise in his nearly forty years in business.

Back in 1929, R. N. Johnson started a small business on his farm in southern New Hampshire selling tractors and other farm equipment. Over the years, his business progressed so much that he had to move it out on the road; and in 1941 he bought a large building outside of Walpole, New Hampshire, and added hardware, lawn and garden equipment and more lines of farm equipment.

Today, R. N. Johnson runs a very large business which employs forty or fifty people and draws customers from miles around. Mr. Johnson has been a Homelite dealer since 1950—one of the very first chain saw dealers in the area. Three years ago, the small engine division of the company, (chain saws, lawn and garden tools, lawnmowers and small tractors,) was moved into a fine new building of over 13,000 square feet, just across the road from the main building. Mr. Johnson's son, Jim, is in charge of this division, and was able to fill us in on the way they operate their business when we visited him recently.

Luckily, there was a slight lull in the number of customers, so we could get his full attention. Evidently, this was a rare situation! Jim Johnson runs his division with the help of Dick Sweeney, his mechanic and parts man, and Marie Frenette, girl-of-all-work, who is Secretary, Office Manager, Parts Orderer, plus many other things.

Their Homelite business continues to get better every year. Actually, most of their customers, about 90%, are occasional users or farmers. There are some logging operations in this Connecticut River Valley area, but not many. Their customers all appreciate the Johnson motto "We fix any Homelite saw while you wait." This means having a complete stock of spare parts and it evidently pays off.

"We still get an occasional 20 MCS in for repair and we can still fix it," said Jim. "But the XL-101 series has certainly brought us terrific sales this year."

Jim is so busy at the shop from 7 a.m. to 5:30 p.m. six days a week, that he hasn't been able to attend any dealer meetings, to his disappointment. He thinks that Homelite chain saws are so well designed that they're easy to work on, however.

When we didn't see much of a stock of saws in the showroom or warehouse, Mr. Johnson explained that, because of several robberies last year, he now hides the extra saws under desks and counters. Strong night lights and double locks on all doors also discourage would-be robbers.

A forty year reputation in the area for fair-dealing and efficient service have made R. N. Johnson a trusted name in southern New Hampshire and Vermont. His son seems to be living up to the family reputation in a big way.

## HUNDRED-PLUS DEALERS HONORED BY NORTH ARLINGTON DISTRICT



Vic Collins, at right, and his son Ray, of Northfield, New Jersey, proudly hold up their 100 Plus Plaque. They have been Homelite dealers for almost 10 years and were featured as Dealers of the Month in Sawdust in May of 1961.



Richard Sidon, North Arlington District Manager, at left, presents a 100-Plus Plaque to Hank Gerow of Eastern Chain Saw in Bethlehem, Pennsylvania.

The 100+ Club for Homelite dealers was established in the North Arlington District and plaques were awarded for the first time in 1968.

The purpose was to recognize those dealers who had sold 100 chain saws or more in one year. It is felt by Richard Sidon, North Arlington District Manager, that the 100+ dealer plaque placed conspicuously in a dealer's shop serves two purposes. It is not only a token of recognition to the dealer by Homelite of a fine selling job, but it also gives assurance to the customer that he is buying from a top Homelite dealer.

In the year 1967, from January to December, 13 of the North Arlington dealers sold 100 or more chain saws, and each of these dealers received a plaque. Mr. Sidon announced that this would be an annual award from now on. He also noted

that this award is only for chain saw sales. Other units sold are not counted.

The following dealers are now members of the 100+ Club:  
In New Jersey: Vic Collins & Son of Northfield and Dover Supply Co. in Bayville.

In New York: Dedrick Power Equipment Co. in Stone Ridge; Freeport Equipment Sales & Rental, Inc. in Freeport; Carl R. Kenyon in Warrensburg; McHale's Chain Saw Co. in Port Leyden; Pettit & Sons Equipment, Inc. in Ballston Spa and Suffolk Contractors Equipment Co. in Selden.

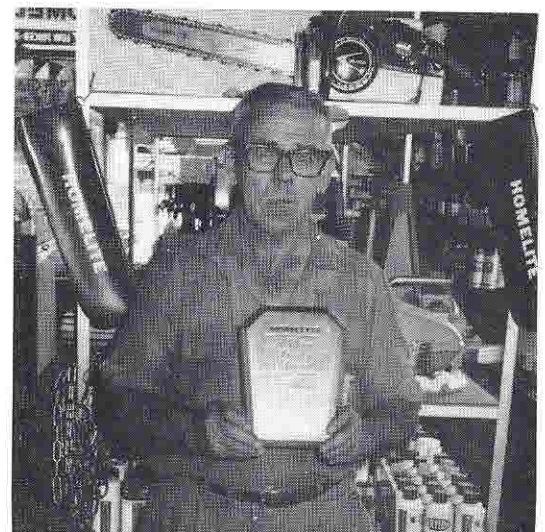
In Pennsylvania: Asplundh Equipment; Eastern Chain Saw Supply Co. in Bethlehem; Hazelton Chain Saw Co. in Hazelton; Joseph M. Heickelbeck in Honesdale and Quaker State Equipment in Harrisburg.

## VETERAN DEALER RECEIVES PLAQUE

C. P. Long, owner of C. P. Long, Inc. of Jonestown, Pennsylvania, may now be the proud possessor of a 15 year plaque, but he's really been selling Homelite's since 1949 when he handled the Homelite 26 LCS chain saws as a sub-dealer. He became a dealer in his own right 15 years ago, and he's been a real Homelite booster from the beginning.

Mr. Long is a busy man. In addition to being a Homelite dealer, he is also an International Harvester, Cub Cadet and Scout dealer, and he also owns a Sunoco Service Station next door to his farm equipment business. According to Bob Hood, Homelite Salesman who presented Mr. Long with his 15 year plaque, he does a good job selling, servicing and advertising Homelite.

C. P. Long, of Jonestown, Pennsylvania, holds his 15 Year Dealer Plaque at right.



# TOP CALIFORNIA DEALERS WIN DISTRICT 13 PRIZES

Every year, Robert Glidden, District Manager of District #13 in South San Francisco, California, runs a sales contest, complete with quotas and very substantial prizes; and every year about this time "Sawdust" features the pictures of as many of the winners as possible.

The prizes ranged from \$50 U. S. Bonds, to \$500 U. S. Bonds and a top prize of \$1,000 was awarded on the basis of excellent sales service and dealer-customer relations.

The dealers are grouped into five divisions and 1st, 2nd, 3rd and 4th place prizes were awarded depending on the per cent of sales over quota.

According to Mr. Glidden, "the real winner in these contests is District #13 . . . for having dealers such as those shown on these pages. Many of them are winners, year after year, each time trying to better their last year's record. It's this great enthusiasm that makes the whole thing so exciting."



Veteran Homelite dealer Gene Dupont of Quincy, California, receives the top prize in the 1967 Sales Contest from Robert S. Glidden, District Manager. He won over terrific local competition by turning in a record of excellent sales, service and dealer-customer relations.



Marvin Larren, at left, and John Orenich, at right, of King City, California, receive \$500 worth of U.S. Bonds from Bob Glidden, District Manager.



Dick Dodelin, at left, of the Sacramento Branch, hands over a prize to Larry Taylor of Larry's Saw Shop in Citrus Heights, California.

## DEALER MEETING AT LAKE TAHOE

A very successful dealer meeting was held by the South San Francisco District recently at Lake Tahoe. Robert S. Kennedy, Vice President, Sales and General Sales Manager, was present to introduce the XP-2000, the big, professional saw designed especially for the West Coast with its huge trees.

The dealers had a chance to try out the new saw "which is 2000 years ahead in time, but available now" according to Robert Glidden, District Manager.

Red Houston, at left, Harry Parsigian and Tom Taylor say their say at the recent dealer meeting at Lake Tahoe, held by District 13.

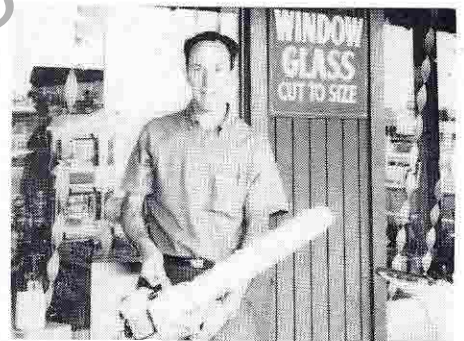




Busy Mr. Glidden, at right, has a big prize for "Pres" Franklin of Franklin's Saw Shop, Susanville, California, for exceeding his quota in the contest.



Ron Sanford is another one of the California dealers who exceeded his quota last year. His well-stocked shop is called Gridley Growers of Gridley, California.



Phil Moeszinger, who is the owner of Pioneer Hardware in Folsom, California, came in 3rd in Division V in his very first year as a Homelite dealer.



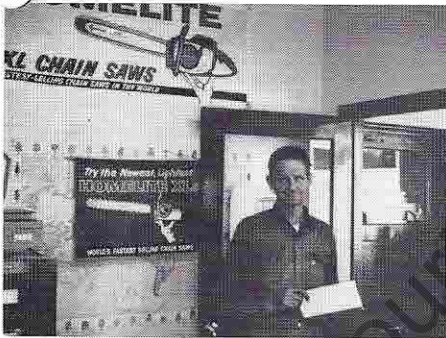
Bill Wright, at left, co-owner of Wright's Garage in Lodi, shown receiving his prize from Mr. Glidden, is a big man both in physical size and in sales as well.



Jovial "Al" Hitchcock, of Hitchcock's Garden & Tool in Campbell, California, came in 1st in Division I and is congratulated by his old friend District Manager Glidden.



Clem Stroup, center, owner of Stroup's Chain Saw in Redding, California, poses proudly with his prize between Secretary Betty Robinson and Head Mechanic Glenn.



Wes Hogal, owner of Arrow Equipment in Tracy, California, took 1st place in Division IV with a record 226.7% of quota, which is a very fine showing in any contest.



Bob Brown, at left, and Russ Lynn of Felton Hardware in Felton, California, are the proud recipients of some U.S. Bonds for coming in 4th in Division I in the contest.



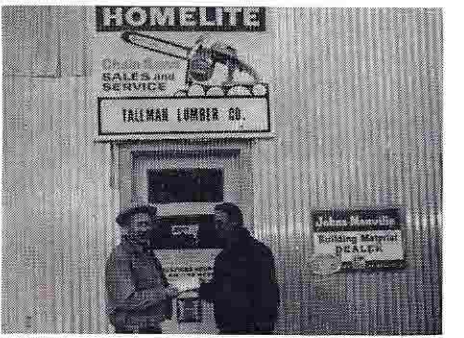
Jim Ash and his son Jim, Jr., were 3rd place winners in Division II. They look over their prize with pride in their shop in Salinas, California. Young Jim is a real help in the business.



Mr. and Mrs. Dave Stilleke, of Soquel, California, achieved 207.6% of their quota to take 2nd place in Division V. It was their first year with Homelite.



Romeo Rosaschi, at left, owner of Valley Building Materials in Yerrington, Nevada, receives his prize bond from Dick Dodelin of the Sacramento Branch.



Another Nevada dealer, John Tallman, of Tallman Lumber in Winnemucca, is given his prize U.S. Savings Bond by Dick Dodelin.

# RETIREE'S HELPER

Mr. Percy Melis of Salem, Oregon, is certainly proof that life can be more interesting if you retire with a Homelite. He was formerly supervisor of the Kaniksu National Forest of Idaho. When he retired four years ago, he acquired a Homelite XL-12, and he has had fun cutting wood for himself, his neighbors and his relatives. Since his bowling activities have diminished, he is now using his bowling ball bag to carry his gas, oil, and tool kit.

"I have become more proficient with my chain saw than with my golf club," he admits, "but I still enjoy golfing, too."

Mr. Melis, who is the father-in-law of Homelite Salesman Al Blindheim, of the Seattle area, finds that his XL-12 keeps him busy without tiring him out, and he's enjoying retired life more than he ever thought he could.

Mr. Percy Melis checks his XL-12 before going out to cut some firewood for a neighbor. His tools, gas and oil are in his bowling ball bag.



## HELPING OTHERS PAYS

Carl J. Peetz, of Roseburg, Oregon, has real interest in helping the young men in his community. He, more than any other Homelite dealer we know about, has taken advantage of Homelite's policy of providing new saws at half price for lending to schools and groups such as Future Farmers of America and 4-H.

This year he has given or loaned three XL-102 saws to the forestry department at Umpqua College and to two F.F.A. chapters in Roseburg. Mr. Peetz feels that in showing these young men how to handle chain saws and how to maintain them, he is giving them practical education and help. It's good advertising for the Carl J. Peetz Saw Shop, and for Homelite too, for he always rates a story and a picture in the local papers.

## FATHER'S HELPER



Mark Hagan, aged five, has no trouble at all holding the XL-101 in the Homelite shop of his father, James Hagan, in Whitesville, Kentucky.

When his father, James W. Hagan of Whitesville, Kentucky, was very busy one day this spring, young Mark, aged five, decided he'd have to pitch in and help. His three older brothers, (who were pictured in Sawdust in 1961 before Mark was born) were all busy at school.

Between Mark and his father, six Homelite saws were sold in one day. The XL-101 is just a nice size for Mark to hold and display, and he's already planning to be a Homelite dealer when he's old enough.

APRIL, MAY, JUNE, 1968

## FIFTEEN YEAR PARTNERS



Bill and Helen Sweeden, at left, and Ronald and Anne Archer have been partners and Homelite dealers for 15 years and have the plaque to prove it.

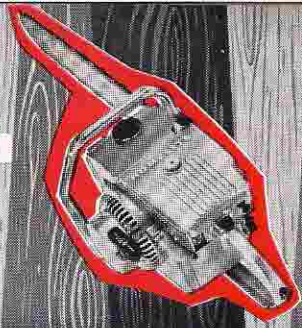
A 15 year plaque is a big honor, and when it's awarded to two couples who have been partners for those 15 years, it's a real occasion. Bill and Helen Sweeden and Ronald and Anne Archer are partners in West-Arkansas Equipment Co. in Russellville, Arkansas. They do a great job for Homelite, not only in selling large numbers of saws each year, but in the efficient and businesslike way they operate.

To celebrate, District Manager Bill Bedford, of the Memphis District, took them all out for a dinner at a fine restaurant.

SAWDUST

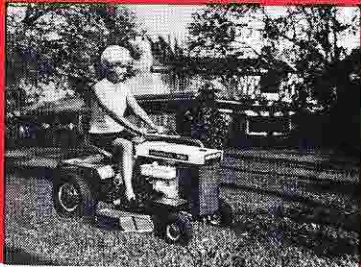


# SAWDUST



Published by **HOMELITE**® A **textron** DIVISION — PORT CHESTER, N. Y.—GASTONIA, N. C.—GREER, S. C.—JULY, AUGUST, SEPTEMBER, 196





## PEOPLE MAKE THE DIFFERENCE

It isn't enough to make the world's fastest selling chain saws—the XL's. Homelite also wants to be sure that every person in the country who *uses* a chain saw, *should use* a chain saw or *could use* a chain saw, hears about the XL's, visits a dealer's shop to see the line and is given a demonstration.

So this fall, Homelite is going all-out to bring a stream of traffic into dealers' shops. In addition to extensive advertising in leading publications and on Spot TV here are some of the new programs:

The Homelite Instant Sweepstakes Contest, being introduced in the October FARM JOURNAL;

An Open House Special Kit . . . everything necessary to brew up a real old-fashioned kaffe-klatch;

Dramatic TV Coverage . . . Homelite commercials to be featured on the Huntley-Brinkley Report during October and November.

These three programs will bring in the people . . . no doubt about that. Then, it will be up to *you* to tell them the facts about the complete line of Homelite chain saws; to demonstrate their lightness and power; to emphasize the quality of both the product and the service *you* will provide.

When it comes right down to it, *you* make the difference in the way you take advantage of the opportunities which are being offered in the months ahead. Get set for the greatest sales in your career as a Homelite dealer.

**THE COVER...** Homelite announces two new products for fall, a line of snowmobiles and a new more powerful Yard Trac. Dealers in the North and the South will have something new to show to all those loyal Homelite chain saw customers and to all the new prospective customers who will be hearing about Homelite this fall, in magazines, on radio, on TV and in local papers all over the country.

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Number 138 July, August, September, 1968

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## SWEEPSTAKES CONTEST

### As advertised in the Farm Journal

**INSTANT PRIZES!**  
(No purchase necessary)

All you have to do is remove the card and wash it gently in water. Find out right now if you're an instant winner of a new Dodge pickup truck! Or any of these prizes:

- 5 Homelite XL-101 Chain Saws
- 50 Portable radio/phonographs
- 2,500 Columbia record albums
- 50,000 full-color Rand-McNally maps of the world

And if you don't win an Instant Prize, you're eligible for the Bonus Sweepstakes.

**INSTANT SAVINGS!**  
From \$5.00 to \$50.00!

You can save from \$5 to \$50 on your purchase of a new Homelite XL Chain Saw! The "Instant Savings" portion of the coupon tells you *now*... how much you can save. Just wash it gently in water. *Everyone* wins an Instant Savings! Take the coupon to your Homelite Dealer, look over the wide choice of XL's he offers, choose the one you want, then save the amount shown on your "Instant Savings" coupon!

**BONUS SWEEPSTAKES!**  
(No purchase necessary)

Take the Bonus Sweepstakes coupon to your Homelite Dealer. You can win one of these big prizes:

- New Dodge pickup truck
- 2 RCA Color TV Sets
- 5 RCA Stereo Consoles
- 500 RCA Transistor Radios

Over 3 million prime chain saw prospects will see the announcement of Homelite's Instant Sweepstakes Contest in the October issue of the FARM JOURNAL. There will be an official Sweepstakes entry blank in each magazine and a complete list of Homelite chain saw dealers (divided into 19 different areas) on the page that follows the double-spread full color ad.

With Homelite Instant Sweepstakes, your customers and prospects have three ways to win. First with Instant Prizes, second with Instant Savings and third in the Bonus Sweepstakes Drawing. In every case, contestants must bring their Sweepstakes cards to you to qualify.

(In most states, the Instant Sweepstakes promotion is completely legal. Five states, Wisconsin, Connecticut, Missouri, Kansas and Nebraska, limit all or part of the contest. Your District Manager will advise you in such cases.)

You'll receive a colorful broadside which takes you step by step through each phase of the program so that you understand what it is and how it works. This makes a fine wall poster, for the reverse side features all nine XL saws. You'll also be given a large counter card with a slot for Bonus Sweepstakes tickets, a simplified instruction sheet and a pad of sweepstakes entry blanks.

This is a profit building program for you with a surprise chance for you to win a prize for yourself and your wife. Find out all about it from your District Representative and get all ready for a busy fall season.

# OPEN HOUSE SPECIAL

Holding an Open House is easy—if you have everything you need on hand without having to rush all over to get a table here, a coffee-pot there.

The Open House Kit, which can be ordered from the District Representative, has all the basic equipment for a successful and highly profitable party. There's a fully automatic Tricolorator Party Perk 12-42 cup coffee maker, which assures plenty of delicious, piping hot coffee. Just add coffee and water, wait for the Redi-lite and serve.

There's a Fold "N" Roll Versa-Table to put it on, too. When fully opened it is fine to use as a serving cart. It can be converted to other uses by locking it in various positions. Size—open: 26" long, 32" high and 18" wide.

There's also a sample Hostess Coffee set, consisting of a 2 to 4 cup rangetop coffeemaker and a beautiful Hot Trayette, which your customers can order for just \$5.00 (The coffeemaker alone for \$1.50.) 100 order forms are included in the kit.

There are ad mats to use in announcing the Open House and 12 colorful posters to put up in your own and other shops around town. There is a supply of Registration tickets, too, if you want to have a prize drawing during your Open House.

The Open House Basic Kit, with a retail value of \$54.85, costs the dealer only \$25.00. Additional items, such as "Homelite" coffee cups and napkins, Open House banners, pennants, buttons, bumper stickers and world maps to use as prizes, can be ordered from the District Office.



Everything you need for a successful Open House, comes in the special Open House Kit.

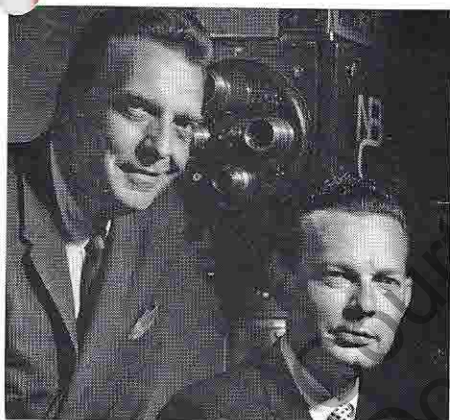
## HUNTLEY-BRINKLEY TV SPOTS

The Huntley-Brinkley Report, leading news program on TV stations all over the country, comes on the viewers' screens in the prime early-evening hours. Millions of people listen to this program which covers about 99% of the stations in all 50 states.

On October 2, November 15 and November 27, Homelite will have opening bill-board identification on the Huntley-Brinkley Report. Homelite commercials will run on October 1, 2, 15, 29; Novem-

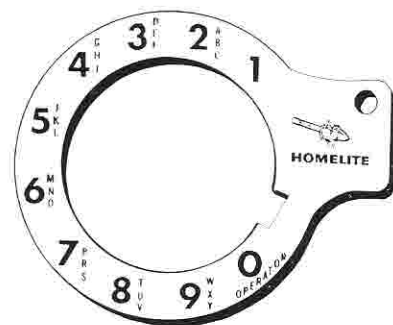
ber 13, 15, 26, 27; December 2.

In this exciting election year more people than ever will be tuning in on the news. They'll see the colorful and exciting Homelite chain saw commercials and they'll be directed to ask for a demonstration from their nearest Homelite dealer. Be sure to watch the Huntley-Brinkley Report on those dates so that you can talk about it with the new prospects who will come in to see and buy the Homelite XL chain saws.



### Specialty of the Month

The Advertising Specialty shown here, a white giant-number telephone dial, complete with colorful Homelite imprint, fits easily over any regular dial. It is being offered at a 10% discount during September and October. The item number is H-245. The price will be \$.20 apiece for the minimum quantity of 150. The unit price will be \$.17 in quantities of 250 and \$.15 in quantities of 500. Dial the right number by ordering a supply of these useful and effective items right away.



# NEW PRODUCTS FOR NORTH AND SOUTH

## SNOWMOBILES



Exploring a glacier is just one of the exciting things you can do in a snowmobile. The young lady in her Homelite Forester and her friend with the Homelite Explorer, take a break to discuss further plans.

A line of three snowmobiles and a new, larger, more powerful Yard Trac are the exciting new products being introduced by Homelite this fall.

Snowmobiles, which are gasoline-powered, tracked vehicles for recreational and commercial use are becoming very popular. Since Homelite has been looking for a product that would allow them to enter the rapidly growing leisure time market, snowmobiles seemed to offer an outstanding opportunity.

The sport of snowmobiling has grown in just five years to such an extent that it is estimated that 200,000 snowmobiles will be sold this next winter. Used for fun and for racing in the snowcovered parts of the country, snowmobiles have opened up a whole new winter pastime. Cottages, far from travelled roads, can now be reached in the winter as well as the summer. Some people even use snowmobiles to commute to their jobs when snow covers the ground.

The Homelite line will consist of three models, the Ranger, the Forester and the Explorer. The Ranger is a small, lightweight, low-priced snowmobile with a 10 h.p. engine and a 12 inch track. Safe and easy to handle, the Ranger will provide fun for the whole family.

The Forester is a more powerful model with an 18 h.p. engine and a 15 inch track. It is great for sport, easy to drive in deep powder snow and in hardpacked snow as well.

The Explorer has a frisky 20 h.p. engine and an 18 inch track. It will carry two adults easily and will pull sleds or skiers for a variety of winter fun and games.

"Smooth, sassy and speedy are all good adjectives to describe the new Homelite snowmobiles" according to Robert E. Anthony, Manager of Field Sales. "We feel that this exciting consumer product will be a worthwhile addition to Homelite's total product picture.

Homelite's Sales and Service District offices in the northern part of the country and on the West Coast will handle the sales

## BIG YARD TRAC



Linda Yusko, who works in Office Services at Homelite in Port Chester, tries out the new Yard Trac for the benefit of the photographer.

and servicing of the snowmobiles. Selected dealers in those areas will soon have the Ranger, the Forester and the Explorer on display.

### New Yard Trac Line For '69

Homelite dealers who handle the Homelite Yard Trac will be glad to know that there are now four Yard Tracs in the line for '69, providing a bigger selection for the customer and more business for the dealer.

The 5 HP, 26" mower, the YT 526, which has been on the market now for almost eight years has constantly been improved and this year is no exception. It comes in two models, the standard with narrow tires and the deluxe with flotation tires. All tires are pneumatic. Both models have a new safety brake, quick action blade stop, easier steering, compression release, a new drive disc and a heavier differential. All these improvements plus a reduced price make the YT 526 a more attractive value than ever.

The all-new 30" rider, the YT 730, has a 7 HP engine which puts it into one of the fastest growing segments of the riding mower market . . . twice as big a market as the 5 HP market. The new model which comes in standard with narrow tires and deluxe with flotation tires, has sturdy tractor styling and incorporates all the new features described for the YT 526.

With an expanded line, Homelite dealers will be able to step up their sales of Homelite riding mowers for 1969.

# HILLBILLIES and HOMELITES

by Paul E. Ratliff

"I live in the Cumberland Mountains where Kentucky, Virginia, and West Virginia crash together in a series of ridges and peaks," said Robert E. ("Bob") Justice, Homelite salesman and technician for Call Hardware Company, Pikeville, Kentucky. "I guess a lot of people picture us citizens of the hills as about one step removed from Daniel Boone—a bunch of rifle carrying feudists with bare feet, overalls, and flop brimmed hats!"

"Why, a Northern visitor recently asked me where all the hillbillies are. When I told him the well dressed people he could see all around him were hill country natives, he didn't believe me! I informed him that Cumberland Mountain citizens are just as intelligent and ambitious as any group of people anywhere in the world—"

Then Bob Justice chuckled.

"I told him that there are men roaming the hills, true enough. But they aren't 'toting' guns, they are carrying Homelite chain saws."

Call Hardware Company occupies such an integral part of the life of the region that they display only a modest sign on their establishment. They are known favorably throughout the rugged area which they serve so well. Their stock includes quality items ranging from ten penny nails to power mowers. And their satisfied customers number thousands.

"When a firm like Call Hardware chooses an excellent product like the Homelite chain saw, you get just about the most nearly perfect working conditions you'll ever see," Bob smiled happily. "When I'm selling Homelites, I'm selling a grand product, manufactured by a grand company, in the store of a grand firm—and selling them to a grand people!"

Call Hardware sells an average of at least one hundred Homelite chain saws annually. Nor is this the sum of chain saw activities as Bob Justice repairs approximately fifty chain saws of all makes *per week*.

"Service. Chain saw owners know they can depend on us. That's why a lot of fellows who don't buy Homelite when they purchase their first chain saw, switch to Homelite their *second* chain saw. We convince them!"

Robert E. Justice became a Homelite chain saw salesman in 1964. He took a training course in Cincinnati, Ohio. He has also visited the Homelite chain saw factory at Gastonia, North Carolina. "They make a darn sturdy, worthwhile saw, the Homelite factory."

Bob is still a young man, handsome, and proud of his position. He is married and the father of two girls. His hobbies are flower and vegetable gardening and radio and television repair. He is a friendly, gregarious person who regards everyone as a friend.

"I've been asked how we here at Call Hardware can sell so many chain saws," Bob said. "Well, it's a combination of many things. First, of course the Homelite saw is good—the best. And the Homelite people cooperate with us splendidly. And the reputation of Call Hardware is definitely a plus factor."

"Then, when we sell a man (or a woman) a chain saw, we don't consider the transaction as a closed issue. We encourage this customer to visit us, talk shop, and above all come to us if he has any questions about Homelite."

"Finally, even a Homelite will require attention occasionally. We offer the Homelite chain saw owner prompt repair of his saw."

Bob Justice is not only a champion of Call Hardware and Homelite chain saw, he is an outspoken defender of the Cumberland Mountain citizens. "No, sir," he said, "if you're looking for 'white lightning' drinking 'hillbillies' you needn't come to my district. *But,*" he added, "if it is a fine bunch of true Americans you're looking for, with the intelligence and ambition to use Homelite chain saws—why then, just visit Call Hardware. Our customers are the absolute best!"



The deft hands of Robert E. Justice, Homelite Salesman for Call Hardware Co., make adjustments on a Homelite chain saw.



Robert E. Justice, left, and Bob Sammons, a fellow employee of Call Hardware Co., admire one of the Homelite XL-101 series chain saws.

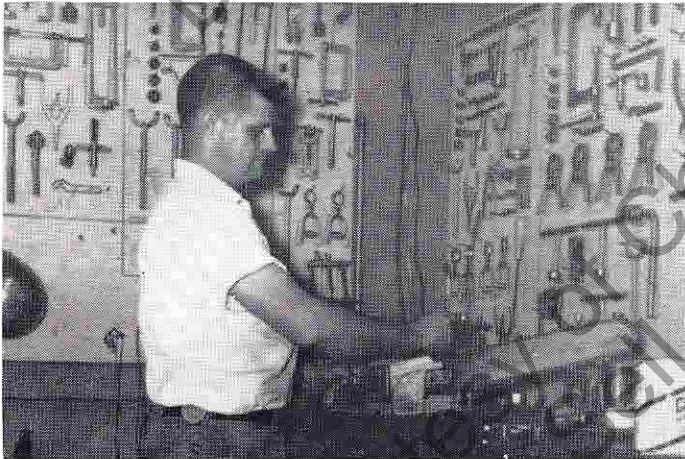
# "NOTHING BUT THE BEST" is motto of Marvin Blackwell



Marvin Blackwell's new shop is not only good-looking but very convenient, with its spacious showroom and well-laid-out shop.



His Homelite 100 Plus Plaque is something that Marvin Blackwell has worked hard to achieve and he's very proud of it.



Bob Boatwright, Service Manager for Blackwell's enjoys working on Homelite chain saws in the well-equipped shop.



A display of the full line of Homelite chain saws, with wood-cutters kits very much in evidence, is of interest to customers.

J. Marvin Blackwell, Homelite dealer of Carrollton, Georgia has a well-defined goal in life. He wants to become the number one chain saw sales and servicing dealer in the state. He's well on his way too. He was recently presented with a Hundred Plus Plaque meaning that he had sold over a hundred chain saws in 1967.

Just ten years ago Marvin Blackwell started in business with \$50 capital and a tool shed that measured 14' by 10'. In 1968, his gross sales will exceed a quarter of a million dollars. His fine place of business is new and modern with a shop well equipped with all the tools necessary to do a top-notch job. Besides Homelite chain saws, he handles Honda motorcycles, tractors, mowers and tillers. He employs two servicemen, a salesman and a bookkeeper. He also has a service truck.

Carrollton is surrounded by farming areas although there are some logging and pulpwood operations nearby so Mr. Blackwell's customers need all types and sizes of Homelite saws. He believes that it is very important to have a complete assortment of saws to sell when the customer is ready to buy and a well-stocked parts inventory to repair the equipment when

necessary. This is an essential part of his plan to draw more and more customers into his place of business.

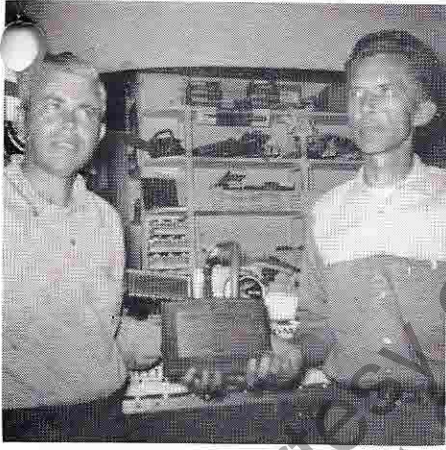
Mr. Blackwell feels that advertising is important, too, and he uses local radio and newspaper ads, direct mail stuffers and roadside signs in strategic locations.

Most of all, Mr. Blackwell feels that a large percentage of people want the best available equipment and service from the dealer. By offering these to his customers over a long period of time, a good dealer image is created which is more valuable than anything else.

Marvin Blackwell sells the quality features of Homelite chain saws for the suggested retail price because he has found that customers are willing to pay for the dependability and advanced engineering designs which they embody.

The Homelite District Office in Smyrna Georgia, is very proud of the outstanding job that Mr. Blackwell is doing. They feel that his honesty and enthusiasm will go a long way towards making that goal of being "Number One" a reality. He's a real challenge to the other fine Homelite chain saw dealers in Georgia and a real source of pride to Homelite.

# SAW-A-BRATION



W. H. Cooper, at left, and Robert Roth, of Lynch Farm Equipment Co., Rocky Mt., Virginia, proudly display their 100 Plus Plaque. The company has been selling over 100 saws plus other Homelite equipment each year for several years.



Mr. and Mrs. Allen Desper, of Desper Power Equipment Co., Charlottesville, Virginia, are a fine Homelite team. Mr. Desper does the selling and repairing while Mrs. Desper takes care of the office and the parts counter.



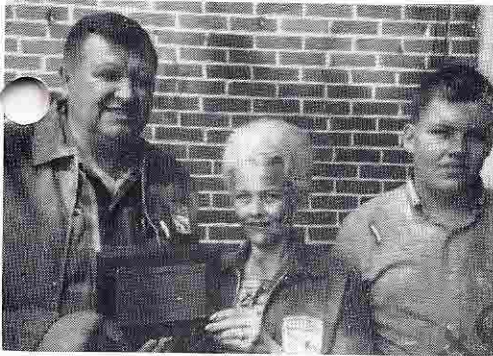
Mr. and Mrs. Paul Curtis sold 100 plus saws the first year he became a Homelite dealer in 1966. They both sell and service Homelite equipment at the Covington Equipment Co. of Covington, Virginia. (Mrs. Curtis is a good mechanic.)

According to Bernard "Buz" McIntee, Homelite Salesman of Roanoke, Virginia, one of the big pleasures of a salesman's job is presenting an award to one of his dealers for outstanding performance.

"It is an even bigger pleasure to present a dealer with a

plaque showing he has sold 100 plus saws," says Buz. "And when you present seven dealers with such a plaque within a short period of time, Wow!"

On this page are pictured Buz McIntee and the outstanding dealers who rated 100 Plus Plaques.



Mr. and Mrs. Aubrey Falconer and son Farrar, plus another son Lyn, not shown, do a fine job selling Homelite chain saws, mowers and harvesters in Amherst, Virginia. A dealer since 1963, Mr. Falconer has never sold less than 100 saws a year.



The whole force of Baker Brothers in Roanoke, Virginia, turned out to receive the 100 Plus Plaque presented by Buz McIntee, Homelite Salesman, second from right. Left to right, Raymond Webster, mechanic, Harry Foster, mechanic, Mrs. Ann Carroll, secretary, Fred Webster, mechanic, Raymond Baker, president, Mr. McIntee, and Jimmy Helms, parts manager. Baker Brothers, a Homelite dealer for over 15 years, consistently sells over 100 chain saws.

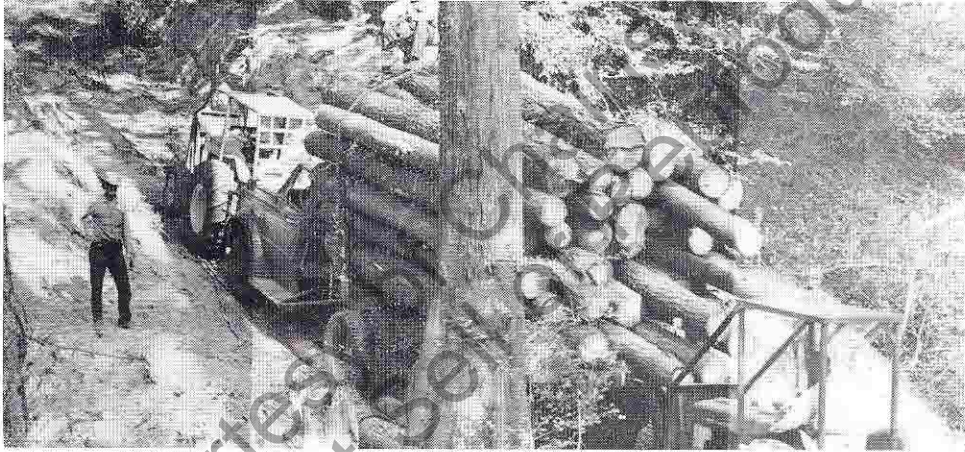


Representing Baker Brothers in Staunton, Virginia, left to right, are Mr. H. Baker, President, (and brother of Raymond Baker of Roanoke, Virginia,) who holds the 100 Plus Plaque, Miss Sandra Gum, Secretary, and Charlie Lam, Parts Manager, who holds their 15 Year Plaque.

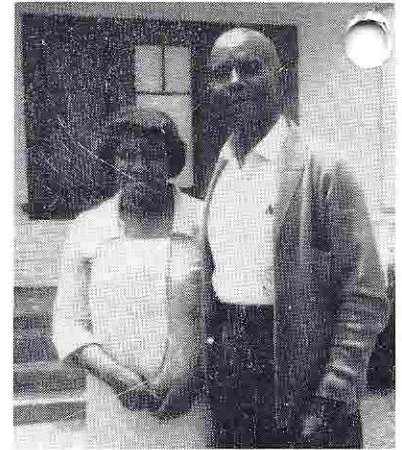


Each year for the past 10 years, South West Virginia Tire Co. of Richlands, Virginia, has sold more chain saws. Here, Sherill Mash, Chain Saw Dept. Manager, Mrs. Hazel Wilson, Purchasing Manager, and H. B. Stanton, President, proudly display their 100 Plus Plaque.

# TRIBUTE TO VETERAN CUSTOMER



It is a pleasure to be able to salute one of Homelite's loyal customers, at the request of Mrs. James E. Davis of the Pineland Chain Saw Agency of Many, Louisiana. She reports that Jack Drew, pictured here on a logging job and with his wife, has been a Homelite user for years. He was possibly the first in Sabine Parish to start using Homelite chain saws in his cutting operations.



He tried other makes but they only made him appreciate Homelite more and he has been a big Homelite booster through the years.

Mr. Drew, who has raised and educated nine children, owns his own home in Many and is a well-respected man in the community. We hope he is completely recovered from a recent accident and back on the job, using and praising Homelite chain saws.

## Blue Ribbon Winner

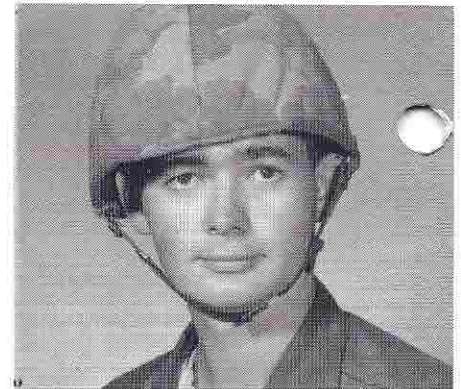
Among the many exciting prizes offered recently in a Dodge Truck Blue Ribbon Sweepstakes were Homelite XL-101 chain saws. Three lucky people won chain saws in addition to other prizes. Miss Margaret Michaelson of LeGrande, Oregon, and Mayme Early of Annville, Pennsylvania, were second prize level winners and Mr. John Jungman, Jr. of Van Meter, Iowa won the in-dealership second contest for non-winners and off street traffic.

Mrs. Early was presented with her XL-101 on May 17, at a special ceremony arranged by our dealer in Lebanon, Pennsylvania, Elmer E. Plasterer. His Sales Manager Richard True and Homelite Salesman Robert Hood were also present.



Mr. Richard True, Sales Manager, Mayme Early, Mr. Elmer E. Plasterer and Robert Hood, Homelite Salesman.

## Viet Nam Soldier



When Bill Stephensen returned home to Seaman, Ohio, after a year served in Viet Nam with the 3rd Marine Division, he found that his mother had traded in his ZIP for a new XL-103. Now she can use it too. He reports the use of Homelites to build bunkers in Viet Nam.

## Jubilee Day

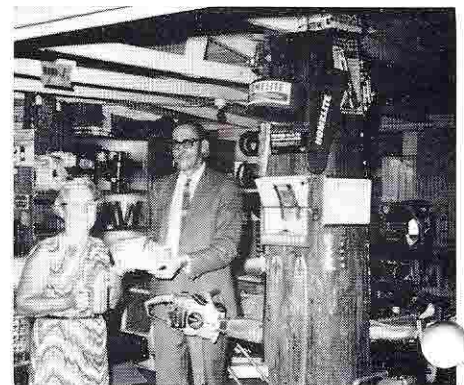


JULY, AUGUST, SEPTEMBER, 1968

At left, Homelite joins in to help celebrate Jubilee Day in Mechanicsburg, Pennsylvania. Ritter's Hardware, Homelite dealers, put on cutting demonstrations all day and evening. At the log, with the saws, are Larry Sheetz, at left, Salesman, and Jack Ritter, Vice President.

At right, Mrs. Dave Stilleke, of Dave's Saw Shop, Soquel, California, receives a \$25 U.S. Savings Bond from Mick Hobbs, San Francisco Salesman, for being the first dealer in 1968 to reach 100% of quota. She and her husband racked up a health 125% on June 24. They're well on their way to winning the top prize of a \$1,000 Bond.

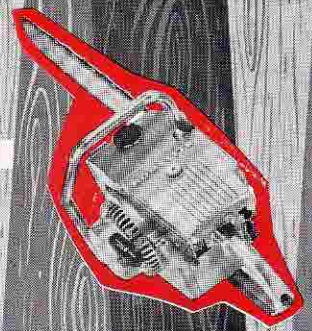
## Dave's Saw Shop



SAWDUST



# SAWDUST



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## THE VALUE LINE FOR '69



**THE COVER...** shows a happy man who has found an interesting looking box under the Christmas tree. Above, he looks even happier when he sees that it contains a Homelite XL-12B chain saw with 14" Hard Trac Guide Bar and Oregon  $\frac{3}{8}$ " pitch chain. It comes completely assembled from the factory in the gay green and white box. All he has to do is add the oil-gasoline mixture and he's ready to go out and cut some more fire-wood for his fireplace. The box will serve as a good storage place for the saw and will protect it from dust and dirt.

More and more lightweight chain saws are being purchased as gifts, many of them by women. This attractive package deal will help the Homelite dealer obtain a greater share of the "Christmas Season's Millions" that will be spent this coming season.

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Number 139      October, November, 1968

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.



Just in time for Christmas, Homelite announces some changes and additions to the chain saw line... "The Value Line for '69." This is part of Homelite's overall sales program designed to provide the dealer with the best and most complete line of chain saws on the market.

- The big West Coast saw, the 2000 Automatic, which has been tested for over a year in one of the hardest use areas by West Coast loggers, is now available in all parts of the country. This is the grand-daddy of Homelite chain saws, capable of handling the biggest cutting jobs. It's not for the occasional user, certainly, but for the professional who has to depend on his saw for his livelihood. The power and dependability of the Homelite 2000 Automatic are of real importance to him.

- The XL-102 Automatic, a new model of the XL-102, is now available. By substituting the automatic oiler for the compression release, and at a price of only \$5.00 more, Homelite has developed a chain saw to fit a wide range of markets. Its light weight, extra power and easy handling make it the "right" saw for the occasional user, the camper, and the farmer as well as for the production cutter.

- The C-52, latest version of the C-5, C-51 family, is being introduced in time for Christmas selling. At the price of only \$129.95, complete with hard trac bar and chain, this saw offers the customer the best buy in the chain saw field. It is of modern design with horizontal cylinder and it has been proven by many thousand hours of cutting in the hands of satisfied customers. It's the lightest in the C-family of large saws. This new low price should make it more popular than ever.

- Finally, especially for Christmas, the XL-12B will be available, completely assembled with 14" bar and chain, in its own Christmas package, for only \$169.95. It is the perfect gift for the man who has everything or the man who has nothing. There are several Christmas ad mats, too, to advertise this XL-12 B gift package, which should prove to be a best seller.

Because combinations of existing models are being used in these new saws, the dealer already has 90% of the spare parts needed to back them up.

These new models, in addition to the complete line of saws already available, will allow the Homelite dealer to get a greater share of the chain saw market than ever. New concepts in packaging, new approaches to help the dealer create new interest and attract customer attention, are all part of Homelite's continuing program to provide the dealers with more than competitive products.

The Value Line for '69 promises a good Homelite year ahead for all dealers who take advantage of the possibilities.

# SOMETHING'S ABOUT TO HAPPEN



COMING  
SOON!



## MIDWESTERN DEALERS VISIT PLANTS



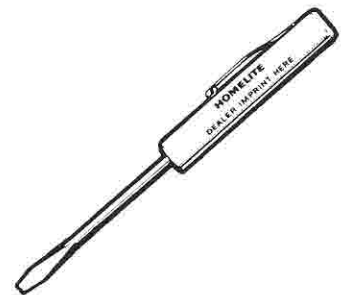
As a result of winning a sales contest held in the Chicago District, four dealers won a three-day trip to the Homelite plants in Gastonia and Greer. Above, left to right, Kenneth Stigberg, Works Manager, welcomes Mr. and Mrs. Ivan Schultzmans of Cedar Rapids, Iowa, Mr. and Mrs. Joseph Beltrame (he's assistant to the Chicago District Manager), and Mr. and Mrs. Don

Welcome of Bloomington, Illinois, Franz Holscher, Assistant to the Executive Vice President, who conducted the visitors around the Greer Plant. A day's drive through the Smoky Mountains before returning to Chicago made the trip complete. Two other dealers, Buck Sales & Service of Wausaw, Wisconsin, and Reliable Hardware, Milwaukee, were unable to make the trip.



### Specialty of the Month

Continuing the policy of offering 10% off the price of one popular item described in each issue of SAW-DUST, Homelite offers the Vest Pocket Screwdriver, listed at .19 cents, for only .171 cents apiece, (Minimum order 100) during November and December. The item number is H-233. Order from Keystone Specialty Co., Inc., Mt. Vernon, N.Y. The price goes down to .153 cents apiece on quantities of 250 and .135 cents in quantities of 500. Send in an order right now.



ITEM NO. H-233  
VEST POCKET SCREW DRIVER

# DETROIT DEALER MEETING



Mr. and Mrs. Leo Kupfer, owners of Carl's Chain Saw Shop in Harrison, Michigan, enjoy a pretend ride in a Snowmobile attachment.



Ladies-in-waiting for the busses which will take them on a tour of the beautiful Michigan countryside to see the Fall blaze of foliage. These dealers' wives and wives of Detroit salesmen also enjoyed a tour.



This is the crew that planned the fine Detroit dealer meeting. From left to right, Frank McInerney, District Manager, seated in the Snowmobile, Chuck Kessler, Frank Lehman, International Service Manager, Mike Kotzan, Jack Judd, Harold Wiersum, Hank Kurkowski and Fred Pearce, Office Manager.



Frank McInerney, Detroit District Manager, at microphone, left, does a dramatic reading of "Casey at the Bat" as the story is acted out by Mike Kotzan, catcher, Jack Judd as Casey, Hank Kurkowski, umpire, and Harold Wiersum holding on to 1st base.

The Detroit Homelite District held its annual dealer convention at Shanty Creek Lodge in Bellaire, Michigan, on October 6th and 7th this year. As the summer season had ended and the winter sports activity had not yet begun, the more than 200 dealers and their wives had the whole beautiful lodge more or less to themselves.

The Lodge had been decorated with Homelite banners of all kinds and a complete display of Homelite products lined the meeting rooms. Everything looked gay and exciting as the guests arrived on Sunday afternoon from all over Michigan. They were entertained at a Get-Acquainted Cocktail Party that evening.

Monday was a busy day with two meetings for the dealers. They were shown the new models and new promotional material and the fall contests were thoroughly discussed. They also had a chance to talk over mutual problems and ask questions.

Highlight of the day was the introduction of the new line of snowmobiles. Many dealers from the snowy northern parts of Michigan signed up as snowmobile dealers. Winter sports are very big in this whole area of the country.

While their husbands worked, the ladies went on a Fall Color tour and an Antique Village tour by bus. They had a most enjoyable time.

That night they all attended a banquet at the Lodge and were highly entertained by the antics of the Detroit salesmen who acted out the classic "Casey at the Bat" while Frank McInerney read the well-known poem. As Casey, Jack Judd was especially funny.

The dealers had a short summing up session on Tuesday and then the guests headed north, south and east for home. (Those heading west would have landed in Great Traverse Bay or Lake Michigan.)

Frank Lehman, International Service Manager and his wife represented the Homelite Sales Department and Mrs. McInerney and the wives of the Detroit Salesmen acted as hostesses. No effort was spared to give the dealers and their wives a fine time. If sales during the season can match the enthusiasm shown at the meeting, it will be a great year ahead for the dealers of District #6.



of antique shops and old towns. They make a most attractive group—a credit to their husbands and to Homelite.



At the banquet, held in the beautiful lounge of the lodge, Homelite dealers and their wives enjoy the good food and the warm fellowship. This chance

to get together with other dealers in a friendly informal way is an important part of such a sales meeting.



ings at which the dealers heard all about new products and new plans were held both morning and afternoon.



The corridors boasted a fine display of Homelite Chain Saws, as well as all the newest banners and electric signs available.

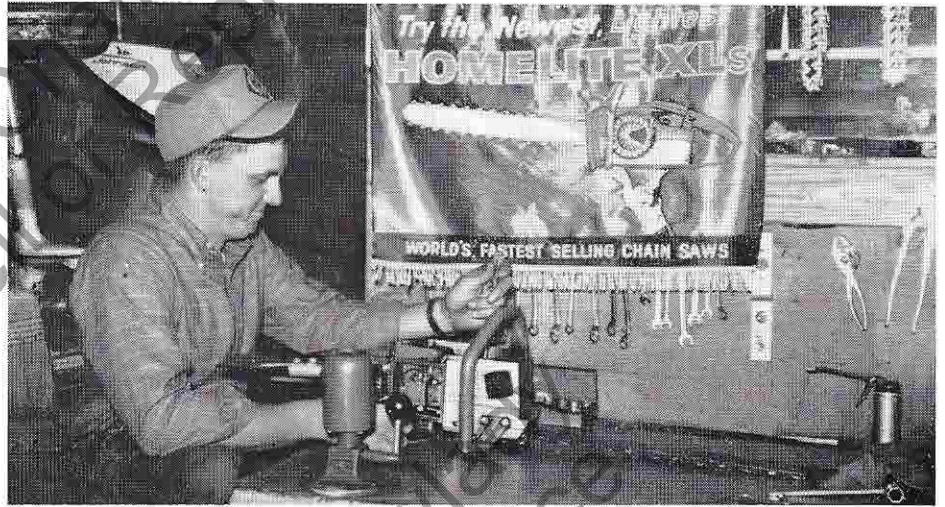


The huge lounge was gay with the red coats of the dealers and the red, Miss America sashes worn by their wives.



James Cooper is proud of his Homelite connection.

## AND JAMES COOPER HAS IT



A special work bench makes it easy for James Cooper to do a fine job of repairing a customer's saw.

Twenty-one year old James Cooper, a Homelite dealer in Melbourne, Arkansas, is a very determined and ambitious young man. He has already started on a successful business career, despite a serious handicap which would have hampered a lesser man.

James was only four years old when he was stricken with polio which left him with both legs paralyzed. He was a lively youngster in spite of this and found a wheel-chair too slow, so he taught himself to walk in an unusual way. He would grasp each ankle with his hands and make his legs move. In this way he was able to go wherever he wanted.

He attended the public schools but dropped out after the 9th Grade. Watching the other boys enjoy sports and games and not being able to participate made him very unhappy.

In spite of withdrawing from his school friends, James managed to keep very busy for the next few years. He drove a tractor and hauled sand, snaked logs and plowed fields with it. By holding on to his ankles, he made his feet work the pedals. By pressing against the steering wheel with his shoulders and upper arms, he was able to drive the tractor and put in a good day's work.

A friend of the Coopers, DeWayne Lancaster of Batesville, Arkansas, was very much impressed with the energetic way that James attacked a job. Mr. Lancaster had a very successful business, Lancaster Supply in Batesville, with Homelite chain saws an increasingly important sales item. He wanted to expand and he felt that Melbourne would be a good place to open another shop. He felt, too, that James Cooper would make a fine manager. When he offered to set James up in the chain saw business, the answer was an enthusiastic acceptance.

Mr. Lancaster wanted to open the shop in the business sector of Melbourne, but James lacked the confidence to face so many people every day so they compromised. James and his father built a shop across the highway from their home at the north end of town. That was about two years ago.

Business was slow at first. Gradually James overcame people's reluctance to trust him with their chain saw repairs.

"I get the work done as fast as possible and I do a good job," explains James, proudly. "I found that when I tried to please my

customers with my work, they in turn told others."

His self-confidence grew as his business grew. Within six months, the building had to be enlarged and after fourteen months, his business had more than doubled. His Homelite connection is made known on the radio and in the local papers. He has also had displays at the County Fairs which have proved very successful. By offering free chain filing, he has lined up some good prospective customers. He also gives free demonstrations of cutting with a Homelite chain saw.

James now feels that it was a mistake to open his shop so far from town. He drives a car with hand controls, which Mr. Lancaster provided, and is beginning to go farther and farther afield.

"If our business keeps growing like this" he admits, "we will probably have to open a shop in town."

Mr. Lancaster is more than pleased with his new manager. He is especially impressed with the quality of the repair work which James turns out, and the excellent sales record he is making.

James has time for his hobbies, now, which are fishing and hunting.

"I own my own boat and motor," he says, "and White River, which is stocked with trout, is only about 20 miles from my home. We also have plenty of deer around here and I like to hunt them. I have a beagle hound that I use when I'm hunting."

Jim is making a good life for himself and he should have a most successful future ahead of him. He is grateful to Homelite and of course, to his friend DeWayne Lancaster, for making this success possible.

"Homelite products sell themselves," boasts James Cooper. His own courage and determination can not be underestimated. They serve as an inspiration to everyone who comes in contact with him.

(Editor's note: Much of the information in the above article was taken from an article which appeared in The Melbourne Tin. The quotes are all from correspondence we have had with James Cooper himself.)



At left, Mr. Willie Greer of London Diesel Service, London, Kentucky, receives a check for \$500.00 from Bill McConaughy, Salesman, John Smith, Service Manager, is at right.

## CINCINNATI CONTEST

At right, Murrel Meussel, Cincinnati Salesman, presents Buford Parrish, of Parrish Brothers Implement, Louisville, Kentucky, with a reel of chain as 2nd Prize.



Designed to help dealers in the Cincinnati District to move inventory on hand and sell saws in the summer, the Warranty Card Contest was announced in May by Fred Cristiano, District Manager.

The one condition imposed was that the dealer use one of the two ad mats which were sent to them, once in June and once in July (minimum) in their local or county papers. The District agreed to pay 50% of the cost of these ads. If the dealer had a program of TV, radio or drive-in advertising already in progress, this would be accepted in lieu of the ad mats, provided it was also run in June and July.

Three prizes were announced. The first prize of \$500 would be paid to the dealer who forwarded the greatest number of Warranty Cards for the combined months of June and July, 1968.

The second prize was a 100 foot reel of 72 D chain, to be sent prepaid to the dealer who sent in the second highest total of Warranty Cards for that same period.

The third prize, ten cases of one-half pints of Homelite Engine Oil, prepaid, was to be awarded to the lucky dealer whose name was drawn from all the warranty cards sent in.

A Warranty Card, to be eligible, had to be completely filled in, showing the purchaser's name and address. They also had to be dated either June or July, 1968.

And just so the customers wouldn't be left out, after the contest was over the cards were all sorted by dealer and from the cards sent in by each of the three prize winners, one card was drawn. These three customers each received a free chain for his saw.

Now, for the results! First prize was won by the London Diesel Service, Inc. of London, Kentucky and second prize by Parrish Brothers Implement Co., of Louisville, Kentucky. Both these dealers have the winning habit as they were among the winners in last summer's contest as well.

Burch Implement Co. of Hillsboro, Ohio, won third prize. Winners of the free chains were Clifford Arnold of London, Kentucky, D. G. Wood, Louisville, Kentucky and Donald Stevens of Greenfield, Ohio.

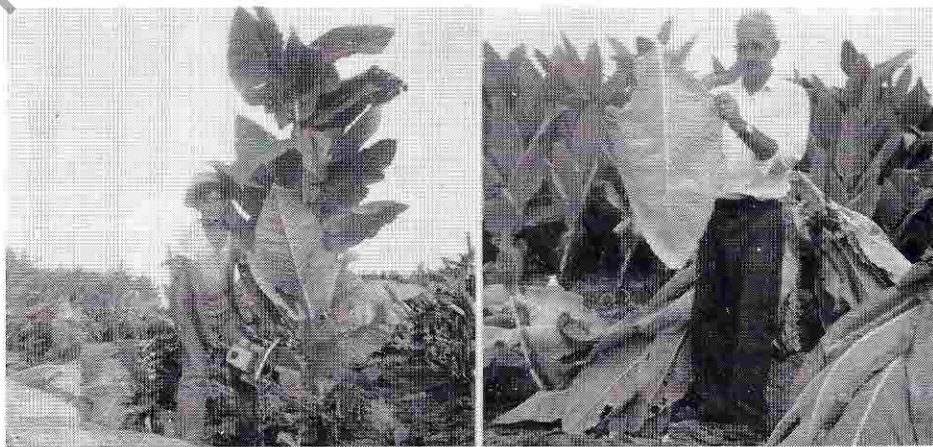
"Our contest was an overwhelming success," writes Fred Cristiano. "I congratulate the winning dealers and extend my sincere appreciation to the rest of the dealer organization who contributed to the success of the contest."

## NEW USE FOR A CHAIN SAW

Some things have to be seen to be believed. Who ever heard of a tobacco plant taller than a man!

C. J. Rayborn, shown in picture at right, does pretty well for a self-styled "city farmer." He holds a leaf from one of his tobacco plants, grown on his farm near Williamstown, Kentucky. He resides in Florence, Kentucky, and only farms on week-ends. His broad leaf tobacco grew so large that it had to be harvested with a chain saw!

Hubert Skinner, of Skinner's Furniture and Appliances in Williamstown, sent in this item and the pictures. A Homelite chain saw, Mr. Skinner sold Mr. Rayborn the XL-12 which was used to cut down the tobacco.



Yes, that's tobacco, growing so large that it has to be cut down with a chain saw. This picture made the front page of the Grant Country News in Williamstown, Kentucky.

# PRETTY MODEL SELLS SAWS

Mr. and Mrs. Henry Coy own and operate Hank's Service Center in Oregon, Illinois. They get by very nicely, too, "with a little help from their friends," to quote a popular song. Friend #1 is their son Henry, Jr., who helps with all phases of their chain saw business, and Friend #2 is a pretty cardboard model, part of a Kodak display. The Coys have placed a toy Homelite chain saw in her hands and she stands in the window of their shop, day and night, advertising Homelite for them.

The Coys were formerly in the chain saw business in Oregon but moved to Wisconsin. After a few years they came back, moved into a fine new shop and took on the Homelite line. Homelite is proud to have them and interested in the clever promotional ideas they are using to make Oregon aware of Homelite and Homelite chain saws.



The Coy family, left to right, Henry Coy, Jr., Mrs. Stella Coy and Henry Coy, Sr., are having fun with the reactions of passersby to the cardboard beauty shown at right. She displays Homelite saws, twenty-four hours a day.



At right, the life-sized cardboard model holds a toy Homelite chain saw and stands in the window of Hank's Service Station in Oregon, Illinois, for all to see.

## HOMELITE DRIVER WINS TROPHY



The racing car shown above is driven by Jerry Cecil of Watsonville, California. He is a logging truck driver for Fred Ash & Sons, Homelite dealer of Salinas, California, during the week and a racing driver on week-ends. Sponsored by Fred Ash & Sons, Jerry has won several trophy dashes this season and is always a top contender for the main event of the week.

## NOVEL DISPLAY AT COUNTY FAIR



Western Auto of Buffalo, Missouri, has had a great year, going 100% over sales of 1967. This unusual display of a crooked tree with chain saws has been a big help to them at shows and in the shop. Left to right, Lew McGill, an employee, Michael Cully, dealer, and his son Keith Cully.

OCTOBER, NOVEMBER, 1968

## CANADIAN CARVER

Henry Staalbauer lives in Courtenay, British Columbia, and he's obviously a talented wood carver. He sent us this picture of himself, below, and the statue of a 12 foot logger which he had just made using an XL-12 chain saw with 12" bar.

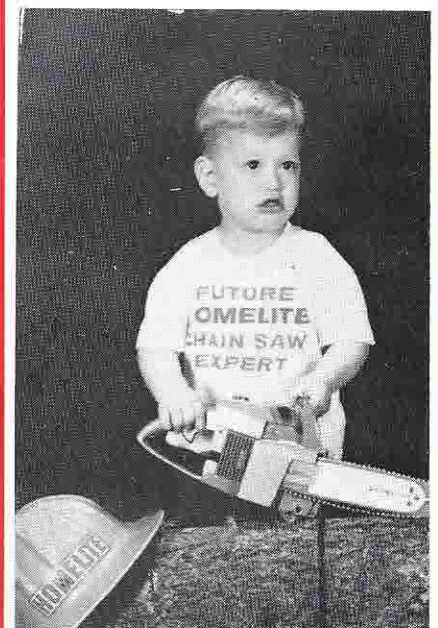
"I found it an excellent saw, practically vibration free," writes Mr. Staalbauer. Homelite appreciates his kind words and his fine talent.



This 12 foot high figure of a woodsman was carved from a huge tree trunk by Canadian wood sculptor Henry Staalbauer.

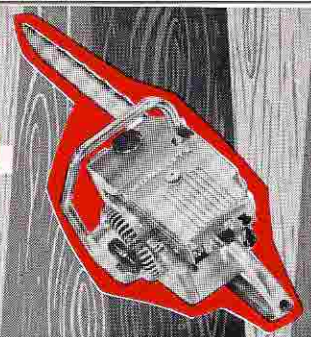
## FUTURE EXPERT SENDS GREETINGS

The Empire Chain Saw Co., Homelite dealers of Eugene, Oregon, are sending out this appealing card this year. The sturdy little Future Chain Saw Expert is just the one to extend Homelite greetings to friends and customers.

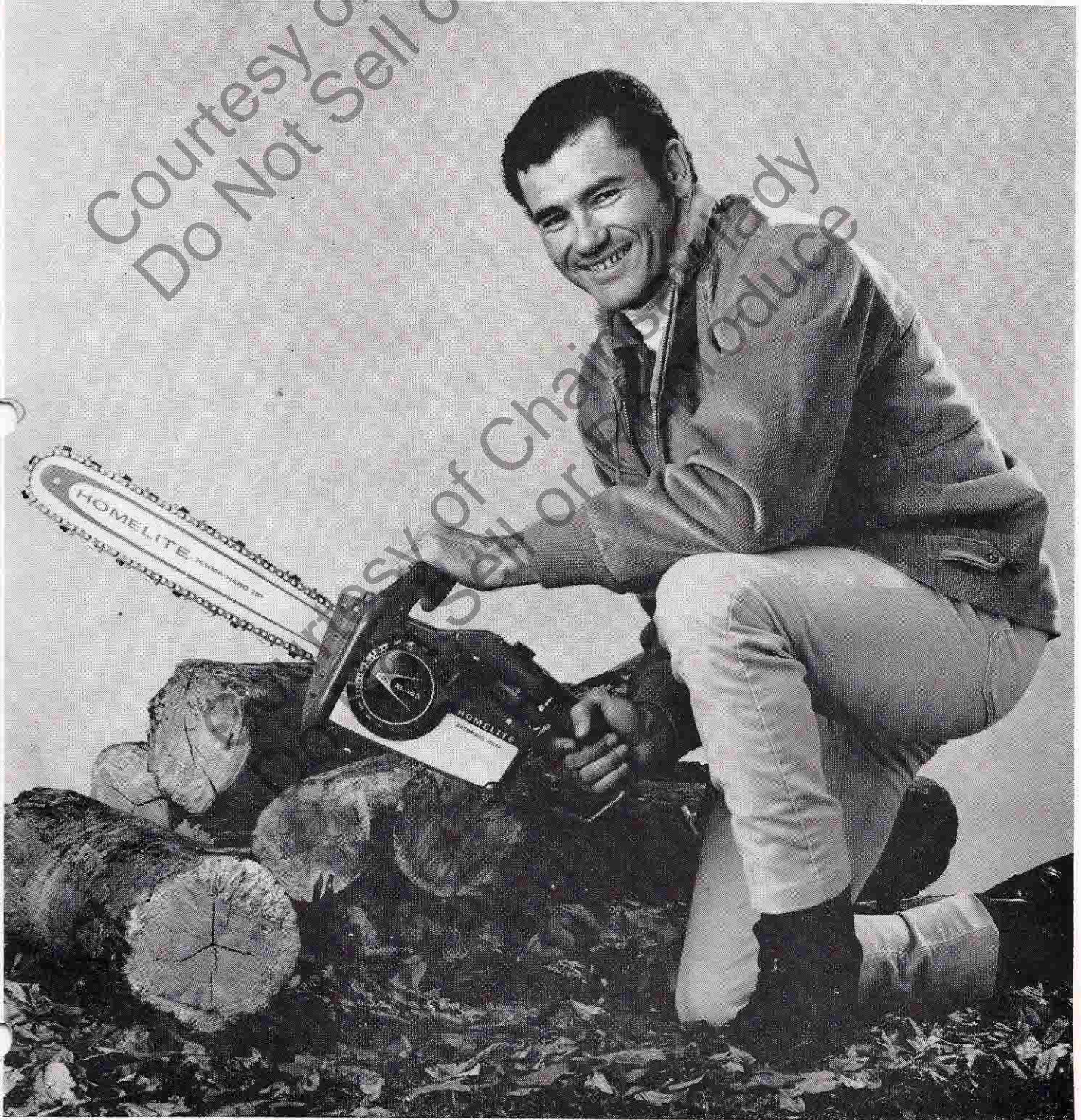




# SAWDUST



Published by **HOMELITE**<sup>®</sup> A **Textron** DIVISION PORT CHESTER, N. Y.—GASTONIA, N. C.—GREER, S. C.—DEC., 1968—JAN., FEB., 1969





**THE COVER...** Don Maynard, flanker for the World Champion New York Jets, enjoys cutting his own firewood with a Homelite XL-103. Don holds the record for the most receiving yardage for both pro football leagues. In regular season play, he has a career total of 504 completions for a total of 9435 yards. He's a real Pro and a real Champion. And when it came to choosing a chain saw, he chose a Homelite for his cutting chores.

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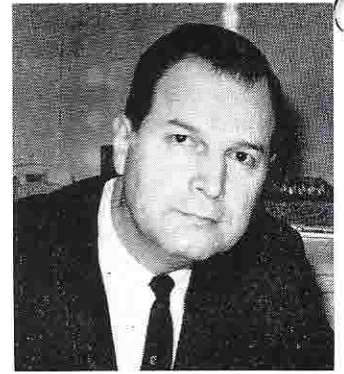
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## STRAETZ MADE PRESIDENT



Robert P. Straetz, former Executive Vice President of Homelite, was appointed President on December 31, 1968, to succeed J. Allan Abbott who was appointed Chairman of Homelite. The changes were announced by G. William Miller, Textron President, who explained that they were part of a planned transition which would lead to the eventual retirement of Mr. Abbott who has been with Homelite since 1931 and President since 1941.

Mr. Straetz joined Homelite as a Salesman in 1946 following service as a research chemist for the Manhattan Project. He received a B.S. degree from the University of Chicago and took additional studies at Purdue University and Illinois Institute of Technology. He is a member of the Power Saw Manufacturers Association and has served as its President.

In his Homelite career, after several years as a Salesman in the Chicago District, he set up the District Office in St. Paul, Minnesota, and came to Port Chester as Assistant to the Sales Manager in 1951. He was made Sales Manager in 1956 and Vice President and Sales Manager in 1960. In 1967 he was named Executive Vice President.

## BASKETBALL BROADCASTS

January was the month when basketball fans began to hear about Homelite as they watched their favorite college teams in action.

Every Saturday afternoon, January 4th through March 8th, Homelite is presenting College Basketball over more than 183 TV stations. There are two 30-second Homelite commercials per game.

In addition, Homelite presented two College Basketball Specials in prime evening TV time . . . U.C.L.A. and North Carolina at Madison Square Garden on December 30th and U.C.L.A./Houston in the Astrodome on January 18th. Also, on December 30th, immediately following the U.C.L.A./N.C. game, Homelite presented the Peach Bowl football game between L.S.U. and Florida State.

There's more! Homelite is sponsoring the Missouri Valley Basketball series on Saturday afternoons from January 11th through March 8th with one 30-second commercial during each game. These are telecast over more than 20 stations.

There's more! Bill Anderson, top star of country and western music joins the Homelite sales team with two one-minute commercials on his show, telecast once a week in selected cities.

Homelite dealers can cash in on the big interest in College Basketball by making sure that the Homelite Basketball Banner which was sent to them, is posted with the time and channel of local games.



# THE TWO MILLIONTH CHAIN SAW

J. A. Abbott, now Chairman of Homelite, whose influence on the development of Homelite chain saws has been so vitally important, was presented with the two millionth Homelite chain saw to be made in this country, early in December. When it is remembered that hundreds of thousands more have been made in Canada by Terry Industries, this is an impressive record. The first Homelite chain saw, the 20MCS, was introduced in 1949, less than 20 years ago. By 1956, after only seven years in the field, Homelite became the largest producer of chain saws in the world.

Not only has Mr. Abbott had a deep personal interest in the development of each new chain saw model, and a keen interest in its success, he has also shaped the sales and marketing concepts of the company. His decision led to the establishment of District and Branch offices, staffed by men, many of them factory trained, who knew Homelite products thoroughly. They in turn worked closely with the fine dealers who sell and service Homelite chain saws in all parts of the country.

Homelite is fortunate that Mr. Abbott, in his new position as Chairman of the company, will still have an interest in the exciting developments which lie ahead. Certainly, Homelite owes its pre-eminent position in the chain saw field, to his character and leadership.



The two millionth Homelite chain saw to be made in this country, an XL-101, is presented to J. Allan Abbott, at right, now Chairman of Homelite, by Clarence E. Stevens, Vice President, Manufacturing.

## NEW POSITIONS CREATED



Douglas Hart  
Assistant to the Vice President, Sales



Walter Herold  
Director of Quality Control



Robert S. Townsend  
newly appointed Service Manager

The first of January, 1969, saw many changes in the Homelite organization.

Raymond Marschalk, District Manager of the Chicago area decided on early retirement. James Harmon, former Omaha District Manager, has been appointed to the Chicago position and Robert Ott, former Philadelphia Branch Manager, has gone out to Omaha as District Manager. Both men have had many years of Homelite experience and can be counted on to do a fine job in their new locations.

Just before Christmas, Robert S. Kennedy, Vice President, Sales, announced the appointment of Mr. Douglas Hart as his assistant. Mr. Hart is a former Vice President and General Manager of the Skil Corporation's Canadian subsidiary. Mr. Hart is a graduate of Wesleyan University and holds an MBA from the Harvard School of Business Administration.

tration.

A new position, Director of Quality Control, was created and Walter Herold, long-time Homelite Service Manager, was appointed to fill it. Mr. Herold came with Homelite in 1941 as a Serviceman in North Arlington and has been an important member of the Homelite team ever since.

Mr. Herold will continue to serve as head of the Value Assurance Program which was originated last Spring. In his new position, he will have responsibility for all personnel in Port Chester, Greer and Gastonia involved in quality control operations.

Robert S. Townsend, formerly Assistant to the Service Manager, was appointed Service Manager. He has been with the company for more than 18 years and has worked with the Service Department for the past 14 years.

# HI-LITES

## OF THE OMAHA

### DEALER MEETINGS

All Homelite dealers of the Omaha District were invited to attend one of two fall dealer meetings in November. One was held in Omaha, Nebraska, at the Prom Town House Motor Inn on November 12th and the other at the Holiday Inn South in Des Moines, Iowa, on November 14th. The invitations included the ladies and many of them attended with their husbands.

The meetings featured a Service session with Bill McDonald, Field Service Representative, on hand to discuss latest service techniques and engineering improvements and an Equipment Demonstration to introduce the 1969 line of chain saws, construction equipment, Yard Tracs and snowmobiles. A social hour and dinner followed both these highly successful meetings.



At the Des Moines meeting, Merrill Hunter, at left, of Everett's Magneto, Oskaloosa, Iowa, receives congratulations and a plaque from James Harmon, Omaha District Manager, for being in the "100 Plus Club" for the sixth consecutive year.



Stan Folkema, of Siemonsma Sales & Service, Alton, Iowa, tries out the Forester snowmobile at the Demonstration session of the dealer meeting in Des Moines.



Bruce Howell, owner of Bruce Engine, Des Moines, Iowa, at right, is presented with a "100 Plus Club" plaque by James Harmon for the third consecutive year.



Robert S. Kennedy, Vice President, Sales, is shown as he delivered a short address at the Nebraska dealer meeting at the Prom Town House Motor Inn.



At the Omaha dealers meeting, dealers take turns driving the new Homelite snowmobile, the Forester. Luckily, there was plenty of snow to test the mettle of this sassy new snowmobile.



Pat Flesher, at left, owner of Flesher Store, Indianola, Iowa, is congratulated by James Harmon on being the lucky winner of the color TV which was given as a door prize at each of the Omaha dealer meetings.

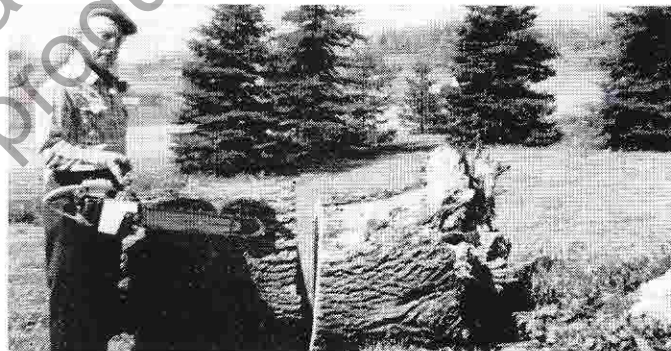
# WORDS OF PRAISE - 3 Testimonials

We receive many letters from customers and organizations praising Homelite products and Homelite personnel. We do not have room to print them all, unfortunately, but here are some quotes from recent letters.

*Dear Sirs: (writes Foster T. Blind, shown in photograph at right.) I have a Super XL which I purchased from Kenney's Engine Service of Coshocton, Ohio, which is a honey of a saw. It is hard to believe that a saw this size and weight can perform the way it does. This tree was a weeping willow which the wind blew down. It measured 35 inches in diameter. I had no trouble at all cutting it down. You have my permission to use this photograph if you care to. It was your advertising in FARM JOURNAL that induced me to buy a Homelite. It may help someone else make the right choice.*

The following is taken from a letter received by Charles N. Frame, Homelite Salesman in Chicago, from Mr. Eurus Stoltz, Chief of the Trade and Occupations Service of the Public Instruction Department of the State of Illinois.

*"We would like to take this opportunity to express our sincere appreciation for your participation in the Forestry Workshop just completed. The success of this endeavor was due entirely to the efforts of those who offered their many talents. We would also like to congratulate you on the caliber and proficiency of the employees of your company. All of them, that we have had occasion to contact, have been knowledgeable and willing to cooperate fully. A great deal has been learned in this endeavor."*



Foster T. Blind, of Port Washington, Ohio, poses with his Super XL and a big willow tree he cut with it.

And from Fred D. Godley, Jr. of the Godley Construction Co., in Charlotte, North Carolina, Ray Peck received this letter.

*"Just a word of appreciation for talking me into buying the Homelite generator and 85 pound hammer. Even though I thought the cost to be high at the time, the savings have been more than ample to justify the expense.*

*"I was surprised to find that the generator was running about five hours a day in dual purpose, with the hammer being used one day a week. The service on both pieces of equipment has been almost nil. If your electric dirt tamper works as well as the hammer, I feel that I will have to sell my air compressor!"*

## ST. PAUL DEALER GOES TO ROSEBOWL



E. S. Spencer, St. Paul District Manager, at left, starts Mr. and Mrs. Howard Vandegriff off on their trip to California.

"We thank you again for this opportunity for a dream vacation," wrote Mrs. Howard Vandegriff to St. Paul District Manager E. S. Spencer.

She and her husband, who is the Homelite dealer in Albert Lea, Minnesota, had just returned from a trip to California and the Rose Bowl Parade and Game. They won the trip in a Sales Contest held last fall. For every saw sold over quota assigned to them, the dealer received a chance on a drawing. When the drawing was held, the Vandegrifts were the lucky ones.

## OREGON TREE FARMER OF THE YEAR RECEIVES HOMELITE

Bob Kintigh, of Springfield, Oregon, a graduate forester who gave up a professional career to grow his own trees, was named as Oregon's "Tree Farmer of the Year" in a contest sponsored by the Portland Chamber of Commerce Forum and the Industrial Forestry Association. For the second year in a row, the top prize was a Homelite chain saw provided by the Branch Manager in Portland, Charles Ridenhour.

Mr. Ridenhour was happy to hear that Mr. Kintigh was the winner, as he sold Mr. Kintigh his first chain saw, a Homelite 5-20, several years ago. He has stated since that he hasn't used anything but a Homelite and wouldn't use anything but a Homelite! In addition to the 5-20 he has owned a 600D and an XL-12. His new saw is an XL-101 with Carrying Case.

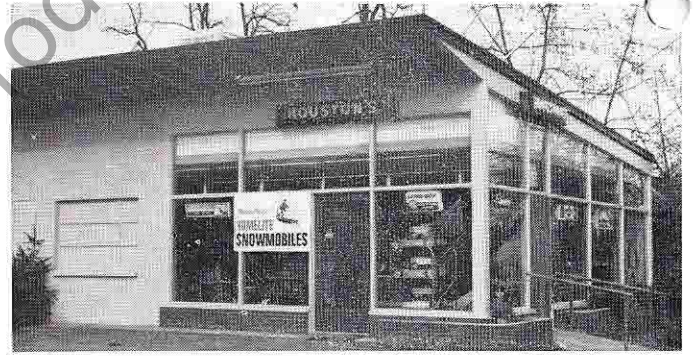
Mr. Kintigh is president of both the Lane County Woodlands Association and the Oregon Small Woodlands Association. Holding a Masters degree in Forestry from the University of California, he puts his know-how into practice on some 300 acres of Christmas trees and timber.

# CALIFORNIA SUCCESS STORY

The latest success chapter in the story of "Red" Houston, Homelite dealer of Yreka, California, shows Red moving into his fine, new, air-conditioned sales and service facility. Houston Car and Home Supply has done a big Homelite business over the years, having increased it by some 8% every year since 1961. Red handles the full line of Homelite construction equipment as well as chain saws and snowmobiles.

When asked by San Francisco District Manager Robert Glidden what his secret for continued growth had been, Red replied, "By keeping well stocked! I keep 20 saws of various models on hand at all times."

As the first District #13 dealer to reach 100% of his quota for the 1968 Sales Contest in that District, Red automatically becomes eligible for the grand award of a \$3,000 U.S. Savings Bond.



This fine, air-conditioned shop, the new home of Houston Car & Home Supply, is at 1019 South Main Street, Yreka, California.



"Red" Houston poses proudly in the show room of his new sales and service facility. Here, he has room to display the twenty or more Homelite chain

saws that he always keeps in stock. There's always coffee and good conversation at Houston's, too.



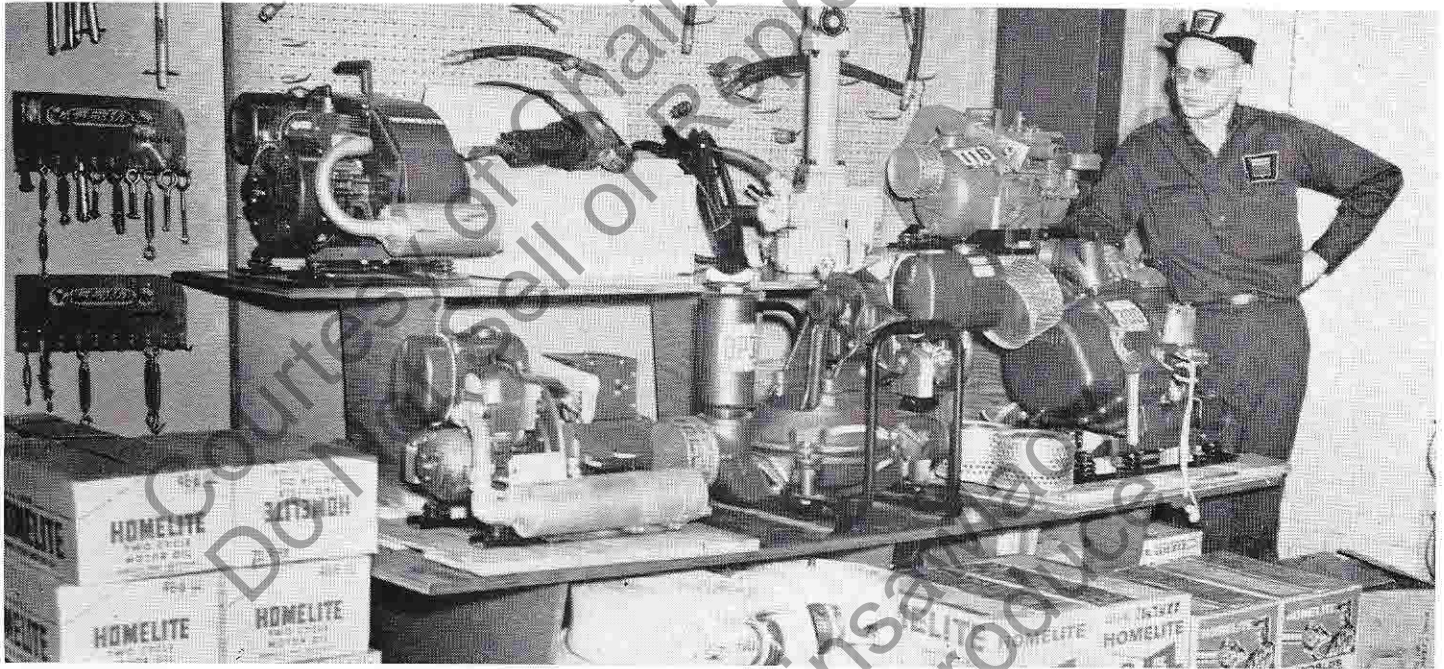
Rick Lotti, San Francisco Sales Representative, at left, presents Red Houston with a \$500 U.S. Savings Bond, for reaching quota first.



The new Homelite snowmobiles are being checked out by Rick Lotti and Houston's service man in the fine, well-equipped service area.

# TWENTY YEAR DEALER

## STILL GOING STRONG



Richard Leppo, Vice President of Leppo, Inc., of Tallmadge, Ohio, looks over his stock of Homelite construction equipment. Cartons of Homelite

chain saws are stacked on the floor in front of the display. His firm has handled Homelite chain saws for twenty years.

Leppo, Inc., a top Homelite dealer in Tallmadge, Ohio, for many years is a real family business. Roy W. Leppo, aged 72, is President; his son Richard E. Leppo is Vice President and Stella C. Leppo is Secretary-Treasurer. They have been Homelite dealers for twenty years which means that they were among the very first dealers appointed in Ohio in 1949. Along with Homelite chain saws, they now have a full line of Homelite construction equipment. They also sell and service Oliver tractors and Davis trenchers.

They are very proud of their service department. Since people have learned that they can get their machines repaired

quickly, it has been a very busy place.

The fine reputation Leppo, Inc., enjoys in this farming and industrial community has been built on fair and honest service and a warm friendly atmosphere. Twelve full time employees and six part time ones handle the various activities. A log pile is kept handy for chain saw demonstrations and the pumps and generators are also demonstrated to show the customers what they can expect.

According to Richard Leppo, their future plans are "to be doing business here for quite a few years."

## OPEN HOUSE IN A STORM

When the big day in December dawned, everything was ready for company at Magee's Service in Erieville, New York. An Open House had been advertised with the promise of free pancakes, sausages and coffee to all who came to see the new Homelite chain saws and snowmobiles. But outside, a terrific snowstorm was raging.

Mr. Magee and Ken Cooke, Homelite Salesman who was there to help, were very much surprised when nearly 100 people showed up in spite of the storm. It was a profitable day, too, with one snowmobile and two chain saws sold and many interested prospects to be followed up on.



Donald Magee, co-owner of Magee's Service in Erieville, New York, set up a Homelite display for the guests who came in out of the storm.

## TWO GREAT PUMPKINS AND A HOMELITE SAW

Although Halloween is long past, this picture at the right, which appeared in the Daily Journal of Commerce in Portland, Oregon, was too good to leave out. As the caption writer put it, "Yes, Charlie Brown, there really is a 'Great Pumpkin' as Oregon Football Coach Dee Andros is known by many."

Coach Andros earned the nickname because of his size and because for all football games he dresses in orange, the school color. He is shown cutting a prize 140 pound Oregon pumpkin with an XL-104 which our Portland Branch has loaned to the Forestry Department of Oregon State University. Good publicity for Homelite, too.



Oregon football coach Dee Andros, nicknamed "The Great Pumpkin", cuts a prize pumpkin with a Homelite chain saw.

## SWEEPSTAKES RESULTS

The October 1969 issue of FARM JOURNAL carried a three-page Homelite ad and a three-part entry ticket. The first page listed local Homelite dealers (changed for each of the magazine's 16 regional editions.) The next two pages, in full color, announced the Homelite Instant Sweepstakes and told the story of the Homelite XL-101 series chain saws.

The three part entry ticket was bound in the magazine. One part of the ticket revealed whether the reader had won an Instant Prize. The second part revealed how much his Instant Savings would be and the third part was a tear-off Sweepstakes entry blank.

This promotion was very successful in stimulating store traffic and generating immediate sales. Nearly 70,000 people came in with their sweepstakes entry blanks and many of them used their instant savings on the purchase of saws. Many claimed their instant prizes during this period, also.

The sweepstakes drawing was held on December 31, 1968 and all 508 prizes were assigned in the order in which they were drawn. The winner of the Dodge Pick-up Truck was B. A. McClanahan, Oakton, Virginia. J. Nahas, of Lake Hamilton, Arkansas, and H. P. Wolfers, of Latham, New York, each won an RCA Portable Color TV set. N. Tucker, Elk Grove, California, M. Haskell, Sharon, Connecticut, B. Worthing of Shingleton, Michigan, C. Vatland, Mabel, Minnesota and G. R. Hammons of Bokoshe, Oklahoma, were the third prize winners and each received an RCA Stereo Console. The rest received RCA Transistor Radios.

## WINS HOMELITE AWARD



James Gatlin, at left, Homelite Salesman, presents a \$500 check to Davis Monroe Gerwig of North Carolina State. Russell Shrum, also a Homelite Salesman, lends his support.

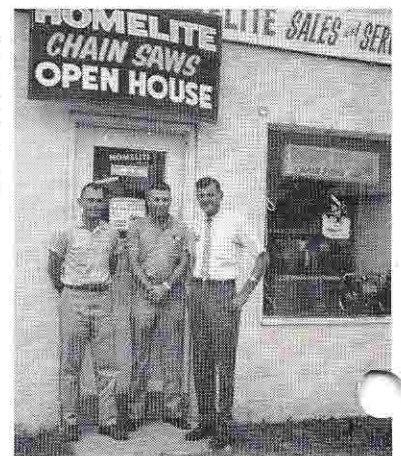
The \$500 Homelite Award for leadership potential to a forestry student in the School of Forest Resources at North Carolina State University was presented to Davis Monroe Gerwig at the school's Rolleo in November. This is an annual outing of faculty and students featuring competitive events and general fun. James Gatlin, from Homelite's Charlotte office, and Russell Shrum, from the Raleigh office, made the award to Mr. Gerwig who is an honor student, active in school affairs.

## ARKANSAS DEALERS BELIEVE IN SIGNS



DECEMBER, 1968—JANUARY, FEBRUARY, 1969

At right, the welcoming committee, left to right, Tracy Bulloch, Manager, and Billy Gifford, owner of the Gifford Saw Co., of Crossett, Arkansas, and Charles Raney, Homelite Salesman, line up to greet guests under a big sign for their Open House.



At left, Glen Lewis and Jack Barnes, owners of Mena Auto Supply in Mena, Arkansas, got out all the banners and signs they had to make a big splashy display at the Mena County Fair last October.