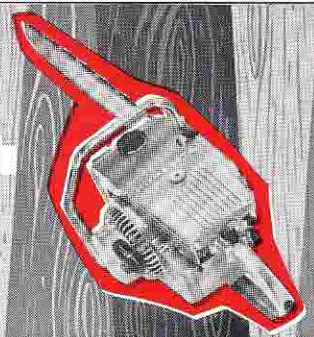


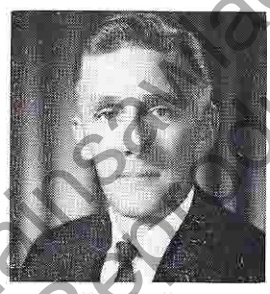
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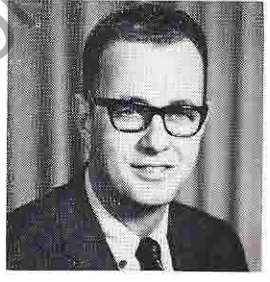
Published by **HOMELITE**® A **Textron** DIVISION

PORT CHESTER, N. Y.—GASTONIA, N. C.—GREER, S. C.—MARCH, APRIL, MAY, 1969





Tom Taylor
District Manager, St. Paul

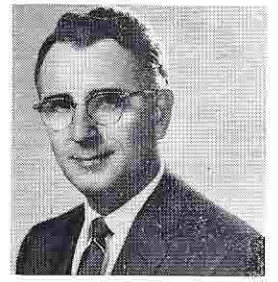


Robert Blizzard
Market Manager
Construction Equipment

NEW SALES DISTRICT CREATED



George Shier
District Manager, Green Bay



William Welsh
District Manager
Albuquerque

New Appointments Announced

The retirement of E. S. Spencer, District Manager of the St. Paul District, at the end of March, triggered a series of new appointments and the creation of a new sales district. Mr. Spencer came to Homelite originally in 1941 and served as Assistant Purchasing Agent, Salesman, Branch Manager and District Manager. His long service and loyalty to Homelite are greatly appreciated.

Mr. Tom Taylor, who established the Albuquerque District in 1966, has been sent to St. Paul to replace Mr. Spencer. This will mean increased responsibilities for him and a challenge which he is pleased to accept.

Assuming the District Manager duties in Albuquerque, is William Welsh who has spent the past three years in Port Chester as Market Manager, Construction Equipment. Mr. Welsh brings to his new assignment years of experience as a Homelite Salesman, Branch Manager and Market Manager.

Mr. Robert Blizzard, former Branch Manager of the Westchester Sales and Service Branch, has been appointed Market Manager, Construction Equipment. He has been with Homelite for more than 18 years, as Stock Clerk, Production Inspector, Experimental Mechanic, Field Service Representative and Product Manager of Construction Equipment. As a selling Branch Manager, Mr. Blizzard was rated as one of Homelite's top salesmen.

A new sales district, which will include upper Wisconsin and the Upper Peninsula of Michigan, has been established. It will be known as District #16 and the District Office is now established in Green Bay, Wisconsin. Mr. George Shier, who has been with Homelite since 1954 as Branch Manager in Milwaukee, has been appointed District Manager. District lines have been redrawn in several Middle Western areas and the dealers involved have been notified.

Assistant Service Manager Named



Thomas Stever
newly appointed Assistant
Service Manager in
Port Chester

A veteran Homeliter has been appointed to fill the position of Assistant Service Manager in Port Chester—Mr. Thomas Stever. He has held a number of positions with the company, including positions with Field Service, Engineering Test and Engineering Liaison. Most recently he was on loan to the Fisher-Pierce Company where he organized and supervised the service organization for their outboard motor division which handles the 4-cycle outboard developed and originally sold by Homelite.

Mr. Stever's knowledge of Homelite products is extensive and the qualities of courtesy, diligence and technical skill which he has displayed in his previous positions will serve him well in his new job.

THE COVER... While the Homelite dealer is tied up with a customer, the new Parts Display Rack acts as a silent salesman for him. A second customer has already found the replacement parts for his XL-103 carburetor and he decides to take a bottle of Homelite gear oil while he's there. The prices are clearly marked, the attractive see-through package allows him to see just what he's getting and he's pleased to be able to look over the display. The dealer is pleased, too. He sells many more Homelite parts and accessories without spending his valuable time getting them from the stockroom, looking up the price, etc. Is this any way to run a business? You bet it is!

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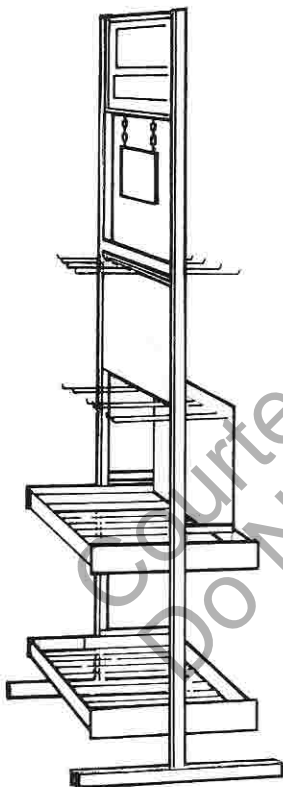
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Number 141 March, April, May, 1969

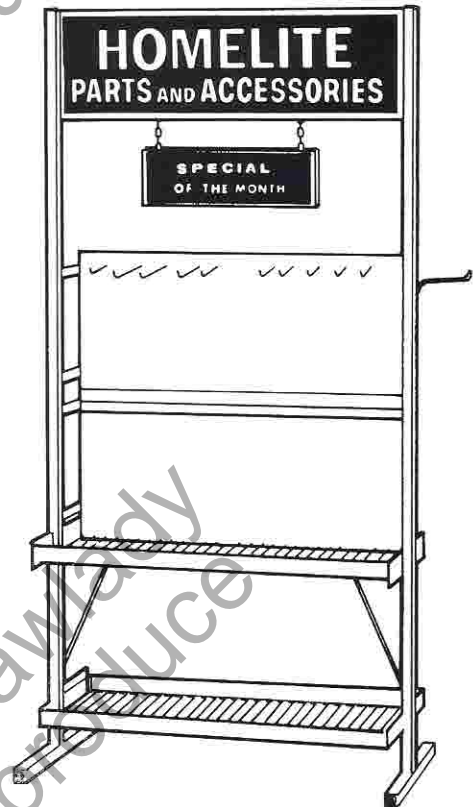
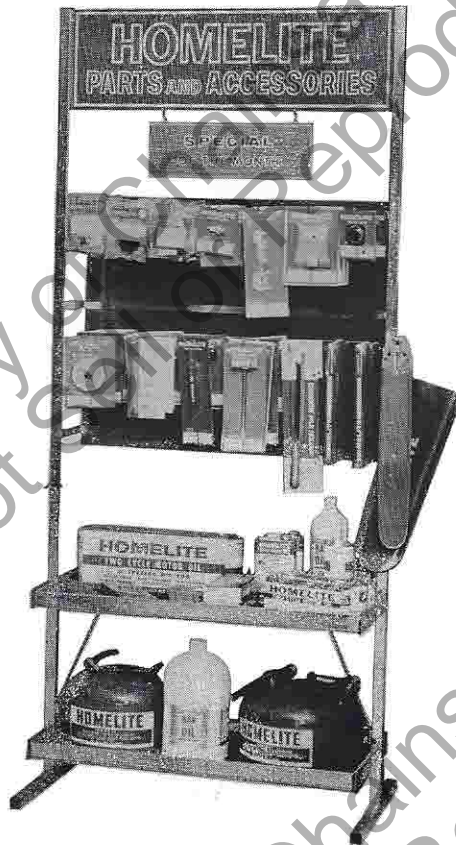
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SILENT SALESMEN



The new Accessory Stand can be assembled in many different ways. Shown here, it is a free standing display.



The modular design of the new Accessory Stand insures greater adaptability. The free hanging sign "Special of the Month" can be used to advertise special sales or promotions.

Parts and Accessories on Display for Increased Profits

For the Homelite dealer who "only has two hands" and who needs extra help when three or four customers all arrive at his shop at the same time, Homelite has come up with an answer. A silent salesman who stands quietly in the shop, is never out sick, doesn't even take time out for a smoke, but who will *increase your sales* by stimulating impulse buying.

You know yourself, when you go into a store looking for a part for a radio or vacuum cleaner, what a nuisance it is to have to wait for the merchant while he handles a few other customers. Then he has to find the part for you somewhere in the stockroom, look up the price in a dog-eared catalogue and he often isn't sure what part goes with what model.

Your silent salesman, a new merchandising rack, is carefully designed to help group together the related maintenance and accessory items most in demand. And these items have been specially packaged on uniform cards with the name Homelite in white block letters across the top. They hang from special hooks on the upper part of the stand. Shelves below hold such useful items as gas carrying can, Homelite gear and engine oil, bar covers, etc.

What merchandise is being packaged for this new program? All "after market" items, including *replacement parts* such as sockets, fuel caps, etc., *accessory items* such as wedges, bar covers, etc., and *maintenance supplies* such as files, file holders and oil. They are mounted in plastic see-through packages and some are in bubbles of plastic. (The large cards make it hard

for anyone to slip one in a pocket and walk out without paying, too!)

Many stores which formerly served customers "over the counter"—drug, hardware, paint and lumber stores—have been turned into "self-service" stores, to provide maximum sales at reduced costs. In a competitive world like ours, everything must be done to make buying easier for the customer.

Self-service customers buy more and self-service displays, such as this new Homelite stand, expose customers to many items for which they might have a need or at least an interest. The customer has time to look over various items, compare quality and price, make up his own mind. Knowing what an item costs before he commits himself to buying it gives a customer confidence. And he buys more. That means more profit for the dealer, at *less sales cost* to him.

The new racks, designed by a leading display design company, provide complete flexibility to meet any dealer's needs. Various units can be changed or added simply by "plugging in" additional racks, shelves or signs. They are solidly constructed of heavy gauge welded steel tubing. The wire shelves are dust free and do not collect dirt or oil. Used in connection with a banner proclaiming this to be "Woodcutters Headquarters", this silent salesman will surely please your customers and result in more sales and profit for you. See your Homelite Representative for complete details on this exciting new program.

DISPLAYS DRAW CUSTOMERS

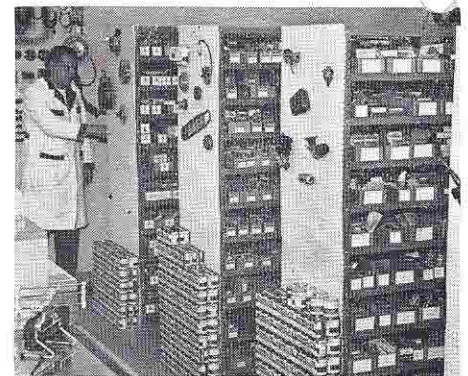
Photos and Story by Frank C. Zdy



"Robot" power mower is a "going" sales tool for Sequoia Engine and Saw Center. This rig logs 9,360 miles annually—and all of it in a 10 foot circle.



Duwayne Cotton shows how bearing was mounted on end of the pole. Inserted in a metal sleeve that is buried in the ground, the pole and sign turn in tandem with the mower.



Even the parts department of Sequoia Engine and Saw Center is dressed up to be interesting to the customer. The pegboard ends of the bins hold mounted parts of engines.

What travels more than 9,000 miles a year, yet goes nowhere at all?

Give up? Well, according to Duwayne Cotton, the answer to this riddle is a display gimmick that was very helpful in selling 450 power mowers, edgers, and vacuum sweepers last year—plus 175 chain saws at this Homelite dealership.

Mr. Cotton, owner of Sequoia Engine & Saw Center in Visalia, California, has received literally hundreds of comments from customers since installing the self-propelling display in front of his store.

Picture this: A power mower, pulling a tractor seat, is constantly running around in a circle that is 10 feet in diameter. And it's obviously doing so under its own steam.

In the center of the circle is a sign advertising various power equipment services offered, and this sign also revolves.

"It's all so simple, yet delivers a tremendous impact," notes Mr. Cotton. "The idea has been worth thousands of dollars to us annually."

"When we run newspaper advertising, we rarely know how much response is a result of the ad. But people do comment, and at great length, once they've seen our mower outside running around in a tight circle. They actually pull off the road, stop to watch it operate. They find it fascinating."

A pipe, 8 feet long, with a 2 inch bearing on the end, was inserted two feet into the ground into a metal 'sleeve' tube.

A 27" power mower was modified with a steel bar across the front. One end of a short chain leads from this bar to a ring on the pole, so that as the mower turns, the pole turns. Power is supplied by a 3 h.p. engine.

Cost of the pole, miscellaneous attachments, and the sign which was professionally lettered on two sides, came to \$110.

Running around in its circle, the rig logs three miles an hour, and is kept 'working' six days a week. To keep things in good operating shape, Mr. Cotton rerings the engine every six weeks, puts in a short block every few months.

The display consumes a couple of tanks of gas a day, and daily operating costs, including gas, oil, tires—are tabbed at around 50¢.

"Inexpensive enough, considering the job this robot mower does for us," Mr. Cotton notes. "It brings the customers in, and then we have a few other promotional ideas to make them want to buy."

"When you sell upwards of 200 chain saws a year," continues Mr. Cotton, "you just naturally must be doing some-

thing right."

"We have nothing in the back room or behind counters in boxes. Every chain saw we have in inventory is on open display. And, when the floor gets crowded, we simply take to the ceiling."

Is it any wonder that when customers enter the store and see as many as two dozen chain saws 'floating' off the ceiling, the idea gets their attention and pulls comments from them?

"More times than I can count, this technique has turned 'shoppers' into buying customers," notes Mr. Cotton. "They're simply not used to seeing so wide a selection gathered together in one place."

Who says a parts department has to be a dull, uninteresting place? "We dressed our parts department up a bit, and found it became a conversational hub with customers. It's darn good advertising for our service work" says Duwayne Cotton.

"What we did was easy enough. We pegboarded the ends of our parts bins, which are in full view of the service counter, and mounted parts of 2-cycle, 4-cycle engines, and parts of a chain saw on the bin ends.

"We think it's a great idea. And judging from the interest customers give it, they apparently agree with us," notes Cotton.



All the chain saw stock is in full view of the customers at Sequoia Saw & Engine Center. Here Joseph Roy, of the Homelite Branch in Fresno, admires the chain saws floating in the air.

REPEAT PERFORMANCE

12th CONSECUTIVE HOMELITE VICTORY AT PAUL BUNYAN DAYS



Wearing his lucky hat, Ray Richards makes the sawdust fly. He won 2nd place with his time of 16.8 seconds for a 33 inch cut.

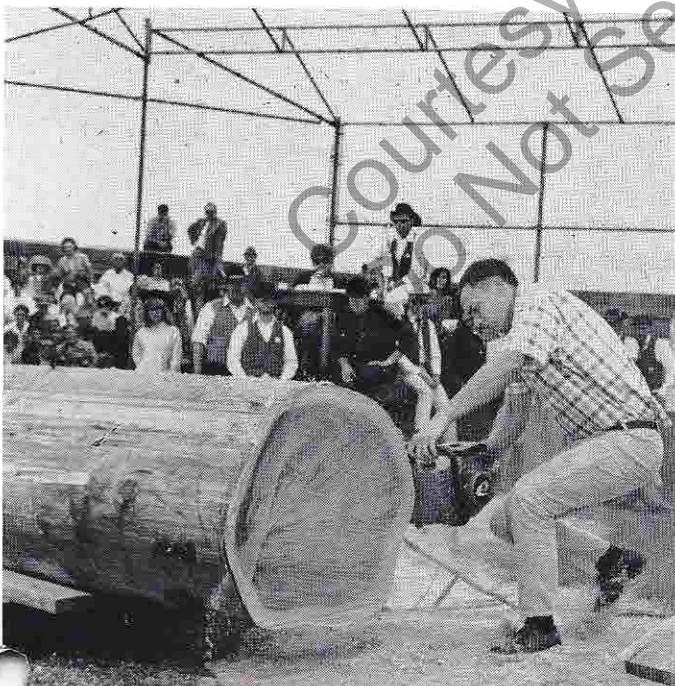
If anything goes to prove the superiority of Homelite chain saws, it is the continued success story which is played out each year at the Paul Bunyan Days Logging Contest in Ft. Bragg, California.

This year, for the 12th consecutive time, Homelites have won an overwhelming victory in this show, over all competitive makes. The Homelite dealer in Ft. Bragg is Dexter Kawalmacher of Redwood Chain Saw Co., a former champion cutter himself. He takes a personal interest in seeing that the men who use the Homelite saws really know their business and that their saws are in A-1 condition.

The names of these experts (and even the pictures) look very familiar because they compete, year after year, in both the "7" cubic inch and over" classification and in the "Saws under 7 cubic inches." This year, the Homelite team won 1st, 2nd and 3rd in both categories!



Using an XL-850, Arvin Reed of Little River, California, makes a 21 inch cut in 18.2 seconds to place 1st in the "Under 7 cu. inches" category.



Arvin Reed again displays his championship form in making a 33 inch cut in 15.4 seconds with the Homelite XP 2000 to come in 1st.



Robert Defer, of Mendocino, California, uses an XL-875, a model only made for West Coast use in big timber, to win 2nd place in the "Under 7" class.



TREASURE IN THE WOODLOT

by Herbert Kinnear



Nelton Henley, High School senior, fells a short-needle pine in his highly profitable two acre woodlot in Abbott, Arkansas.



Nelton Henley and his father pack up after an afternoon of cutting and clearing. Nelton has convinced his father that good woodland management pays.

Even the bark on Nelton Henley's trees has a certain shimmer to it! That's because this farm youth from Abbott, Arkansas prospected with his Homelite Super XLAO chain saw and struck pure gold in a most unsuspected place.

The spot turned out to be a 2-acre plot that appeared to be mostly brush on the Henley farm at the edge of the Quachita Mountains. Through a school project, Nelton's interest was kindled in woodlot management. He saw potential in these two acres and entered a forestry education program.

He cleared brush and put his Super XLAO to work cutting

overpopulated short-needle pine and pruning undesirable branches on the larger trees. Then came the time for cutting and selling the timber that appeared ready for market.

This brought him \$317.35, not bad for a high school senior who had spent 60½ hours marking, thinning, killing undesirable trees and marketing part of his plot. He did this work after school and on Saturdays.

In participating with 250 other young people in forestry education programs, he was named Scott County's most outstanding young forest woodland manager for 1968. By additional pruning and brush clearing, Nelton is preparing for a future timber crop from the plot. It has been estimated by foresters to be twice as valuable as his initial cuttings and will grow at a faster rate due to his management practices.

Nelton's experience has so interested his father in the value of woodland management that he plans to do the same thing with other marginal acres on the Henley farm.

WISCONSIN DEALER PROMOTES HOMELITE



Gail Wallin, daughter of Fred Wallin, poses under an archway of Homelite cartons.



A huge sign made out of evergreen roping combines the Christmas spirit with good publicity for Homelite. Fred Wallin, Manager, and R. C. Swanson, owner of Farm & Forest Enterprises, had these walls built of Homelite chain saw cartons to attract customers before Christmas.

Farm and Forest Enterprises, of Middleton, Wisconsin, has been a Homelite dealership since 1950, selling Homelite pumps, generators and chain saws exclusively. They've built up a fine business and during the course of a year they amass a huge number of empty Homelite cartons.

Last December, Mr. R. C. Swanson, the owner, and Fred

Wallin, Manager, decided to combine a little publicity for Homelite with the spirit of the season. They made a big wall of Homelite cartons, complete with a colorful gateway, and they spelled out Homelite in big letters of evergreen roping the side of the building. The creators of this unique and attractive display deserve a lot of credit and a lot of extra sales.

HOMELITE TO THE RESCUE

HE REACHED FOR HIS TRUSTY HOMELITE



John Eversoll, now 87 years old, was saved from death by his Homelite saw, twelve years ago. He still remembers every detail.



Carlyle Eversoll, owner of the Schapville Garage in Elizabeth, Illinois, has been a Homelite dealer for 15 years.

Photos and Story by Ray Barth

Pinned by a log, alone in the woods, John Eversoll reached, not for his flashlight but for his Homelite.

Eversoll's story is the more remarkable because he was 75 years of age at the time.

Twelve years later, the Scales Mound, Ill., woodsman remembers as if it were yesterday.

"I was way back in the timber," he recalls. "It was early spring and the ground was still frozen.

"I had downed a 50 foot log that was about one and a half feet through. I stepped across the stump, and she took a notion to roll and hit me on the left thigh."

Eversoll knew that the blow had broken his leg.

"My foot was pinned and I was flat on my back," he went on. "I could just reach the saw. It was the old model 26; weighed 37 pounds. I don't know how many times I started it, but it worked. I got the hooks in the end of the log, pried down and sawed my way out."

Dragging himself to his car, Eversoll drove to his son's garage and from there was taken to a Dubuque, Iowa, hospital.

"I had a cast on my leg for nine months," he smiled, "but I just quit sawing two years ago." He is 87.

The father's escape was doubly gratifying to the son, Carlyle Eversoll, for the saw was a Homelite, and he is the Homelite dealer in the Jo Daviess County hamlet of Schapville.

Mr. Eversoll, who operates the Schapville Garage, has been a Homelite dealer for 15 years and has the certificate to prove it. He serves a farming community, but a new lake development with 2,200 homesites is under way six miles from Schapville, and Mr. Eversoll anticipates much new business.

Worst Ice Storm In History Hits North Carolina Area

On February 16th, the worst ice storm in North Carolina's history concentrated its destructive force on a fifty mile area between Wadesboro and Laurinburg. Pine tree plantings and utility lines suffered the greatest damage. Homes were without electricity for several days and the forests were sorry looking collections of trees with broken limbs, tops and holes.

Homelite sprang to the rescue as soon as the extent of the damage was obvious. A crew from the Charlotte District office rented two Hertz trucks, filled them with chain saws and generators and drove them to Wadesboro. The Homelite dealer in Wadesboro is Brasington's Inc., and this shop became the focal point of the rescue operation. Units were loaded into smaller vehicles and dispatched to other dealers in the area. The first loads were brought in on Tuesday, the 18th. More trips were made on successive days with the Hertz trucks again loaded with units.

The chain saws were needed immediately for removing trees and branches which had fallen across roads and drive-ways. They will come in handy for months and even years in clearing out the damaged stands of loblolly pines which are raised as a commercial crop in this part of the country.

Homelite generators were of great assistance where stores of frozen foods were in danger of melting due to the lack of electricity. Now, when so many homes are all electrical, a few days, even a few hours without power can not only be nuisance but very costly.

The picture at the right was featured in the local paper, Anson Record. The caption stated "Homelite Helps—Homelite shipped two truckloads of chain saws and generators to Brasington's welding shop in Wadesboro for distribution



Working through the night, this crew unloaded two truckloads of saws and generators at Brasington's Inc., in Wadesboro, North Carolina. Left to right, Buck Buckner, Jay Moss, Sam Henry, J. McGee, B. C. Brasington, dealer, Ray Peck, Jim Gatlin, Russ Shrum, Benjie Brasington and Jim Valentine. In the truck are Harry McGee and Harold Hinderbran.

throughout the disaster area." The local residents were very grateful for the special help they received. The Homelite men who helped in this rescue mission were the whole sales crew, James McGee, Gurney Roberson, James Gatlin, Russell Shrum, James Valentine and Ray Peck, plus a crew from the shop consisting of Harry McGee, Buck Buckner, Jay Moss, Sam Henry and Harold Hinderbran. They were assisted by Mr. B.C. Brasington, Sr. and Benjie Brasington, Jr., the Homelite dealers in Wadesboro.

DEALER NEWS



Mrs. Davis, owner of Pineland Chain Saw Agency in Many, Louisiana, receives her 15 year plaque from Alton Elzey, Homelite Salesman.

THE BOSS IS A LADY AND A MUSICIAN

One of the very best Homelite chain saw dealers in an area of four states—Louisiana, Arkansas, Mississippi and Alabama—is the Pineland Chain Saw Agency in Many, Louisiana. Recently, a 15 year plaque was presented to the owner and boss lady, Mrs. James E. Davis.

Ever since the sudden death of her husband, two years ago, Mrs. Davis has carried on the business with the help of a group of loyal employees. They have done an outstanding job.

In addition to supervising the business, Mrs. Davis continues her career as a musician. She teaches piano, voice and organ, privately now although she had a long career teaching music and math in the school system. She's also a devoted mother to two married daughters and a doting grandmother to her four grandchildren.

The Pineland Chain Saw Agency received a fine write-up in the local paper recently, with emphasis on their top rating among Homelite dealers.

Mrs. Davis has proved that being a woman and a musician is no liability in the chain saw business—in fact, it seems to be an asset.

PROUD MOMENTS



Frank Sanders, at left, owner of Sanders Equipment Co., of Johnson City, Tennessee, is presented with his 15 year plaque by Curney Roberson, Homelite Salesman. It will have a prominent place in his busy shop.



John W. Knapp and his son Jay, of Spring Valley, New York, plan to show off their 15 year plaque to all their customers. Mr. Knapp was featured as Dealer of the Month in Sawdust in December, 1961.

HOMELITE LEADS THE PARADE



Fred G. Kibles, owner of the Homelite dealership Woodstock Equipment in Woodstock, Virginia, was photographed by Alexandria Salesman Jake Martin, leading a two hour Christmas parade on his Homelite Yard Trac. Good publicity for Homelite and for Woodstock Equipment.

NEW MEXICO DEALER TOP IN STATE

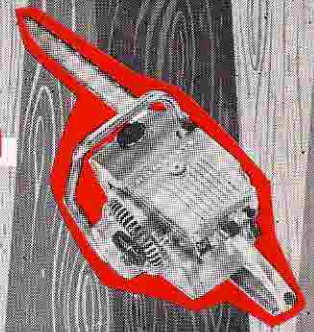


Ben Maestas, Homelite dealer in Taos, New Mexico, receives his 100 plus plaque from Len Faltyn, Albuquerque Salesman. Set up just two years ago with two saws, he now stocks all models.



Posing with part of his stock of Homelite saws, Ben Maestas has good cause to be proud. He sold more Homelites last year in his shop in Taos, New Mexico, than were sold in the entire state in 1965.

SAWDUST



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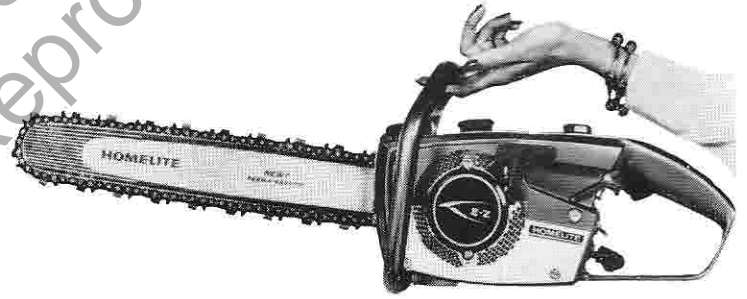
PORT CHESTER, N.Y.—GASTONIA, N.C.—GREER, S.C.—JUNE, JULY, AUGUST, 1969





THE NEW E-Z's

MORE HOMELITE WINNERS



With the introduction of the two new superlight chain saws, the E-Z and the E-Z Automatic, Homelite has again provided the dealers with two sure-fire sales leaders.

They represent a substantial weight reduction from even the XL-101, heretofore the lightest chain saw in the Homelite line. The E-Z weighs only 8½ pounds, less bar and chain, while the E-Z Automatic weighs only 9½ pounds.

The E-Z Automatic's 2.3 cubic engine represents a "design first" in the chain saw industry. Homelite engineers designed a new "Squish Type" combustion chamber and piston, which employs the new Head Land piston ring. (This means only one ring rather than the use of two conventional-type piston rings.) This gives the new engine considerably more power. In fact, this new E-Z Automatic engine, on a per pound and per cubic inch basis, is the most powerful chain saw engine yet developed. Testing shows that it runs smoother and cooler and effects as much as 25% increased fuel economy.

One of the most important selling points of the new saws is their ease of starting. They have the exclusive Simplex® Starting System which is linked to an automatic compression release. Start-up requires only a gentle two-finger pull under all types of weather and environmental conditions.

In appearance, light weight, superior performance and dependability, the E-Z and the E-Z Automatic should appeal to all types of chain saw users... the farmer, the professional cutter and the weekend wood cutter. And that means more sales and more profits for Homelite dealers. All indications point to a record summer.

THE COVER... Bill Anderson, the smiling young man in the center, is a country music star of records, radio and TV. Since he will be advertising Homelite extensively on his TV and radio shows this summer and fall, it seemed like a good idea for him to have a Homelite chain saw of his own. Here, he receives a new E-Z Automatic from Kato Bass, at left, Manager of Midstate Tractor, Homelite dealers in Nashville, Tennessee, home of country music. Walter Hanna, Homelite Salesman, is at right.

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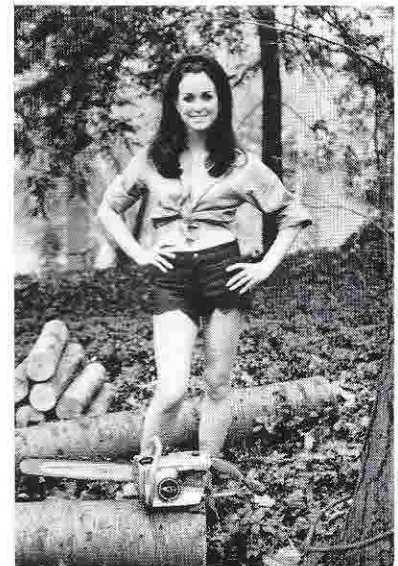


TEXAS STYLE



In Texas, you can depend on it, they do things in a big way. The match books shown above which are being given out by the Dallas District have on one side a beautiful color photograph of a man cutting firewood. On the reverse side is the address of the District Office and along the top are the words "See Your Yellow Pages." According to Dallas Manager Paul Ryan, the match books are doing a good selling job for Homelite.

CALENDAR GIRL



This pretty model is the girl who will grace one version of the 1970 Homelite calendar. (in living color, of course.) Order blanks with prices and instructions for ordering are enclosed.

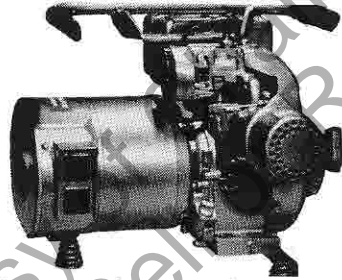
OTHER NEW PRODUCTS

In addition to the new E-Z chain saws, Homelite has recently introduced some other new products and some 1970 versions of existing products. It is all part of Homelite's con-

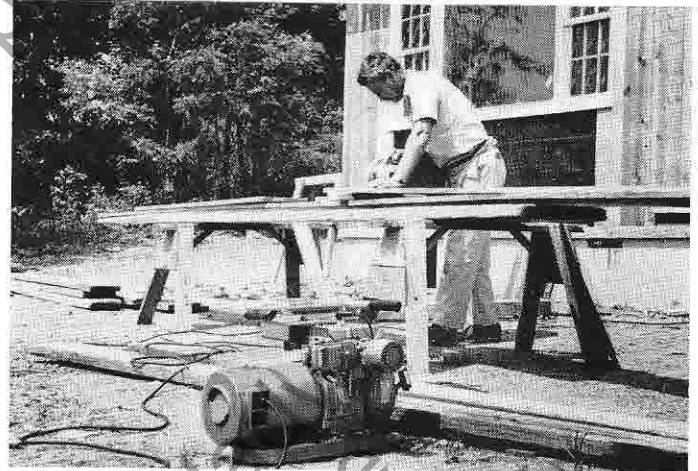
stant endeavor to design and build the best possible equipment for the woodsman, the farmer, the construction industry, the tree expert, the home owner and the vacationer.

ECONOMY LINE OF ALTERNATORS

The new 124A10-1 Alternator, smallest in the line, has a rating of 1000 watts yet weighs only 56 pounds.



A new economy line of alternators have just been introduced, aimed at the economy-minded buyer, the occasional user and the camper. Also handy for emergency use, these four models, all light in weight, are inexpensive to own. Available in 1000, 1500, 2250 and 3000 watt models, they are four-cycle gasoline engine driven. Model 124A10-1, the 1000 watt alternator weighs only 56 pounds. Model 124A15-1 weighs 59 pounds; Model 126A22-1 weighs 89 pounds; Model 126A30-1 weighs 98 pounds. They should prove to be good sellers.



A model 127A30-1 Alternator is being used to supply power for electrical tools at the construction site of a new house.

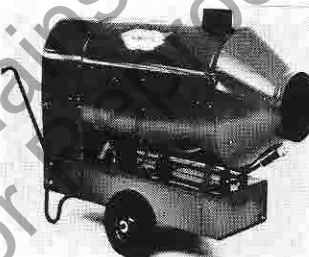
NEW SNOWMOBILES



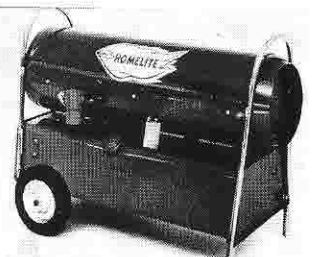
The Forester II Homelite snowmobile, one of the new models for the 1969-70 winter season.

Homelite is all prepared to get a big share of the snowballing snowmobile market next winter with three all-new models: the Ranger II, Forester II and Explorer II Series. These models come with today's most asked-for features including increased horsepower, enclosed consols, larger fuel capacity, larger track sizes and sealed beam lights.

SPACE HEATERS



An indirect-fired Homelite portable Space Heater.



A low cost and highly efficient direct-fired Space Heater.

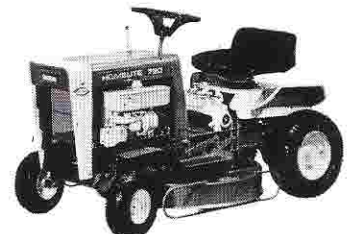
A new product for Homelite, but one that has been marketed successfully in Canada by Terry Industries for several years, is a Space Heater. We now have two types, an indirect and a direct fired portable space heater for use indoors and outdoors. The indirect fired vented models, the H-250 and the H-350 give a high output of safe heat, anytime, anywhere. The direct-fired models, the HD-125-O and HD-225-P are ideal for outdoor use. They will be marketed throughout most of the United States except for the deep South.

RIDE-ON MOWERS



The 526 Yard Trac has a 5 horsepower engine and a 26 inch cut.

The 730 Yard Trac has a 7 horsepower engine and a 30 inch cut.



Important Improvements in styling, ease of handling and comfort of operation make the new 1970 Homelite Yard Tracs better than ever. All models have a family look as a result of improved, over-all styling. A steering wheel replaces the steering tiller, adding to the tractor look which is very popular.

A new blade housing ratchet adjusting lift provides fast, convenient raising and lowering of the pan. Many other changes make the 526 and the 730 Yard Tracs, the best Homelite ride-on mowers ever designed. One version of the 730 Yard Trac comes with an electric starter.



Many dealer meetings were held at Holiday Inns, which gave them a very public welcome. The one pictured above is near Atlanta, Georgia.



Waiting for fireworks to start at the North Arlington meeting at Grossinger's in the Catskills, are Leroy Sweeney and his son Wayne of Johnstown, New York.



Two former "Dealers of the Month" and their wives enjoy the festivities at Grossinger's. Left to right, Mr. and Mrs. P. Worth, Mr. and Mrs. P. Berger and Saul Malzberg.



The Los Angeles Dealer Meetings were held in a spacious building belonging to the Park System. All eyes are on the screen here.

HOMELITE DEALERS MEET THE NEW E-Z CHAIN SAWS

May and June were unusually busy months for the Homelite Sales Division. As soon as possible after the Regional Sales Meetings, which were attended by all District and Branch Managers and Salesmen, dealer meetings were set up in order to pass along the information and inspiration they had received to as many dealers as possible.

Some Districts held several meetings in different cities. For instance, Pittsburgh held seven dinner meetings which were attended by more than 350 dealers . . . over 60% of the total in the District.

Other Districts, such as Atlanta, Indianapolis, Kansas City, Los Angeles, North Arlington and San Francisco invited all their dealers to a central meeting. Attendance was very good at these meetings all over the country. The dealers were enthusiastic over the new products displayed, the new accessories offered and the exciting dealer contest which was announced. Next January, nine or ten jet planes full of Homelite dealers and their wives will take off for four magical days in the Bahamas as a result of this contest.

The meetings, many of them exactly like the Regional meetings with identical slides, movies and other material, were held in motels, hotels, district offices and even in a community park. In addition to the important sales and service information which they dispensed, they served as a good chance for Homelite dealers and their wives to meet old friends and make new ones. Comparing problems and successes and sharing information with each other is a big part of the worth of meetings like these.



At the Homelite dealer meeting held at the Holiday Inn shown above, Atlanta District personnel and dealers pay serious attention to the speaker. In the background are three of the new Accessory stands as well as banners and special psychedelic ornaments.



At the San Francisco Dealer Meeting, held in Reno, Nevada, Homelite dealers and their wives listen attentively to the speaker. (On young man, at left, watches the camera, instead.) All of those attending had a wonderful time and went home full of enthusiasm for the new chain saws.



The Kansas City Dealer Meeting, held at the Glenwood Manor Hotel in Overland Park, Kansas, on May 13, 1969, was attended by more than 125 people. Fifteen Year Plaques were presented to the dealers shown above. From left to right, Mr. and Mrs. Don Miller of Greeley, Kansas; Max Lumbert of Winfield, Kansas; Gerald Foster of Maryville, Missouri; Mrs. Vernon Lumbert, widow of dealer in Winfield, Kansas; Wilbur Gay, Kansas City District Manager; Harold Carpenter of Pleasanton, Kansas; Orville Bays of Onaga, Kansas; Clarence Voth of Hutchinson, Kansas and Lewis Abbott of Stover, Missouri.



The logs were set up in a grove back of the Holiday Lodge in Reno, Nevada, so that all the San Francisco District dealers could have a turn to try both new models of E-Z saws. They found that these lightweight beauties really made the sawdust fly!



A dealer from the Los Angeles District has to bend way down to cut the demonstration log, but the E-Z is so easy to handle that it's no trouble at all.



Part of the crowd of more than 300 dealers and their wives who attended the North Arlington Dealer Meeting at the famous resort hotel Grossinger's in the Catskill Mountains of New York, watch with interest as one of the men tries out the new E-Z.



Angela Riposta, attractive and hardworking secretary to North Arlington District Manager Dick Sidon, tries out the E-Z before an interested audience.

PULL IT-PROVE IT

BIG FALL PROMOTION TO HIGHLIGHT "EASY STARTING" OF E-Z CHAIN SAWS

Of all the exciting features of the new Homelite E-Z saws, the ease of starting made the biggest impression on all who tried them.

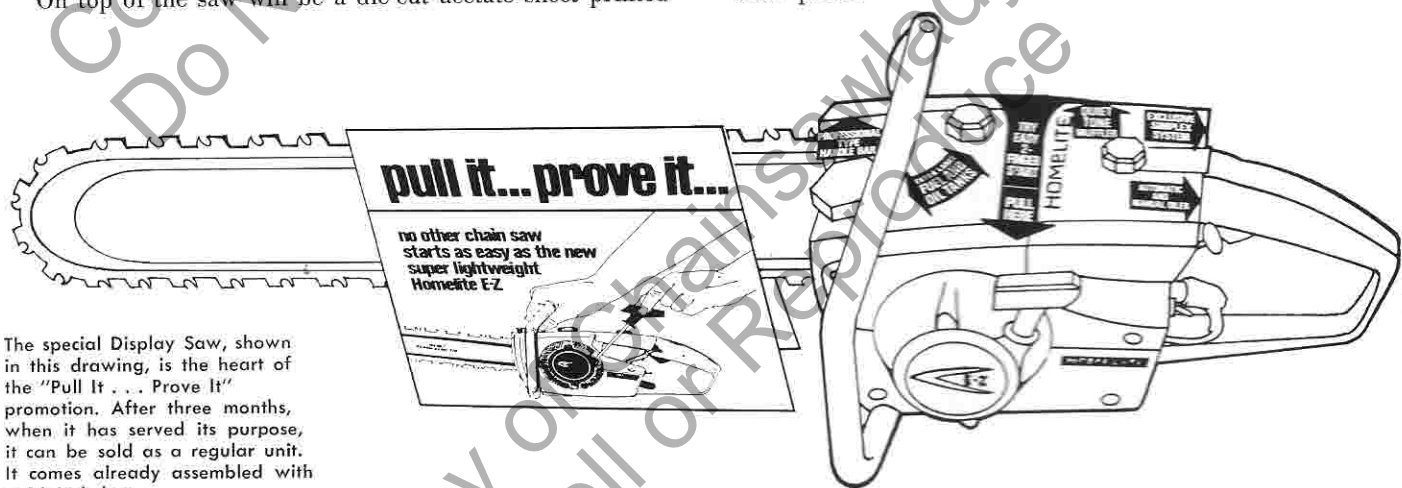
In order to get prospective customers to come in to the dealers' shops to try the new E-Z's for themselves, a big promotion is planned for September and October. It is called "Pull It . . . Prove It".

The central feature of this promotion will be a special display saw, an E-Z Automatic, which the dealer will set up in a prominent spot in his shop, waist-high if possible. The saw will come in a special carton, packed with a 12" bar and chain already mounted.

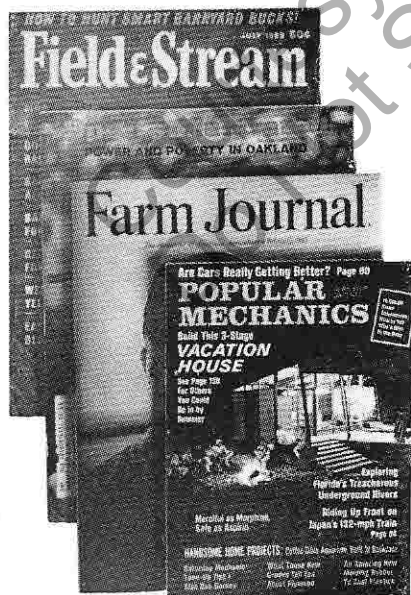
On top of the saw will be a die-cut acetate sheet printed

with arrows, showing E-Z features. One arrow will point to the starter cord, inviting the prospect to pull it. A miniature poster can be stapled and hung on the guide bar, asking prospects to pull the starter, get a free gift and prove to himself that the E-Z is the easiest-starting chain saw in the world.

Two additional posters, one large and one small amplifying this same message will be enclosed in the carton with the saw, also a mat sheet with a one column and a two column mat. A sample envelope stuffer which the dealer may order in quantity is also enclosed plus twenty watch-band calendar sets (to be given as the promised gifts) and an order form for the dealer who wants to buy additional watch-band calendars at a low price.



The special Display Saw, shown in this drawing, is the heart of the "Pull It . . . Prove It" promotion. After three months, when it has served its purpose, it can be sold as a regular unit. It comes already assembled with a 12 inch bar.



These are four of the popular national magazines which will feature ads on the "Pull It . . . Prove It" promotion, in September and October.

ADVERTISING SUPPORT

Strong advertising support will be given on a national basis for this "Pull-It . . . Prove It" promotion. Ads in the September issues of *Sports Illustrated* and *Farm Journal* and in the October issue of *Popular Mechanics* and *Field and Stream* and in several other magazines will invite the prospect to look in the Yellow Pages for his nearest Homelite dealer. They will urge him to visit this dealer and try for himself the amazingly easy starting of the new E-Z saws.

These magazines reach millions of readers—farmers, campers, sportsmen, home-owners—just the kind of men who would be interested in chain saws. The dealer will want to be prepared to greet these new prospective customers when they come in to try out the new saws by having the special display saw set up and a good stock of Homelite saws of all models on hand.



RADIO-TV PRESS COVERAGE

Posters, Mats, Radio Tapes

The "Pull-It . . . Prove It" promotion will be set in motion at a Press Conference early in September at the Tavern on the Green in New York's Central Park. Members of the press will be invited to try the saws for themselves so that they can write about them from personal experience. Bill Anderson (see cover) and his whole TV group will entertain the visitors.

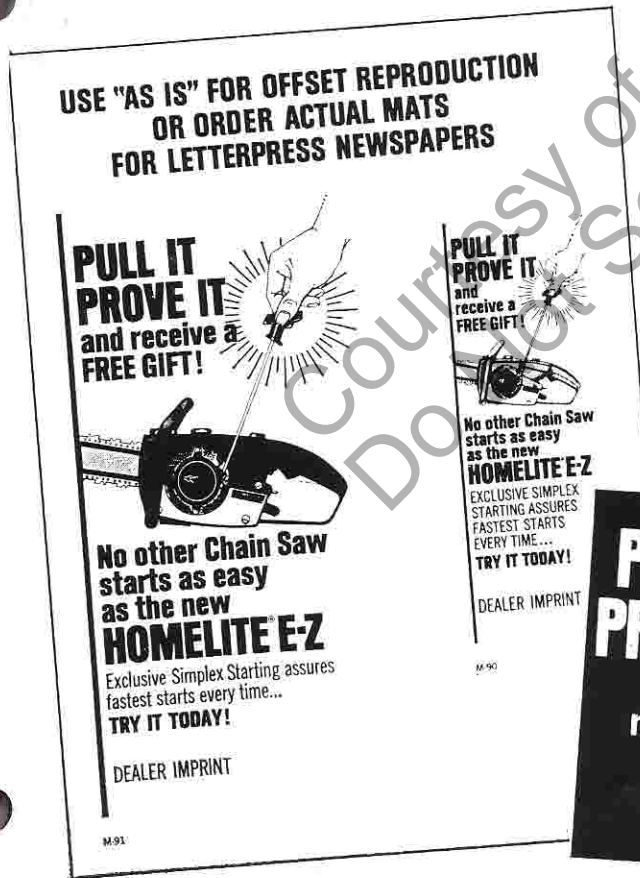
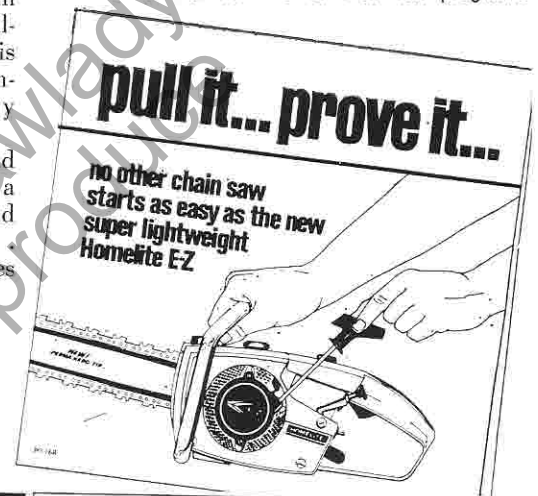
In addition, millions of TV viewers all over the country will hear about the new E-Z chain saws on the Huntley-Brinkley NBC News programs of September 22 and October 20.

There will be plenty of extra support for the promotion which the dealer can use locally. Billboard posters, radio tapes and newspaper ad mats will all be available to tell the prospects about the new saws and to tell them who the local dealer is and how to find him so that they can come in to try out the new E-Z saws. The calendar watchbands make very nice gifts and are an unusual item, something not many people have.

In order to make the most out of this promotion, dealers should be sure to read the detailed instructions that come with the display saw. If they set the saw up in a prominent place, decorate the premises with the "Pull It . . . Prove It" posters, and advertise locally, they will find that plenty of prospects will come in to "Pull It . . . Prove It" for themselves. They will watch sales figures go up, too, not only the sales of the new E-Z's but of other Homelite chain saws as well.



David Brinkley, left, and Chet Huntley, famous newscasting team, are shown here in a relaxed mood. The "Pull It . . . Prove It" promotion will be featured on two of their fall programs.



SAN FRANCISCO DEALERS REAP PRIZES TOP AWARDS AT RENO MEETING

The San Francisco Dealer Sales Meeting was held at the Holiday Lodge in Reno, Nevada, on May 9, 1969. According to District Manager Robert C. Glidden, the meeting was a great success, with very enthusiastic reception by the dealers of the new products displayed there.

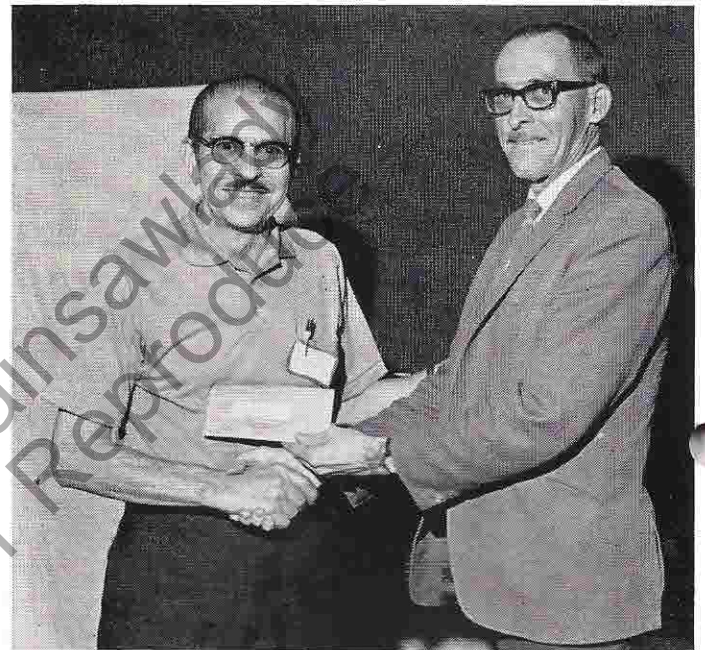
At the dinner following the meetings, several special awards were made. Mr. Glidden presented Red Houston, of Houston's Car & Home Supply, Yreka, California, with a special Golden Trophy for winning the very top place in the 1968

Sales Contest. The trophy, specially designed and produced by the San Francisco District office, will have a prominent place in Red Houston's fine new showroom (described last winter in an issue of *Sawdust*.)

As a spur for the 1969 Sales Contest, Mick Hobbs, Salesman, presented a U.S. Savings Bond to Louis Gould, owner of Bay Bridge Hardware in San Francisco for being the first dealer to hit 100% of his quota in the new contest. They're off and running, in Northern California!



Robert C. Glidden, left, San Francisco District Manager, presents the special "Golden Trophy" to Red Houston of Houston's Car & Home Supply. Note the chain saw cylinder, topped with a gilded spark plug! Red won it for having the best sales record in 1968.



Louis Gould left, owner of the Bay Bridge Hardware in San Francisco, looks proud and happy as he accepts a U.S. Savings Bond from Mick Hobbs, Salesman. Mr. Gould was the first dealer to hit 100% of his quota in this year's contest.

TRYING OUT THE BIG ONES

In the most parts of the country, the lightweight XL- and E-Z chain saws are the popular ones. These lightweights are powerful enough to cut both hard and softwood trees, even up to three or four feet in diameter.

In the far West, however, it's a different story. There, giant redwoods and pines have grown to great size, due to the temperate and moist climate. Timber cutters who fell these giants need big, powerful saws and Homelite has those, too, which take guide bars up to five feet in length.

At a recent dealer meeting in Reno, Nevada, a huge log was set up so that dealers could try out for themselves the latest models of these large production saws.



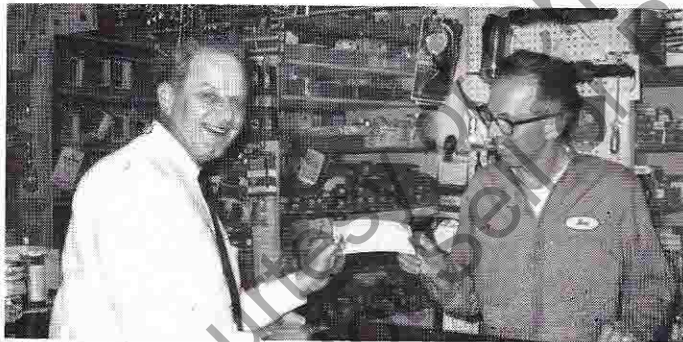
San Francisco District dealers try out the big construction saws on some big logs at the dealer meeting in Reno, Nevada. It took a great deal of advance planning and hard work to set up this demonstration area.

1968 CONTEST WINNERS

Prizes are still being handed out to the top dealers of Northern California who made the highest-over-quota sales records during 1968.

The Contest divides the dealers up into various categories

so that each dealer is competing against other dealers who have the same size business in the same general geographical area. This makes the competition keen and the sales results highly rewarding. The prizes are nice to win, too.



Richard Dodelin, Sacramento Branch Manager, left, seems very happy to be handing over a sizable U.S. Savings Bond to Ben Himebauch, of Himebauch Auto Parts in Walnut Grove.



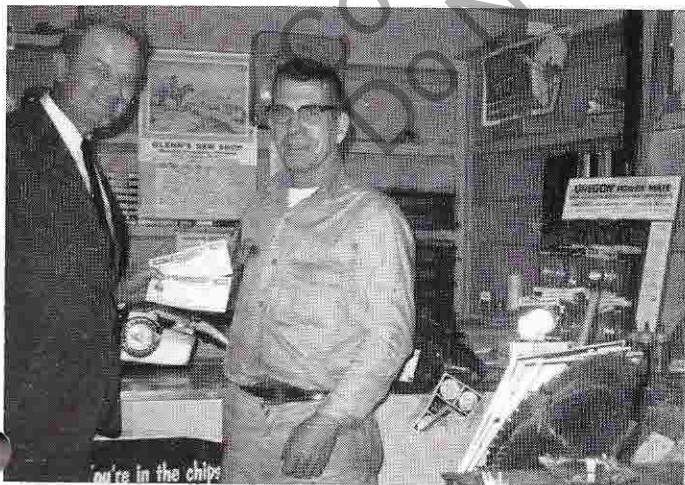
Bill Wahl, left, Salesman, gives a warm handshake and a U.S. Savings Bond to John Ferez, of Ferez Sport Shop, Guerneville, California, for being the winner of Division III.



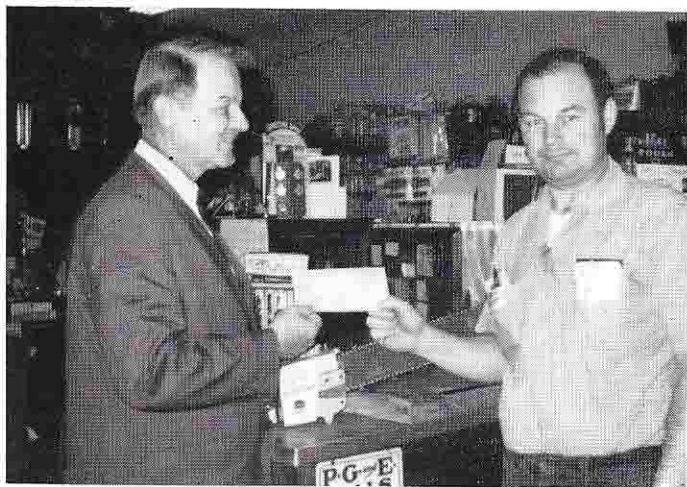
Ivor Wilson, at right, of Wilson's Saw Shop in Fortuna, receives his prize bond from William Wahl, San Francisco Salesman. Mr. Wilson was 1st place winner in Division I.



Dick Dodelin, Sacramento Branch Manager, presents his prize for the 1968 Sales Contest to Bill Wright, of Bill's Garage, Lodi, California. Bill has been a consistent winner.



Glenn Bottenberg, at right, of Glenn's Saw Shop, in Murphys, California, receives two prize U.S. Savings Bonds for being a winner in the 1968 Contest from Richard Dodelin.



Howard Hill, at right, of Hill's Hardware, Linden, California, is another chain saw dealer who won a U.S. Savings Bond in the 1968 Contest. Dick Dodelin presents it.

JUNE, JULY, AUGUST, 1969

WHAT DO YOU THINK, MR. DEALER?

Before the final decision is reached to put on a national promotion such as the "Pull-It . . . Prove It" promotion for the fall, a survey is made of dealers in several parts of the country to see what they think of the idea.

Phillip J. Halperin, Marketing Services Manager, made a whirl-wind trip in early July to several different areas, calling on dealers without any advance notice. He enjoyed talking with the dealers, seeing how they were using other promotional material and asking them questions about what they thought about various types of contests and prizes.

Almost every dealer Mr. Halperin talked with seemed to like the idea of the "Pull It . . . Prove It" display saw and the advertising and promotional support which was planned.

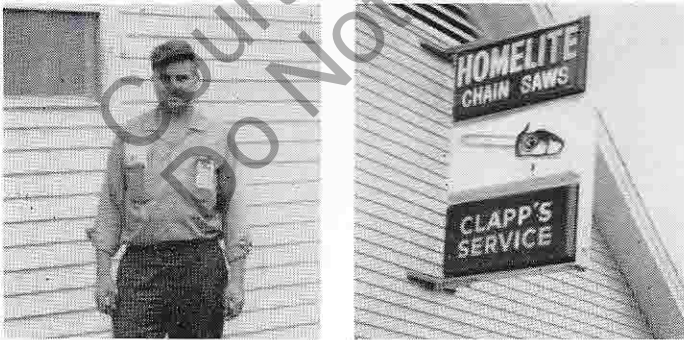
"An in-store demonstration, such as this "Pull It . . . Prove It" program, will be very beneficial for a hardware

store," said Bob Gilmore, of Bolfin's Elmwood Hardware in Berkeley, California. "It can't help but improve business."

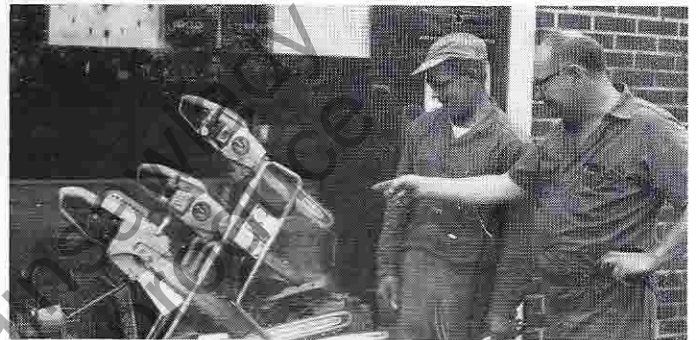
"You have to demonstrate the E-Z to prove how good it cuts," said John McDonald of Marysville Rental & Equipment Sales, Marysville, Washington. "It's great!"

"If it will get prospects into the shop, we like it" seemed to be the main reaction. Mr. Halperin found a direct relation between the use of Homelite displays, inside and outside, and the sales of Homelite chain saws and accessories. The better the displays, the higher the sales! Of course, each dealer has different methods of advertising and promoting his own business, locally, and these are very important, too, in bringing in sales.

"It's teamwork that counts," says Phil Halperin. "If we all work together to promote Homelite, we'll stay right up there at the top of the chain saw industry."



Russell Clapp, owner of Clapp's Service, the Homelite dealership in Greenfield, Massachusetts, provided a friendly welcome for Mr. Halperin and displayed with pride his new shop and his fine new outdoor sign.



Francis J. Bishop, at right, of Bishop's Lawn & Garden Center in Louisville, Ohio, points out his Homelite window display to Mr. Shanower, a customer, and Phil Halperin, the photographer.



Mr. Clapp and his serviceman pose with the demonstration logs which are set up behind the shop. Clapp's Service does extensive local advertising of Homelite chain saws.



Bishop's Lawn & Garden Center has a fine display inside in the neat showroom as well. Mr. Bishop puts his own decal on all the saws he sells so that they are easier to trace if stolen.



Ceylon Loehr and his wife Rowena of C and L Power Equipment, Medina, Ohio, were proud to show Mr. Halperin the display tree which goes right up to the ceiling and sells saws for them all year around.



George Mead, Salesman for Abbott's Spray and Farm Supply, in Lexington, Massachusetts, is an enthusiastic Homelite-minded man. He gave Mr. Halperin some good constructive ideas.

THE YOUNGER GENERATION

There's no generation gap when it comes to chain saws. As each generation of Homelite chain saws becomes lighter and easier to handle, the sons and grandsons of Homelite dealers and Homelite users like to have their pictures taken holding chain saws. These pictures are then proudly sent on to us.

(We feel sure that the older generation knows that a chain saw is not a plaything and that they limit the play-action to letting the youngsters hold the saws . . . not run them.)



Homelite Dealer William Ramsey, of Calvin Pennsylvania, lets his two sons Bill and Rod hold the new E-Z and the E-Z Automatic. The saws look small even when held by youngsters.



A customer, Herman Kuhlman, of Leipsic, Ohio, sent in this photograph of his grandson Kevin Wenzinger. He attached it to his new saw questionnaire. That's quite a woodpile, Kevin!

BUSY DEALER POSES FOR PICTURE



It took months to find this busy man with time enough to accept his 15 year plaque. He is Salesman Fred Lee, of Overholt's in Newport, Tennessee. Gurney W. Roberson, Homelite Salesman, at right, makes the presentation.

OFF TO HAWAII



Boarding the plane which will take them to Hawaii for a week's stay are the winners of the Pittsburgh District's Spring Hawaiian Sales Contest. The winners were Mr. and Mrs. Glen Evans of Phillipsburg, Pennsylvania; Mr. and Mrs. Marlow Leake of New York, New York; Mr. and Mrs. John Reid of Gowanda, New York, and Mr. and Mrs. Louis Roesch, of Cleveland.

SELLS 500th HOMELITE CHAIN SAW



Mr. Lisle Howard, at left, of Howard's Appliances Veedersburg, Indiana, has been a Homelite dealer for 12 years. The sale of his 500th Homelite saw to Mr. Frank Ray, at right, was the occasion for this picture, taken on June 16th.

Welcome to Eaton's in Mayfield, Kentucky



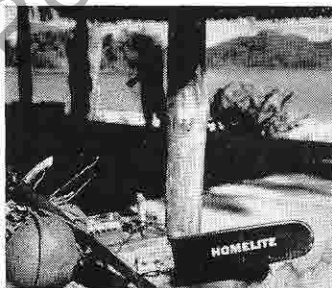
This picture was taken on December 20, 1968, at Eaton's Chain Saw Open House in Mayfield, Kentucky. For various unexplained reasons, it arrived at the Sawdust desk July 1. The men in the picture from left to right are Clyde West, Salesman, Dwain Yates, Serviceman and Wm. Penn Eaton, Owner. We hope that the enthusiasm generated by their Open House last December has kept the business booming during the past six months . . . and, Merry Christmas!



This grass shack, on an island in the Pacific Ocean, is the vacation home of Mr. and Mrs. Ed Niemeier of Seattle, Washington. Mr. Niemeier uses a Homelite chain saw at home and on his island.

BEST SHOW IN TOWN

By JEAN NIEMEIER



The chain saw replaces the machete as a cutting instrument since it makes short work of the native trees.



Ed Niemeier and his trusty Homelite. Not everybody builds a grass shack with a chain saw, but then, not everybody builds a grass shack.

His Seattle friends think Ed Niemeier is a pretty unconventional lawyer because he prefers planting a vegetable garden and sawing up fireplace wood with his Homelite chain saw to working in his office.

But on the jungle island which he owns, five hundred miles north of the equator in the Pacific Ocean, his Panamanian neighbors are even more amazed. When they see him put down tall palms and fat boragon trees with a little chain saw so that he can build a grass shack and plant a garden, they think they are seeing one funny *norteamericano!*

Where they always had to hack and hack with a sharp machete for a long time just to fell one tree, Mr. Niemeier can saw down the hard-wooded *nispero* trees in no time at all. The trunks are so big and heavy that it takes three men just to carry one log over for a support post for the grass house.

As for the way he handles the chain saw, he doesn't even bother to skirt the tree warily, burning all around the trunk before trying to destroy it . . . he just puts on his gloves and saws it right down!

A grass shack, to Mr. and Mrs. Niemeier means a casual little beach house. To a native, or *campesino*, it means a home. On these islands it is too hot for walls and all he needs is a stout roof to shelter him from the sun and the heavy rains. But the welcome breezes can become strong winds to rip off his roof if it is not firmly anchored. The heavy *nispero* posts are set deep in a concrete base and the palm leaf thatch is tightly woven on close-spaced poles tied firmly to the uprights.

One thing is sure. Every time Mr. Niemeier starts that Homelite chain saw down in Panama, all work around him ceases. It's the most interesting show the *campesinos* ever see!

OHIO LOGGER FELLS GIANT ELM

John Holdshue, of Lisbon, Ohio, has been a logger for more than 20 years. Recently he felled the largest elm tree ever seen in that area, and, incidentally, the largest tree he ever toppled.

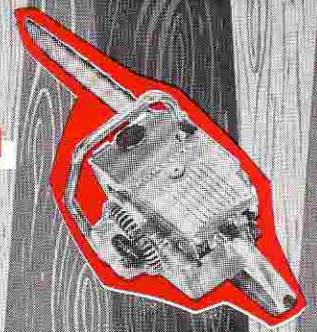
It stood more than a hundred feet in the air and its base, at its widest point, was almost seven feet thick. Mr. Holdshue used his two-year old Homelite with a 36 inch bar to do the cutting.

"Homelite builds the best saw, bar none," says John Holdshue, who knows logging and saws as only a man who uses them the way he does can. "I make my living with power saws and I need the best. I've been talked into trying others, but I still end up with a Homelite in my hands."

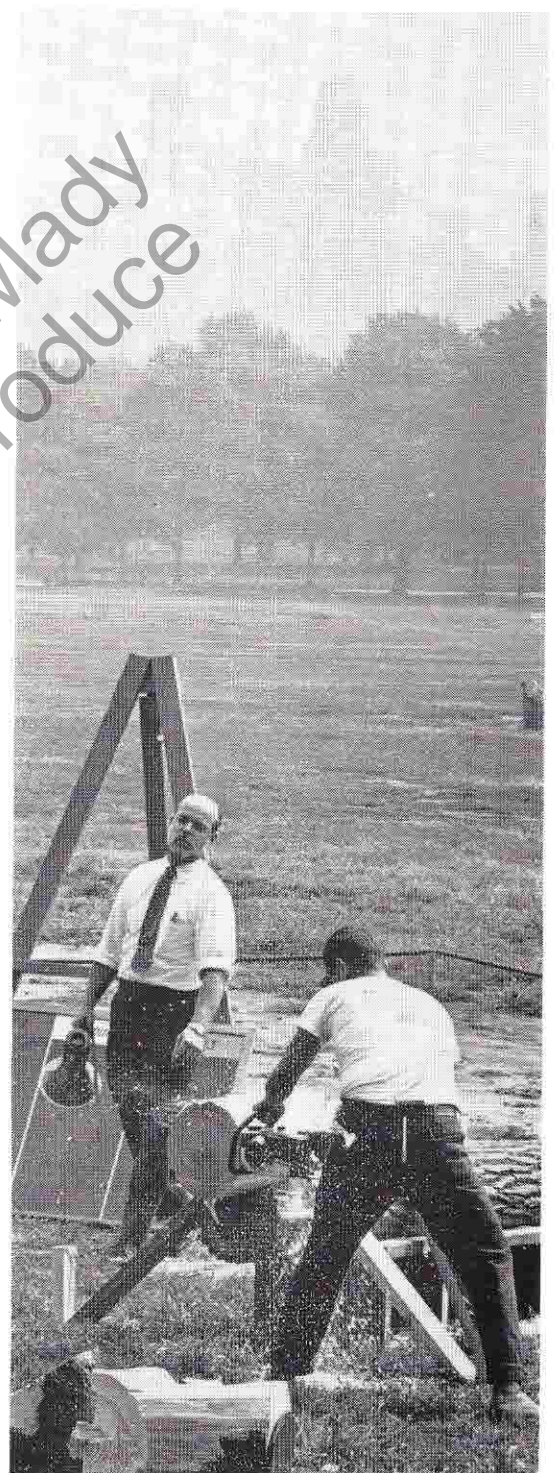
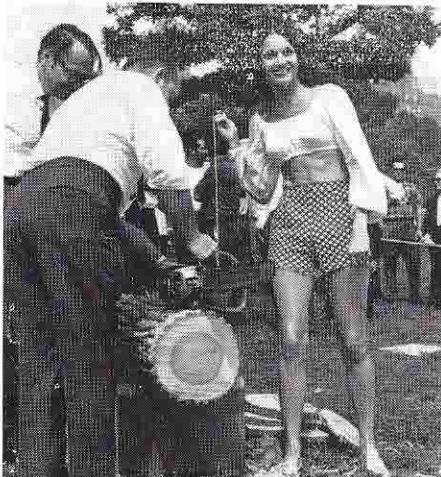


John Holdshue, of Lisbon, Ohio poses proudly with the Homelite saw he used to cut down this giant elm, the largest ever seen in the area.

SAWDUST



Published by **HOMELITE**® A **Textron** DIVISION PORT CHESTER, N.Y.—GASTONIA, N.C.—GREER, S.C.—SEPTEMBER, OCTOBER, 1969





BE ON THE LOOKOUT FOR THE NEW CHRISTMAS PACKAGE

Christmas is coming soon and Homelite has a fine Christmas special all ready for the occasion.

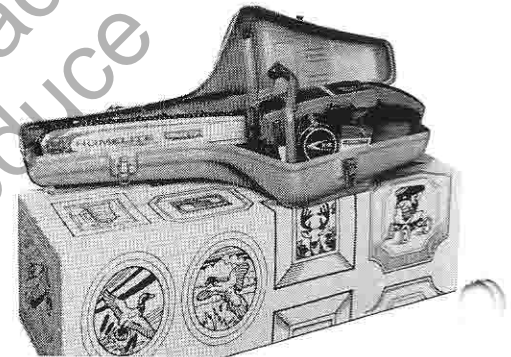
The new E-Z and the E-Z Automatic are being packed in handsome gift boxes. They are fully assembled with 16" bar and chain and they come with their own sturdy Carry-Cases at no extra cost.

Chain saws are becoming more and more popular as gift items, often sold to women who want to give their husbands something very special for Christmas. The ladies like things done up in neat packages and they like bargains, too. This E-Z special with its free, custom molded case for safe carrying and convenient storage will make a big hit with them.

SPECIAL PURCHASE!

HOMELITE E-Z CHAIN SAW

Complete with
16" bar and chain



Above, the completely assembled E-Z chain saw in its own Carry Case is shown with the Christmas carton. At left, one of the ad mats which can be ordered.

Posters and mats describing this special offer are available from the District Office. There are also end panels which can be ordered. They can be used to cover the end of the box which has shipping instructions on it.

Stacked one on top of the other, these colorful cartons will dress up a shop and create a holiday mood. The lucky man who finds one of them under the Christmas tree will receive year-round pleasure from this thoughtful gift. By ordering enough of these gift-packed E-Z's, the dealer will save himself time and money and his profits will prove to be a nice Christmas present he gives to himself.



THE COVER... Pictured are some of the highlights of Homelite's recent Saw-In in Central Park right in the heart of New York City. (More about the Saw-In on pages 4 and 5.)

It took place on a warm, hazy day in September and in the picture at the right, you can see the tall skyscrapers looming dimly in the background as Blake Stretton, Marketing Manager, Forestry Equipment, times the cut being made by a Parks Department employee.

In the top center picture, George Nelson, Advertising Manager for Homelite, is introducing Bill Anderson and his Po' Boy orchestra who entertained the guests after lunch at the Tavern on the Green.

At the left, an editor of a leading national publication makes the sawdust fly with an E-Z Automatic, hoping to win a saw for himself. And above and on the cover, pretty Linda Garrett demonstrates how easy it is to start the new E-Z.

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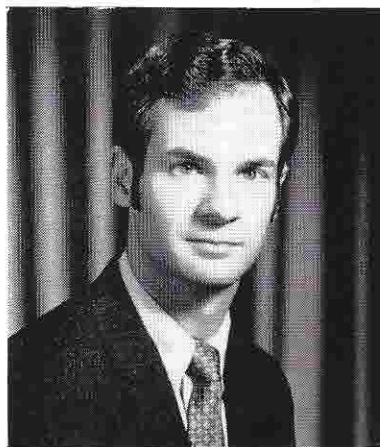
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Number 142 September, October, 1969

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NEW SNOWMOBILE MANAGER



Joseph Stahl
Marketing Manager, Recreational Vehicles

Joseph Stahl has been appointed Marketing Manager, Recreational Vehicles, it was announced recently by Robert S. Kennedy, Vice President, Sales. Mr. Stahl comes to Homelite from the Marketing Plans Department of the Ford Motor Company, Tractor Division.

Joe was born in Washington, D.C. and attended schools in several different parts of the country. He received a B.A. in Political Science from Stanford University in Palo Alto, California, and an M.B.A. in Marketing from George Washington University in Washington, D.C.

At Homelite, he will be responsible for marketing the company's new line of snowmobiles and for any future developments in the recreational vehicle field.

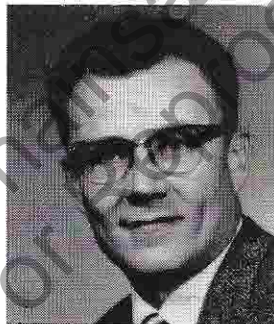
TWO NEW SALES DISTRICTS CREATED



Robert E. Anthony
Seattle District Manager



George Lodge
Spokane District Manager



Charles Ridenhour
Portland District Manager



Dennis Bertelsen
Director, National Sales



Douglas Hart
Director, Marketing Services

A. D. Sherwood, Homelite's Seattle District Manager retired on October 4th. His early retirement triggered several important changes in the marketing set-up.

In announcing Mr. Sherwood's plans, Robert S. Kennedy, Vice President, Sales, praised the magnificent job that he had done for Homelite. "In addition to setting up the Seattle District in 1945," said Mr. Kennedy, "Doug Sherwood did a fine job as District Manager, and since 1962 as Western Field Sales Manager. He has been with Homelite for over 29 years, and has contributed greatly to its success."

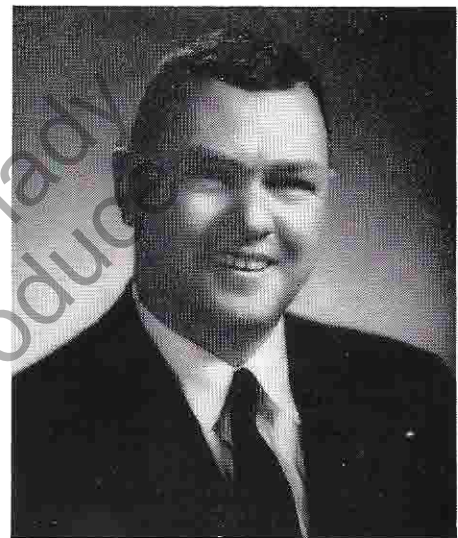
The Seattle District, which included Branch offices in Spokane, Washington and Portland, Oregon, will now be divided into three parts.

Robert E. Anthony, formerly Manager, Field Sales, has been appointed Seattle District Manager. A former Homelite dealer, Mr. Anthony has had several important marketing assignments since he came with Homelite in 1954.

George Lodge, Branch Manager in Spokane since 1962, will become Manager of the newly created Spokane District. A former forester, who came with Homelite nearly 15 years ago as a Factory Representative, Mr. Lodge has been the West Coast since 1961.

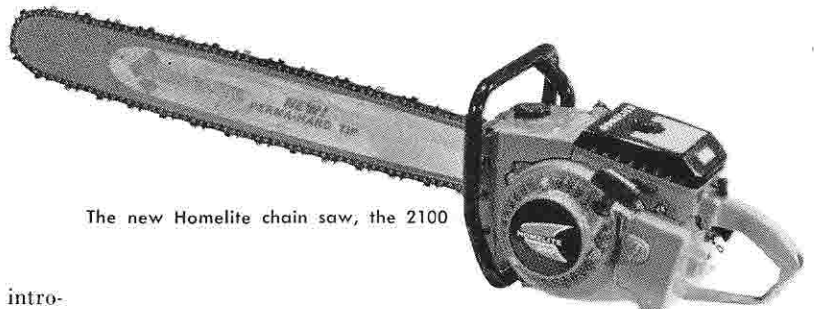
Charles Ridenhour, Branch Manager in Portland since 1966, was appointed Manager of the newly created Portland District. He came with Homelite in 1952 as a Salesman in the Seattle District. In 1956, he took over the Eugene, Oregon territory, working out of his home.

In Port Chester, home office of the company, Dennis Bertelsen, Marketing Coordinator, will take over Robert Anthony's former position with the title of Director, National Sales, and will be responsible for all field sales activities. Douglas Hart, Assistant to the Vice President, Sales, will become Director, Marketing Services, responsible for the Port Chester Marketing staff.



A. D. Sherwood
retiring as Seattle District Manager

NEW PROFESSIONAL SAW — THE 2100



The new Homelite chain saw, the 2100

Homelite's new professional saw, the 2100, which was introduced on the West Coast last June, is now available in all parts of the country. Earlier models, the 2000 and the 2000 Automatic, were tried out extensively in the field by professional loggers and the new 2100 incorporates all the changes and improvements which resulted from this rigorous testing.

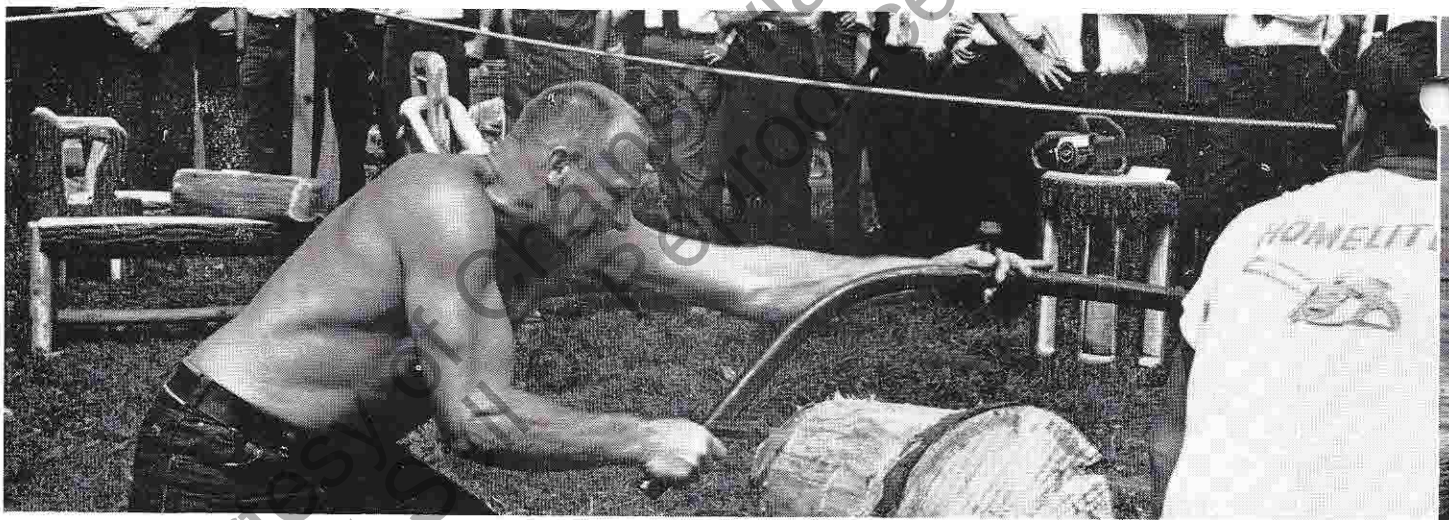
In addition, the new saw boasts several dramatic developments which have just been introduced by Homelite.

- **Increased Power . . .** The *Power Boost* combustion chamber new directed flow *Ram Ports* make this possible. The *Power Boost* combustion chamber provides a more efficient, cooler-running engine and some increase in power. The *Ram Port* induction system provides the major increase in power and at the same

time decreases fuel consumption by as much as 23%.

- **Improved Ignition System . . .** A new magneto has 25% higher available voltage output.
- **Improved Cooling Air Flow . . .** A new fly wheel rotor, with larger fan blades, a larger area air inlet screen and a new fan shroud, all contribute to a 38% increase in air flow (from 130 to 180 cubic feet per minute.)
- **Improved Access to Cylinder . . .** An easily removed cylinder shield provides simple access to the cylinder, the spark plug and the high tension lead.

All of these improvements make the Homelite 2100 one of the best high performance professional units in the field today.



Sven Johnson, World's Champion Cutter, uses his mighty muscles to wield a one-man bow saw. Sven is a Homelite dealer in Voluntown, Connecticut.

Central Park, in New York City, has been the scene of many spectacular events, but the very first "Saw-In" in its history took place on September 16. Homelite put on a colorful presentation combining a look at the logging industry of yesterday and today with a review of its complete line of chain saws.

The guests were editors of leading national publications as diverse as "House and Garden", "Field and Stream" and "Professional Builder." They met at the Tavern on the Green to be briefed on the fast-growing popularity and usefulness of the chain saw and to view a display of Homelite's line of saws. Other Homelite products such as ride-on mowers, snowmobiles, pumps and generators were also on display.

The actual Saw-In was held across the way in the Sheep Meadow where a demonstration of various methods of cutting with axe, cross-cut saw and chain saw featured Swen Johnson

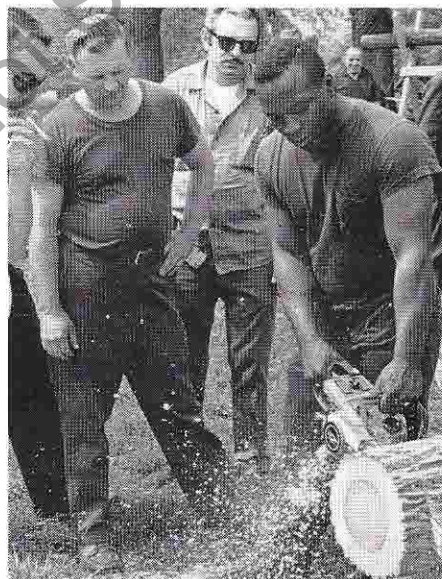
of Voluntown, Connecticut, World's Champion Cutter. Pretty, young "Logger's Sweetheart" girls showed how easy it is to cut with a chain saw. The editors, grouped according to their cutting experience, had a chance to compete in cutting contests. Three chain saws were given as prizes. Park Department workers also competed against each other to win an E-Z.

A buffet luncheon followed at the Tavern on the Green, with entertainment provided by Bill Anderson, "The Button-Down Hillbilly" and his Po' Boy orchestra. In other parts of the country, this group regularly advertises Homelite on radio and TV.

Hippies, old ladies and stray dogs were drawn like magnets to the sound of chain saws in the heart of New York City. They, as well as the more sophisticated editors, were amazed at the versatility of the new breed of Homelite saws.



Three groups of editors (experienced cutters, occasional users and novices) competed to see who could post the best time. The prizes, three E-Z chain saws, one for each class.



Park Department employees, who had helped to set up the outdoor cutting stations in Central Park, had a competition of their own to win an E-Z. These men use Homelites on the job.



Blake Stretton, Marketing Manager, Fore Equipment, outlined for the guests the history of wood cutting from the axe to the modern chain saws.

CENTRAL PARK'S FIRST SAW-IN



The modern chain saw does the work itself.



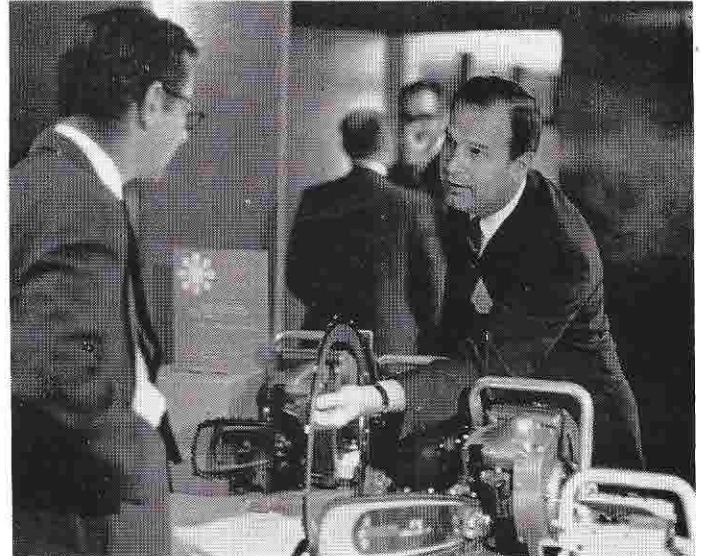
On the outdoor terrace of the Tavern on the Green, Central Park's famous restaurant, the guests enjoyed a delicious meal and were entertained by Bill Anderson and his talented group.



Bill Anderson, at right, popular country music singer, accompanied by two members of his Po' Boy Orchestra, sings the Homelite commercial which he uses on his radio and TV shows.



Robert S. Kennedy, Vice President, Sales, tells an audience of editors about Homelite's position in the chain saw field and about Homelite's constant striving for quality and service.



Robert P. Straetz, at right, President of Homelite, points out some of the special features of a bow-type bar to one of the editors. All of Homelite's current chain saws were on display.

A REAL GO GETTER

by Frank C. Zdy

Boise Building Supply of Boise, Idaho, Never Stops Selling Homelite



Francis Meyers, Salesman of Boise Building Supply, is proud of this useful display. The 5 foot high maple log can be viewed from all sides. Up to 20 saws can be displayed at one time.

MEANT FOR EACH OTHER . . . that's the way it is with chain saws and hefty tree trunks. They're natural go-togethers, and that's one reason for this tandem display at Boise Building Supply, Boise, Idaho.

Another reason is that the imposing soft maple log—five feet tall and 26 inches in circumference—makes quite an effective 360-degree merchandiser.

"No matter where people stand when in the store, they've got to see it. There is just no way around it" says veteran salesman Francis Meyers, adding, "The display has occupied the same spot here for two years."

Upwards of 20 saws can be displayed on the log. Some are actually inserted into deep cuts in the wood, and others hang from sturdy ceiling hooks turned into the log.

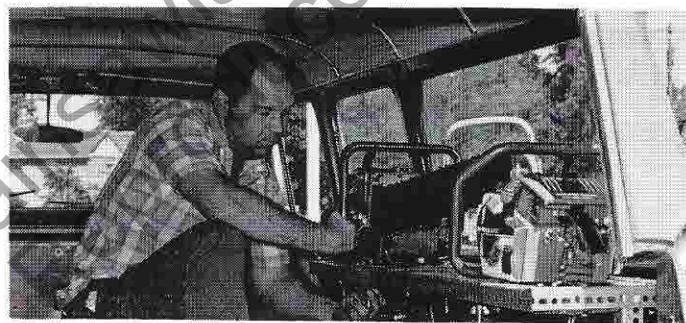
Aside from the fact the display looks good, it's practical too. "If we're showing a short bar we'll lay it down on top of the log to indicate just how much cutting it will actually do," explains Meyers. "We also keep one of the smaller saws gassed. It's impressive when we withdraw it from the log and give it a pull to demonstrate how easy it is to start."

GOING OUT FOR SALES

YOU DON'T SELL some 300 chain saws in only eight months by merely sitting around waiting for customers to walk through the door, however.



The station wagon which Hal Messick, service manager for Boise Building Supply, uses to call on his customers, advertises Homelite everywhere he goes.



The back of Hal's station wagon is fitted out with shelves to which the Homelite chain saws are bolted for safe transportation. He can carry four or five saws.

Getting out a couple of days a week and taking the product to the customers is part of it too. A big part.

Hal Messick knows it. As service manager at Boise Building Supply, Messick spends almost half his time calling on customers. Sometimes he's looking in on contractors and others locally, and sometimes he's off for a couple of days at a time into the logging country.

Whatever the case, people aren't liable to miss seeing him going. Messick has outfitted an IH Travelall as a sort of showroom on wheels. Bottom half of the vehicle is painted fire engine red, and the top is a vivid green.

"Coming or going, I'm driving a 'signboard' for Homelite chain saws," Messick points out.

Inside, the Travelall is rigged so several saws will travel over rough terrain without bouncing around and becoming damaged.

On one side, hooks are spaced to fit a Homelite 2100 and an XL 870. The other side accommodates any of the small XL series. "I can carry four saws with bars, or five without" Messick explains.

He is also building a new parts bin which will be an integral part of the vehicle, for hauling small items, such as loops of chain, sprockets, air and fuel filters. "Anything a logger might need that will save him having to make a trip into town will be stocked."

"In this business you do everything you can to create good will. But, looking at our saw sales performance for the first eight months of this year—we know it's all worth it", Messick concludes.

RICK LOTTI GOES CALLING

In August, Rick Lotti, San Francisco's Chain Saw Dealer Salesman traveled through his district presenting sales awards to the winners of the 1968 sales contest. All were at least 50%

over their quota and all averaged 150% or better. These dealers do a great job promoting Homelite. One of them even displayed a snowmobile banner in August.



Everett Gates, at left, of Gates Farm Supply, Maxwell, California, receives his sales contest award from Rick Lotti. His station wagon sports a large Homelite decal.



Gene Dupont, at left, of Dupont Powertool in Quincy, California, poses with Rick Lotti in front of his shop and the Homelite poster in the window.



Chet Smith, at right, owner of Chet's Chain Saw in Red Bluff, California, stands with Rick Lotti under his Homelite chain saw sign to receive his award for beating his sales quota.



Lotti, at left, presents a sales contest award to Ray Torrez, owner of Ray's Sales & Service in Mt. Shasta, California, for his fine sales record. OMELE still spells Homelite.



Red Houston and his wife Harriet, of Houston Car & Home, in Yreka, California, surprise Rick Lotti by promoting Homelite's snowmobiles in August. Red was featured in Sawdust last winter.



Rick Lotti, at left, congratulates Art Berry, of A. W. Berry Western Auto in Colusa, California, for his fine sales record. A big Homelite sign attracts the customers.

HOMELITE MAKES THE SCENE At Vermont's Lumberjack Roundup

The sales season is four seasons for Homelite Chain Saw Dealer, Robert Sird and his Otter Valley Garage, Pittsford, Vermont. Farmers, builders, home owners and vacation-home residents are customers. Skiers appreciate Homelite's lightness, easy starting and fast firewood-cutting.

Sird has exhibited and sold Homelites at Vermont's Lumberjack Roundup, a state professional and spectator show, for

most of its eighteen years. He first exhibited from a truck, now he uses a tent.

The roundup also gives information on forests, lumbering, wildlife and recreation—plus fun. Lumberjack contests, kids' greased-pole climbing and maple-syrup cotton candy are among the features of this annual fair at Lake Dunmore.



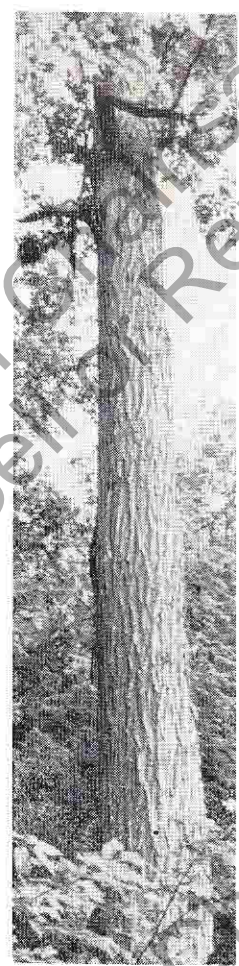
On the industrial midway of Vermont's annual Lumberjack Roundup, an interested group watches Robert Hemple, head salesman for Otter Valley Garage, Pittsford, Vermont, warm up on E-Z for a demonstration.



Robert Hemple, at right, salesman for the Otter Valley Garage of Pittsford, Vermont, makes an upcut for onlookers. Robert Sird, owner, is at left and Porter Farr, Homelite representative, is third from left.

HARVESTING A RARE CROP

by W. S. Weissinger



Above, one of the loggers who works for the Arvil Adams Lumber Co., cuts a limb burst from a Yellow Tulip Poplar log before it is sent to the mill. He is courting danger by holding the saw with only one hand!

At right, above, is one of the tall Northern Red Oaks which are being harvested in the Nantahala National Forest of North Carolina.

High above Lake Santeetlah and close by the Joyce Kilmer Memorial, the Arvil Adams Lumber Company bought a tract of timber in the Nantahala National Forest of North Carolina. Here America's finest hardwoods grow just as they grew in the days of the primitive Indians whose descendants live nearby.

This crop is ripe and the harvest has started. Because it is over four thousand feet high, fall cutting takes on a special urgency. Snow falls more often than rain during some winter months. The snow and rain stop the logging operation for days and weeks at a time. On this job it is push, push push in the fall, for winter always comes.

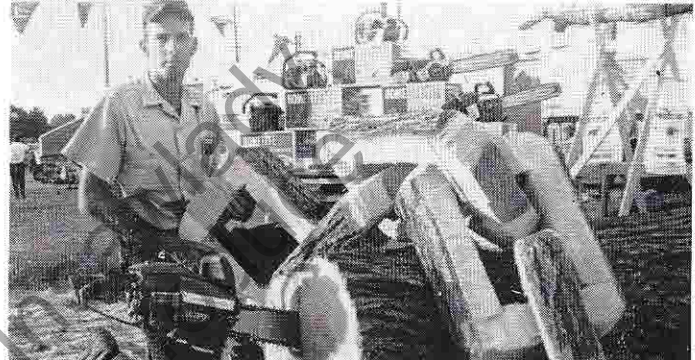
For this important job, Mr. Adams wisely chose a suitable Homelite saw to supply logs for his sawmill and for one or more trucks that regularly haul these prime veneer logs down the mountain to the mills. These two jobs could never be done without the spectacular and reliable operation of his Homelite. If the saw stops the whole operation suffers. The sawmill stops and the trucks have to make the trip back empty. It is no wonder that Mr. Adams put his faith in the quality of Homelite. He hasn't been disappointed, either.

ENDLESS CHAIN At Tri-Rivers Fair In Salina, Kansas

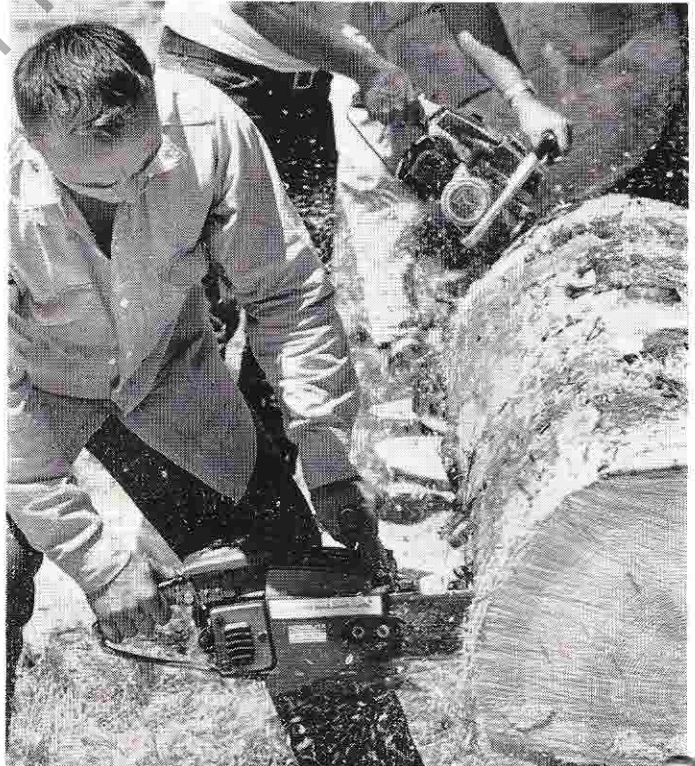
Homelite's dealer in Salina, Kansas, Barragree's United Rent-Alls, exhibited at the Tri-Rivers Fair in Salina, Kansas, August 11th-August 14th. Robert Boys, salesman from the Kansas City district helped man the sales booth and Ron Barragree expertly carved an endless chain which attracted the interest of the fair-goers.



Bob Boys, above, Homelite Salesman from Kansas City, and Ron Barragree, below, display the endless chain carved with a chain saw.

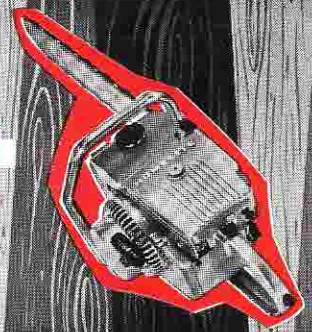


HOMELITE WINS



Archie Dass used his Homelite XL-870 to grab a quick victory over his near opponent in the power saw bucking contest held at the annual Vernonia, Oregon, Jaycees Logging Show on July 27. His time boring through a 24 inch log was 51 seconds.

SAWDUST



Published by **HOMELITE**® A **textron** DIVISION PORT CHESTER, N.Y.—GASTONIA, N.C.—GREER, S.C.—NOV., DEC., 1969, JAN., 1970





FIFTY . . . AND FIRST

by Robert S. Kennedy

In 1970 Homelite reaches the half-century mark . . . fifty years of phenomenal growth that has led to our recognition as the world's largest chain saw manufacturer.

Attaining this number one position was hard work, and retaining it will be even harder work. But we have within our organization the essential element to succeed—the right people.

Our leadership is the direct result of the efforts of our people and particularly the people in our dealer organization. We share a common interest in success. We also share a determination to provide our customers with products of the highest quality.

We have worked well together in the past because we have exchanged ideas. Even today with a dealer organization that has grown to 10,000 members, world wide, our channels of communication are still open. This publication is one example. Through it we can keep you informed about our new sales programs and company progress.

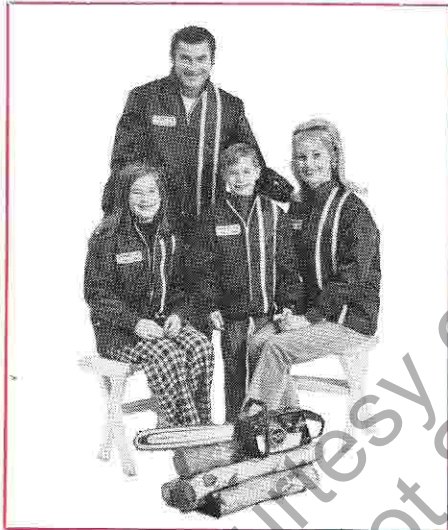
The special Christmas package we developed for the E-Z Chain Saw as result of dealer suggestions was the most successful promotion we ever had—which demonstrates again that our team effort produces the best results.

Our goals and objectives for 1970 remain the same as they have been in the past: to grow and to progress; to continue our search for new products; to strengthen our dealer organization and to provide the customer with the best possible product at the fairest possible price.

We know these goals will be attained because we have the support of the finest dealer organization in the portable power equipment industry.



Robert S. Kennedy, Vice President, Sales



THE COVER... Don Maynard, ace New York Jet flanker back with his daughter Terri, his son Scott and his lovely blond wife, model the new Homelite action jackets. These jackets are being offered to Homelite dealers so that they, in turn, can give one free to any customer who buys a Homelite chain saw. The Maynard family are delighted with their jackets—made of warmly quilt-lined nylon to keep out the cold. Details of the new Action Jacket Promotion are given on the next page. Ads showing Don Maynard wearing the jacket will appear in the February and March issues of Field & Stream, Sports Illustrated, Farm Journal and Popular Science.

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THANKS TO BILL ANDERSON . . .

Thanks to Bill Anderson and his country music, thousands of people all over the country have heard about Homelite chain saws and seen them in action. The thirteen week TV series is now over, but judging by the friends Bill made for Homelite, the memory lingers on.

The advertising department received many complimentary letters from viewers. Here's a quotation of part of a letter from Mr. and Mrs. Tommie R. Bass of Gloster, Mississippi.

"After purchasing the 5th Homelite chain saw today, we wanted to write you and congratulate you and Bill Anderson for advertising and selling Homelite. We have been fans of Bill's for a number of years and have become very good friends, so after seeing his advertisements, my husband went out and bought a Homelite and liked it so much that he bought the 5th one yesterday. You can give Bill Anderson credit for selling them.

"My husband is a logger and we make our living with Homelite. Bill Anderson is one of the finest artists in the field of country music and we are awfully proud to be associated with such a fine man."

"Thanks to you and Bill for a job well done."

GAIN CHAIN SAW SALES YARDAGE WITH ACTION JACKET PROMOTION

An exciting promotional program, designed to help the Homelite dealer sell more saws, has just been announced. It's simple, it's different and it is expected to set the chain saw industry on its ear. Here's what the program is:

Between January 1 and March 31, 1970, any customer who buys a new Homelite chain saw through a participating Homelite dealer can receive a free, red or blue, quilt-lined nylon action jacket.

Strong national advertising will introduce the program, with a picture of Don Maynard, New York Jets football star wearing the jacket. The ads will appear in the February and March issues of *Field and Stream*, *Sports Illustrated*, *Farm Journal* and *Popular Science*. The District and Branch offices have a supply of order forms, newspaper mats, repro sheets, envelope stuffers and point-of-sale display material for the dealers to use.

If a dealer wishes to participate, it will cost him \$5.00 for each jacket given away with a sale of any new Homelite chain saw. The additional sales to customers which this program is sure to bring in, will more than cover this cost to the dealer. For each jacket, the dealer merely sends in a special order form (a supply of these order forms has been sent to each dealer) together with the filled-in warranty card and a check in the amount of \$5.00 made payable to Great Lakes "Action Jacket Offer." The jacket will be sent directly to the customer at his home. Homelite will absorb the balance of the cost.

If the dealer does not want to participate, he can refer the saw prospect to his District Office so that another nearby participating dealer or the District Office can handle the sale.

This Action Jacket program can be the start of a great saw sales year. And the action starts right now!



Injured Don Maynard adds to his woodpile with his Homelite E-Z.

MAKE TOUCHDOWNS IN YOUR STORE WITH LIGHTED DISPLAYS



Miniature Homelite Electric Sign

New, extra bright lighted clocks and signs are now available to help stimulate Homelite chain saw sales. The 16" circular clock is made of injected molded plastic with a clear glass face cover. Red and blue on white, it is designed to attract plenty of attention. There is a one year warranty on the movement and it comes complete with 22-watt circuline fluorescent lamp, 60 cycle, 110 volts, A.C.

NOVEMBER, DECEMBER, 1969, JANUARY, 1970



"Circuline 16" Electric Clock

The miniature electric sign is small—9" x 18"—but bright and eye-catching. This instore sign, great for use on counters, and shelves or hanging in a window, is illuminated by one 15-watt fluorescent lamp.

Snowmobile and construction equipment lighted displays are also available from the Marketing Services Department in Port Chester.

HARD WORK AND LUCK . . . Brings rec



Victor Raasch, owner of Vic's Jack and Engine Service, Norfolk, Nebraska, believes that good display increases chain saw sales. Fine customer service and good sales make him an outstanding dealer.

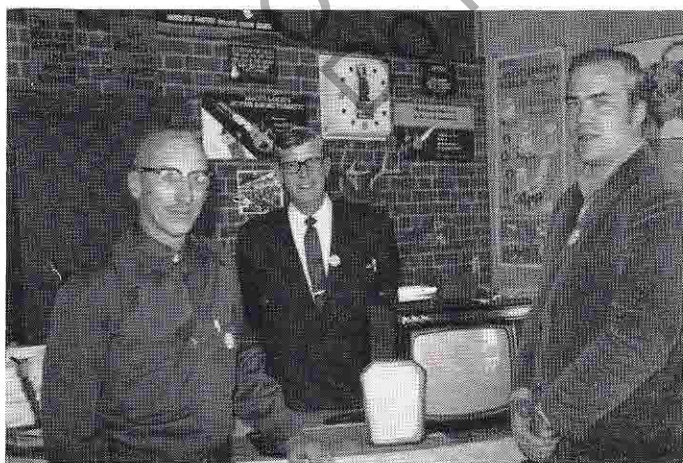
Hard work and luck, a winning combination in almost any situation, brought Vic Raasch, owner of Vic's Jack and Engine Company in Norfolk, Nebraska, some exciting surprises in 1969.

By hard work, real fine customer service and good faithful Homelite sales, Vic earned his 15 year Homelite plaque and the sincere thanks of Omaha District Manager Bob Ott and Salesman Darwin Schroeder.

When these two men arrived to present the plaque to Vic Raasch, they also brought him an RCA Portable color TV. That's where the luck came in. Vic won the TV in the last of three drawings held by the Omaha District in May, September and December. The more warranty cards the dealer sent in, the

more chances he had to win and Vic had sent in a great many warranty cards—so he deserved to win.

Described by Bob Ott as "one of the Midwest's most successful dealers," Vic's Jack and Engine Co. is a team effort. Vic is owner, salesman, partsman, advertising manager and public relations man among other things. His mechanic, Del Reikofski, who has been with Vic for ten years, keeps a fine orderly shop, equipped with the best tools. His precise Homelite service, coupled with his careful attention to his shop practices and customer needs are an important part of this success picture. Mrs. Raasch is the non-salaried bookkeeper, who shares her husband's business problems and takes a real interest in Homelite products.



Victor Raasch, left, proudly displays his 15 year plaque and TV to Robert Ott, center, Omaha District Manager and Salesman, Darwin Schroeder.



Del Reikofski, left, and Victor Raasch show Mr. Ott their service facilities. Note the Homelite pump which they also sell.

Recognition and reward to Nebraska Dealer



Del Reikofski is the Service Manager of Vic's Service. Service is an important part of Vic's business and Del's skill and orderly work bench help them win and keep their good service reputation.

Vic Raasch sells Homelite construction equipment and snowmobiles too. He is also a dealer for Evinrude outboards and he has a thriving rental department.

"We service what we sell first," says Vic. "We find it pays to teach the customer how to sharpen and care for his saw. It takes time, of course, but it has made us 'Mr. Chainsaw' in an area of 50-75 miles radius. They come back to us when they need new chain or bar rebuilding."

In addition to teaching the new customer, Vic always includes free equipment such as a file holder and oil with each purchase.

Vic has time for his hobbies, currently snowmobiling and hunting.

"Though my wife and I are in our fifties," says Vic, "we enjoy going on snowmobile safaries with our friends and competitors. We wore out our boating and karting hobbies. We even had a river home away from home where I used an XL-12 extensively to clear for fishing spots and a beautiful house trailer spot. I enjoy going quail hunting with my faithful Mups, a German Shorthair Pointer. He thinks pheasants are only to chase."

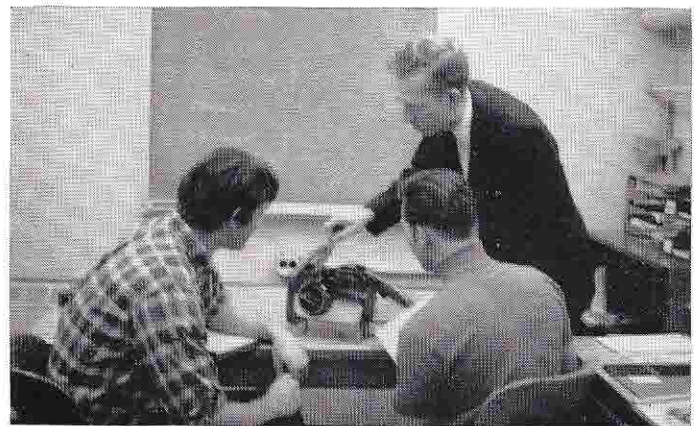
It looks as if Vic Raasch has found the right formula for the good life . . . Homelite chain saws, hard work and a little luck!

CUTAWAYS FOR SCHOOLS

Homelite dealers have a perfect opportunity to build immediate sales and to plant the seeds of many future sales. Dealers are able to offer special cut-away units or ready-to-run new model demonstrator saws at special, low prices. These are perfect training aids for technical, vocational, and forestry schools, or for Scout troops, Y camps, 4-H clubs and other organizations. The cut-away units are up-to-date training tools for 2-cycle engine instruction and help establish the name Homelite as a quality product.

Students who use the running models become potential customers in later life.

Because Homelite shares the cost of these saws, dealers have the opportunity to see that every vocational and forestry school has a Homelite. If put to use, this special, low-priced sales tool will educate many prospects every year to the "very best brand" of chain saws.



A cutaway model of a Homelite chain saw is used to show graphically how a 2-cycle engine operates.

SALES ARE JUMPING IN SALINA



A handsome, modern building and the Homelite Chain Saw sign make it easy to find Barragree's United Rental in Salina, Kansas. Ron Barragree, under the sign, actively promotes the chain saw sales and rentals.

Ron Barragree is proud of his Homelite display which includes a Parts and Accessories Rack.

Ten years ago Dean and Ruby Barragree and their son Ron went into the rental business. Barragree's United Rental in Salina, Kansas, was a family affair, and all three of them worked to make it a success.

Five years ago, the Barragrees took on the Homelite line. Chain saw sales began to increase each year, as did the sales of Homelite construction equipment, which they also handled.

As the demand for Homelite chain saws increased, they decided to stock 15 to 25 saws at a time and then their sales really jumped and they are still jumping.

The rental of Homelite equipment has proved very profit-

able for the Barragree's. They are using several Paving Breakers, PB85's, in rental which are popular items, constantly out on some job.

Ron Barragree is very active in his promotion of Homelite chain saws. We used the picture of Ron's booth and display at the Tri-County Fair in Salina, in the last issue of Sawdust. It showed the huge wooden chain, carved with a chain saw which drew much attention to his display. Ron also contributed a weekend of his time to help man the Homelite booth at the Kansas State Fair in Hutchinson, Kansas, last September.

There's every indication that 1970 will show another well-deserved jump in sales for this enterprising Kansas dealership.



Ron Barragree and salesman, Bob Boys, display the wooden chain used in Fairs during the summer.



Colorful Homelite Yard Tracs, displayed on the lawn and demonstrated here by Ron Barragree, catch the attention of all who see them.

TEXTRON EXECUTIVES DROP IN FOR A VISIT



Joseph B. Collinson, Executive Vice President of Textron tries out the new E-Z as President Robert P. Straetz, left, C. E. Stevens, Charles Urban, Deke Abbott, and Walter Gorski watch.

The Homelite main office in Port Chester was honored, early in November, with a visit from a group of Textron's top executives: G. William Miller, President; Joseph B. Collinson, Executive Vice President; Charles Urban, Group Vice President and Deke Abbott, Group Controller. This visit was part



G. William Miller, President of Textron Inc. steps down from the helicopter which brought the Textron officials from their office in Providence, Rhode Island. The Bell helicopter is made by another Textron division.

of a general review of operations being conducted by Textron among the various divisions.

It is gratifying to report that the Textron men were pleased with what they found. They consider Homelite an outstanding member in the Textron family of diversified industries.

ATLANTA DEALERS VISIT THE PLANTS



Mr. James Walsh, Homelite District Manager, accompanied by salesman and dealers and their wives from the Atlanta District pose in front of the Greer

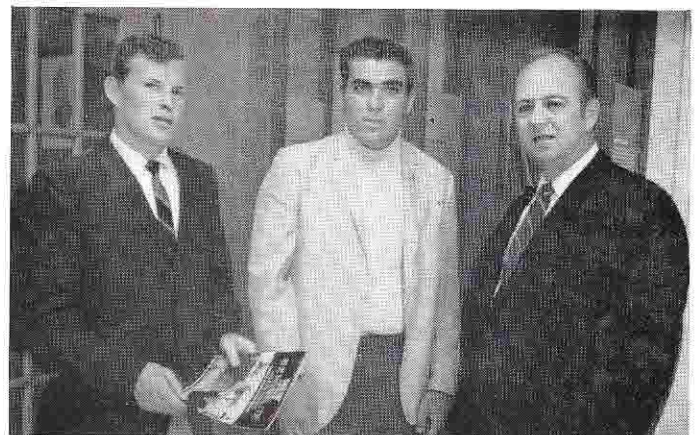
plant on October 30th. Their Trailways Bus also took them to the Homelite chain saw plant in Gastonia.

FORESTRY SCHOLARSHIPS BRING YEAR-ROUND GOODWILL

Each year, around Christmas time, we like to report on the Homelite Forestry Awards and 4-H Forestry Scholarships, given in the name of Homelite chain saw dealers to deserving young people.

The four young men who won \$1600 4-H Scholarships this year were Robert B. Wiley III of Pueblo, Colorado, a forest management freshman at Colorado State University; Mark Bogue of Old Mystic, Connecticut, who is attending Paul Smith College in New York as a forestry major; Joseph E. Vogel, of Meadow Grove, Nebraska, who has entered the University of Nebraska and Terral H. Hill, of Hendersonville, North Carolina who is a freshman at North Carolina State.

Eight \$500 Awards are being presented to outstanding overclassmen majoring in forestry. These awards are very much appreciated by both the faculties and the students in these forestry departments. Homelite has a good name among the people who matter in the forestry field.



Lynn C. Peterson, left, and Terry J. Helbig of the University of Minnesota learn about Homelite products from Carl Showalter, Field Representative.

E-Z DISPLAY STARS IN SHOW



This fine display was designed for the Western Chain Saw Company of Eureka, California for the Modern Living Home Show held in Humboldt County on September 23-25, 1969. The new E-Z, offered as a door prize drew many prospective chain saw customers to the booth.

HOMELITE DISPLAY DRAWS CUSTOMERS

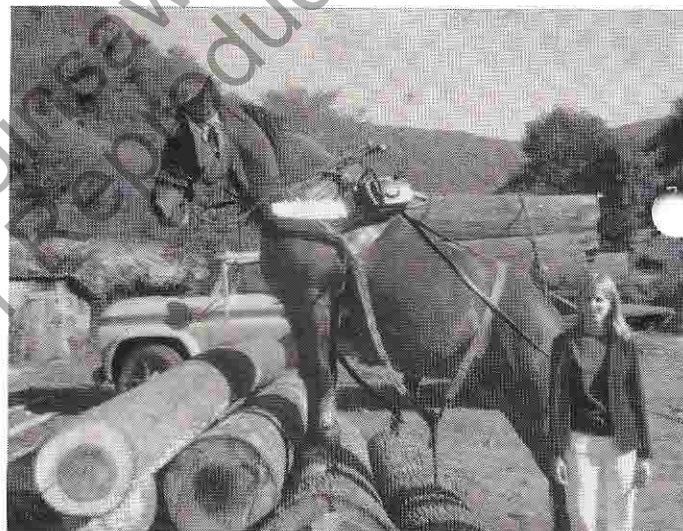


This E-Z Chain Saw Display helped promote 100+ saw sales for Service Distributing Company, Lafayette, Louisiana. Standing on the left is Johnny Denis, Service Mechanic and seated on the Yard Trac, right, is Jim Raney, Homelite's District Sales Representative from Bossier City.

• PRINCE • THE LOGGINGEST HORSE IN ASHE COUNTY

Mr. Tom Weaver, Homelite dealer in West Jefferson, North Carolina sent this picture of Prince, the "loggingest horse in Ashe County." Prince is owned by F. E. Snyder of Shouns, Tennessee, and weighs in at 1600 pounds. "He obeys voice commands better than most trained dogs" reports Mr. Weaver, "and is his owner's pet and pride".

Prince prefers Homelite. He carries the XL-903 on his shoulder. His master prefers Homelite too. He uses a Homelite C-71. With a horse like that to do the skidding and with Homelite chain saws to do the felling and bucking, Mr. Snyder's operation must be a profitable one.



Prince not only carries the XL 903 on his shoulder, but skids the logs as well for his owner, F. E. Snyder.

CONTEST WINNER



Mrs. Elizabeth Pool proudly holds the Homelite saw she won.

Contest saws really do build good will. Mrs. Elizabeth Pool, of Lombard, Illinois, is a good example of this. "Eleven years ago," she writes, "I was the winner of a Homelite Saw. It was one of the happiest days of my life when your representative called at my home with this wonderful saw."

"My husband hired a man to cut the trees into firewood size with my Homelite, then I'd help him load trailer after trailer of cut logs to last beyond the winter. How happy we were with that saw, what started out as a hardship was really a pleasure, thanks to Homelite. Now my sons use it to cut wood.

I'm past 77 years now. I thought you might like to hear I've advertised Homelite widely."

Homelite's fine reputation with customers all over the world is built by satisfied users like Mrs. Poole.