

Homelite Sponsors Football, World Series On Television

Homelite has announced an ambitious fall-winter television advertising campaign, starting with National Football League telecasts in September, featuring the two-trigger, lightweight XL-2 chain saw.

The advertisements are designed to convince the consumer market that "there is a little of the lumberjack in all of us."

Introduced late last year, the Homelite XL-2 has made a strong impact on the growing consumer market at a retail price of \$119.95, according to Homelite marketing reports. Its unique design offers a rear trigger for big job power and a front trigger for little job control.

The TV ads show the skill of the logger who needs two types of chain saws for his work — for big and little jobs. The commercials portray the XL-2 in action, stressing dual capabilities in one saw.

Homelite's director of advertising and marketing services at Port Chester, New York, headquarters, Donald A. Bandman, explains that major sports programs would be used exclusively on network television and that Homelite will be the first in the chain saw industry to use baseball's World Series as an advertising medium.

"We have purchased the fifth, sixth and seventh games," Bandman notes, "and obviously are rooting for the series to go the limit."

Homelite will be telling the XL-2, two-trigger story over all three networks on both professional and college football games. There will be four National Football League games over CBS-TV; three American Football League contests on NBC-TV; and five NCAA games on ABC-TV, plus an NFL post-game show.

Magazine advertising this fall features full-color page messages on the

XL-2 under the headline, "If you've never owned a chain saw, you need all the help you can get," inferring that the XL-2 model is ideal for the first-time user.

The schedule will cover nationally-circulated periodicals including *Reader's Digest*, *Field & Stream*, *Sports Afield*, *Popular Mechanics*, *Mechanix Illustrated* and *Popular Science*.

Bandman noted that Homelite is also sponsoring the syndicated country music TV series, the "Bill Anderson Show," and will advertise weekly in newspapers coast to coast.

Seminars Planned For Manufacturers

Manufacturers and their agents are invited to attend the first of four upcoming two day workshop seminars sponsored by the Manufacturers' Agents National Association, Los Angeles, California.

Seminar will be on Friday and Saturday, Oct. 12 and 13, at the Hyatt Regency O'Hara in Chicago, Illinois.

Husqvarna Stops Harmful Vibration!

The full line of compact Husqvarna professional chain saws is designed for maximum safety and rugged, full power performance.

* A heavy duty silencer muffles sound for ear safety without sacrificing power to the cutting chain.

* The unique triple suspension system stops harmful vibration where it counts — at the hands! Front and rear handles are vibration-isolated away from the engine on 10 sturdy rubber mounts, each a miniature shock absorber to cushion the hands effectively from vibration.

* Husqvarna's exclusive chain braking system, available optionally, offers instant braking response in the event of kickback... the chain stops automatically in just 0.12 seconds!

If you're looking for a safe, sure performer, check the Husqvarna line of professional chain saws.

Husqvarna, Inc.

151 New World Way, South Plainfield, N.J. 07080

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