

# Now that we've sold them on their first chain saw, all you have to do is sell it to them.

## IF YOU'VE NEVER OWNED A CHAIN SAW, YOU NEED ALL THE HELP YOU CAN GET.

Now that you're considering buying your first chain saw, you could be in for a lot of hard work.

There are literally hundreds of chain saws to choose from.

At all kinds of prices. In all kinds of sizes. With all kinds of features.

And if you've never owned a chain saw, how in the world are you supposed to know which one will end up being right for you?

That's exactly what we at Homelite had to ask ourselves when we set out to design your first chain saw.

### SHOULD YOUR FIRST CHAIN SAW HANDLE LITTLE JOBS? OR BIG JOBS?

Chances are you're going to use your chain saw for two basic kinds of jobs.

Little jobs. Like pruning trees and clearing brush.

And big jobs. Like cutting trees

and firewood.

So to make both jobs less like jobs, we designed your first chain saw with a separate trigger for each of them.

For the little jobs, the XL 2 has a trigger up front.

This lets you hold the saw at the balance point, over the center of gravity. Which simply means that you can get right up on top of your work, when you

need really tight control.

And we put a second trigger in the rear for the big jobs.

Which gives you greater leverage and a fantastic sense of power.

### HOW LIGHT SHOULD YOUR FIRST CHAIN SAW BE?

There would be no point in designing your first chain saw, if it were so heavy you didn't want to pick it up.

So we weighed the Homelite XL 2 in at 7¼ pounds (less bar and chain).

Light enough to make it easy to handle. Heavy enough so it doesn't feel like a toy.

### HOW CHEAP SHOULD YOUR FIRST CHAIN SAW BE?

In designing your first chain saw, we at Homelite had to make a crucial decision.

Whether to give you an extremely low price and very little chain saw.

Or a lot of chain saw and sell it at a price we could both live with.

This will give you an idea of what we decided:

Your first chain saw has an all-weather ignition so that it starts when you want it to start.

Your first chain saw has a chain oiler that automatically lubricates the guide bar and chain so you don't have to remember to press a button.

Your first chain saw has a 12" guide bar with a gas-welded tip that even Paul Bunyan would have trouble wearing out.

Your first chain saw has a rugged carbon steel saw chain and die cast magnesium housing.

And it has all these things at a price we think is rather irresistible.

\$119.95.

After all, what would be the point of designing your first chain saw if we first couldn't lure you into buying it.

## HOMELITE® XL2

WITH TWO TRIGGERS.  
A FRONT TRIGGER FOR LITTLE JOBS.  
A BACK TRIGGER FOR BIG JOBS.



For the Homelite dealer nearest you, check the Yellow Pages under Saws. ™ TRADEMARK OF HOMELITE, A Textron DIVISION, FORT CHESTER, N.Y. 10723. SUGGESTED RETAIL PRICE: \$119.95.