



FAREWELL WISHES bombard outgoing Homelite president, Robert P. Straetz (left) at recent Denver, Colorado sales meeting dinner, with Phil Halperin (center), sales promotion and merchandising manager, and William Nochisaki, vice president-operations, sharing photo. Similar tributes for Straetz were held at Cincinnati, Ohio and Port Chester, New York.



GOLDEN ADVICE is offered to Richard C. McDonald (left), new president of Homelite, by outgoing president, Robert P. Straetz, recently-named group vice president of Homelite parent Textron Industries.

Headquarters Change in 1975

Homelite Announces Major Relocation

Stressing the need for a closer coordination and more rapid communications among departments, Richard C. McDonald, president of Homelite, announced that the company's corporate headquarters would move from Byram, Connecticut, to the Gastonia-Charlotte, North Carolina, area, site of its major chain saw manufacturing plant.

McDonald added that all of the approximately 400 people who work in the Riverdale and Comly Avenue office buildings have been invited to relocate with the company.

The Homelite chief executive said that new corporate headquarters would be constructed in North Carolina and occupancy was scheduled for September 1, 1975. "We are announcing the move more than a year in advance," he stated, "so that everyone may plan properly to make the change with as little upset as possible."

In addition to manufacturing, assembly and trucking facilities, finance, accounting and some administrative operations were conducted from Gastonia, while executive, engineering, marketing, product testing, research and personnel functions continued to originate from the two Byram buildings. The need to increase operating efficiencies, while increasing product safety, design development, quality control, marketing and sales from one central source was declared essential by McDonald.

Not affected by the relocation decision was the Homelite district sales and service facility covering Connecticut and parts of New York and Massachusetts.

In a letter to all home office employees, McDonald outlined pro-

grams planned to aid in relocating: financial assistance in selling, buying or renting homes; reimbursement for reasonable moving expenses including exploratory house-hunting visits and a wealth of data on living conditions in the Gastonia-Charlotte area.

In the past few years Homelite has steadily outgrown its Byram home. The company transferred its accounting, data processing and financial divisions to Gastonia in 1972-73 and leased space there to house executive, marketing, advertising and sales operations.

Homelite is a 53-year-old organization specializing in the manufacturing and distribution of chain saws, light construction equipment and lawn/garden machines. It moved to Byram in 1929 and became a division of Textron Inc., in 1955. The Gastonia plant opened in 1957 and a sister manufacturing facility in Greer, S.C., opened two years later. Subsequently each installation has or is being expanded.

McDonald, who started his Homelite career as a salesman in 1937, was vice president-manufacturing, when named 12 years ago as president of Terry Industries, a Homelite Canadian affiliate. He returned to Homelite on July 1, succeeding Robert P. Straetz who was elevated to a group vice president at Textron.

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