

# Weber Rolls Strikes for Homelite

A Dick Weber bowling clinic will be among the prizes bowling center proprietors can win in the Homelite "7-10 Split-Stakes" promotion, which entered its second year September 1, 1978.

The unique bowling sweepstakes is being underwritten by the Homelite division of Textron Inc., the nation's leading chain saw manufacturer, in cooperation with the American Bowling Congress. Its purpose is to create an added challenge for the nine million men and women who participate each year in amateur bowling leagues at the nation's 8,500 bowling centers.

In the promotion, any league bowler who converts the 7-10 split from September 1, 1978, to April 30, 1979, will win a handsome belt buckle or pin and become eligible for monthly prize drawings of a Kodak Super 8 movie camera, a LaMachine food processor or a Homelite XL chain saw. The grand prize winner receives a seven-day vacation for two anywhere in the continental United States plus \$710 "pin" money and a Homelite Super 2 chain saw.

Oversized two-color posters announcing the sweepstakes and showing bowling great Dick Weber with tips on how to make the 7-10 split will be mailed three times during the promotion to each of the bowling centers.

To encourage bowling center proprietors to display the poster and to promote the "7-10 Split-Stakes," Homelite each month will stage a separate "proprietors sweepstakes" in which the first place prize is a Dick Weber bowling clinic. Eight monthly prize drawings will be held from reply cards sent in by proprietors who display the poster. Dick Weber will make a free personal appearance and conduct a bowling clinic for each first place winner. Second place winners will receive a Homelite Super 2 chain saw, valued at \$184.95, and third place winners will win a Homelite XL chain saw.

"We're expanding the promotion to include the participation of Dick Weber, one of the outstanding names in bowling history, because of the program's tremendous reception last year," explained Richard M. Apfel, Homelite's Director of Advertising.



**BOWLING LUMINARY**, Dick Weber, has joined the Homelite "7-10 Split-Stakes" bowling promotion team for its second season. Directly behind Dick is Franklin W. Maddux, Vice President, Marketing, and at right is Homelite director of Advertising Rick Apfel.

"We received hundreds of letters and telephone calls lauding the promotion from bowlers, proprietors and Homelite dealers who tied into the '7-10 Split-Stakes' last year,"

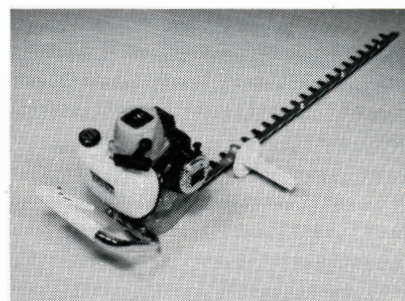
said Apfel, who added that more than 3,000 belt buckles and 450 pins were awarded to bowlers who converted the 7-10 split during the 1977-78 winter bowling season.

## Echo "Big Cut" Trimmer Offered

A completely new, heavy duty, gas-powered hedge trimmer powered by the two-cycle Kioritz engine is now on the market from Echo, Inc., Northbrook, Illinois.

The new Echo HT-200 features a 30-inch cutter, along with the easy starting two-cycle engine, and has a permanently lubricated gear housing that is built to last the life of the engine.

The cutting bar can cut hedges through diameters up to 1/4-inch thickness.



**ECHO'S HT-200** hedge trimmer with 30-inch trimmer and permanently lubricated gear housing.