



FOUR YEARS in development, Homelite's 650 professional chain saw cuts through giant log with ease for salesman Charles Sunderleaf of the Seattle, Washington district office.



SERVICE DEMONSTRATION of new 650 professional chain saw is conducted at recent Homelite San Francisco meeting by Engineering Projects Director John Poccia and West Region Manager Walt Blau; left to right, Frank Metheny, Seattle, Washington; Poccia; Blau; Reese Brown, Salt Lake City, Utah; Dennis Wilkerson, San Francisco, California, and Rick Lotti, also from S.F.

Homelite Western Sales Region Tests 650

Homelite's new 650 professional chain saw was tested at a recent West Region sales force meeting in San Francisco, California.

Led by Homelite engineering projects director John Poccia, the Bay City meeting was staged to acquaint the western sales force with the 650 — a powerful chain saw designed for heavy timber cutting — hitting the market in July.

Four years in development, the 650 offers a combination of high cutting efficiency with minimum operator fatigue. It has a new power head design . . . a hemi-head 6.1 cubic inch engine for logging power and thin tool-steel piston rings to reduce drag and wear on the cylinder.

The Homelite 650 is designed specifically for heavy timber cutting, offering operator convenience, safety, low noise and vibration, reliability and service support, say company spokesmen.

Chips went flying as salesmen — from Homelite's West Region — tried out the new model. They were judged on the amount of time it took them to make two cuts apiece with the 650 and four competing models.

Expo '74-City Homelite salesman Harry Wicklund of Spokane, Washington scored lowest

total time. Runner-up was Pat LaMarche, of Portland, Oregon.

West Region salesmen had a prime selling point in the fact that the Homelite 650, according to factory spokesmen, appeals directly to logging companies and professional users in the Pacific Northwest — the top domestic marketing area for the new model. The saw will also be available in other areas, such as the Midwest and Southwest, where there is need to cut large trees.

Although power is its major feature, the 650 has other key characteristics which make high production possible for the professional cutters: operator convenience, reliability and service support.

"We believe the Homelite 650 will do the best all-around job in all of these aspects," commented Arthur W. Engelberth, marketing manager, forestry equipment, shortly before the saw was introduced and demonstrated at the San Francisco meeting.

The newest Homelite saw joins the 350 Automatic as another "Great American Chain Saw" created to compete with imported models for the large timber-cutting market — and this is what the West Region sales force learned in San Francisco.



JOHN KEELER, JR., salesman from Homelite's Denver sales district office tests new 650 chain saw.



CONGRATULATIONS are received by Homelite salesman Harry Wicklund of Spokane, Washington, right, from national sales director Dennis Bertelsen for scoring lowest total time in 650 chain saw cutting contest. Looking on is runner-up Pat LaMarche of Portland, Oregon.