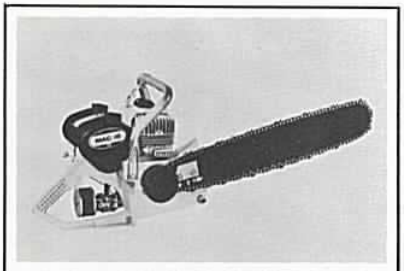

REPORTER
McCULLOCH CORPORATION • JULY-AUGUST 1964
I LIKE MAC
Mc CULLOCH CHAIN SAWS
If We Were 21,
WE'd Vote For MAC
WE LIKE MONEY!

McCULLOCH "NOMINATES" WINNING SLATE OF CHAIN SAW "CANDIDATES"

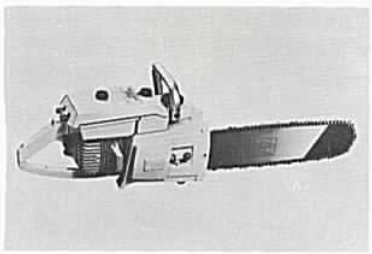
Victory Seen For Dealer Profits In '65

LOS ANGELES — McCulloch Corporation has nominated ten outstanding chain saw "candidates" for profit contests in the United States and Canada during the 1964-65 fiscal year. At the same time, seven "candidates" were chosen for international sales campaigns. First bulletins released for U. S. and Canadian dealers read as follows:



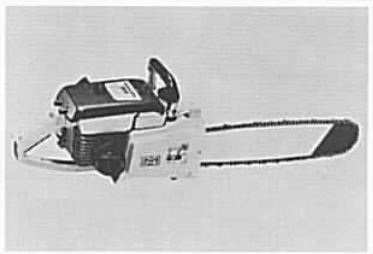
☒ VOTE FOR MAC-15 ☒

McCulloch's low-priced winner! The saw that meets most the desires of first-time chain saw voters, including farmers, campers, homeowners, city slickers. 1965's model boasts an additional piston ring for greater piston life, a new air cleaner for more efficient air filtration and a negative polarity flywheel for increased spark plug life. Manufactured now entirely in Canada, with the finest Canadian craftsmanship. Comes complete with 17 inch cutter bar and McCulloch SUPER-MAC chain. U. S. manufacturer's suggested list price is by far the most vote-getting buy in the industry — only $124.95!



☒ VOTE FOR 250 ☒

Another "candidate" with high appeal to farmers, gardeners, cabin builders, firewood cutters. Has fully-ported cylinder with reborable liner, new two-shoe clutch, weatherproof ignition and fully-enclosed carburetor. Has new negative polarity flywheel for increased spark plug life. Comes complete with 17" cutter bar and McCulloch SUPER-MAC chain. Publicize and promote this one throughout your area for mass-volume votes!



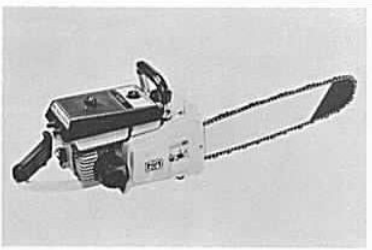
☒ VOTE FOR 300 ☒

The one saw sure to sweep the farming areas of the world as well as roll up large majorities among hunters, fishermen, tree surgeons, cemetery and golf course custodians and orchardists. Highest professional quality features and top direct-drive power make it the finest of the "small" McCulloch units. Has new spark arrestor and muffler. New negative polarity flywheel increases spark plug life and expedites easy starting. Comes complete with 17 inch cutter bar and McCulloch SUPER-MAC chain. Pour heavy campaign fire into selling the 300 for a big victory pay-off!



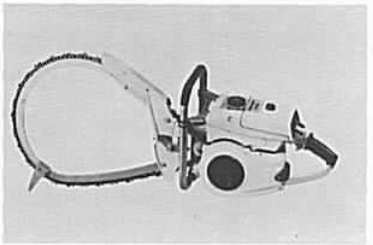
☒ VOTE FOR MAC 35A ☒

Veteran representative of the finest in small gear-drives, this unit again promises to be the "voter's choice" among homeowners, sportsmen, tree trimmers, gardeners, and especially rental yards. Gear-driven chain speed and rugged, tamper-proof construction make an ideal rental unit. 4.22:1 Gear Ratio, fully enclosed carburetor, new negative polarity flywheel. Comes complete with 17" cutter bar and McCulloch SUPER-MAC chain. Your all-out effort for this "campaigner" will assure its return to an important post in your profit "assembly."



☒ VOTE FOR 450 ☒

Here's an all-new direct-drive "candidate" that will really bring out the crowds of medium-sized saw prospects. Direct it dynamically to highway departments, public utilities, contractors, pulpwood cutters. Features new idle control device, automatic chain oiling with manual override, negative polarity flywheel, new spark arrestor and muffler. Comes complete with 17 inch cutter bar and McCulloch SUPER-MAC chain. Start the bandwagon rolling for this new McCulloch and you'll have the customers scrambling aboard in droves.



☒ VOTE FOR 640 ☒

An "incumbent" candidate who turned in top performance last year and has been improved for even greater accomplishments during its "second term." It's powerful, light, easy-to-handle and built for rugged production cutting. Top lugging power with regular bar or plunge bow. Has fingertip primer, automatic-manual chain oiling, new idle-control device, new spark arrestor and muffler, new negative polarity flywheel. Comes with 17" cutter bar and McCulloch SUPER-MAC chain. "Whistle-stop" this one to pulpwood cutters, tree surgeons, contractors, paper mills!

Find Out About The "Top-Of-The-Ticket" Candidates On Page 11 . . .

1965 LINE-UP MEETS "VOTER" DEMAND FOR DEPENDABLE SAWS - SMALL, MEDIUM, LARGE

Overall Saw Owner "Registration" Grows

Greatest Expansion Still Occuring In Under $200 Direct-Drive Classes

McCulloch's 1965 chain saw "candidates" hit the trail with the most prospective crop of voter-customers in history waiting to decide about them. No doubt about it, the demand for these power tools is increasing every year in all categories, the greatest of which is that for direct-drive saws priced under $200.

This bright "grass roots" picture is not only prevalent in America, but everywhere throughout the free world. Most significantly, it presents every McCulloch dealer in every country with more challenging opportunities for sales and profit "victories" this year than in any other year since chain saws were first "elected" back in 1948.

Record Sales

Looking over the immediate and past records, it is easy to see why such optimism is eminently reasonable. In 1963, the U. S. chain saw industry alone reached a sales figure of some 405,000 units, a whopping 11% increase over 1962. For calendar 1964 no end is in sight. Unit sales are expected to hit 440,000, an additional 8.6% increase over 1963. Figures from other countries are unavailable at the present time, but from the records of international shipments piling up at the factory's shipping department, it is apparent that the RATE OF INCREASE of chain saw sales in overseas countries surpasses that of the United States.

Translating the number of units to be sold in the U. S. during 1964 into dollars, we find sales approaching the $100,000,000 mark, representing a 25% increase since 1961 and certainly a good indicator of a healthy and profitable industry. Such income growth has likewise been registered in all other free world nations.

Direct-Drives Lead

For a moment, let's examine this electorate" growth more closely. By far the greatest number of chain saws being "voted for" are the direct-drive, under $200 choices. The great majority of all chain saws sold in the world fit into this classification, and this is a trend that every chain saw "pollster" says will continue. These "votes" represent not only the world's farmers, but millions of power tool conscious citizens of every occupation in every country.

Second in growth is the medium sized saws which are fast becoming standard tools for contractors, pulpwood cutters, government agencies, utility companies, etc.

The number of people choosing large saw "ballots" has remained more or less steady the past few years in the United States, but has increased tremendously overseas as more and more nations begin developing their natural resources through mechanization. Due to the introduction of such unique "candidates" as the McCulloch 790 and 890, however, McCulloch's margin of "voter preference" everywhere has increased substantially, at the expense of the opposition.

McCulloch Leadership

In fact, McCulloch's "margin" of the industry as a whole has increased during 1963, thanks to the outstanding sales and promotional activities of distributors and dealers all over the world. Not only does the company remain unchallenged in leadership, but both our unit and dollar volume have increased, percentage-wise, at a rate greater than that of the industry as a whole.



International Distributors and Dealers Join In U. S. "Politics For Profit"

McCulloch distributors and dealers in other countries will note that our chain saw sales theme for this year is based on some very dominating events now occuring in the United States — namely, our national elections.

Perhaps no other country conducts its elections with all the ballyhoo, fanfare, excitement and enthusiasm as does the U. S., although there are many other loyal nationals who could rightfully challenge such a statement. Nevertheless, the "election" theme was selected, not only because it is timely, but because we hope to instill the same excitement and enthusiasm into our worldwide sales "campaign" for McCulloch's 1965 chain saws.

We know, too, that the world importance of the U. S. elections is causing them to be closely watched by everyone on the face of this globe. Citizens of every country have, in fact, become a part of them, if only as highly interested observers. By the same token, it is fitting that our overseas McCulloch representatives be included in our company's election theme — and not as observers, either, but as full-fledged participants.

Overseas "campaigners" will have a similarly powerful agenda of "candidates" as does the U. S. In addition, they will also have specialized "candidates," such as the Models 200 and 740L, which have been adapted to meet special overseas woodcutting requirements. They will be armed with outstanding programs and policies, "platforms for profit" in every country. They will also have at their disposal new and powerful "campaign materials," such as literature, banners, signs, promotional items and advertising.

So — to all McCulloch distributors and dealers throughout the free world, welcome aboard our profit "bandwagon." Let's make McCulloch the winning chain saw "ticket" in every country!

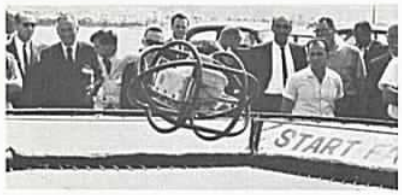
BULLETIN

McCulloch Corporation's new spark arrestor and muffler has passed rigid qualification standards established by the U.S. Forest Service's Equipment and Development Center. The new spark arrestor and muffler has also been accepted as complying with section 4167 of the Public Resources Code of the State of California, which requires adequate fire prevention devices on all gasoline engines.

1965 McCULLOCH PROFIT PLATFORM

Here, Mr. Dealer is a summary of some of the unique points in McCulloch Corporation's 1965 platform for chain saw profits. Some of the items are discussed in detail here, others will be followed up in subsequent issues of the REPORTER.

ENGINEERING Seeks Vote Leadership With New Idle Governor



New idle control device is dramatically demonstrated to distributors during "Convention." A Model 450 is started and bounced around on a specially constructed trampoline. Idling never missed a beat. (Photo by Jim Aldrup, son of Bill Aldrup of the M. L. Foss distributorship.)

Campaigning dynamically on its superb record of leadership in the chain saw industry, McCulloch Corporation's Engineering department has come up with some truly advanced features in the 1965 line that will be of tremendous benefit both in consumer usage and dealer sales potential.

Foremost is the amazing IDLE CONTROL DEVICE, which is a simple addition of a governor to regulate idle speed. Unlike most speed regulating devices, this idle speed "governor" is an integral part of the engine. It is obtained by the extremely uncomplicated procedure of offsetting the throttle shaft .05 inches from the center of the carburetor bore and adding a light spring which tends to open the throttle. When the engine is stopped this spring opens the throttle as far as its linkage permits.

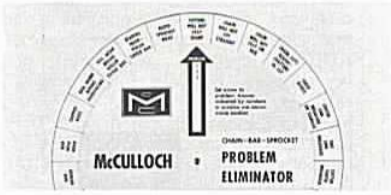
Thus when you go to start the engine again, the throttle is already partially open – DOING AWAY WITH THE NECESSITY FOR HOLDING DOWN THE THROTTLE TRIGGER WHEN STARTING. This is a very important sales point – particularly to new and inexperienced chain saw users. Often these people do not have either the muscular power or dexterity to conveniently start a saw while holding onto that trigger. WITH McCULLOCH's IDLE CONTROL DEVICE, THE THROTTLE CAN BE FORGOTTEN. BOTH HANDS CAN BE SAFELY USED FOR STARTING THE SAW!

The second tremendous advantage of this feature is that it smooths out chain saw engine idle and makes it virtually impossible to stall the engine, regardless of idling position or outside temperatures. Opposing pressures between the throttle-opening spring and the throttle-closing tendency developed by the carburetor balance out so that fuel/air flow is made constantly smooth at idle speeds. The governed speed of the engine is easily adjusted by varying the load on the governor spring, which can be accomplished by anchoring the end of the spring in any one of a series of notches provided for this purpose. All governing forces in the device are relatively small, so that they can be readily overcome by the operator's finger whenever full-open throttle is desired.

The idle control device is the latest breakthrough in chain saw engineering – a solid testimonial to the fact that McCulloch's motto "Leadership Through Creative Engineering" is not only going to be out there attracting "votes" this "election" year, but every year throughout the future.

More details on the idle control device will be released next month. BUT DEALERS SHOULD REMEMBER – THIS IS A SALES ADVANTAGE WORTHY OF MANY "SPEECHES" – IT'S YEARS AHEAD OF ANYTHING ANY COMPETITOR HAS TO OFFER!

SERVICE Assistance To Build Loyal Mac "Party Members"



New chain, bar and sprocket "Problem Eliminator" permits both service man and customer to "dial" the cause of their problem and find the solution."

Political victories are usually achieved through the enthusiastic loyalty of party members. And the same is true of long-term chain saw sales. The first-time customer becomes a loyal repeat customer when he receives the best follow-up service. To build an ever expanding group of loyal McCulloch customers is the Number One objective of McCulloch factory service this year.

Accomplishing this requires first and foremost the training of service personnel within every dealership, and this year McCulloch is presenting the most comprehensive training programs in company history. 1965 service training gets right down to the essentials of satisfying the "voter" who has had something go wrong with his saw. Fast and accurate trouble-shooting, followed up by fast and accurate problem correction alleviates any troubled feelings and insures continued user loyalty. This year, factory service training will use an actual engine which has been "bugged" so that a number of common problems can be simulated. Major ones involve carburetion, ignition, gasket leakage, automatic oiler, faulty castings, etc. "Students" will have the opportunity to first find the problem and then solve it. In addition, there will be many new and highly interesting training aids, including film strips, charts, pressure test equipment and such unique items as the chain, bar and sprocket eliminator. An all-out effort will be made to make sure as many dealer mechanics as possible have service training, have a chance to become familiar with the new materials and know how to use them. In every free world country, 1965 will see service schools conducted in almost every distributor's area.

ADVERTISING 'Campaigns' With Expanded Magazine and Radio Coverage

Vital to the success of any political candidate is the amount of advertising and publicity put behind him. Constantly reminding people of the issues and the experience and ability of the person running to handle them generally pays off on election day. And so it is with chain saws. "Voters" must be aroused to inquire further about McCulloch's "qualifications" – and that is the job of advertising.

The factory advertising program in the United States this year concentrates heavily on magazines and radio. These are proved media that reach the largest number of chain saw "voters" at the lowest cost per "vote."

U. S. ads this year are bold, dynamic and designed to attract maximum readership. Most are full-page in size and two color. They are being run in leading farm, consumer and trade magazines on the national level. Also, state and local magazines are being used. All in all, this ad campaign is the largest McCulloch has undertaken in recent years.

For the first time this year, McCulloch's radio effort will be directed to the wide audience of ALL American men, not just farmers alone. This is in perfect keeping with the fact that one of the largest and fastest growing groups of 1965 chain saw "voters" now live in the cities and suburbs. Acordingly, an outstanding show has been developed called "MAN TALK," which features promi-

(Continued on Page 12)



New full-page, 2 color chain saw ads drive hove McCulloch superiority.

KEN MULKEY HEADS WORLD MARKETING

Sales Appointments Strengthen Management

Recent appointments and re-organizations within the Sales Division will greatly strengthen management's capabilities in serving McCulloch distributors and dealers throughout the world during 1965, according to Executive Vice President C. V. Wood.

Heading up the list is the appointment of Ken Mulkey to the position of Vice President - World Marketing. In this top-level position, Ken will now be in charge of the marketing and merchandising of all McCulloch products, both in the United States and throughout the free world. This includes sales, advertising, sales promotion and public relations.

Ken is a seasoned veteran in the sales management of McCulloch engine products. He started with the company in 1948 as an experimental test engineer and transferred to the sales division shortly afterward. He set up the company's first outside field sales program and became the first field representative for McCulloch chain saws in the American South. Ken has advanced up through ranks, becoming Assistant Sales Manager, Distribution Manager, Canadian Sales Manager, Vice President - McCulloch of Canada, Vice President - McCulloch International. He was also instrumental in the initial establishment of manufacturing and sales facilities in Belgium, Australia and Hong Kong.

New Sales Management

Concurrently, Don Blasius, formerly Vice President In Charge of Sales for the U. S., has been promoted to Vice President of Sales for the entire world. Serving under Don are Harold Larson as General Sales Manager for McCulloch International and Bill Johnson who returns to Los Angeles to become U. S. General Sales Manager. Under Bill is John Helding, who will also work out of the factory as Product Manager for power tools, and Blake Stretton, who returns from a period of very successful service in Canada to become Chain Representative for the entire area west of the Mississippi River. Chain Representative for the Eastern U. S. is Jim Mansfield, who has been employed in a similar capacity for several years now.

Regional Offices Closed

Because the new organization will expedite a close coordination between the factory and field sales, it has been decided that McCulloch Corporation's Regional Offices are no longer needed. District Managers and Representatives will report directly to Bill Johnson and his team at Los Angeles.

Norm Owen Promoted

Changes have also been made in McCulloch's marketing services organization. Vice President Norm Owen,



Ken Mulkey



Don Blasius



Bill Johnson



Bob Orser

who formerly headed up this department, has been assigned to world wide corporate duties in securing new business opportunities for both the factory and McCulloch's network of distributors and dealers.

Orser To Market Services

Returning to direct advertising, sales promotion and publicity throughout the world is Bob Orser as Marketing Services Manager. Bob, as most U. S. distributors and dealers are well aware, achieved outstanding success during his recent four years as Power Tools Advertising Manager. His return promises much for new and effective advertising, sales promotion and publicity programs.

Congratulations to these top McCulloch men on their new appointments.

CHAIN-O-RAMAS Successful For Virginia Dealers



CHAIN-O-RAMAS are now gathering momentum across the United States, bringing to users valuable information on getting the most from their saw chains, and bringing to dealers unsurpassed good will and opportunities for more business. Here's a very successful CHAIN-O-RAMA held recently at McGuffin Equipment Company in Covington, Virginia. That's factory Chain Representative Tom Jones up in front of a record turnout crowd, showing a section of SUPER-MAC.



Chain saw users listen closely at another CHAIN-O-RAMA, this one held at Ritchie Hardware Company, Petersburg, Virginia. Bob Ritchie is seated up front there in the dark suit. Note that this one is well attended, too, and that the chain saw users are highly interested. These CHAIN-O-RAMAS were part of distributor Potter Equipment Company's wide-ranging program of holding them throughout their sales area. Each so far has been just like these — an exceptional success for both customers and dealers!

DISTRIBUTORS TOUR PLANT



Following the big 1965 U. S. distributor "Convention" held at Newport Beach, California, all members of McCulloch's distributor organizations were taken on a red carpet tour of the new production facilities at Los Angeles. Here, Works Manager Pat Lyons shows some freshly-made castings to distributors John McAuliffe, Jack Knight and Stan Stantial. Others in the picture are Order Manager Roger Provost, Chain Representative Jim Mansfield, and Dick Cahan of Pacific Equipment Company. Reaction to the expanded manufacturing operations was excellent.

MARCH TO ELECTION

WITH McCUL

SALES PR

PRODUCT ANNOUNCEMENT KITS

Both NATIONAL and INTERNATIONAL PROD
are the most comprehensive and powerful ever devi
to McCulloch power tools! ALL SHOULD NOW I
ERS. The kits contain:

Beautiful 4-color Lithographed Banners which can be
over-the-wire hangars.

A cut-away banner which "opens-up" a McCulloch sa
tures to prospects. For international dealers, this ban
different languages can be easily imprinted on it by i

A large, 2 color polyethylene banner, which can be u
play piece.

Sales aid catalog displaying all the new 1965 sale
complete information on how to obtain them.

Complete chain saw specification sheets, and product
bar & sprocket price lists.

A supply of the 4 color full line literature, both standa

Merchandising streamers, special sales instructions, p
ad mats!

CAUTION: ANNOUNCEMENT KITS CAN NOT
STACKED AWAY IN YOUR BAC
COUNTER. MAKE SURE THAT TH
MATERIALS BEING USED, SIGNS
PLACED, RELEASES TO YOUR LO

March All The Way With M

Profit "Retur

U.S. KIT



INTERNATIONAL KIT



VICTORIES

OCH's 1965

OMOTION



ANNOUNCEMENT KITS
r directing 'voter" attention
THE HANDS OF DEAL-

window and wall posters and

clearly shows its internal fea-
supplied without copy, so that
il distributors & dealers.

either an outside or inside dis-

tion materials and presenting

graphs. Saw price lists, Chain,

and in mailer form.

handbooks, press releases and

THEIR "CAMPAIGNING"
OM OR UNDER YOUR
WORKING TODAY —
NNERS UP, ADS BEING
NEWSPAPER.

loch For More

GREATEST SAW SHOW ON EARTH!



Technicolor Model 800



Technicolor Model 700



Film In Cartridges

DEMONSTRATIONS SELL CHAIN SAWS - that's a rule proved in many sales elections! And now McCulloch dealers can have the benefit of chain saw demonstrations on actual jobs going on all the time in their store - or readily presented when on sales calls . . . VIA MOVIES. It's an entirely new MOVIE PROGRAM being offered to dealers. It consists of Technicolor projectors with concise 4 minute action color films, each loaded into a no-threading, no-rewind cartridge. The films have been professionally prepared and utilize dramatic angles, fade-ins and "pop-on" copy to highlight each sales point. All-in-all there are 6 of them: 2 on direct-drive models; 1 on gear-drive, 1 on chain, a "chain saw check list" which shows proper techniques of handling a saw, and a film called "The Quality Within" which takes the viewer through a saw from piston outward. To show these films, the Technicolor 800 projector is being offered. This lightweight, compact unit can easily be carried by your salesman and set up practically anywhere. The other projector is the Model 700, which can be a terrific point-of-purchase item to put on your counter or other prominent place in your showroom. It's a movie theatre all in itself. The viewer can just push the button and treat himself to a completely automated 4 minute movie. Both projectors use the same film cartridges. FOR INFORMATION ON OBTAINING THESE OUTSTANDING FILMS AND THE PROJECTORS, contact your distributor. Combining their low cost with their effectiveness . . . you have one of the biggest bargains in McCulloch Sales Promotion history!

U.S. PREMIUM OFFERS ATTRACT MAJORITY VOTES

SPECIAL OFFER!!!



ONLY $10.20

ONLY $11.78

ONLY $6.65

Camp lantern, target pistol, coffee maker at big discounts with purchase of any McCulloch chain saw from dependable

McCULLOCH DEALERS:

U.S. Chain saw dealers now have some sure-fire premium offers, which are designed to be the final nudge that pushes indecisive voters into the McCulloch column. Here is top quality merchandise available to McCulloch buyers at fantastically reduced prices. This time, however, dealers will not have to bother with handling and inventory problems. A tag affixed to each saw is the coupon which the customer sends directly to the supplier. The premiums are a Regal stainless steel coffee pot, valued at $13.95 for only $6.65, a Daisy gas-operated target pistol, valued at $18.95 for only $10.29, and an American Thermos double-mantle gas lantern, valued at $20.95 for only $11.78. ALSO CHAIN PURCHASERS HAVE A CHANCE AT A PREMIUM - a $3.00 emergency lantern for only 99¢. U.S. DEALERS SHOULD TAKE FULL ADAVNTAGE OF THESE PREMIUM OFFERS NOW!

MORE DETAILS ON SALES PROMOTION IN FUTURE ISSUES!



EMERGENCY LANTERN
WITH FLASHING RED WARNING LIGHT

WITH PURCHASE OF
McCULLOCH SAW CHAIN

By FOR BETTER BUSINESS

LOCAL "PRECINCT WORK" PAYS OFF IN WINNING SALES "ELECTIONS"

Political parties in many parts of the free world spend millions in each election campaign on radio, television and personal appearances by candidates. Thousands of books, pamphlets, records, films, etc. are produced and distributed. But ask any professional politician which is the most effective method of all for convincing voters of their candidate's advantages, and he'll tell you that it's personal contact on the local, personalized level. It's the person-to-person work in each local precinct that pays off.

The same situation exists for sales "elections" in the chain saw industry — it's as simple as that. The factory and McCulloch distributors can spend huge sums of money in national and international advertising, sales promotion and public relations. These are vital, to be sure, and they contribute tremendously to arousing public interest. But between first interest and final sale, there is an all-important "decision gap." Local work fills that gap and can make the decision a favorable one.

Following are some helpful tips and reminders for winning sales "victories." Read them over, add your own ideas and embellishments and put them to work.

DOORBELL RINGING — This, of course, is one of the hardest political chores of all, requiring earnest dedication, thick skin and thick shoe leather. Chain saw dealers, in this regard, are most fortunate. They do not have to walk. But they can and should drive. Take time out on some slow day or some week-end. Load a few of McCulloch's 1965 chain saws into truck and go out calling on both old customers and new prospects. You'll be surprised how many sales "commitments" you'll line-up.

MAILING OUT LITERATURE — Here's a job that always requires an army of workers around political headquarters. Here again chain saw dealers are lucky. Your secretaary or bookkeeper can handle this job with little trouble. McCulloch's new literature mailers not only present every saw in the line in beautiful 4 color artwork, but talk up features and advantages in right-to-the-point words. Mailers should go out in every billing, with every service reminder, and in all of your correspondence with customers. Be sure your dealer imprint is on them and also include an invitation to stop in for a demonstration. You could consider, also, a heavy expansion of your mailings. Lists of potential "voters" can be easily obtained from the phone book — particularly the yellow pages. This "mass mailing" approach has been used by many dealers with very profitable results.

TELEPHONE CONTACT — is the next best thing to personal contact, and all political parties use it very effectively.



You should consider this approach too. A personal phone call announcing your new chain saws to old customers and your hot prospects will produce top results. Be sure to invite them in for a demonstration. You can also do some "prospecting" by phone. Go through the yellow pages and list farmers, construction companies, municipal and county departments, etc. Give each one a brief call — make it casual and cheery — invite them in or set up an appointment to call on them.

DISPLAYING POSTERS. Everyone in free world countries is familiar with the extent this technique is used to promote candidates and political parties. And it can work equally as well for chain saws in your local "precinct." Make sure every poster in McCulloch's new Announcement Kit is up in your store and window. If you have not gone into a sign program, including tacker signs and roadside signs, now is the time to do it. If you already have signs, now is the time to check up on updating them or expanding their coverage.

HOLDING RALLIES. Political parties always make sure they have plenty of local rallies, coffee-klatches, and other group get-togethers during a political campaign. Here the art of "soft-sell" and "personal persuasion" are used to win voter loyalty. Chain saw dealers have perfect methods of doing the same thing — namely, OPEN HOUSE and CHAIN-O-RAMA. Sharp local McCulloch chain saw "campaigners" will plan to have at least one of each during this crucial sales year.

BIG DEALER PRIZES COMING UP IN U.S.

Along with next month's REPORTER, there'll be the sensational details of how McCulloch dealers in the U.S. can win valuable prizes in the merchandising of 1965's factory radio advertising on NBC. WATCH FOR THIS ANNOUNCEMENT!

DISTRIBUTOR SALESMEN ATTEND BIG U. S. REGIONAL MEETINGS

"Campaign directors" — the salesmen from all United States distributorships have attended regional meetings this summer, where 1965 McCulloch saws and accessories were introduced and sales strategy thoroughly mapped out.

Supervising the meetings was a powerful factory team headed by General Sales Manager Bill Johnson, Marketing Services Manager Bob Orser, Chain Representatives Blake Stretton, Jim Mansfield and Tom Jones, and all District Managers and Service Representatives. The results of these highly successful conclaves are being experienced throughout the country at the present time as distributor salesmen go out and work with their dealers.



Group of salesmen for U. S. distributors in the East really dig into their "studies" at meeting held at the Holiday Inn in Gloucester City, New Jersey. The sign in the background admonishes them to $ELL WHAT YOU'VE GOT!



Blake Stretton demonstrates the ability of McCulloch's new idle control device to keep a chain saw purring smoothly at idle, despite the engine being bounced, jostled and flung into all positions. This scene took place outside the Sheraton-Portland Hotel where West Coast meeting was held.



At Chicago meeting, Blake again amazes distributor salesmen with an outstanding performance of sawing through bricks with McCulloch's new carbide chain. Salesmen were enthusiastic over the additional sales opportunities this new chain offers.

McCULLOCH KART ENGINES RUN UP VICTORIES AT IKF NATIONALS

Between August 21st and 30th, Riverside, California, a bustling city some 50 miles from Los Angeles, was the scene of karting's greatest 1964 show — the International Karting Federation's Grand National Races.

It was at Riverside, too, that McCulloch's 1964 kart engines scored their greatest performance victories.

Nearly one thousand enthusiastic fans from all over the United States and from many free world countries gathered first at Riverside's famed course for sports cars, the International Speedway, to compete in sizzling enduro events. These were followed up by equally heated sprint contests, held at the modern Adam's Kart Track in Riverside.

McCulloch-powered karts took 43 of 50 trophies put up for the enduros and 45 out of 50 in the sprint events. In the wide-open C open class sprints, McCulloch copped a stunning first place win when twin MC-75's beat out all comers, including substantially larger engines.

Overall winner and the officially-designated Grand National Champion was Gary Emmick of Mountain View, Califorina. His power: Twin MC-9's.

McCulloch also scored some impressive public relations and good will victories. A service facility was set up open to all karters and service training classes were conducted in beteween the races. Karters were also invited to take conducted tours of the Los Angeles plant.

Dealers wanting to ring up some late-season kart engine sales should talk these latest McCulloch victories up big. Yep, McCulloch kart engines have done it again!



Pit area at famed Riverside International Raceway in Riverside, California is a busy place as Karters from all over world gather for the International Karting Federation's 1954 Grand National Enduros.

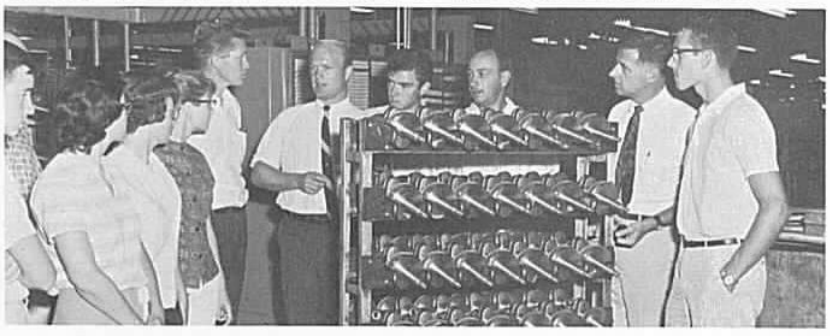


Karters roar down raceway under the McCulloch START-FINISH banner, following pace car as enduro events get under way. Some of these karts are about to hit speeds in excess of 100 M.P.H. Sprint races were conducted later at nearby Adams Kart Track.



Lovely queen of the Grand Nationals waits for trophy presentation time. Along with her are Chuck Hammond (left) of McCulloch Corporation and Jerry Coslett of the Pacific Coast Kart Association.

KARTERS SEE ENGINES IN THE MAKING



A group of karting fans look over the production facilities where their winning engines are manufactured. Explaining to them the operation of the factory's crankshaft line is Assistant Public Relations Manager Richard McCulloch. Looking on are other hosts for the company, including PR Manager Will Rusch and Tim Considine, star of TV's MY THREE SONS and an enthusiastic McCulloch karter in Southern California. Karters attending the Riverside Nationals were brought to the plant on special chartered busses, and then taken on a conducted plant tour. Needless to say, this McCulloch PR tie-in with the National was very well received.

McC Wins Karting Events Held For Spanish Holiday



McCulloch kart engines powering the kart of Ramon Lopez (No. 3) outdistance all competition at Retiro Park in Madrid, Spain. Kart racing was part of the nationwide celebrations commemorating 25 years of peace in Spain, and McCulloch engines helped make them truly exciting occasions. The first three winners at Madrid all used McCulloch power. Ramon, a technician with Norma, S.A., McCulloch's Madrid distributor, took first, Jorge Bragation took second, and Grand Duke Wladimir took third.



Here Ramon (left) proudly and happily receives the GRAND PRIZE BARDAHL for 1964. This prize, sponsored by the world-known manufacturer of engine additives, is one of the most coveted in all European kart racing. Congrats are in order to Ramon and all the winners for their skillful driving — plus their choice of engine power!

KART "CAMPAIGNERS"



This new catalogue sheet has been sent to most U. S. and overseas distributors and dealers. In it, currently available kart engine sales aids are outstandingly presented in two colors. It covers such items as decals, emblems, ad mats, banners, posters, race flags, literature. USE IT NOW AS A GUIDE FOR BEEFING UP YOUR KART ENGINE "ELECTIONS." If you have not received a copy, order one now from your distributor — Order No. ADV-873.

Dealer Chips



Sensational 1965 DEALER "CONVENTIONS" have been held throughout the U.S. this summer. Here at the big affair hosted by distributor Stan Stantial, Phil Mitchell (left) the first dealer in New England for McCulloch chain saws, receives an award from Stantial Sales Promotion Manager, Cliff Wright. Phil started with McCulloch 5-49s back in 1948!



"Dealer Of The Year" in Stantial-McCulloch's territory was Paul Herrick (left), and here he receives his award — a gold watch — from Stan Stantial. We'd like to add our congrats to Paul for the fine job he has done selling McCulloch chain saws!



Another McCulloch New England veteran and a top-selling dealer is Louis Catello of Berlin, New Hampshire, shown here as he expresses his thanks to Cliff and Stan for his award.



Don Thomas (left) is all smiles as he accepts his award from Cliff. Don has long been one of the outstanding dealers in the Stantial organization. All of these dealer awards were presented during the full day meeting which was held at the Kings Grant Inn, Danvers, Mass.



This happy group of dealers and their happy wives beam for our photographer during dinner at Ronconi Equipment Company's 1965 dealer meeting held at the Colonial Inn in Hamden, Connecticut. As you can see, they're delighted over the new sales programs just presented to them.



Mr. G. Black (left) of Black Brothers Garage, the McCulloch dealer in Hamlin, Pennsylvania is congratulated by distributor Carl Ronconi over his membership in the McCulloch Topper Club. Mr. Black was one of the many Topper Club dealers honored at Ronconi meeting.



Fred Herrold (right) is one of Ronconi's dealers who entered into Topper Club membership for the first time this year. Congratulating him are Noel Mackay of the factory and Dick Caso of the distributorship.



Noel Mackay, representing the factory, presents another Topper Club membership to another new member — dealer Bob George — at ceremonies held at the conclusion of Ronconi's banquet. New Toppers in this territory were highlights of the meeting, attesting to Ronconi's vigorous leadership in finding and developing top retail outlets.



Membership in the McCulloch Topper Club is likewise growing throughout the great American southwest, thanks to all-out distributor and dealer sales effort. Here, Charlie Gauntt (right) of Timberland Saw Company proudly presents a Topper plaque to dealer Delvin A. Janssen and Eugene Antosh of Janssen Brothers, Inc., LaGrange, Texas.



An outstanding member of the McCulloch Topper Club is Mrs. O. F. Thompson, who, with her son, Tommie, manage Houston Saw and Knife Works in Houston, Texas. Mrs. Thompson has good reason to be proud here as she looks over the Topper Club plaque — and we would like to add our own congratulations to her and her son for their achievements.

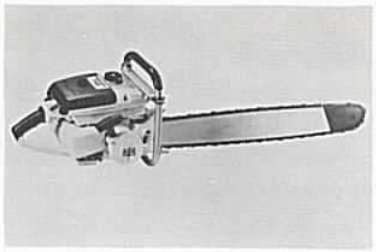


Jerry Cole (left) of Anderson Equipment Company, the McCulloch dealer in Palestine, Texas, receives his Topper certificate from Bobby Freeman of Timerland Saw Company. The award will soon be occupying a prominent spot on his well-decorated store wall. wall.



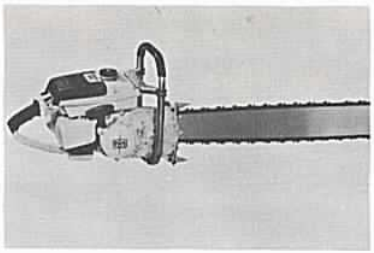
Under the SUPER-MAC chain cutout, excellently displayed is his store, dealer John Grubbs of Saw Co., Wells, Texas, receives his Topper Club honors from Timberland's Bobby Freeman. Service, displays, hard-selling — these are the methods John used to climb into the circle of top McCulloch dealers!

"WIN WITH MAC" FOR CHAIN SAW PROFITS



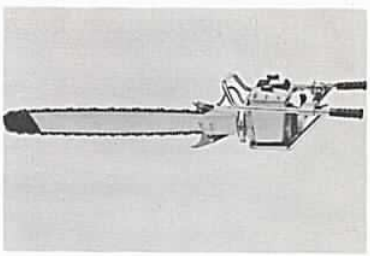
☒ VOTE FOR 740/790 ☒

Two potent combination "candidates," one an ultra-powered version of the other which is already taking professional logging voters by storm. The 790 has that big 6.3 cubic inch engine which has smashed the opposition right in their home "precincts." Both units feature the new idle control device, fingertip primer, automatic chain oiling with manual override, new negative polarity flywheel and new spark arrestor and muffler. Both come complete with 17" cutter bar and McCulloch SUPER-MAC chain. Campaign for big-time profits with these two among loggers, contractors, pulpwood cutters, bridge and dam builders, shipyards, fire departments.



☒ VOTE FOR 890 ☒

A "candidate" that stands foursquare on the TRUTH of 2 man power in a 1 man saw. Its record is unassailable, having proved itself on the biggest logging jobs in the world. Lugging power is packed into a standard-equipment 2:1 gear ratio, and the saw features a new lined clutch, fingertip primer, new idle control device, automatic-manual chain oiling system, new negative polarity flywheel and new spark arrestor and muffler. Comes complete with 17" cutter bar and McCulloch SUPER-MAC chain. Flood your area with campaign literature about this great vote-getter. Cover especially loggers, timber companies, gyppos, heavy construction outfits, railroads, utilities!



☒ VOTE FOR 940 ☒

Here's the top contender for the heaviest felling and bucking jobs — as well as a solid vote-getter in areas where maximum portable power is needed for earth drilling. 360° swivel transmission design with fingertip controls. Features a new stronger frame and new negative polarity flywheel. Built-in felling sights, new spark arrestor and muffler. Does double duty as either a one man or two man unit. Promote this longtime McCulloch "statesman" to loggers, timber companies, heavy construction outfits, well diggers, pipeline contractors!

PREVENTION REMINDER

According to the U. S. Forest Service, smokers were directly responsible for 35% of all man-caused forest fires last year. So use your car ash tray when driving through the woods — that's what the manufacturer put it there for. A safer bet still is to temporarily swear off the smokes when you're out in danger areas.

ELECTRONICS TEST "S" (sales?) CAPACITY



A unique electronics age gadget was the source of much attention and entertainment during breaks at U. S. distributor meetings. By gripping two pushbutton electrodes a person could register his (or her) "S" capacity for all to see. And see they did. Notice the strained necks and eyeballs here as pretty waitress in New Jersey gets ready to subject herself to the infallible test. Explaining to her in great detail just how to achieve the most accurate reading is none other than the machine's creator, Blake Stretton.

Dealer BOB LAWRENCE Demonstrates BIG



Dealer BOB LAWRENCE of Chain Saw and Equipment Company, Asheville, North Carolina, pulls out all the stops when it comes to demonstrating. Here's the log pile out in front of his store, and while that monster may not be a giant redwood, it's a pretty big hunk of wood fiber for the Southeast — and powerfully impressive way of showing McCulloch chain saw power. Watching Bob slice into it — from a birdseye position — is distributor salesman Buddy Ledord of Porter Brothers, Inc.

When Bob was asked where he secured such "timber," he remarked that a man just came by pushing a wheelbarrow full of them, and Bob told him to dump them THERE in front of his store.

This type of superb salesmanship is another of many reasons why Bob Lawrence is one of the largest chain saw selling dealers in the entire United States. He is a permanent TOPPER, and continues to grow dspite a heavy increase in competition. He is currently having the biggest year in his history.

MORE POWER TO YOU, BOB!

SALES CHORES...



Just to prove to you that there's nothing a good McCulloch chain saw salesman can't or won't do to attract attention at a fair, here's Bob Moore of Timberland Saw Company performing some sideline chores at the Texas Farm & Home Show. Expert he is, too!

REPORTER

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Power Saw Manufacturers' Association

PSMA

American Association of Industrial Editors.

1965's Profit Platform

(Continued From Page 4)

ADVERTISING (Continued)
nent narrator Rex Allen in five minute discussions of topics of interest to men. These are to be carried over the mighty NBC coast-to-coast radio network in two time spots each Saturday.

In addition to national advertising, McCulloch "precinct workers" will have an outstanding selection of ad mats, brochures and self-mailers to use in conducting their local "drives." International distributors and dealers will likewise have these great new "campaign materials."

CHAIN, BARS, SPROCKETS Primed For Vote-Getting Sales Power . . .

One of the most promising "planks" in McCulloch's 1965 "profit platform" is the pledge of the greatest campaign in history to put McCulloch chain, bars, sprockets and accessory items "over the top" in sales.

Under the direction of the new Chain Division, which is staffed by some of McCulloch's finest engineers, production personnel and sales experts, both U.S. and international dealers will be receiving outstanding new products, backed by extensive advertising and sales promotion support. The new "campaign managers" are already hard at work to produce more and new types of chain, new bars and sprockets — to be delivered and promoted in volume during 1965.

First big news out of Chain "headquarters" is the availability of custom-made bars, which will fit the special requirements of many chain users. Secondly, we have the introduction of an amazing new carbide tooth chain, which will broaden saw cutting applications considerably. The new chain will cut through sandstone, pumice, feather rock, cinder rock, brick, mortar, plastic pipe, nails, wire and yes — even wood. It turns a chain saw into a more valuable tool than ever before for fire departments, rescue squads, tree surgeons, demolition contractors, etc.

Detailed "bulletins" on all the developments from the Chain Division will be issued as the "campaign-for-victory" develops!

More McCulloch FINANCING To Help Dealers Collect More Customer "Votes"

A policy of easily-obtained credit is usually one of the most potent "vote getters" that any politician can advocate. And the same is true for attracting sales in today's highly competitive markets. The vast majority of American people are attuned to credit buying, and consumer credit is also becoming a popular method of purchasing in many other countries. Consequently, a major plank in McCulloch's 1965 "platform" is the extension and implementation of MAC, McCulloch Approved Credit, both at the dealer and customer levels.

There can no longer be any "debate." Financing in the chain saw industry is here to stay. It is unassailable fact that ADEQUATE DEALER INVENTORY and consumer financing increase sales. To make sure that every qualified dealer has an adequate inventory of units and chain to display and sell, Floor Planning is again being pushed. At only 10% down and at the very reasonable charge of only ½% per month, dealers will be exposing more saws to more voters, while at the same time conserving vital working capital.

Consumer financing, too, is certainly to become an important factor in deciding who wins the 1965 sales "election." McCulloch has one of the finest financing programs in the United States, offering to the "voters" new saws at low-down payments and convenient monthly terms. The plan reduces bookwork for the dealer to an absolute minimum, and the dealer is further protected under insurance and 50% recourse provisions.

PUBLIC RELATIONS Seeks "Votes" With Press Kits, Education and Good Will

A close ally of advertising and extremely vital function in any "campaign" is public relations, that forceful combination of product and personnel publicity, corporate good will and service.

During the 1965 "election drive" McCulloch public relations is going all out on all fronts not only to get "voters" to know and respect our products, but our company and people as well.

Opening the "campaign" in a big way, Public Relations, both national and international, has mailed out to hundreds of publications complete press kits describing the 1965 line. Included have



McCulloch's 1965 Power Tools Press Kit is packed with stories and photos of chain saw features and chain saws used on a variety of woodcutting jobs.

been outstanding photos of chain saws in action on many diverse applications. These kits have been closely tailored to the requirements of editors and their publications, thus assuring the widest possible editorial acceptance. The result should be scores of photos and stories in magazines and newspapers all over the world.

Other Public Relations plans for 1965 are equally as dynamic. Reader service publications showing people how to cut wood properly and how to market sawlogs are being sent out free of charge. An active program has been developed with U. S. 4-H organizations, where highly prospective inquiries regarding chain saws and related equipment are being initiated and followed up. Public Relations also is working extensively with schools, supplying classes with 2 cycle engine information — thus developing future "voters." Film and charts are also being created on the subjects of chain saw safety and forest fire prevention. These are to be distributed around the world during 1965, performing very important services not only to chain saw users but the general public as well. Developing this kind of a corporate image is sure to pay off handsomely at the sales "polls."

