

Statement by

J. A. Abbott, President

Homelite division of Textron Inc.

Greenwich, Connecticut, Press Conference

October 18, 1961

As president of Homelite, I want to thank the members of the press and our other guests for accepting our invitation to come and see the new Homelite 4-cycle 55 horsepower outboard motor. The words "4-cycle" are the pass words here today.

Many of you may have wondered why the 60,000,000 automobiles in this country are 99-44/100% pure 4-cycle design, whereas all of the outboards are of 2-cycle design. The reason dates back to the early 20's when 2-cycle outboards were small enough and light enough to be taken off the boats and carried home. From then on, all outboards have been 2-cycle, and for many years they could be carried from your automobile to the boat and then carried back after the day's run. As the years passed and the horsepower of the motors became greater and greater, the size and weight were increased to the point where most outboarders today remove their motors from their boats only for repairs or at the end of the season. When outboards reached 40 to 50 horsepower, Homelite decided that it was time to work on the development of a compact 4-cycle engine that would be practical in an outboard motor.

(MORE)

The Homelite outboard you see here today is the result of over 20,000 test hours under all kinds of conditions and over 250,000 engineering hours. As you view the motor, I think you will agree that it is compact and sleek in appearance, and I can tell you that the weight is somewhat less than the largest outboards.

Getting back to your automobile -- why are practically all automobile engines of 4-cycle design? The answer to this question is the reason why Homelite has developed a 4-cycle engine for outboard motors. The Homelite outboard and your automobile use pure gasoline, not a messy mixture of gasoline and oil. The Homelite has a crankcase into which pure oil is placed, just as in your automobile. The moving parts of the Homelite outboard are lubricated by this pure oil which is forced under pressure to the moving parts.

On the other hand, 2-cycle outboards rely upon oil diluted by some 20 to 30 parts of gasoline for their lubrication. This oil, constantly running through the combustion chamber, forms power-consuming deposits in the engine and oil fumes in the exhaust.

The high pressure lubricating system of the Homelite 4-cycle, with pure oil circulating to all moving parts, actually cushions these parts and results in a quieter, smoother-running engine. Each cylinder in the 4-cycle fires every other revolution, whereas in the 2-cycle each cylinder fires every revolution of the crankshaft. This means that there are just half the power or noise impulses, which makes it a basically quieter engine. The exhaust ports of the 4-cycle engine open later in the stroke when the pressures are lower and the noise is lower, which again adds to the quietness of the 4-cycle compared to the 2-cycle engines.

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The total cost of gasoline and oil in the Homelite outboard is half that of 2-cycle outboards of comparable power. The 2-cycle outboard uses approximately 100 times as much oil as the Homelite 4-cycle.

But perhaps above every other consideration is dependability. The 4-cycle engine is a more dependable engine as proven by your own experience with your own automobiles and this great dependability is what the boat owner wants.

I have tried to explain here in a few words the basic difference between the 4-cycle and the 2-cycle engines and the reason why your automobile and the Homelite are of 4-cycle design.

Other members of our organization will go into more detail on the design, construction, and differences in our engine compared to other outboards. You will see a motion picture of our outboards in operation. You will hear about our marketing plans, and then you will have an opportunity to take a run in the test boats that we have here today for your use. An actual demonstration of our outboard is the most convincing evidence we have of the superiority of the Homelite 4-cycle 55.

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Statement by
Nelson Thompson, Executive Vice President
Homelite division of Textron Inc.
Greenwich, Connecticut, Press Conference
October 18, 1961

As you may already have gathered from speaking to members of our staff or from the releases in your press kits, the new 4-cycle Homelite 55, will be marketed initially in Florida.

However, we are certain that the news of our successful solution of the problems involved in adapting the four-cycle automotive principle to outboard engines, is of keen interest to you and to your readers everywhere in the United States.

We have, therefore, wanted to inform you of the fact that the new Homelite is now in actual production, and at the same time make it very plain that it will not be nationally available until several months hence.

As you know, competent service and speedy availability of parts are of vital concern to every outboard owner and dealer, so we are proceeding cautiously and carefully with our arrangements to market the 4-cycle Homelite.

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We are selecting the best possible dealers; we are giving their mechanics the most thorough possible training; and we are making absolutely certain that full parts inventories will be available in each of our 56 branches throughout the country before marketing begins elsewhere than in Florida. I should point out in this connection that when full distribution is completed, the Homelite outboard will be backed by more factory branches than all other outboard manufacturers combined.

Florida was selected as the first market for the introduction of the motor because of its year-round boating season and because of Floridians' intense interest in outboards of this horsepower range.

High gasoline and oil costs are of primary concern to most outboard owners. That's why we expect that many people owning or wanting to own outboards will be extremely interested in the reliability and the fuel-saving features of the new 4-cycle Homelite.

We are making dealer appointments region by region in Florida right now, using as our base of operations our factory branches in Jacksonville and Miami. These branches already have full parts inventories and factory trained mechanics for support of dealers and owners.

As soon as the Florida marketing network is completed, we will introduce the Homelite outboard region by region elsewhere in the country. We intend to have the best dealers and to offer the public the best service.

May I add, that with your help, we hope to find a very interested public awaiting the Homelite outboard?

Now, -- to the boats for the actual demo!

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10/61

FOR RELEASE AT WILL

Design Facts on the New Homelite 4-Cycle 55

Styling for the new Homelite 4-Cycle 55 outboard motor was created by Lippincott & Margulies, Inc., New York industrial design and marketing consultant firm.

The primary goal of the designers was to communicate visually to prospective buyers that the product was a new and radical departure from existing outboard motors. It also had to be compact, powerful looking and have appeal for the experienced boatsman.

This was achieved by sweeping horizontal lines which relate the motor to the sheer lines of a boat. The visual integration of the leg into the rear of the engine also adds a distinctive appearance and a feeling of forward thrust.

Two crossed marine flags, as the dominant trim element on the front of the engine help carry through the nautical motif. White with a band of blue through the center also helps accent horizontal movement.

Molded fiberglass was selected for the engine cover. It was designed for easy removal for in-use servicing. The lower engine housing and leg are made of die cast aluminum.

#

For: Homelite division of Textron Inc.
Port Chester, New York

From: Ketchum, MacLeod & Grove, Inc.
Rainer Esslen
155 East 44th Street
New York 17, New York
MUrray Hill 7-5640

GREENWICH, October 18 -- A 4-cycle technical revolution in outboard motors was revealed to members of the national press today in Long Island Sound.

Homelite division of Textron Inc. demonstrated its new 4-cycle, 4-cylinder 55 horsepower outboard motor in several single and dual engine installations on boats ranging from 16 to 22 feet in length.

Although the 4-cycle Homelite is being initially marketed in Florida, boating enthusiasts everywhere are expected to take keen interest in the successful adaptation of the 4-cycle automotive engine to outboard motors.

"Featuring the dependability and economy of a 4-cycle automotive engine, our new 4-cycle Homelite outboard cuts gas and oil costs in half when compared with 2-cycle outboards of comparable power," said J.A. Abbott, president of Homelite, in summarizing the advantages of the motor.

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"We feel that the Homelite 4-cycle outboard represents a major breakthrough in design," Mr. Abbott added. "We have developed a 4-cycle engine that is light enough and compact enough to be practical in an outboard motor.

"Because the 4-cycle engine uses straight gasoline, not a mixture of gas and oil, the fuel burns cleaner and more completely, delivering more power to the crankshaft. Carbon residue, unburned oil and other contaminants in the combustion chamber are reduced to a minimum. This greatly increases spark plug life and eliminates piston burning."

Among the main advantages of the new motor cited by Mr. Abbott were: It doubles the miles of travel per dollar spent for gas and oil. There is no mixing of gas and oil. The Homelite burns any marine or automotive gasoline as it comes from the pump. Oil consumption is practically nil. By using clean-burning gasoline only, spark plug fouling is eliminated and combustion chamber deposits are reduced to a minimum. For the same reason, irritating smoke and exhaust fumes are eliminated. The 4-cycle Homelite engine is quiet, with minimum vibration. Each cylinder in the 4-cycle Homelite fires only half as often as a 2-cycle, which substantially reduces the noise level. The engine actually idles so smoothly and quietly that users have to rely on signal indication by tachometer to make sure it is running.

A quarter of a million manhours of research, design and testing went into the development of the Homelite engine, according to company officials. It underwent 20,000 hours of torture tests and 10,000 hours of in-use tests, many of them at Homelite's marine proving ground at Boynton Beach, Florida.

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The unique Homelite single-lever control box incorporates a number of important safety features. An audio-visual alarm warns of low oil pressure or an overheated engine. When the oil pressure falls below a safe minimum or the engine exceeds a safe temperature, a brilliant red light flashes, and, simultaneously, a loud horn honks.

Another safety device prevents the engine from being started in gear with a high throttle setting. With a low throttle setting, the new Homelite engine can be started in gear. This is a convenience when maneuvering at low speed in case the engine stalls. In neutral, the engine can also be started with a high throttle setting -- another convenience when it is desirable to unload an overchoked engine.

Other features of the motor include:

A full pressure, positive lubrication system that assures full distribution of undiluted lubricating oil to all bearing surfaces through internal passages;

A high-capacity, corrosion resistant water pump, located in the lower drive shaft housing for optimum operation under all conditions. The cast alloy block with integral head contains water passages internally coated with a baked phenolic resin for corrosion control;

A high output alternator with voltage regulator and rectifier which charges the battery even when the engine is idling;

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A unique forced air ventilation system that provides cool air to the carburetor, cools the alternator, and controls lube oil temperature;

A heavy duty, high torque electric starter that operates on low current requirements;

A forged crankshaft, carefully balanced both dynamically and statically for quieter, smoother operation;

A high performance overhead camshaft that assures longer cam and valve life;

Forged high-tensile aluminum clamp brackets which may also be bolted to the transom for greater safety;

An automatic reverse lock prevents the motor from kicking up on shift into neutral or reverse. The lock is impact-loaded to release instantly if an obstruction is hit;

A sturdy shift linkage which provides positive shift, with a sliding dog clutch for maximum life;

Fixed high-speed jets on the dual carburetors that eliminate adjustments. Accelerating pumps provide quick take-off.

Nelson Thompson, executive vice president of Homelite, explained that Florida was chosen as the first market for the introduction of the motor because of the intense interest among Florida boat owners in outboards of this ████████ horsepower range.

(MORE)

"High gasoline and oil costs are of primary concern to most outboard owners. That's why we expect many people owning or wanting to own ~~outboards~~ outboards will be extremely interested in the reliability and the fuel-saving features of the new 4-cycle Homelite," he said.

Dealers are being appointed throughout Florida at present, Mr. Thompson explained. The appointments are being made region by region, with national distribution to follow at a later date.

"Base of Florida operations will be Homelite's factory branches at Jacksonville and Miami which have full parts inventories and factory trained mechanics for support of dealers and owners," Mr. Thompson said.

As a producer of compact internal combustion engines for more than a third of a century, Homelite offers both dealers and owners the facilities of a nationwide chain of 56 branches, more than all other outboard manufacturers combined. Each branch, like those at Jacksonville and Miami, will provide full and efficient support to dealers and owners.

The 4-cycle Homelite 55 will be priced at \$960.00 f.o.b. Factory.

FACTS ON TEXTRON INC.

Parent company of Homelite is Textron Inc., multi-industry manufacturing company with headquarters in Providence, Rhode Island. Homelite became a division of Textron in July, 1955.

At the time of acquisition by Textron, Homelite manufactured only chain saws and portable pumps and generators. Under Textron ownership, the company has built two new plants and added outboard motors and power lawn mowers to its product line.

Textron manufacturing is in six basic product fields. Annual sales are now at a rate of \$550 million. These fields and their percentage of estimated sales are: Agrochemical 9%, Automotive 11%, Consumer 18%, Defense 30%, Industrial 18%, and Textile 14%.

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For: Homelite division of Textron Inc.
Port Chester, New York

From: Ketchum, MacLeod & Grove, Inc.
Daniel Landa
155 East 44th Street
New York 17, New York
Murray Hill 7-5640

WATERCRAFTMANUALS.COM

Homelite division of Textron Inc. is uniquely fitted to enter the outboard motor field. Because of the company's long-time knowledge of small gasoline motors, its experience has inevitably led to an interest in a gasoline powered outboard.

With its entry into the outboard field, Homelite offers both dealers and owners the facilities of a nationwide chain of 56 factory branches, more than all other outboard manufacturers combined.

Founded in 1926, Homelite was originally the designer and manufacturer of gasoline-driven generators which were used to light rural homes. By 1941, the line had grown to include generators, pumps and blowers all powered by compact gasoline engines. The war interrupted the steady growth in the commercial market, but brought four Army-Navy "E" awards to the company.

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After a period of post-war adjustment and re-alignment, Homelite showed a phenomenal expansion, due to the introduction of the highly successful one-man Homelite chain saw.

A division of Textron Inc. since 1955, Homelite has long prided itself on the quality of its research and development which are an essential part of its continued success in a highly competitive field. When Homelite engineers begin development of any portable power equipment, they start with a vast store of correlated information gained from years of experience.

The quality of Homelite's exacting standards of production has been raised higher and higher through the years. Every individual component is subjected to rigorous inspection using the most accurate modern devices. Each completed unit also undergoes a separate test to assure long, trouble-free service.

The sales organization which handles Homelite products is a unique one because it is an integral part of the company. Its 56 factory branches maintain stocks of spare parts as well as products. They operate trucks and station wagons equipped for service and repair. Homelite sells service as well as quality, and this is stressed on all levels.

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This was achieved by sweeping horizontal lines which relate the motor to the sheer lines of a boat. The visual integration of the leg into the rear of the engine also adds a distinctive appearance and a feeling of forward thrust.

Two crossed marine flags, as the dominant trim element on the front of the engine help carry through the nautical motif. White with a band of blue through the center also helps accent horizontal movement.

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HOMELITE 4-CYCLE 55 SPECIFICATIONS

Horsepower	55 HP at 5500 r. p. m.
Engine Type	4-Cycle, Water Cooled
Number of Cylinders	4
Bore and Stroke	2.750" x 2.50"
Displacement	59.4 cubic inches
Firing Order	1 - 3 - 4 - 2
Compression Ratio	9:1
Total Ignition Advance	43°
Spark Plug Type	Champion J6
Spark Plug Gap	.025"
Distributor Point Gap	.020"
Alternator Output	15 Amperes
Oil Sump Refill	2 quarts
Gear Housing Lubricant Capacity	12 Ounces
Lower Unit Gear Ratio	15:28
Lubrication System	Full Pressure Feed
Fuel Pump	Mechanically Operated
Carburetion	Dual Side Draft Carburetors
Water Pump	Neoprene Impeller, Self-Priming
Battery Voltage	12 volts, negative ground
Intake Valve Clearance	.013" - .014" cold
Exhaust Valve Clearance	.015" - .016" cold
Weight	227 lbs.
Fuel Tank	6 Gallon Capacity
Safety-Mate Control (engine safety device)	Single-lever control box with red light and horn signal to indicate high water temperature or low oil pressure

Robert Woods

MEET

LESTER W. REINECK

CHIEF PROJECT ENGINEER

FOR THE

HOMELITE

4-CYCLE-55

PAGE 2 & 3

PORT CHESTER, NEW YORK



ELECTED

RAMSEY C. ALLEN

TO TOP POSITIONS

IN B. I. A.

PAGE 5

PENNANT

VOLUME 1, FALL, 1965





Miss Linda Austin, age 14, with some of the trophies she has won for her water skiing skills and the Homelite equipped boat which pulls her.

THE WHOLE FAMILY SKIS

The Austin Ski School in Treasure Island, Florida, provides water skiing lessons for beginners and intermediates. The boat which tows the skiers is powered by twin 4-cycle-55 Homelites because they provide more than ample pull-up power for towing several students at once. They also make it possible for the Austins to operate their boat very economically, day-in and day-out.

Mr. and Mrs. George Austin, Jr. are now owners of the school which was started by their son, George "Butch" Austin. They both taught themselves to ski and now conduct classes with the help of two of their daughters, Linda, aged thirteen and Kathy, aged ten. A third daughter, Georgeann, teaches handicapped and retarded children to ski and has had excellent success with them.

Linda, our cover girl, is the highest ranked skier in Pinellas County, Florida, which boasts many good skiers. She's the holder of many titles such as Florida State Junior Girl Champion and North American Trick Champion for 1964-65. She's a Triple-Master skier and shares the Governor's Trophy with Barbara Klack of Cypress Gardens.

And the whole Austin family are Homelite boosters!



10,000 Mile Trip Ends Safely

"Well, we made it," wrote Vernon Piehl, photographer and adventurous traveler who, with his wife, had just completed a long-dreamed-of voyage. "10,000 miles by outboard! It took five months to do it, but we traveled the great waterway circle around this beautiful country of ours. Despite the hundreds of thrilling things that happened to us, when we look back on this fantastic trip, without a doubt the most wonderful thing about it was the fact that we were able to do it without engine breakdown. Almost 700 hours on each of our Homelite 4-cycle-55 engines and not one bit of mechanical trouble on the water."



Vern Piehl and some Homelite engineers pose with a Homelite 4-cycle-55 Grand Prix outboard. From left to right, Lester Reinbeck, John Penabaz, Vern Piehl and Robert Woods in the Engineering Department in Port Chester.

1966 GRAND PRIX
IN FALL SHOWS

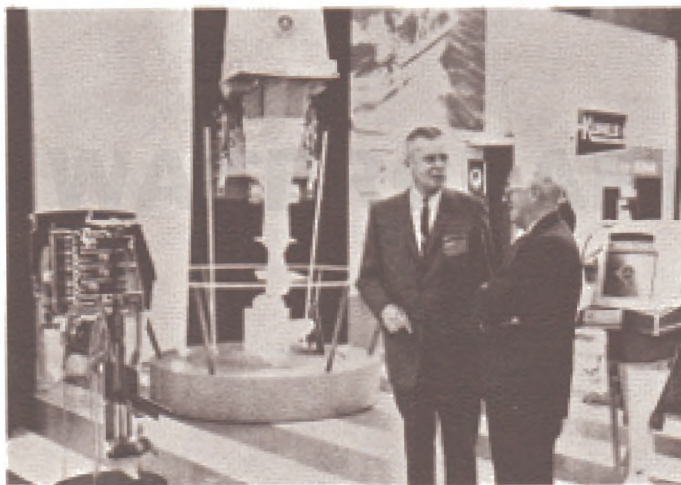


At the Hardware Show in New York, John Bird, at left, Assistant to the Marketing Manager, Marine Engines, Robert Wood, Homelite Representative and J. H. Maxwell, Jr., Advertising Manager, gather round the display.

The Homelite 4-cycle-55 made its appearance at two important early fall shows this year: the Hardware Show in New York held at the Coliseum in September and the Marine Trades Exhibit and Conference, held at McCormick Place in Chicago in October.

Homelite booths at both of these shows featured a background of large photos and charts, a cut-a-way model of the outboard and the eye-catching replica of the 4-cycle-55 which is twice as big as the actual engine.

Marketing and Office Personnel from the Port Chester Office, and Sales Representatives from nearby District Offices were on hand to greet the thousands of visitors who stopped to look at the display and talk about the Homelite outboard.



Roy Gwin, Homelite Outboard Salesman from San Francisco, chats with one of his many friends at the Marine Trades Exhibit in Chicago.



Tom Grunster, Homelite's energetic Detroit District Manager, sits down for a rest and a visit at the Marine Products Exhibit in Chicago.



Homelite Salesman James Trouts, left, of Florida and Miles Davis of Oregon, meet Robert Townsend, Assistant Service Manager at the Exhibit.



Visitors and Homelite personnel gather around two of the models of the Homelite 4-cycle-55 in front of the carved Homelite display at the show.



John Stromberg



Gerry Van Der Werff



Thomas Petherick

NEW WAREHOUSE IN EUROPE

Homelite now has a warehouse in Europe to provide further service to our distributors in that part of the world.

Frank Lehman, Homelite's International Service Manager, announced the completion of this warehouse which is in Amsterdam, the Netherlands, not far from our European Sales Office.

Gerry Van Der Werff, Manager of the Homelite Office and John Stromberg, Manager of Marketing Research, head up a staff which includes Ben Adrian and Fred Spaans who will be responsible for processing spare parts orders from the new warehouse.

The warehouse was stocked and the inventory will be controlled by data supplied by electronic computers. Rapid calculations of spares requirements are available at a moment's notice from these computers. Restocking of slow-moving and expensive spare parts will be by air transport from the factories in Greer, South Carolina, and Gastonia, North Carolina.

In addition, Homelite has sent a Service Engineer, Tom Petherick, to Europe to visit all our distributors there and to brief them on the operation of the new Amsterdam warehouse. He will explain the latest techniques in controlling the spare parts inventories.

Mr. Petherick will also hold service schools for the various distributors and will help them in many other ways. His efforts, supported by rapid delivery of spare parts, will provide quick, on-the-spot field support for our distributors, our dealers and, most of all, the end users of Homelite products.



Ramsey Allen, Homelite's Marketing Manager, Marine Engines, acts as Toastmaster at the annual BIA dinner in Chicago. At left is Fred Lofton, Executive Director of BIA.

HONORS FOR ALLEN

Ramsey C. Allen, Marketing Manager, Marine Engines, took on two important assignments during the week of the Boat Show in Chicago, early in October.

Any Boat Show is "Old Home Week" for Mr. Allen who is a veteran in the marine engine field and is widely acquainted with the men who share this interest.

This year, he was asked to be Toastmaster at the annual meeting of the members of the Boating Industry Association (B.I.A.). He carried off the job brilliantly. The B.I.A. is composed of three sections; the Outboard Motor Manufacturing Association (OMMA); the Outboard Boat Manufacturing Association (OBMA) and the Boat Trailer Manufacturing Association (BTMA).

At a meeting of the OMMA, Homelite's Ramsey Allen was elected President for next year. This means that he is automatically on the Board of BIA and when that new Board met, later in the week, Mr. Allen was chosen President of BIA as well. These appointments mean a lot of extra work and many meetings to attend but they carry great prestige in the whole industry which will reflect on Homelite as well as Mr. Allen in the year ahead.



A specially designed rigging was devised for these two Homelite engines to fit them for the tough job of powering a 40,000 pound barge, used to dredge out mussels



from the banks of the Wabash River near Terra Haute, Indiana. Homelite Salesman Bill Hoffman is shown on the bow of the barge.

WATERCRAFTMANUALS.COM

JAPANESE PEARLS - MADE IN AMERICA

We're not surprised any more when we pick up a colonial lamp or an Indian blanket to see the words "Made in Japan" somewhere on the item. In a reverse twist, however, the pearl industry of Kobe, Japan, depends on huge shipments of mussel shells from the Wabash River in Indiana. Mussels are fresh-water bivalves, inland cousins of the oyster. They are edible and pearls are found in them occasionally but they are valuable chiefly for the mother-of-pearl which lines their craggy shells.

Two Homelite outboard engines are making the securing of these mussel shells much easier for Nelson Cohen of Terra Haute, Indiana who owns a 40,000 pound barge which dredges the mussels from the banks of the Wabash.

These engines were specially rigged on

the big barge and equipped with 7" props by our marine dealer in Terre Haute, Walker Electric Supply Company and our District marine salesman from Indianapolis.

That was two years ago and the engines have been operating for over 700 hours. They're still providing the steady power under low revolutions per minute which is required in dredging the mussels from the banks. A constant pressure must be maintained to achieve the best results.

Mr. Cohen is very much pleased with the performance of the Homelite engines and finds their economy of operation a big plus factor as well.

So, next time you see a pearl pin with the notation "Made in Japan" on the back, you can think "By way of Terra Haute, Indiana, and possibly with the help of two Homelite 4-cycle-55's."

THE 4-CYCLE-55's

AT

WORK

and

PLAY

A GOOD PRESS FOR HOMELITE

The Homelite outboard was handed a nice bouquet of words in a column called "With Rod and Gun", written by Guin Polevoy for the STATEN ISLAND ADVANCE.

After reminiscing about the early days of outboarding when "outboard motors had a flywheel on top of the unit and if the magneto got damp it was baked out in the oven", Mr. Polevoy commented on the outboards of today.

"First of all, dependability is of major importance", he writes. After having had annoying experiences having his outboards in the shop much of the time, he hung a Homelite on his boat and here are some of his reactions.

"This is the most efficient and quiet-running motor we have ever used. It's higher in price than most motors of equal horsepower but the efficiency of operation will soon write off the cost.

"It purrs off the cylinders, 1, 2, 3, 4 like a kitten, so gently that when coming in Lemon Creek, you have to check to see if the motor is running. No matter how silent other manufacturers claim their motors to be, there's nothing like a Homelite."

Norm Simonson of Simonson Marine Center in Prince Bay, Staten Island, New York, was the dealer who convinced Mr. Polevoy to try the Homelite.



PUT IN TO BE TAKEN OUT

The Massachusetts Division of Fisheries and Game uses a Homelite 4-cycle-55 to power the boat they use when stocking the lakes and rivers with young trout and bass and other fish that the sportsmen seek. These fish started life in the state's fish hatcheries.

The fact that the men must troll along very slowly, without churning up the water, makes the Homelite the perfect outboard for the job.



GLAMOUR GIRL WITH A HOMELITE

The Glamour Girl in the picture above is the boat, a Dyer 20 foot Glamour Girl, and the owner and his son are "delighted in every way with the boat and the Homelite motor."

"The Homelite uses only a quart of gas an hour when she's idling and goes so quietly that it's often hard to tell if the engine is running."

DISC JOCKEY TAKES A TRIP

With his loyal listeners on radio station WINZ, Miami, Florida, following his progress day by day, Jerry Wichner, disc jockey, dauntlessly completed a never-before-attempted trip from Montreal to Miami in an open boat. He and Doug China, also on the staff of WINZ, piloted an Imperial Tri-Vee boat, powered by two Homelite Grand Prix outboards down the St. Lawrence River, along the New England Coast and then via the Inter-coastal Waterways to Florida. They ran during daylight hours only, stopping each night at prearranged ports.

WINZ held a "Montreal to Miami Out-board Boat Contest" in connection with the trip, offering as a prize the boat and motors used for the voyage to the person guessing the closest to the actual running time required.

Excitement grew as Jerry progressed and reported to his listeners several times a day. A taped interview related his adventures and stressed what perfect operation he was getting from his Homelite motors. Homelite marine dealers in Florida helped sponsor these radio spots and received fine publicity for themselves.

A large reception committee was on hand to meet the boat when it arrived in Miami, just 103 hours, three minutes and 39 seconds after launching. One of the contestants was found to be only 30 seconds off in his recorded guess so he won the boat and motors, valued at almost \$4,000 as a prize.

The two adventurers were most enthusiastic about the Homelite motors and stated that they did not have any trouble with them. The average speed was about 20 knots an hour over the 2,000 mile run.



Sporting an eleven day growth of beard, Jerry Wichner, at left, of Radio Station WINZ, Miami, receives a hearty welcome from Alben Johnson, center Homelite marine dealer of Miami, and Leo Green of Imperial Boat Company.

CHICAGO DEALER PROVIDES PRIZES

Homelite dealer Edward L. Pacquette of Marina City, Chicago, is also a Phillips 66 marine products dealer. When the Phillips 66 dealers in the Chicago area introduced a Sweepstakes to win customers, he decided to go in all the way. He provided five Thunderbird boats, equipped with Homelite 4-cycle-55's as top prizes, thereby getting valuable publicity for his other lines as well as his Phillips 66 products.



Homelite Salesman, Tom Taylor, at left, congratulates Edward L. Pacquette of Marina City, Chicago for offering the top prizes in a Phillips 66 Sweepstakes in the Chicago area. Phillips 66 personnel are at right.



Cruising The new Homelite 4-Cycle-55 adds new fun and safety to your trip. Gives you automotive-type reliability at slow speed or "go" speed. Lets you go twice as far on every dollar's worth of gas and oil. Will idle for hours with no vibration, no smoke . . . just smooth, purring power.



Be open, the new Homelite 4-Cycle-55 gives you quick get-away and super-thrust of 55 big horsepower. Lets you water-ski for hours and hours without ever having to stop for refueling.



For a big boat and a load of fun, a pair of smooth Homelites deliver the power you want, when you want it, at half the cost. And you can depend on the automotive-type reliability of the 4-Cycle-55's to always get you there and back safely.

"Strike!" — running low on gas, now, would be a tragedy. With the new Homelite 4-Cycle-55, you've got gas to spare!

