

# EARLE & THE GREAT HORNED OWL



Earle is well known for the Great Horned Owl we so proudly display. However, few know how the owl came to be the insignia of this company. In the late sixties when Walter R. Earle started the business, many of the companies were using fighting birds as logos for their companies. Walter decided to follow suit. He wanted a bird that exemplified himself, his personality and thus the personality of the company. As you know he chose the Great Horned Owl.

The Great Horned Owl lives and survives in a manner that Walter R. Earle could identify with. It exemplified certain traits he felt were important and the way this company would operate and compete. The Great Horned Owl is a nocturnal bird that is quiet, yet fiercely-predatorial. In fact, it is the fiercest and most savage of all predatory birds. With extraordinary vision and near soundless flight, it strikes with little or no notice. The Great Horned Owl is a survivor. It is the bird commonly envisioned when one thinks of the “wise old owl” with its consistently stern, controlled, and smart appearance.

True to form, nothing Walter R. Earle did was less than well thought out. Even down to the logo he chose for the company. It is not surprising that many qualified comparisons can be drawn between the personalities of this bird, Walter R. Earle, and the company he started.

