

# CHAIN SAW AGE

272

WORLD WIDE  
SINCE 1952

SEPTEMBER, 1974

IN THIS ISSUE

Homelite Announces Move

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McCulloch Changes Logo

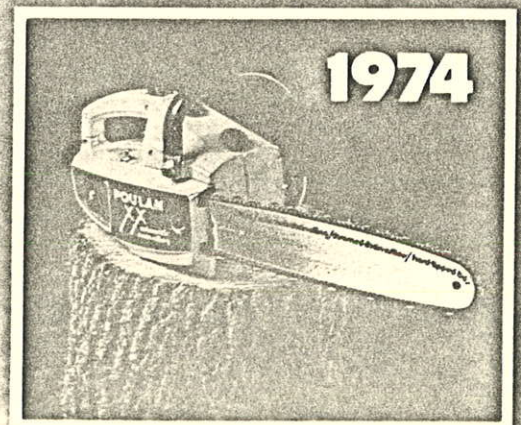
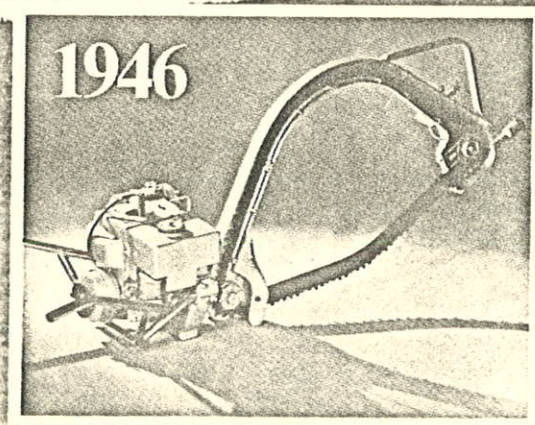
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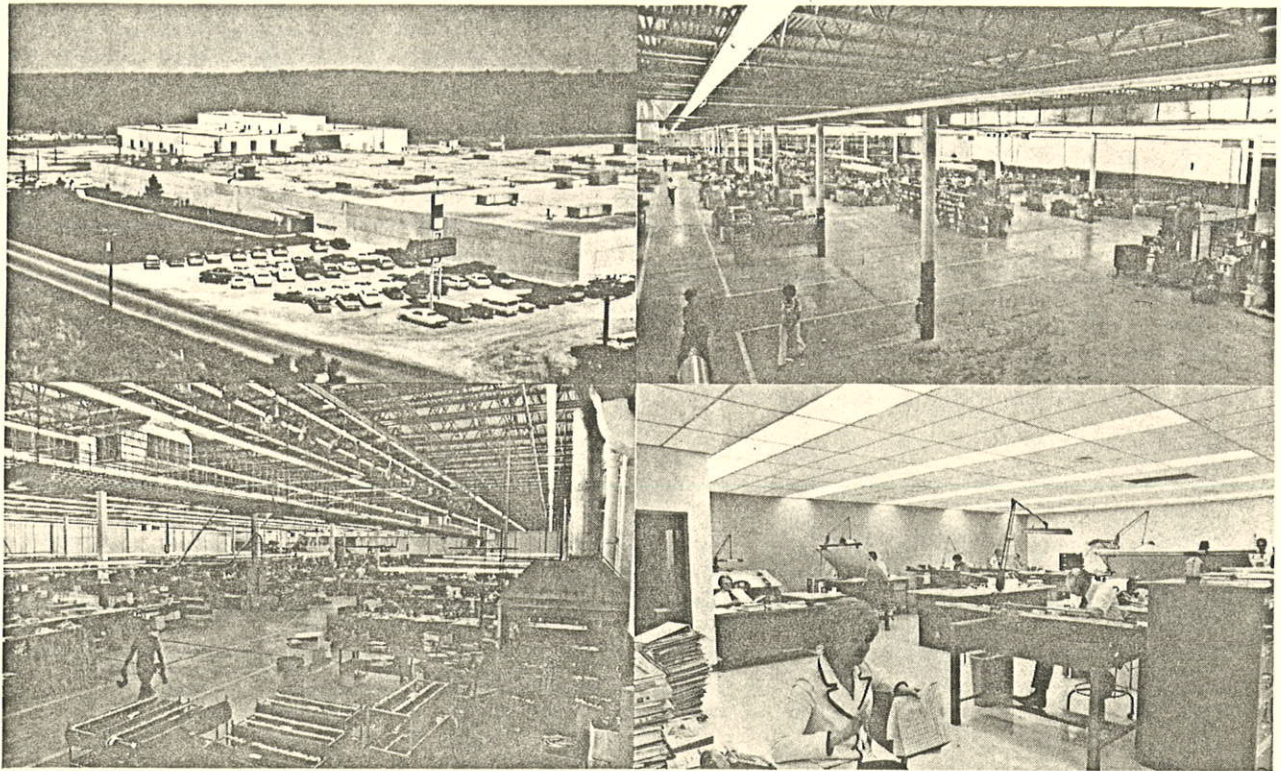
Walbro Unveils Design

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Tricks In Advertising

BEARD-POULAN DIVISION  
EMERSON ELECTRIC CO.





POULAN'S NEW EXPANSION area includes areas for accounting, personnel and engineering. Part of the engineering office area is shown plus views of the 72,000 square foot manufacturing addition at Poulan's Shreveport headquarters which includes final assembly, painting, inspection, and shipping.

# Beaird-Poulan: Past to Future

## *Special to CSA*

The year was 1944. Patton's troops were pushing into Germany. Some German prisoners of war were cutting timber in Texas and Louisiana forests.

Supervising those timber operations was young Claude Poulan, an employee with International Paper's wood procurement department. Poulan noted that his work details spent a lot of time cutting and prying pinched saw blades loose. He cut a crude device from a Chevrolet frame and hammered it into a shape resembling a huge water drop which guided the chain around a thinner frame. His invention, the bow guide, was an industry breakthrough and is standard today.

In 1945 the war stopped, but momentum from a precedent-shattering five year production record hurled the U.S. into post-war prosperity. Claude Poulan joined the ranks of young entrepreneurs risking businesses of their own. He started his com-

pany in late 1945 in his garage in Alto, Texas.

Poulan was then making his bow attachment and selling it to Mall, Disston, and other chain saw manufacturers. Poulan was determined, though, to make his own saw, and he set up shop in Marshall, Texas.

## *First Saw Debuts*

Poulan's first engines, bought from outside suppliers, were designed primarily for generator units. Poulan adapted them to his bow attachment and, in 1946, produced his new company's first chain saw, the model 2400, which required two-man operation.

After a few months of operation, Poulan moved his shop to Shreveport, Louisiana. Poulan's infant industry was housed in a 20x20 foot building crammed with parts, pride and perseverance.

In 1948, brother Harry joined Claude as sales manager. Fletcher, a third brother, came into the Poulan Saw Company as vice

president in charge of production. Ernest Garrett set up the assembly line technique and the family teamwork brought forth the Poulan Model 2400.

Castings were made in the Poulan foundry. More room was needed, and the Poulan team purchased a 12 acre site on Greenwood Road in Shreveport that eventually housed 55,000 square feet.

First chain saw completely manufactured by Poulan was the Model 5200, introduced in 1951 and produced until 1956. This saw was shipped direct to 44 dealers; no distributor organization had then been formed. Because of the brothers' background, emphasis in this early development was the professional market.

Poulan actually entered the one man saw market in 1953 with the Model A reduction drive saw. As Poulan president Jim Conly recalls, "I was just another employee then, and this was the testing time. We knew it.

We didn't have a lot of folks in the back. We were all rebuilding, modifying, innovating, and in 1955 we introduced our second one-man saw, the Model B100 gear drive that really put us out in front."

About this time, too, the Poulan distribution network was formed by Harry Poulan. The professional market responded lustily to Poulan's F100 reduction drive saw in 1956. Poulan's reputation for dependability and quality was further strengthened.

#### Direct Drive Enters Scene

Then, in August, 1957, Poulan sensed the coming demand for a direct drive by production of the Model H100. Shreveport was increasingly aware of the Poulan success. In fact, the company caught the eye of Charles T. Beard, then vice president of a steel fabricating company known as the J.F. Beard Company, prior to merger with AMF. Stock negotiations were quietly begun.

Poulan blitzed the professional market in 1958 with the gear drive F200. So pleased were timbermen that after discontinuation of the model in 1960, consumer demand caused the company to produce 1000 of the saws four years later.

Less weight in '58 — and a little less power. Poulan's reduc-



CECIL RAMEY, left, president, Shreveport, Louisiana Chamber of Commerce, joins in a three way contratulatory handshake with Jim Conly, center, Beard-Poulan president, and Emmett Hook, chairman of the Shreveport Industrial Development Board. Financing successful completion of Poulan's 72,000 square foot plant expansion was the first major project of community spirited board, Shreveport's new blue-ribbon business building group.

tion model K100 blazed the trail for a direct drive companion model later that same year, the KD100. And the expanding distributor organization now had four current models to sell.

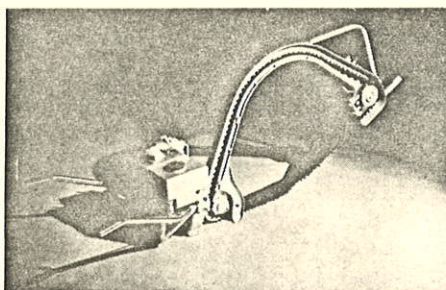
1959 marked the end of the beginning. Charles T. Beard purchased the company and changed the name to Beard-Poulan, Inc.

#### "Preferred By Professionals"

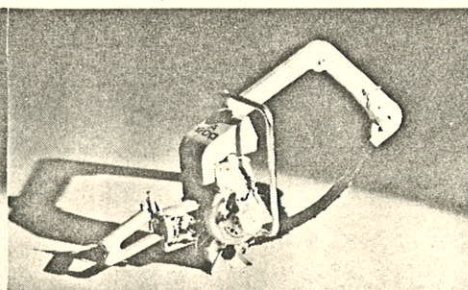
However, Beard shrewdly assessed the investment in

brand name and reputation for rugged dependability. He did not change the name of the product. Instead, Beard added a new slogan "Preferred by Professionals." Beard put new Poulan chain saws in the market, pushed for new designs, new concepts, and created new departments to make things happen.

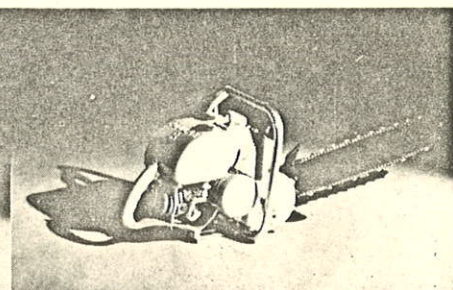
And happen they did. Poulan saws streamlined. Gone were open carbureting, outside plumbing, and crude looking housings.



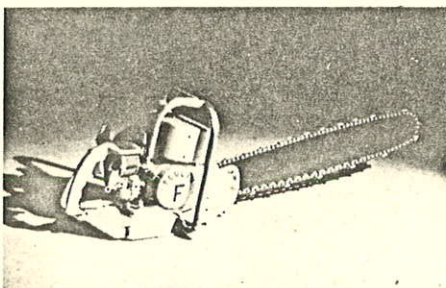
Model 2400  
1946, First Saw



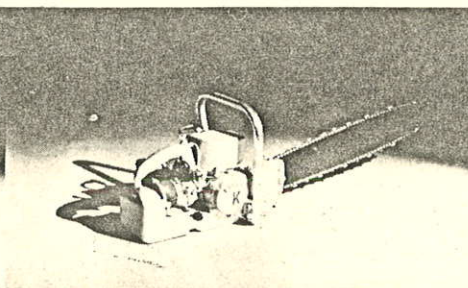
Model A Reduction Drive  
1953, First One Man Saw



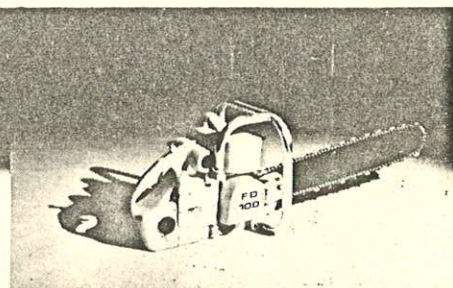
1955  
Model B100 Gear Drive



1956  
Model F100 Reduction Drive



1958  
Model K100 Reduction Drive



1960  
FD100 Direct Drive

In 1960, the new FD100 direct drive entered the world, followed by an even more up-to-date F3100, a gear drive twin.

Beaird expanded the product line from four to six models. He splashed color in sales literature — and on the saws. From 1961 to 1965, Poulan's market broadened along with the product line — the Model 31, 45, 46, 51; the 85, 65, 47 direct drive; the 86, 66, and 48 reduction drive, and the Model 32.

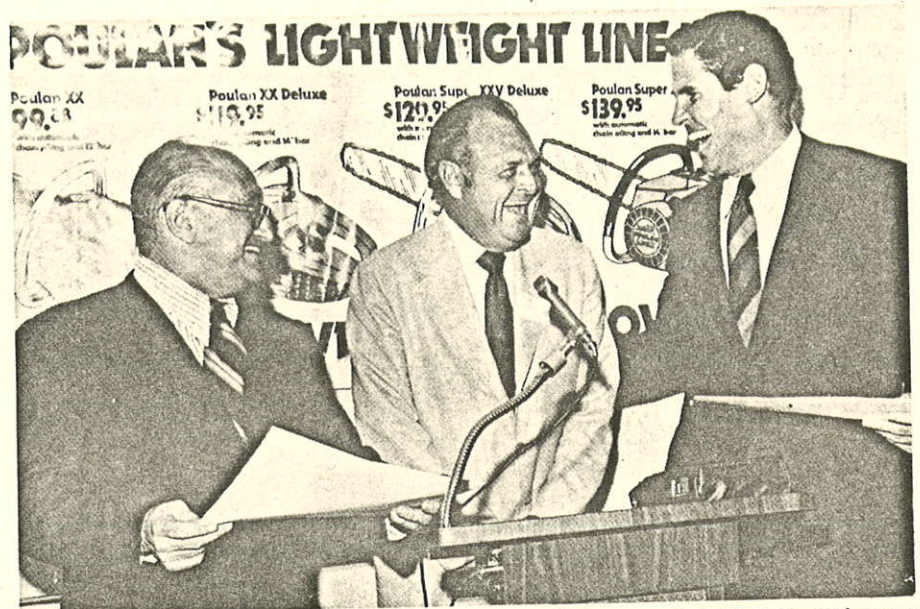
But as Charles Beaird recalls, "I went to the National Hardware Show in 1964 and felt like the cobbler's kid with no shoes. We were the only manufacturer at the show without a true lightweight. We simply weren't in the lightweight market. I wrote notes to myself on the airplane to change that as soon as I got home."

And he did. In 1965, lighter weight, automatic chain sharpening and automatic oiling were features in the new Poulan green Model 360 and 400 A series. Consumer acceptance was so great that Poulan still offers the 361, proud descendant from the original 360 family. "Even our pro friends wanted the lighter weight," mused Beaird, "so we hit them with the Model 450."

#### *Wright Saws Join Family*

Always willing to innovate, Beaird purchased the Wright Division of Thomas Industries in 1965. With the safety features inherent in a power blade saw, Beaird could see a consistent, though limited market. Shortly after acquisition, new lightweight blade saws, the Models 100 and 100E emerged. Poulan's mushrooming lightweight lineup added the 200 series in 1968.

The Beaird-Poulan product line was now one of the most complete offered by any chain saw manufacturer. Over 50 new models were brought to market under Charles Beaird's guidance. And the company's physical facilities had added another 20,000 square feet in less than a decade. Even this expansion proved inadequate for Poulan's progress. So, in 1971, a 117,000 square foot modern facility was bought on Flournoy



HONORABLE CALHOUN ALLEN, center, mayor of Shreveport, Louisiana, welcomes Vince Gorguze, left, president of Emerson Electric Co., and board chairman Chuck Knight with keys to the city.

Lucas Road in Shreveport. New custom equipment was designed. When all was ready, Beaird and his aggressive young management team jabbed the lightweight market with their Midas touch.

Beaird-Poulan's silver anniversary present to the chain saw industry was the Model XXV, a streamlined lightweight saw for the booming casual user market. Over 38,000 engineering hours were poured into the sleek, stylish saw which immediately became one of the best selling chain saws in the history of the company.

"When you've introduced a state-of-the-art product, what do you do for an encore? You bring out another prototype — lighter and cheaper," a Beaird-Poulan official suggests rhetorically.

In 1973, Poulan confounded industry experts with the Poulan Model XX, an all metal mighty mite that helped make the chain saw a major appliance leader in hardware sales.

#### *"Transistor" Chain Saw*

Tom Lindley, Poulan vice president for sales says cheerfully, "This little jewel is to our industry what the transistor was to the electronics world: We've got the model against which any future lightweight saw must be judged. And we aren't stopping there."

What's coming up this fall? Poulan pacesetters wink and

nod. But they won't say anything. Yet.

Last year was the end of an era and the beginning of another. Beaird-Poulan Inc. merged with Emerson Electric Co., St. Louis, Missouri-based manufacturing giant known for its solid growth and management policy of autonomy for its operating divisions.

Also in 1973, Charles T. Beaird moved up to become Chairman of the Board. James M. Conly, Jr., who had been with the company almost from its founding, assumed the presidency.

Poulan's explosion in the lightweight market had "bulged the walls" of its huge manufacturing complex. In July, 1974, company officials dedicated expansion areas which increased Poulan's manufacturing capability to over 200,000 square feet.

#### *Local Support Unqualified*

How does Shreveport see the saw folks? Cecil Ramey, president of the Chamber of Commerce is ecstatic! "We want'em to stay here. No doubt in any mind about that. We've watched'em grow to their present world leadership position and this whole community is ready to help 'em be Number One. Beaird-Poulan has always been a good corporate citizen. Jim Conly serves on various boards in this town, and we just can't say enough about their whole operation."

# Conly's Motto: 'Grow Or Go'

One of the longest employees of industry giant Beard-Poulan — its President James M. Conly — started as a bookkeeper in 1948. (His own accounting firm had done jobs for Poulan before that.) Increasing responsibilities took him through office manager, treasurer, and executive vice president, taking over Charles Beard's presidency in early 1973.

The private and professional philosophy to which he has adhered throughout his career, put into words, is "Grow or Go." The company's high growth rate has been maintained by President Conly and operations have been expanded.

Board Chairman Beard said of Conly: "His sound financial counsel and consistent insight have contributed greatly to our current position of industry leadership."

Following is an exclusive *Chain Saw Age* interview with President Conly which reveals some of the reasons for B-P's growth and outlines future prospects for the manufacturer.

**Q.** How do you assess the chain saw market for the rest of '74 and '75?

**A.** Oh, I think the industry should wind up this year about 50 per cent ahead of '73 — including the international market. Then '75 will probably run about 25 per cent ahead of '74. We're in good shape for a couple of years.

**Q.** Do you see any softening of the market after that?

**A.** No, not really. A lot of observers have tried to isolate the recent fuel oil shortage as cause for the hefty increase in chain saw sales, but if you look at our company's progress over the last few years, it's pretty obvious that we were doing well before the energy crunch.

**Q.** What, then, are the chief factors for Beard-Poulan's growth?

**A.** Our pricing, for one answer. We have the most complete lineup of all metal lightweight saws priced under \$150. I do feel that all in the industry will be forced to raise their prices to keep pace with inflation over the next two years, but we will stay as competitive as possible for the growing leisure time products market — that's the big growth area. Another very important factor is the extra profit the dealer earns. Other factors include our compact lightweight designs, easy starting, performance, and availability through a growing dealer network.

**Q.** Do you foresee any marketing trends to help develop this leisure time market?

**A.** Yes, we will expand our dealer organization considerably. And I believe that other businesses will start selling chain saws — the mass merchandisers and department stores.

**Q.** Are you meeting demand yet, or are you still in a back order situation?

**A.** We're still trying to supply domestic demand. We are in a back order position now, but some of



our dealers are beginning to build a little inventory. Of course, with the fall season here, that won't last. Consumers will really clear the shelves in the next few months.

**Q.** What's your biggest problem in supplying units?

**A.** Definitely the material shortages are hurting everyone. We're beggars instead of buyers. Many, many times, we've used our company plane to go get materials for a supplier just to keep going. We have to figure alternatives and substitutes and be ready to juggle production schedules and it creates daily challenges to management flexibility. I see no end to the material shortage even in '75. We haven't been forced to make any drastic changes in manufacturing. We certainly will never sacrifice quality.

**Q.** Have you curtailed your marketing or merchandising any in this shortage market?

**A.** No — to the contrary, we will "blitz" the consumer again this year in a national campaign through print and television. We will sponsor AFC pro football on NBC-TV and continue our full color ads in national publications.

**Q.** What about your professional market?

**A.** I think you'll see better products developed for the heavy users. Timbermen use up a lot of saws and accessories. We're marketing the 5500 now, which has really caught a lot of attention from the pros. Our company was founded on an understanding of their needs.

**Q.** You've recently diversified your product line by adding pumps — is there more diversification ahead for Poulan?

**A.** I believe so. There are some natural product groups that we're considering marketing.

**Q.** Would your diversification apply in manufacturing as well?

**A.** That's still in the thinking stage. We're equipped to spread out a little bit. We have over

200,000 square feet of manufacturing space now, and we can add more.

**Q.** What are your plans for developing the international market?

**A.** We will meet our domestic demands first. Our U.S. distributors and dealers have been with us for a long time, and we remember that. It's premature now for any great discussion of plans, except to say that we will probably move more aggressively in '75. We know the potential in South America is exciting; we'll take a close look at the Japanese market, and we'll strengthen our European operations.

**Q.** Any "crystal-balling" on product design or engineering?

## Poulan Adds Water Pumps To New Line

Beaird-Poulan division, Emerson Electric Co., announced at their annual distributor sales meeting this summer that Poulan's product line would expand to include lightweight, self-priming centrifugal water pumps in 5,000; 8,000; and 10,000 gallon per hour capacity.

"We added the pumps because they really fit our market," said Tom Lindley, Poulan's vice president for sales. "Who uses our pumps? Farms, homes, municipalities, contractors, utilities, ranches, resorts, campers, and rentals to name a few."

Lindley continued: "Our pumps assure peace of mind — you're prepared for any emergency that requires water. For fire, a pond or swimming pool is a ready source and with our pump, you don't worry about electrical connections. The air-cooled gasoline engine is easily started and easily maintained."

Other uses for the new Poulan pumps outlined by Merchandise Manager Ray Webb are:

★ ★ ★ ★ ★

### Beaird-Poulan 1974 Awards Winners

President's Cup — Minnesota Toro, Inc., Minneapolis, Minnesota.  
President's Cup Runners Up — Boyd Distributing Co., Denver, Colorado.

Hayward Pritchett Distributors, Inc., Waverly Hall, Georgia.

Hunter Power Saw Co., Texarkana, Texas.

Unit Sales Total Increase — Hayward Pritchett Distributors.

Dollar Sales Total Increase — Hayward Pritchett Distributors.

Unit Sales Percentage Increase — Port Huron Machinery & Supply, Kansas City, Missouri.

Million Dollar Club — Hayward Pritchett, Hayward Pritchett Distributors; Vince Thigpen, Tifton, Georgia.

**A.** Well, I think you'll see a weight decrease in the casual saw. And a smoother operation. I don't know how small we can go in size. Our minisaw now, the Model XX carries a 14" blade in the deluxe version. That's a lot of saw at that price and size.

**Q.** How would you sum it all up?

**A.** First, the leisure time market will keep the demand for lightweight durable chain saws. Second, we haven't scratched the market surface internationally. Third, the chain saw is one of the few consumer products to increase in performance and reliability while decreasing in size and price. So I remain not simply optimistic but confident about our future and that of the industry.



JIM CONLY HANDS OVER hardware to winner of the President's Cup Award — Minnesota Toro Inc., represented at meeting by, from left, Bob Hobus, John Snoberg, and Jim Kaufman.

**Construction:** Perfect solution for draining excavations or flooded basements and easy to use for mixing concrete.

**Low spots in acreage:** Portability of the light-weight pumps is the key to fast drainage.

**Stock tanks:** Each horse, dry cow or beef animal requires 12 gallons of water every day; each milk cow needs 35 gallons, a hog 4 gallons, a sheep 2 gallons, and

100 chickens must have 100 gallons daily.

All Poulan selfpriming contractor-water pumps have a non-clog type impeller; open type mechanical shaft seal, heavy duty case, trouble-free suction valve, and rigid bracket.



MILLION DOLLAR SMILES flash on Hayward Pritchett and Vince Thigpen, veteran Poulan distributors who became members of exclusive Million Dollar Club, signifying a million dollars in chain saw volume for the year. Both men were presented special green blazers with custom-designed crests featuring crossed chain saws.



Beaird-Poulan distributors recently gathered in New Orleans, Louisiana for their annual summer sales meeting and, judging from remarks of those attending, all gained weight as well as information.

Highlights of the seminar included a cruise on a paddle-wheeler, dinner atop the famous Trade Mart building, dinner at Antoine's, and enough assorted side trips to justify all the calories.

A *Chain Saw Age* photographer was there from beginning of the cocktail party to the awards banquet climax.

## Distributors Meet, Fete in New Orleans



SOME OF THE BEST distributors in the business gathered with their wives for the social portion of annual Beaird-Poulan meeting. In top row, from left: Phil Crawford and C.T. Ellis, Schoellkopf Sports; Lloyd Tuggle of B-P, Nell Pritchett and Jimmy Johnson, Pritchett Distributing; L.T. Hawks and Winnie Miller, Hunter Power Saw, and Ruth and Louis Tanquary, Southern Saw Co. Second row: Mr. & Mrs. Moody Miller, Hunter Power Saw; B-P Chairman Charles Beaird, Jim Rouche and Clarence Roper, Poulan-Texas; B-P's Ray Webb, and Ted Skrodzski, E.F. MacDonald Co.; and Mr. and Mrs. Jim Rouche, Poulan-Texas. At left, Beaird-Poulan's Champ Duran and Tom Lindley. Fourth row down: Mr. & Mrs. Billy Schneider, and Howard Young, Buttery Distributing; Mr. & Mrs. Clarence Roper, Poulan-Texas; Cliff Fischer and Ray Henzler, Henzler, Inc. Bottom row: Jim Yount and Andy Anderson of B-P flank Winnie Miller, Hunter Power Saw; Mr. & Mrs. Conrad Newell, Newell Inc.; Mary Jo Sikes and Mr. & Mrs. David DeLoach, John Sikes Distributing.





PRESIDENT CONLY PRESENTS hard-earned Beard-Poulan distributor awards at recent meeting. President Conly at left, with winning distributors continuing from left: Winnie Miller for Hunter Power Saw Co., fourth in President's Cup standing; Bill Edwards for Port Huron Machinery & Supply, winner, percentage increase-unit sales; Jim Kaufman for Minnesota Toro, Inc., winner, President's Cup; Rick Mant for Boyd Distributing Co., winner, percentage increase-dollars, and second in President's Cup standing; and Hayward Pritchett for Hayward Pritchett Distributing, Inc., winner, total increase-units, and third in President's Cup standing.

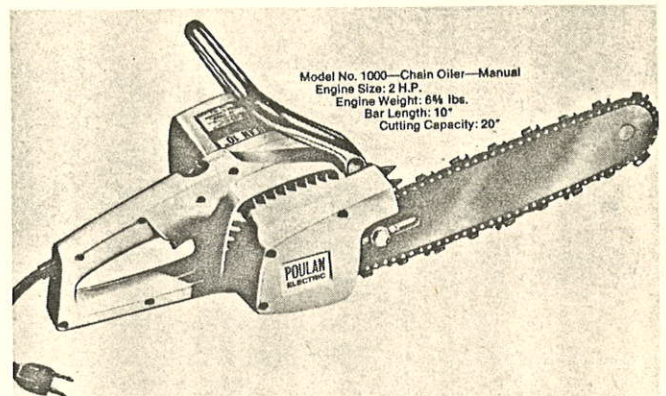
## Poulan Features Five Featherweights

Beard-Poulan now has five "fantastic featherweights" to back its claim as leader in the under \$150 chain saw market.

Poulan's powerful XX, a super lightweight featuring all-metal construction and full 12-inch bar, is now available in the XX Deluxe model with a 14" hard-tipped bar. Weighing under 8 pounds, less bar and chain, the little compact can rip through trees up to 28 inches in diameter.

One of America's best-selling saws for casual users, Poulan's Super XXV Deluxe, with manual chain oiling and 14" bar, has been joined by the Super XXV Deluxe Automatic. A quieter, more powerful variation of B-P's most successful lightweight, the XXV Deluxe Automatic buzzes through an eight-inch log in four seconds. Equipped with automatic chain oiling, the Super XXV Deluxe Automatic weighs less than 10 pounds, minus bar and chain, and is becoming a desirable piece of home maintenance equipment.

Completing the "fantastic five" is Poulan's new electric saw, the Poulan 1000, which emits no



FEATHERWEIGHT MODEL 1000 above is one of five Poulan chain saws costing under \$150 — and is the line's electric version.

smoke, makes little noise, and plugs into any AC outlet without adapters. Emerging as a favorite of female users, the 1000's double insulated, unbreakable high impact plastic housing is guaranteed for life.

## Reichman Crosby Hays Opens New Division

A new branch sales office and warehouse has been established by Beard-Poulan distributor Reichman Crosby Hays Co., Inc., Memphis, Tennessee.

The new division of the firm is known as the RCH Company, Jackson division, and is located at 12 North Conalco Drive, Jackson, Tennessee.

Jerry Spellings, a lifelong Jackson resident, has been appointed manager of the new facility, according to E.J. Langley, RCH president.