

1977

## 60 Years of Cole's Express

Cole's Express

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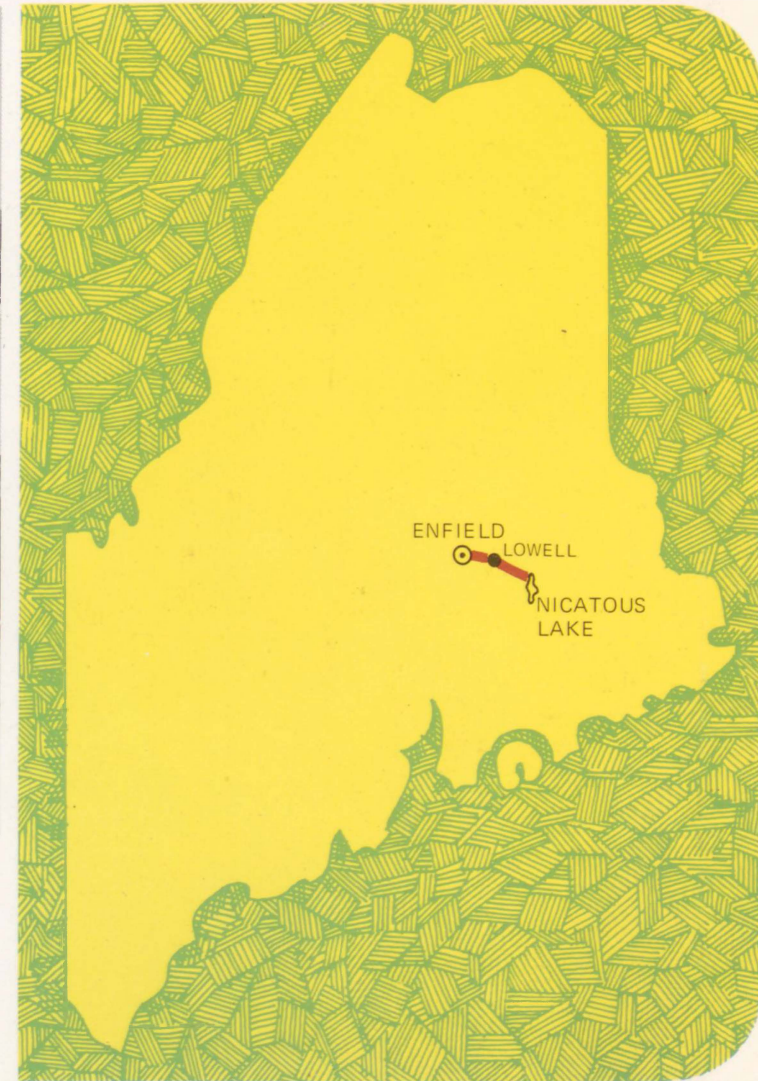




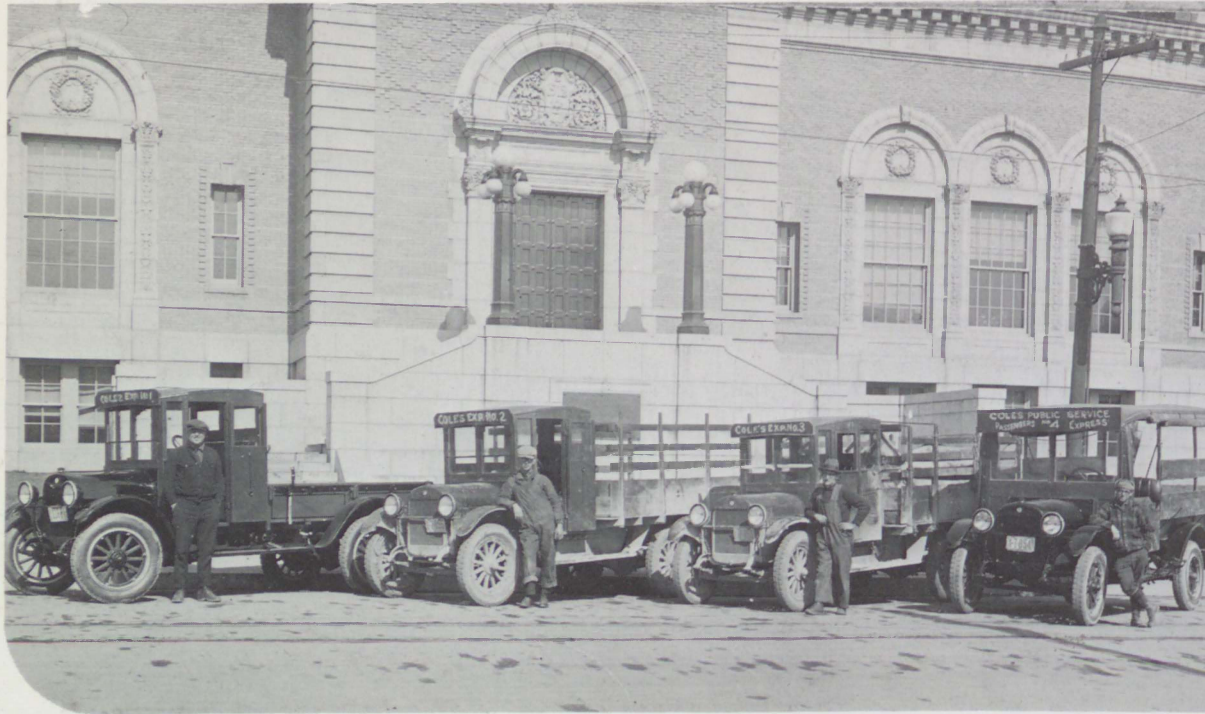
We would like to share with you a brief history of our company, Coles Express.  
It all began here.....



1917... A.J. "Allie" Cole started a freight and mail route from Enfield Station to Lowell and Burlington. With hard work and pioneering people a Maine company was born.



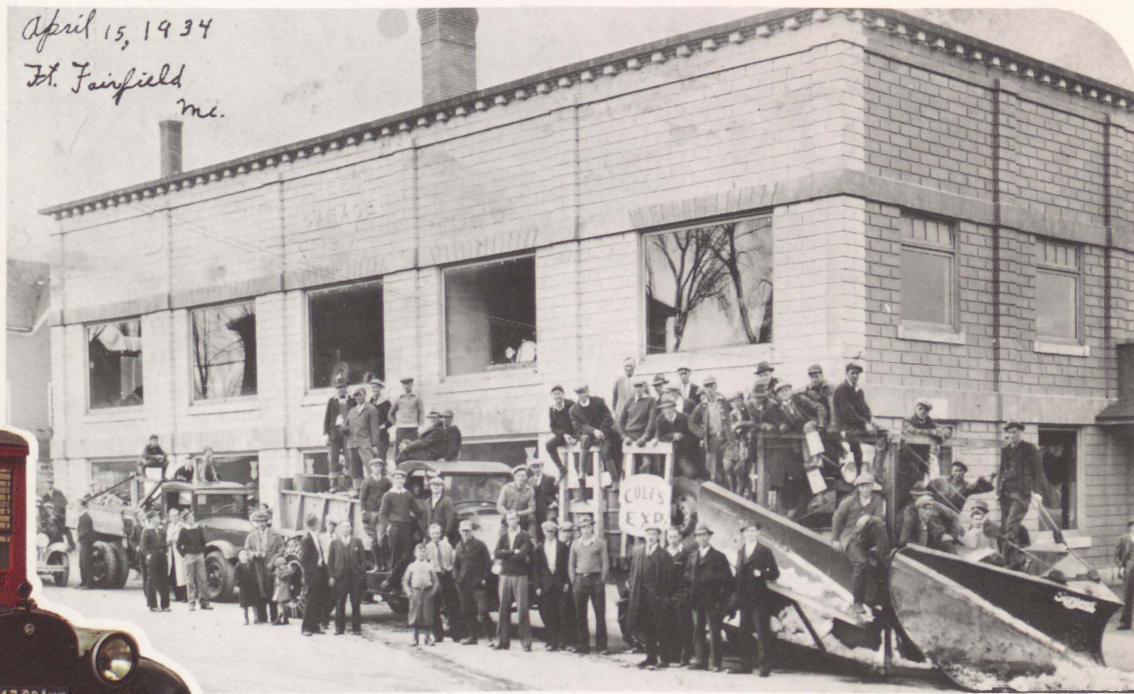
We started small, and it wasn't always easy going. Horses and wagons soon gave way to trucks, and new ideas filled local needs. In 1925 the company moved its base of operations to Bangor.





1931... Coles opened the area's first truck terminal on Oak St. With two doors and a tiny upstairs office, it embodied a new concept: the inside transfer and warehousing of freight.

April 15, 1934  
St. Fairfield  
me.



In the winters of the 1930's, Coles was the first to open the snowbound highways of Aroostook County.

When we were needed, our people were there

1935... our staff posed proudly at the new Dutton St. terminal with the fleet that continued to grow despite the Depression.

Innovation came early. Our first trailers were built in Coles own shop out of old truck frames and Maine lumber (lower left).

Following World War II, it became possible to purchase new truck equipment (lower right).





1962... The nation's first tank-van, a Coles design.



1977... modern terminals and equipment make freight handling fast and efficient.



Today, as Maine's oldest motor common carrier, we serve an area of 90,000 square miles: all of Maine and Massachusetts, southern New Hampshire, and the Canadian Maritimes. Our modern Bangor operations center was planned by the people who best knew the company's needs — our own employees. Thirteen local terminals provide complete services to the region:

Bangor, Me.  
Boston, Mass.  
Calais, Me.  
Ft. Kent, Me.  
Halifax, N.S.

Houlton, Me.  
Moncton, N.B.  
Portland, Me.  
Presque Isle, Me.  
St. John, N.B.

Sidney, Me.  
Springfield, Mass.  
Truro, N.S.



A.J. "Allie" Cole

Coles people... building the future with innovative ideas, hard work, and old-fashioned service and integrity. We've always done things that way.

Orphan, livery stable hand, baggagemaster — and transportation pioneer. A.J. "Allie" Cole's career showed clearly the kind of man he was. With a sure hand he guided the company from its Enfield beginnings, through the Depression and war years, and into the expansion of the 1950's.

Allie Cole cared about Maine, and was active in the economic development of the State. He saw the need for innovation and flexibility in the infant trucking industry, and saw his ideas through. He was a leader in the community and a true pioneer of the industry.

The Cole sons learned the business from the ground up. Galen Cole has been in and around trucks all his life, and has worked in all phases of the company's operation. Following military service in World War II, he assumed leadership of the Operations department and became Company President in 1955.

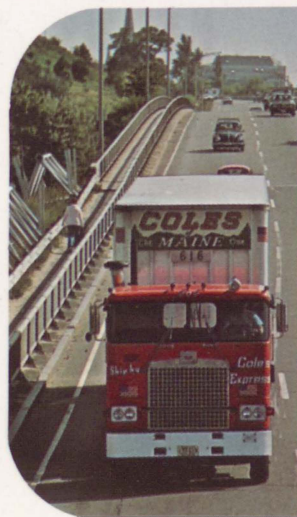
Since that time, revenue of Coles Express has increased tenfold and the company's affiliate, A.J. Cole & Sons, Inc., has developed into a major public truck sales, service, and leasing facility. Other affiliated companies have been involved in diverse activities from service stations and fuel distribution to land and property development and consulting services. Active in industry and community affairs, the Cole family carries on a tradition of concerned involvement.



Galen Cole

**Coles people and modern equipment — an unbeatable combination.**

1977 ... Coles employees are 370 strong,  
a \$5 million annual payroll that stays  
right in the Northeast.



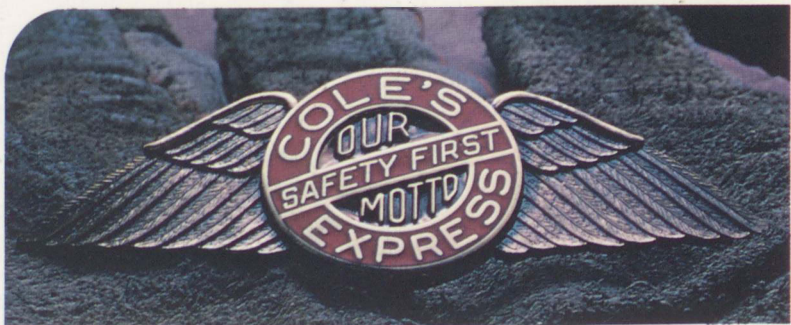
Our Safety Board meets quarterly to coordinate our safety efforts, developing such innovations as an extra directional signal on the apron of our trailers — an additional measure of safety for other drivers.

**At Coles, safety is a full-time concern.**

The Maine Truck Owners Association selected Clyde Cox, State of Maine 1976 Driver of the Year following a Coles Tradition:

- 36 Coles drivers: Million Mile accident-free awards from the National Safety Council
- 6 Coles drivers: Two Million Mile awards
- Another Coles driver, Ken Plourde was Maine Driver of the Year 1973.



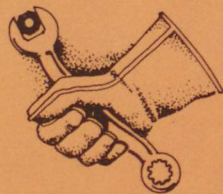


We're proud of our outstanding safety record, one that has earned lower rates than any other trucking company our insurer covers.



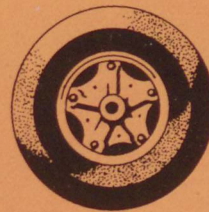
And you can't do that without good people.

EACH YEAR COLES FLEET  
TRAVELS 5 MILLION MILES



REQUIRES 51 MECHANICS

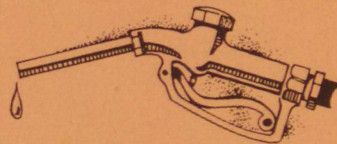
76,000 PARTS



1355 TIRES... AND

1 MILLION GALLONS

OF FUEL



TO KEEP

ON TRUCKIN'

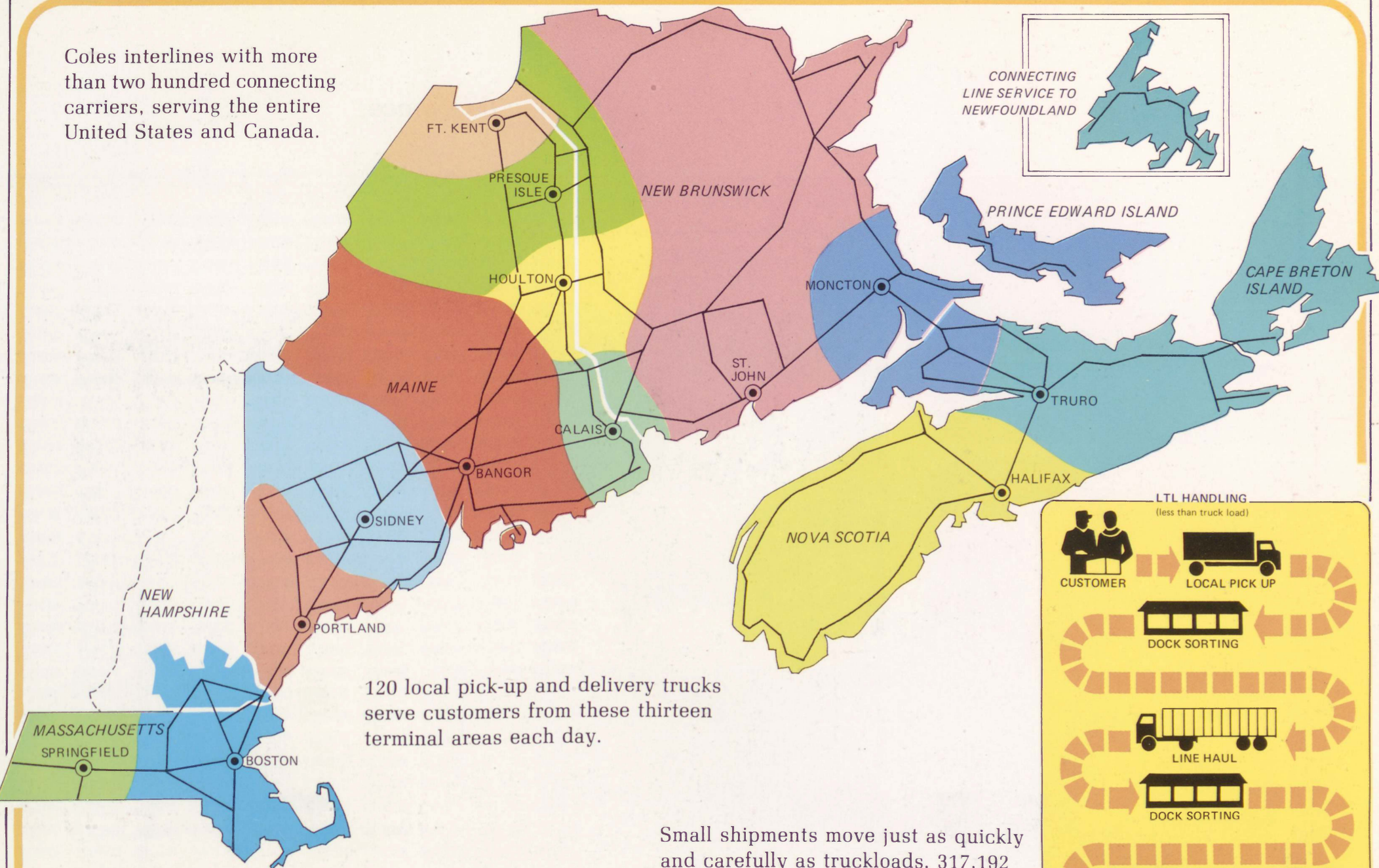


*At Coles, people make the difference.*

They're carefully recruited and they stay — turnover is less than one half of one percent, well below industry average. They're people who care, people with experience. They're people who can handle customer needs — as different as the customers themselves.

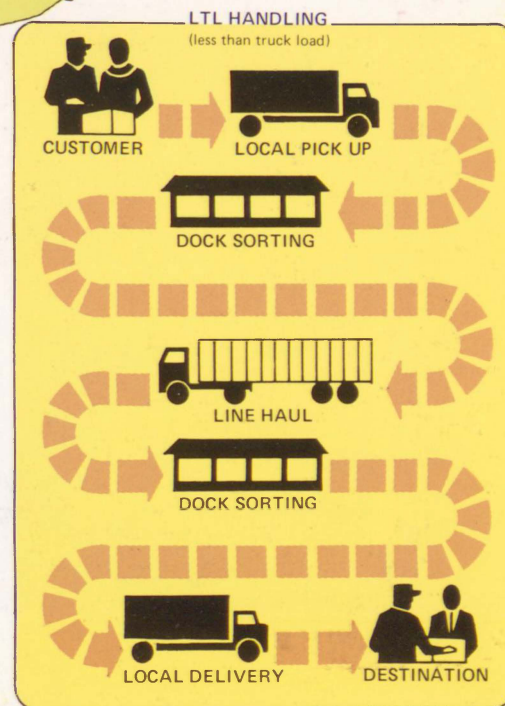


Coles interlines with more than two hundred connecting carriers, serving the entire United States and Canada.



120 local pick-up and delivery trucks serve customers from these thirteen terminal areas each day.

Small shipments move just as quickly and carefully as truckloads. 317,192 shipments were handled over the Cole System in 1976.



## TOTAL FREIGHT VOLUME

1976  
\$10,800,000



1957  
1,588,000

1917  
\$1800.

## COLES FLEET

1976  
370

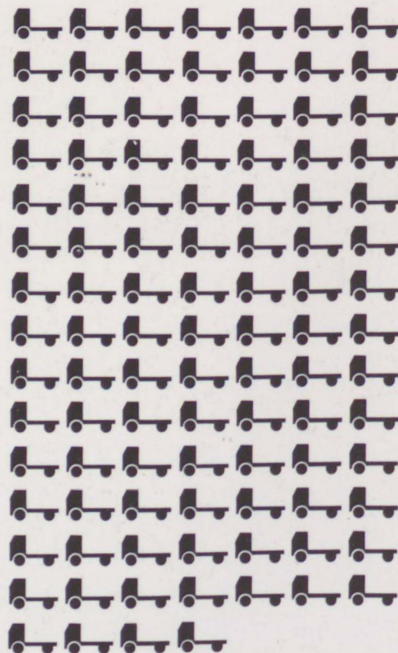


1957  
188

1917  
2

## EMPLOYEES

## 102 TRACTORS



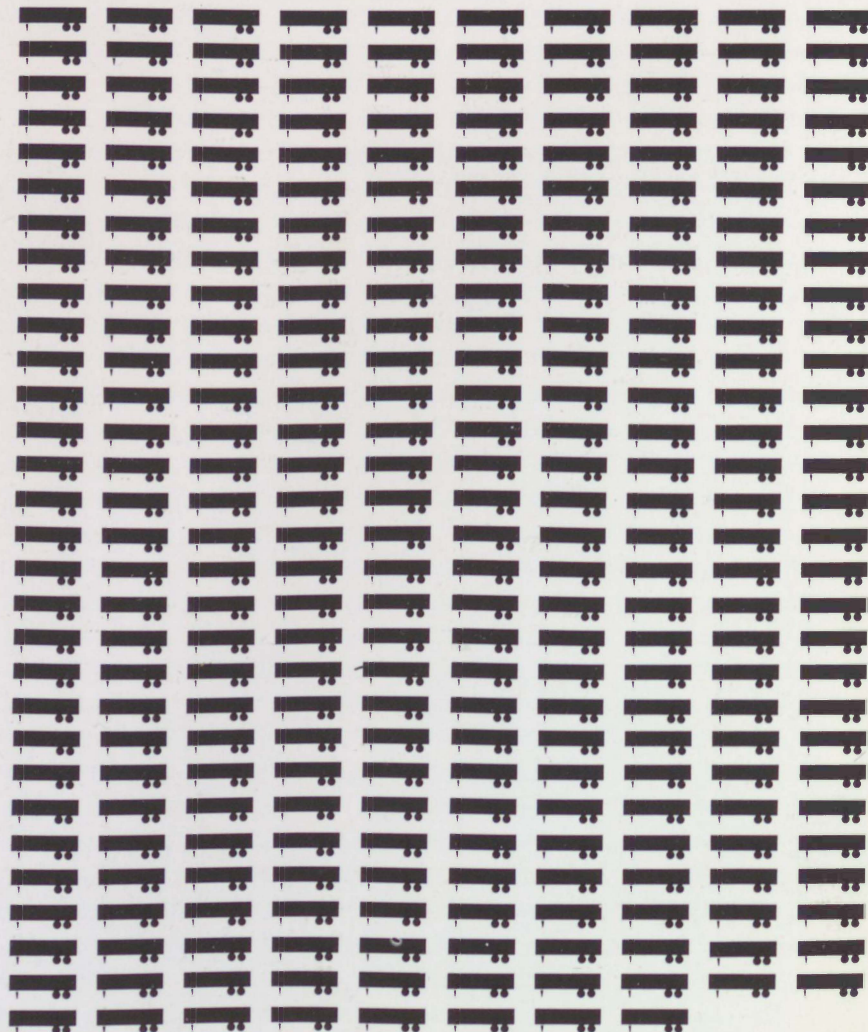
## 22 TRUCKS



## 5 TANK TRAILERS



## 298 SEMI-TRAILERS



In this labor intensive industry wages and benefits take 57¢ of every revenue dollar. Good people are essential to our success.

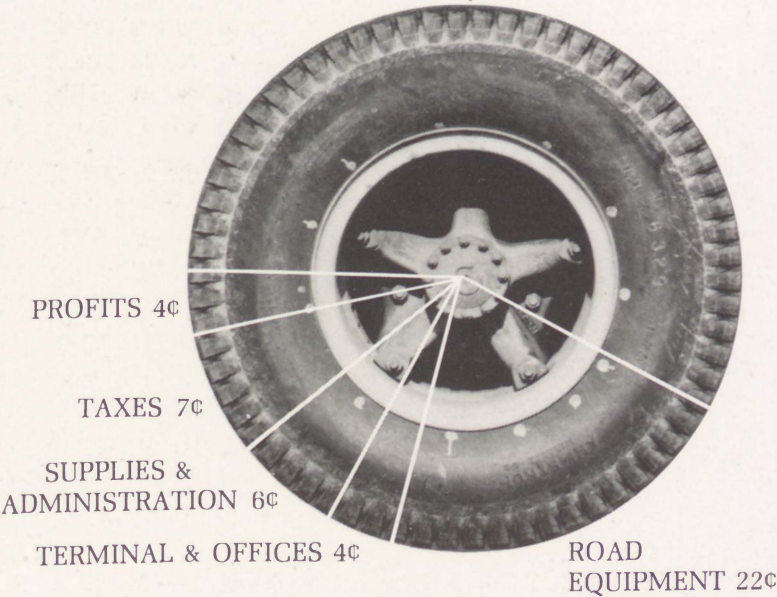
We hauled 236,287 tons of freight in 1976 — 941 tons each working day, carrying everything from toothpicks to snowplows.

**TARIFFS**

- ATA Hazardous Materials Tariff
- Eastern Central Motor Carriers Association
- Maine Motor Rate Bureau
- Middle Atlantic Conference
- New England Motor Rate Bureau
- Niagara Frontier Tariff Bureau
- Rocky Mountain Motor Tariff Bureau
- Southern Motor Carriers Rate Conference

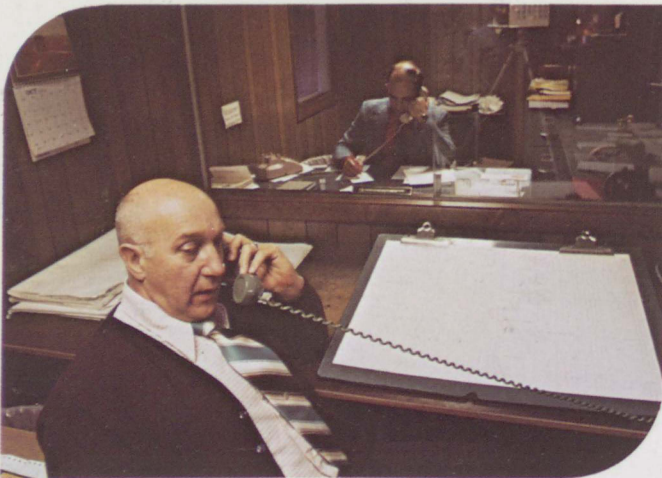
**1976 REVENUE BREAKDOWN**

WAGES & BENEFITS 57¢



In 1917 our horse-and-wagon operation was simple. Today, our drivers are backed up by a vast complex of tools and machines, supplies and equipment, telephone and radio communications, paperwork and planning.

It takes special people to make it all work, and ours are the best in the business.



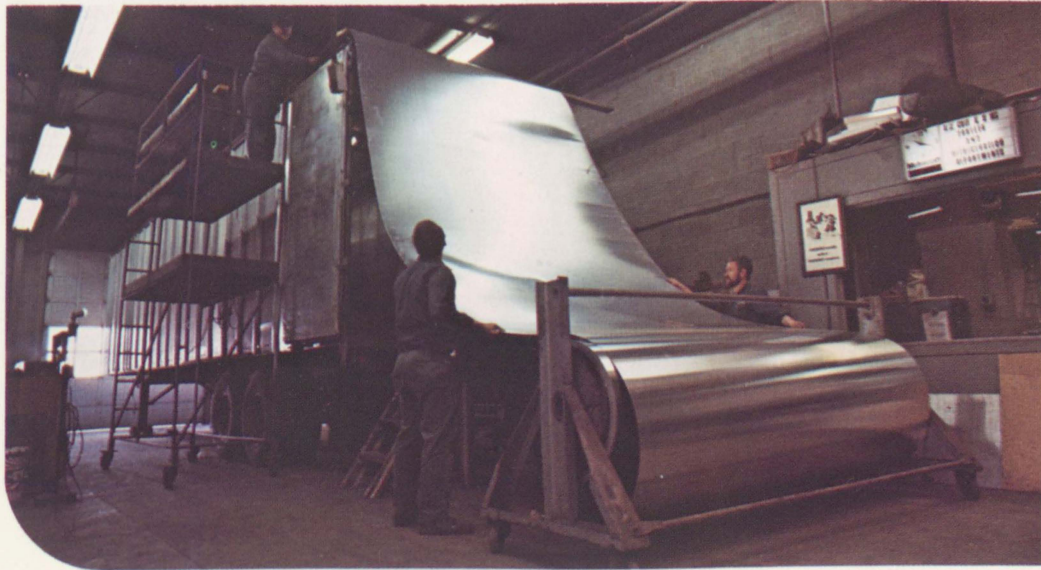
Terminal managers... responsible for Coles service throughout their terminal area, including local pickup and delivery and dock operations.

Dispatch people... synchronizing the complex communications that ensure prompt and efficient service of daily needs.

Telephones and the people who handle them -- a vital link to good service.



Skilled people make the difference...



We are also proud of the people at A.J. Cole & Sons who perform the maintenance on our 427 pieces of modern, heavy equipment, and perform repair work for others. The shop's capabilities are unparalleled in the Northeast and include such special services as supplying and installing one-piece trailer roofs and full vehicle maintenance.



Our general office staff... keeping accurate records and providing information feedback on fourteen million pieces of freight each year.



Computer personnel... operating the ultra-modern systems which ensure timely and accurate customer service — dispatch, rate, billing, and claims service.



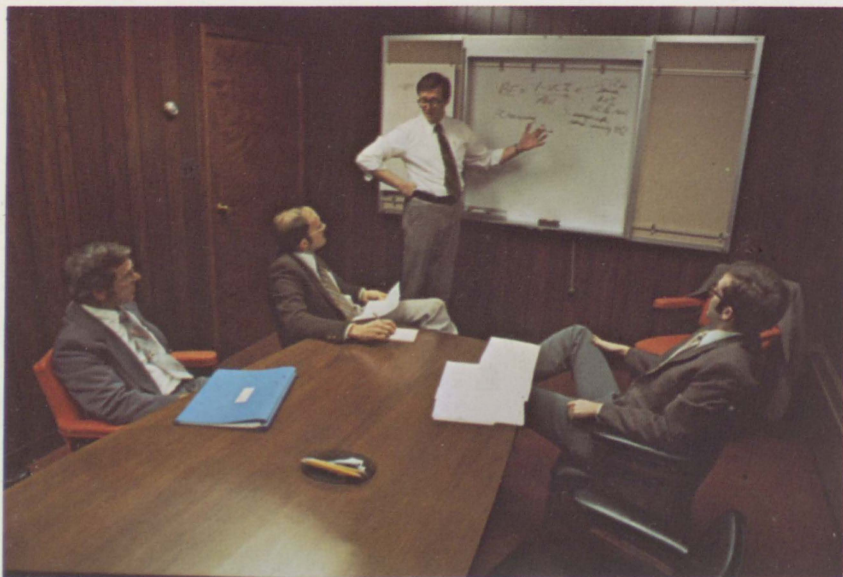
Dedicated people putting it all together...

Coles sales people... whose attitude of service permeates our entire operation. Strategically located, these professionals know how to listen, communicate and coordinate the services offered by this growing company.



The Traffic department, maintains up-to-the-minute rate lists for correct and competitive charges. They specialize in tailoring shipping programs to fit individual requirements.





Our Department Heads...  
management by experience.  
Deeply involved in both long  
term planning and the nuts  
and bolts of everyday needs,  
these professionals know the  
business well — from the  
inside out.

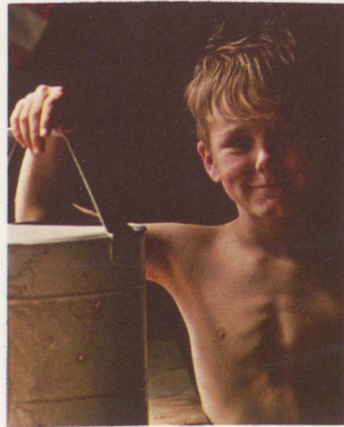


Our Directors...  
97 combined years of service



In 1976 we received the annual State of Maine  
Chamber of Commerce Industrial Achievement  
Award.

In 1977 Coles Express was chosen in a  
Maine Sunday Telegram survey one of the  
ten best managed companies in Maine.



BIRCH CREST FARM

Coles people... a family with real ties to the communities they serve... and an active interest in the quality of our life.

Sixty years is a long time, and we appreciate the dedicated hard work of our retirees.



## 60 YEARS of PROGRESS



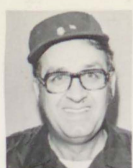
We're proud of our history — a trucking pioneer, a family-owned and managed company that survives and grows in today's changing economic world of coast-to-coast trucking giants. And our people have made the difference.

Employees, customers, suppliers, friends — thanks go to you who have shared in the company's history over these many years.

And for the future — with continued customer trust all of us at Coles look forward to serving the Northeast for many anniversaries to come.



Alden Sylvester



Gerald Wright



Ivan Cyr



Ralph Day



Sherman Grant



Sterling Turner



Norman Smith



Vince Boardman



Charles Sellars



Cecil Worster



Raymond Christenson



Lane Kingsbury



Berchie Cousins



George Keliher



Bernard Steeves



Charles Svinaki



Peter Wyman



Richard Stone



Roger Grato



Howard Fawcett



Herman Brown



Galen Cole



John Bennett



Peter Randall



Kenneth Stevenson



Shirley Dawson



Gerald Ryder



Wayne Hight



Angelo Coromiti



Lawrence Wood



George Adams



Floyd Carson



Alton Munsey



James Koezer



Michael McMorrow



Michael Blier



Ernest Cota



George Roberts



Daniel Splaine



James Tracey



Kevin Power



Harry Langlois



Teri Baxter



James Newcomb



Walter Oxley



Norman Gallant



James Graves



Dahan MacDonald



Richard Erwin



Alex Gillis



Perley Sutherland



Thomas Ewing



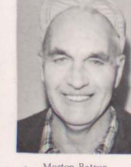
Alfred Gill



Laurie Hines



Fred Hayman



Morton Balron



Rebecca Frank



Linwood Lyons



Harold Sibley



Russell Garnett



Alvin Ivers



Donald Nelligan



Walter Morrill



Patricia Reynolds



Robert Mott



Paul Agrell



Melissa Cook



Parker Swift



Robert McDonald



Raymond Sawyer



Donald Pritchard



Donald Fish



Reidar Pettersen



Gilbert Bourassa



Linda Raymond



Harold White



Charles Doore



W. Ed Hogan



Donald Aubin



Thomas Brady



Gary Gebcke



Calvin Robinson



Linda Hardy



James Bousa



Burleigh Shorey



William Oxley



Dana Hayes



Norman Scott, Jr.



Kenneth Billings



Larry Willis



Joseph Ryan, Jr.



Donald Hanson



Clovis Ouellette



Patricia Gardiner



Alfred McCarthy



Pamela Runtels



Kenneth Plourde



Ralph Vaccaro



Wendell Rockwell



Lawrence Feehley



William Hanahan



Gene Barr



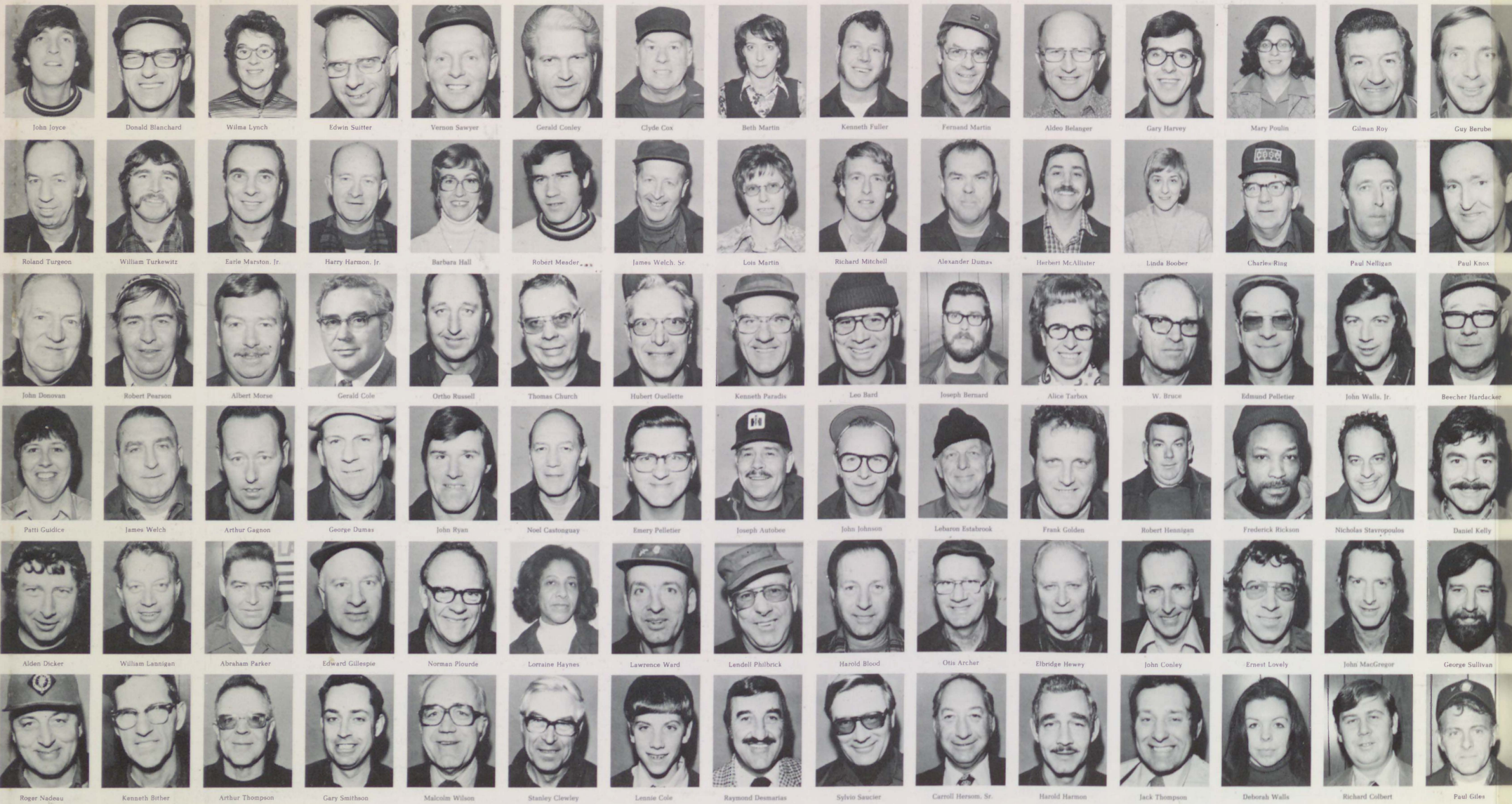
Robert Cummins



Nancy Olson



Maber Cronkite



And these people will continue to make the difference.



Donald Higgins



Gilbert O'Brien



Delbert Fowler



Terry Howe



Cynthia Hatty



Philip Allaby



Robert Corner



Percy Smith



Sam Maguire



Richard Nash



James Manson



Laurie Lawler



George Oviatt



Joseph Grender



Lawrence Copinger



Phillip Hashey



Clara Harde



Jack Thompson



Albert Wells



Reginald Worcester



Lee Greiner



Richard Smith



Michael MacLean



Frank Ryan



William Chambers



Dana Lincoln



Elaine Macumber



Dennis Keane



Earl Burse



Michele Rubino



Joseph Dampolo



Frank Spinale



George Molanson



Brenda Rodgersen



Walter Groenier



Ralph Thomas



Russell Rodgersen



Myrna Gardner



Keith O'Brien



Charles Mutrie



Richard Hopkins



Raymond Getchell



Ted Goodwin



Eldon Hamilton



Burton Jenkins



Ernest Hutchins



Eleanor Heinz



Arthur Hammond



John McCloskey



Alan Bills



Virginia Emery



Gary Bennett



Earl Shaw



Allen Fielding



Joe LaChance



Betty Davis



Mary Lou Gallagher



Robert Doane



Dick Fitzgerald



Betty Ward



Andrew MacPherson



Terry Miller



Francis Fogg



Clifford Vinins



Clarice Atkinson



William Fish



Mildred Hopper



Fay O'Donal



Lee Higgins



Llewellyn Hewey



Roland Blake



William Perkins



William Libby



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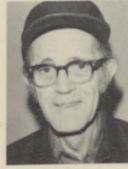
Penny Meader



Arthur Jacobs



Arthur Wardwell



Alton King



Mary Wilson



Henry Preble



Millard Mullen



Samuel Maiorano



Francis Fuller



Frank Arey



Nancy Doucette



Roland Sibary



Emanuel Schipilti



Joan Mubou



Robert Train



Eunice Duffy



John Turner



Richard Weston



Richard Thompson



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Harry Harmon, Jr.



Barbara Hall



John Donovan



Robert Pearson



Albert Morse



Gerald Cole



Ortho Russell



Patti Guidice



James Welch



Arthur Gagnon



George Dumas



John Ryan



Alden Dicker



William Lannigan



Abraham Parker



Edward Gillespie



Norman Plourde



Roger Nadeau



Kenneth Bither



Arthur Thompson



Gary Smithson



Malcolm Wilson



Gerald Conley



Clyde Cox



Beth Martin



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Hubert Ouellette



Kenneth Paradis



Leo Bard



Joseph Bernard



Noel Castonguay



Emery Pelletier



Joseph Autben



John Johnson



Lebaron Estabrook



Lorraine Haynes



Lawrence Ward



Lendell Philbrick



Harold Blood



Otis Archer



Stanley Clewley



Lennie Cole



Raymond Desmarais



Sylvio Saucier



Carroll Hersom, Sr.



Aldeo Belanger



Gary Harvey



Mary Poulin



Gilman Roy



Guy Berube



Herbert McAllister



Linda Boober



Charles Ring



Paul Nelligan



Paul Knox



Alice Tarbox



W. Bruce



Edmund Pelletier



John Walls, Jr.



Beecher Hardacker



Frank Golden



Robert Hennigan



Frederick Rickson



Nicholas Stavropoulos



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Elbridge Hewey



John Conley



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John MacGregor



George Sullivan



Harold Harmon



Jack Thompson



Deborah Walls



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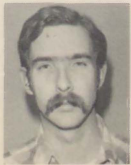
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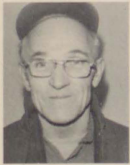
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