

1957

Connecting Maine with the Nation: 40th Anniversary of Cole's Express

Cole's Express

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1917

**40th
ANNIVERSARY**

1957



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Connecting Maine with the Nation

IN MEMORIAM

ALBERT J. COLE began work in the transportation industry at the early age of eight when, as a "bound out" boy, he was employed in a livery stable in Enfield, Maine.

He worked at this job for 10 years and then became station agent for the Maine Central Railroad in the same town. He resigned from this job to become a pioneer in Maine highway transportation.

With nothing but a wagon, a pair of horses, initiative, hope and unbounded determination to make a dream become a reality, he founded the company which today bears his name.

From that day until his death in 1955, Albert J. Cole's life was dedicated to the betterment of Maine and the expansion of highway transportation within the state's boundaries.

Under his wise guidance and through his demonstrated initiative, Cole's Express has grown from this meager start to become the largest intrastate trucking company in Maine, operating 135 vehicles principally within the state's boundaries.

We who now operate Cole's Express are grateful for his untiring work and wise counsel and are dedicated to continue serving Maine with the very best in motor transportation.



ALBERT J. COLE

FOUNDER OF THE COMPANY

1893 - 1955

FORTY YEARS OF SERVICE

ON AUGUST 1, 1917, Cole's Express started its highway service to the public, a horse-drawn pickup and delivery freight and passenger service between the Enfield railroad station and the towns of Lowell and Burlington, some 15 miles distant.

A year later the first truck was purchased and service expanded from Enfield to Bangor, picking up goods and passengers in both directions. Soon afterward, other trucks were added to carry the run through to Lincoln and eventually Houlton.

For many years, it was necessary to abandon the north run to Houlton during the Winter, because snow on the roads was packed by horse-drawn rollers for the convenience of sleighs, making truck traffic impossible.

In 1929 and again in 1930, Cole's Express experimented with plowing the roads in early March. Frequently it was necessary to use dynamite to loosen the winter accumulation and sometimes it took as many as six teams of horses to get the plows through the huge drifts.

During the Winter of 1931 and 1932, the company kept the roads open north of Lincoln for the first time in history. This snow-plowing operation started out from Bangor with a load of freight behind three company plows and nearly a week later the freight was delivered in Houlton 115 miles away, a feat then thought impossible by the farmers along the route.

This same procedure was followed many times during that Winter and expenses were nearly catastrophic, but the tremendous increase in truck traffic the following

MAINE PEOPLE SERVING MAINE

Spring and Summer produced a small profit along with an immeasurable amount of good will.

Rights were added in later years to all of Aroostook County and southerly to the Augusta and Portland areas. From 1917 to 1933, there were no regulations governing the territory in which a carrier could operate and freight charges were based on whatever could be worked out between the shipper and the company.

In 1934, all carriers had to appear before the Maine Public Utilities Commission and put on record the towns they had been serving and the kinds of freight they had been hauling. Each carrier then was given "grandfather authority" permits to continue hauling under the regulations of the commission.

Today Cole's Express serves more of Maine than any other "for hire" common carrier. Contract rights also are held throughout the same general area and in 1956 rights were added covering all of New Brunswick, Canada.

Since its inception in 1917 by one man with a team of horses, Cole's Express has grown to 185 vehicles and more than 125 regular employees.

The regular route common carrier franchise greatly strengthens our ability to serve our customers by regularly scheduled service with terminal facilities and equipment at focal points throughout our area to facilitate over-the-road movements and balanced distribution in tonnage.

The company operates Maine's largest trucking terminal in Bangor and in 1953 it was winner of the American Trucking Association terminal excellency award.

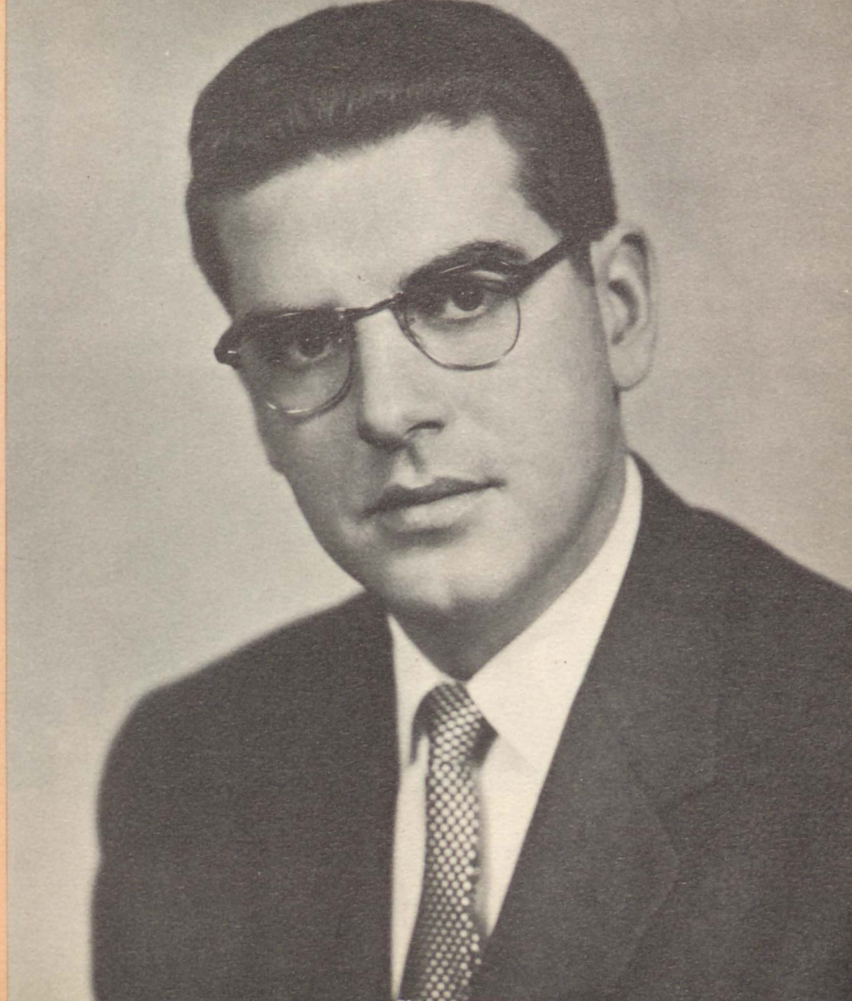
EXECUTIVE STAFF

GALEN L. COLE	<i>President</i>
GERALD A. COLE	<i>Vice President</i>
CHESLEY R. COLE	<i>Vice President</i>
VAUGHN L. COLE	<i>Vice President</i>
EVERETT D. GLIDDEN	<i>Treasurer</i>

BOARD OF DIRECTORS

GALEN L. COLE	VAUGHN L. COLE	RALPH WILSON
GERALD A. COLE	JAMES B. CARSON	EDWARD R. PERRY
CHESLEY R. COLE	EVERETT D. GLIDDEN	JOHN P. GRANT

GALEN L. COLE
President





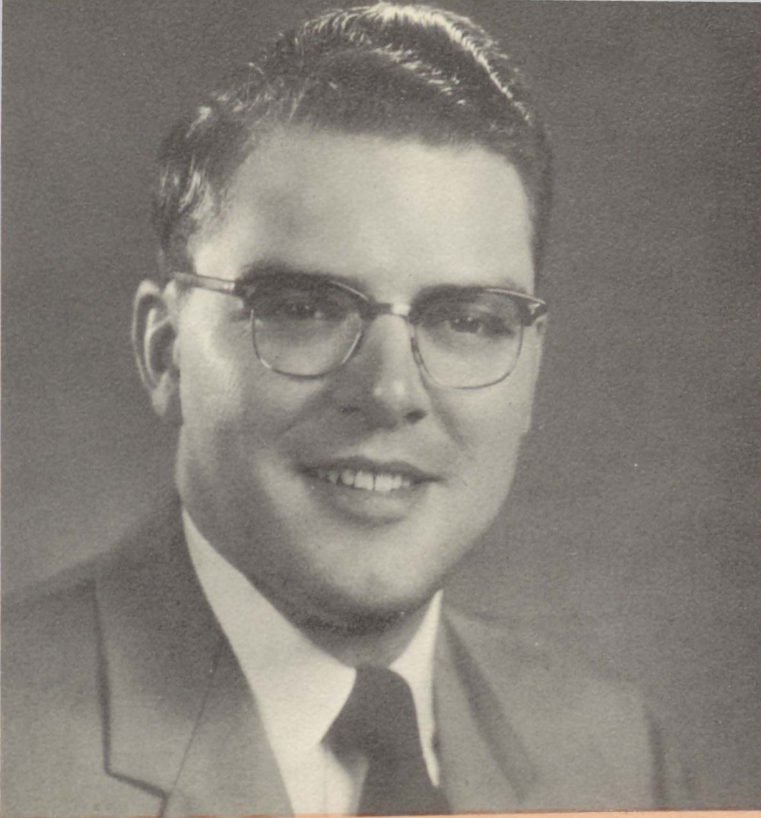
GERALD A. COLE

Vice President
Southern Division



CHESLEY R. COLE

Vice President - Director

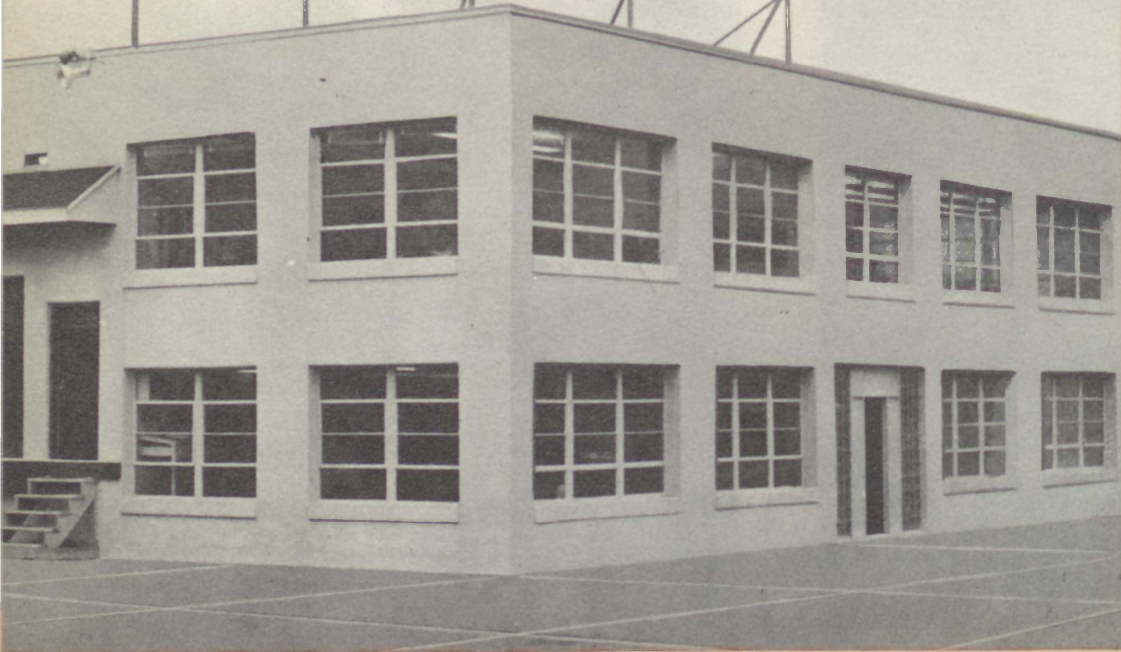


VAUGHN L. COLE
Vice President
Northern Division

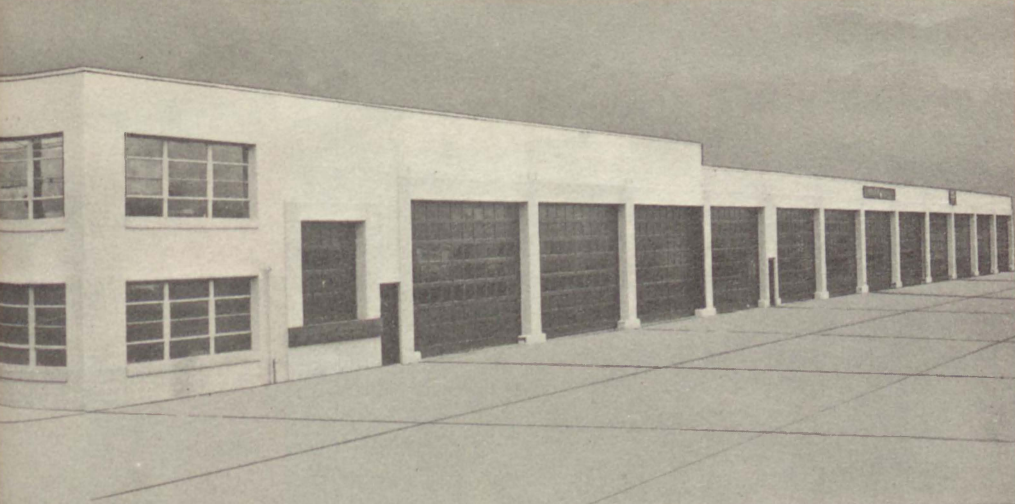


EVERETT D. GLIDDEN
Treasurer

COLE'S



COLE'S EXPRESS
HOME OFFICE
76 DUTTON ST.
BANGOR MAINE



BANGOR TERMINAL

This terminal, which incorporates an island-type platform, has heated storage facilities for 24 complete tractor-trailer units under one roof and garage for another 10 units. It is the largest trucking terminal in Maine.

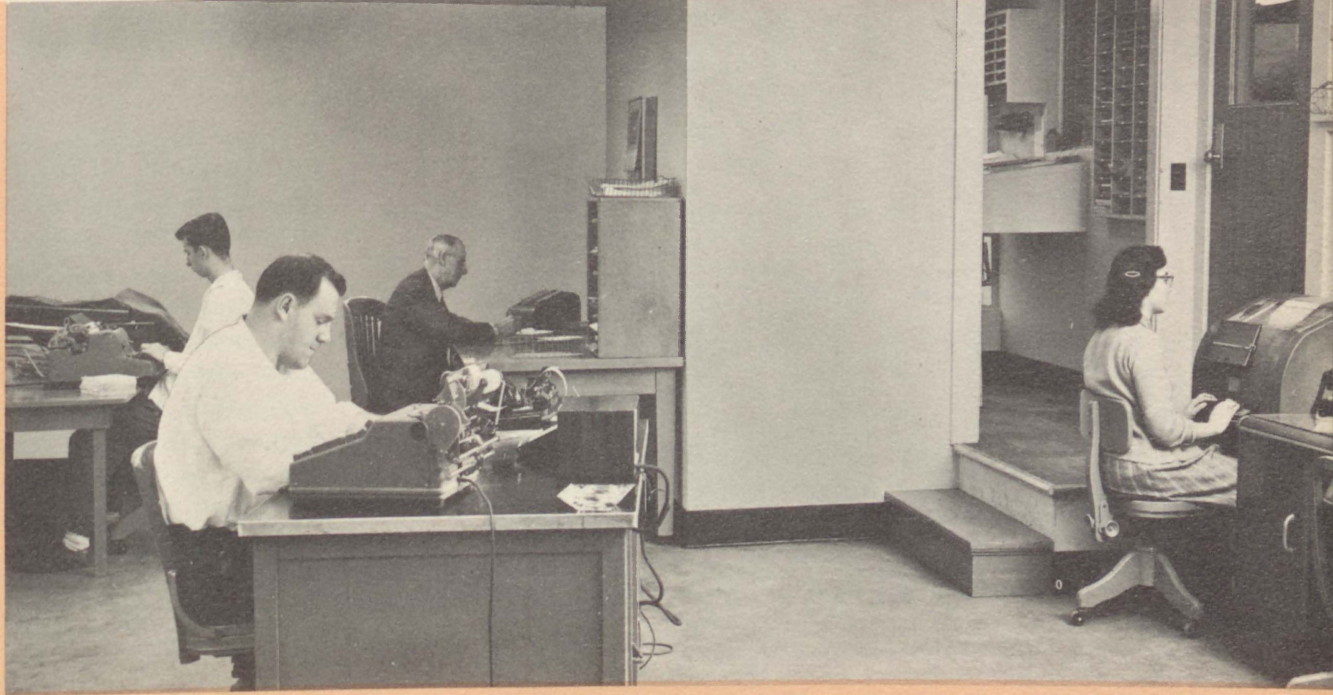


ACCOUNTING AND GENERAL OFFICE FORCE



All agency offices throughout the system are responsible to this office for their accounts. All interline accounting work with transfer carriers is done here, as well as claims, cost accounting payrolls and auditing.

BANGOR AGENCY AND TRAFFIC DEPARTMENT



All bills for freight picked up in Bangor and traffic records are handled in this office. Teletype machine provides rapid communication with terminals in Bangor, Portland, Houlton and Presque Isle. At rear is central dispatching office.



DISPATCHING

Central Dispatcher Earl Shaw directs operation of trucks over two-way radio. Night Foreman and Dispatcher Harold Buzzell checks his work.

All over-the-road dispatching between Portland, Bangor and Presque Isle is handled by these men over direct teletype lines.

The majority of our over-the-road drivers are based in Bangor and these men drive to Portland and return and to Houlton and Presque Isle and return, thus eliminating lay overs away from home.

Interline connections on loads going outside the state are made here, enabling pickups in northern Maine to arrive in most points in New England and New York City the following morning. Cole's Express has interline connections with 64 regulated carriers.

BANGOR PLATFORM

This is the section of the Bangor terminal platform which handles transfer freight. The terminal loads and unloads freight 24 hours a day, 6½ days a week.

Loads arriving from Portland for the Bangor area are loaded onto local delivery trucks during the night so it will be ready for delivery by 8 a.m. Freight consigned to local transfer carriers is also ready for their pickup first thing in the morning.

This terminal normally completes local deliveries by noon and the trucks then pick up freight destined for Aroostook, Waterville, Augusta and the Portland area, as well as outside Maine. This freight is loaded into road trailers in the late afternoon and early evening and the sequence starts all over again.





PARTS AND PURCHASING

Purchasing Agent Ralph Wilson (right) and Parts Man Phil Sinclair check bins of Thermo-King refrigerator truck equipment.

This department, located at the Bangor Terminal, maintains complete stock of parts for all rolling equipment.

PREVENTIVE MAINTENANCE

Delays of customer freight caused by mechanical failures are infrequent, because Cole's believes in — and practices — preventive maintenance.

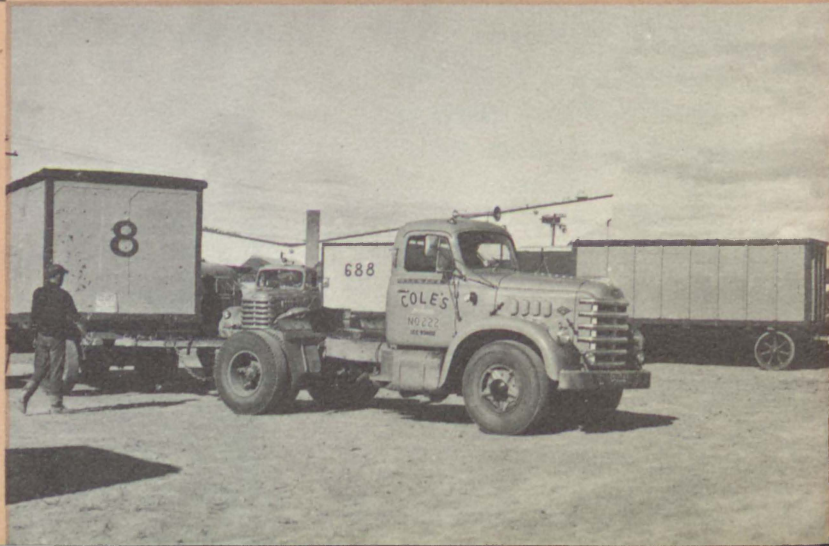
All tractors pay a weekly visit to the Bangor garage for checkup and servicing.





SPECIALIZED TRANSPORTATION

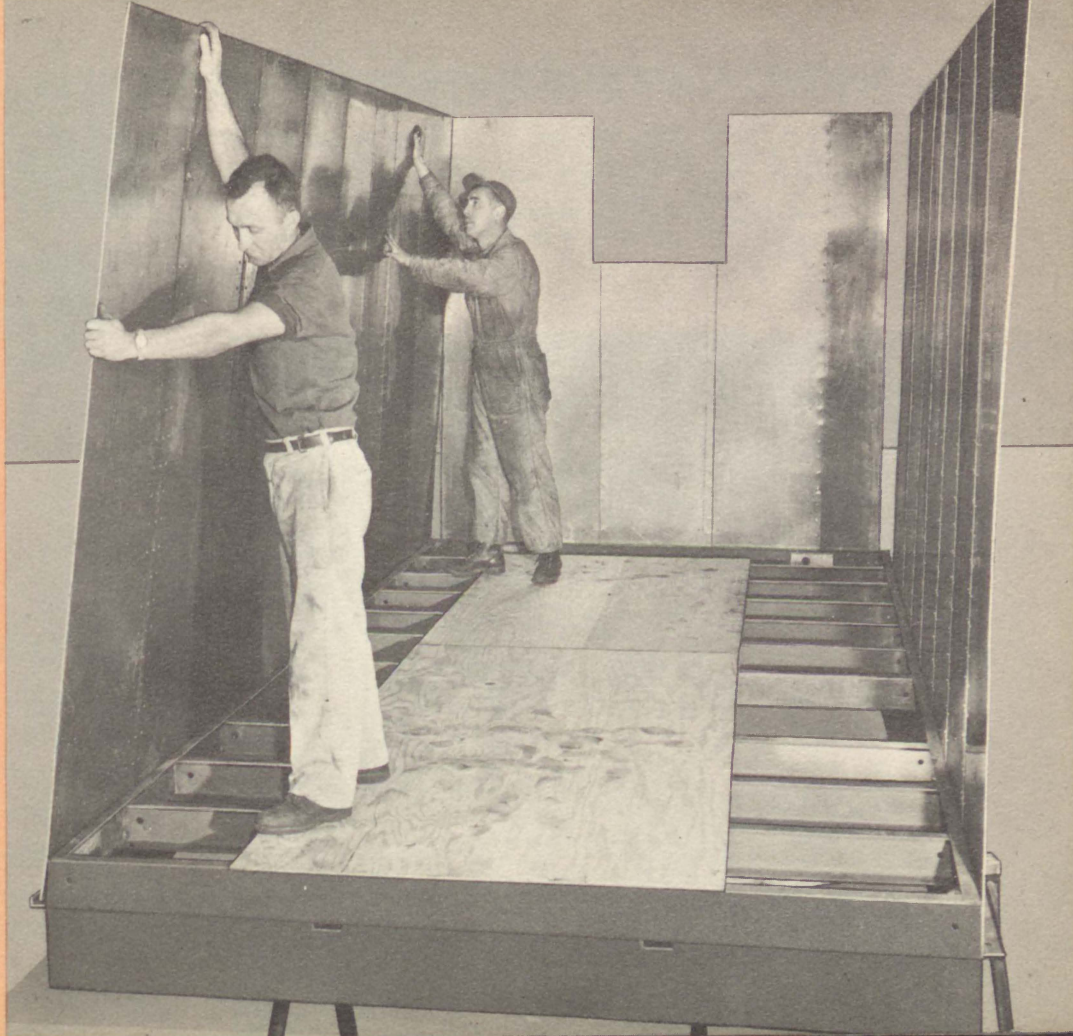
More than 150 wagons for World of Mirth Shows, "Biggest Midway on Earth," are hauled by Cole's to and from rail heads at Bangor and Presque Isle, right, as well as 15 loads of equipment for "Holiday on Ice" to and from new Bangor Municipal Auditorium from rail head.



CUSTOM-BUILT TRAILERS

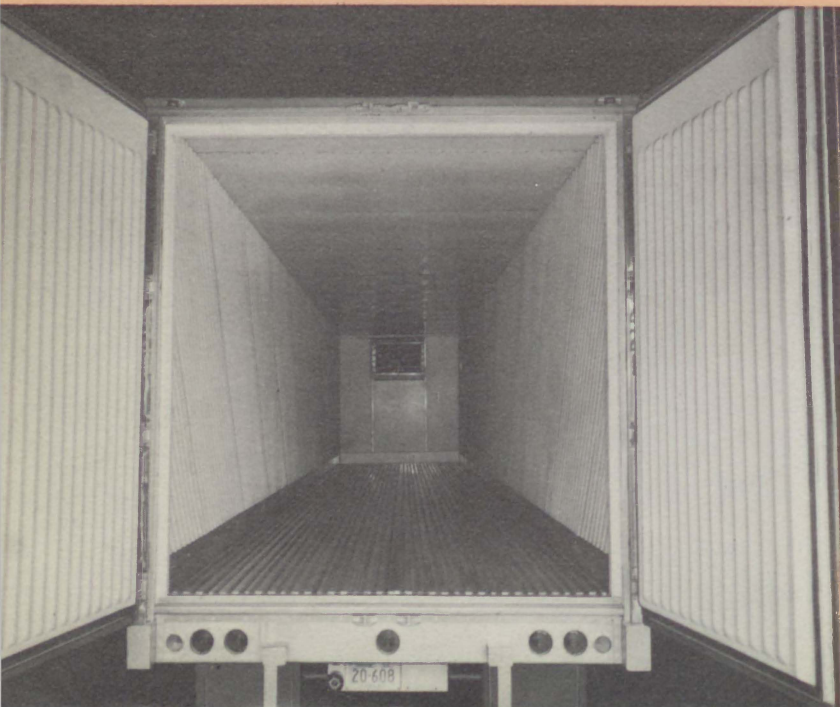
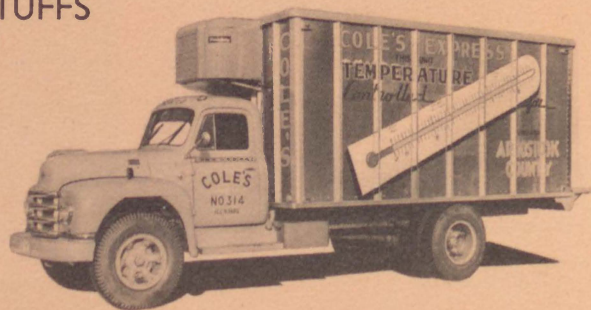
Trailers built to Cole's specifications are a requirement that pays off in good quality, reliable equipment capable of meeting customer schedule demands.

Here body crew at Bangor Garage builds refrigerated truck body.



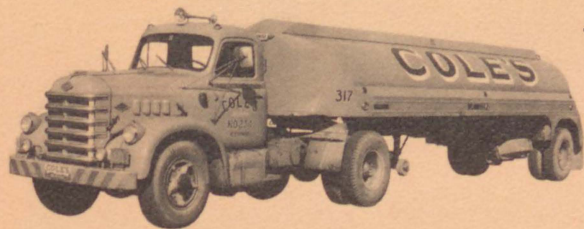
TRANSPORTATION FOR PERISHABLE FOODSTUFFS

Typical Model 530 Diamond T insulated perishable delivery truck with 16-foot aluminum body used in Aroostook County to haul fresh fruit, meats, dairy products and other foodstuffs.



UNIQUE CONSTRUCTION GIVES ADDED INSULATION

Open view shows complete plastic lining which provides better preservation through slow heat conductivity. Trailer also incorporates plastic cross members, ribs and roof bows for light weight.



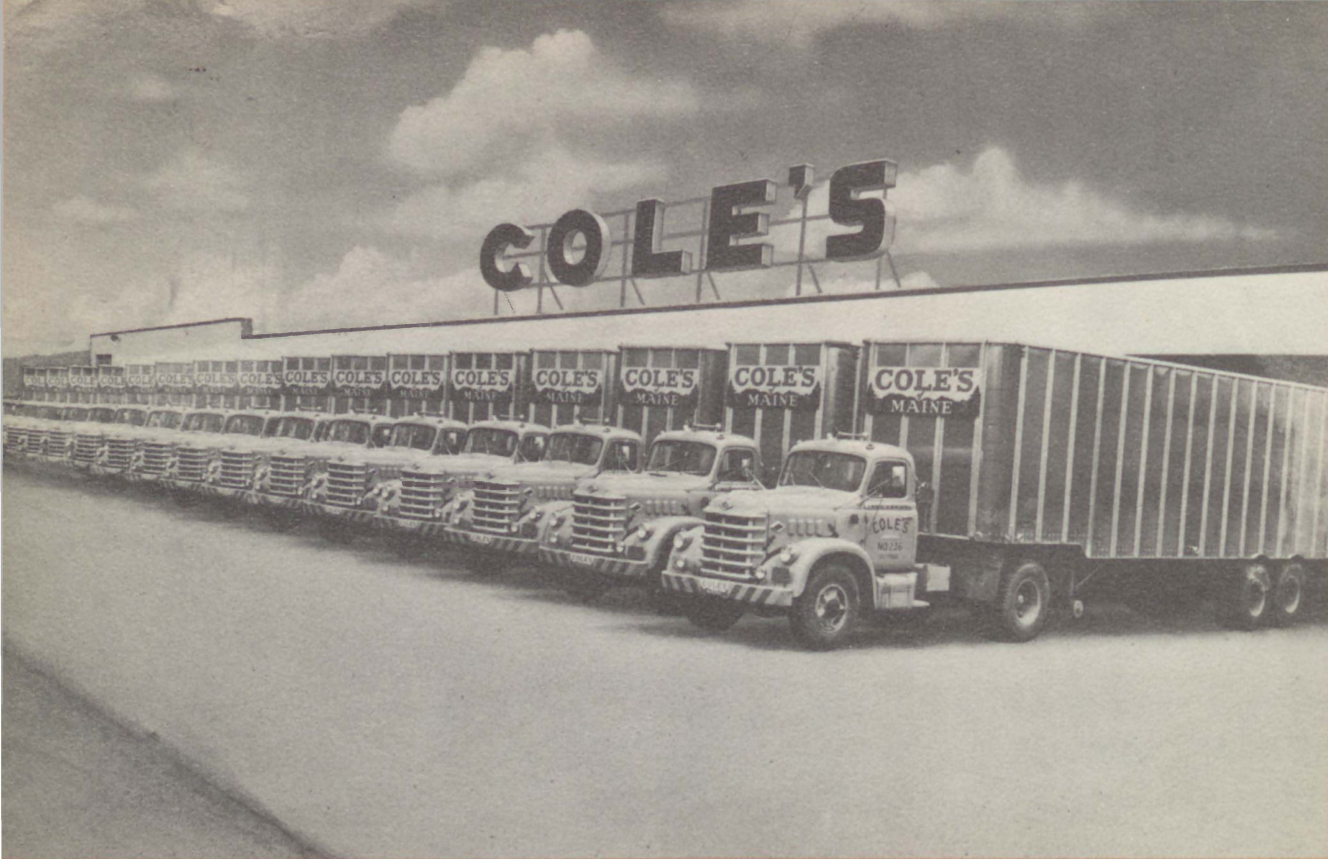
TANKER CARRIES HEATING OIL, GASOLINE

One of nine tanker units with Model 720 Diamond T tractor and 5,200-gallon Trailmobile tanker which haul petroleum products, including heating oils and gasoline, throughout system.

PLASTIC INSULATES REFER TRAILERS

One of 12 new completely-insulated Lami-Cooler Strick refrigerated trailers which have been added to the Cole's fleet.



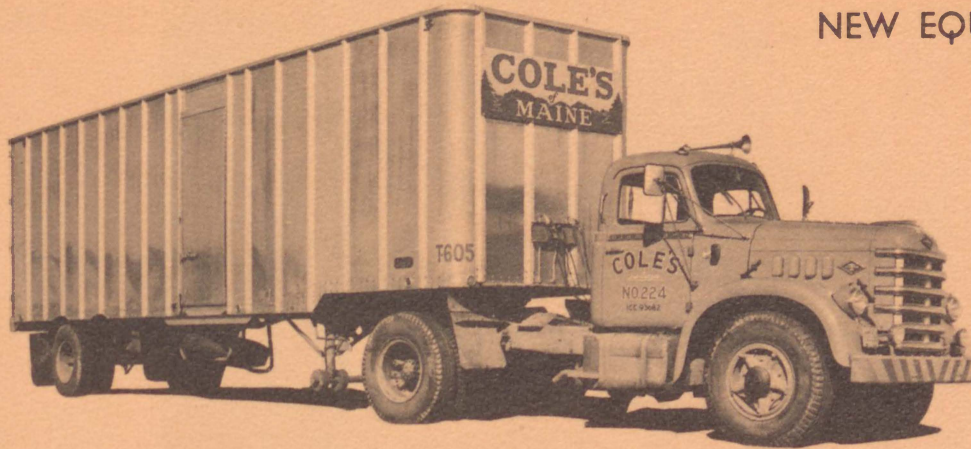


FLEET OF TOMORROW
AT YOUR SERVICE TODAY

A portion of Cole's over-the-road equipment connecting Maine with the nation.

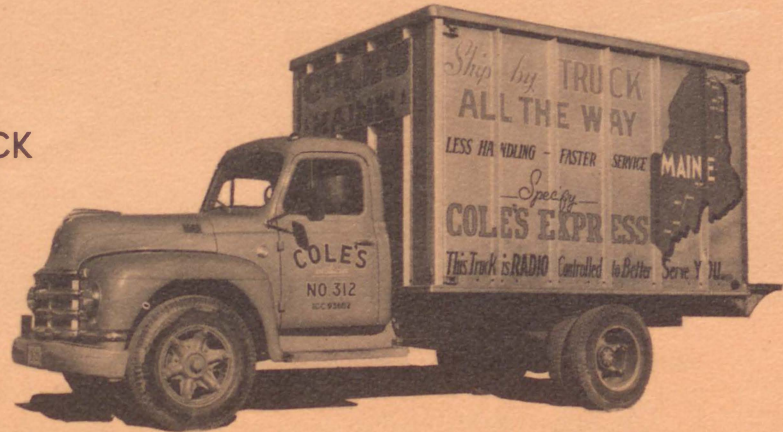
NEW EQUIPMENT SERVING YOU

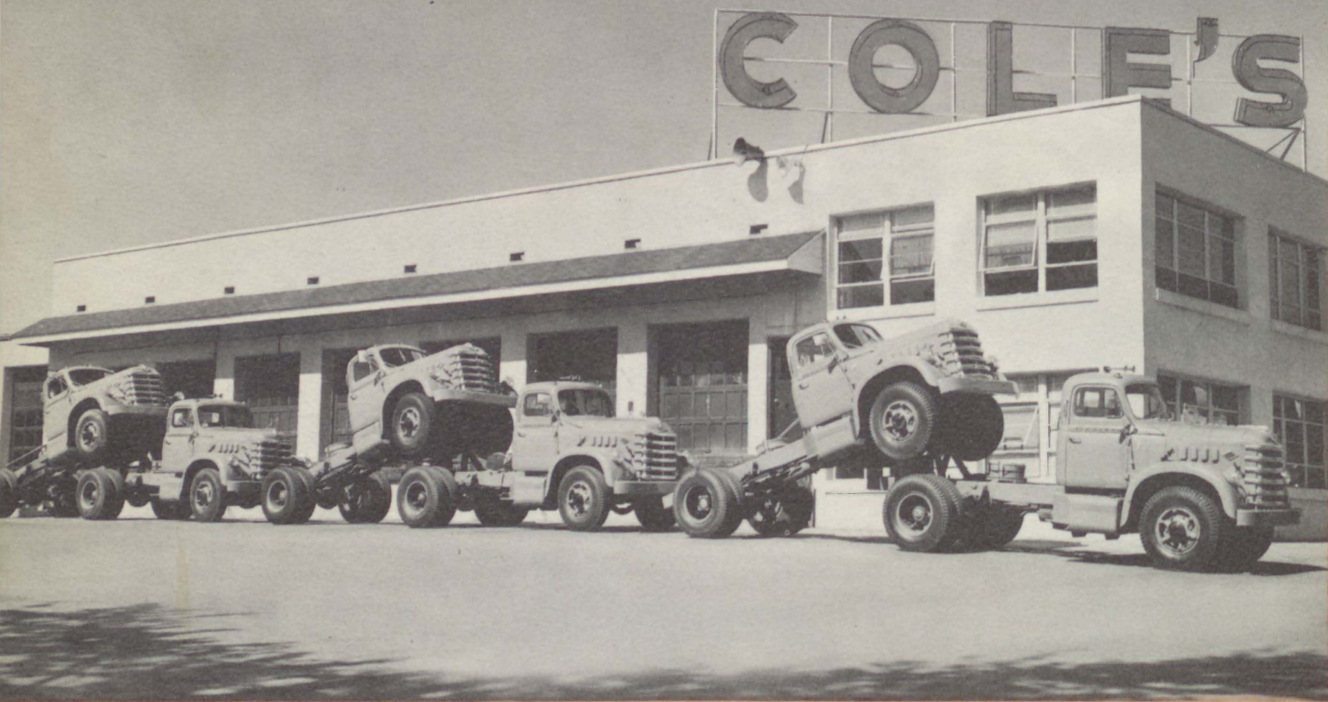
Twenty new Diamond T Diesel tractors and 25 new 34-foot Strick high-cube tandem trailers now in service between Portland, Bangor and Aroostook County.



RADIO-CONTROLLED PICKUP TRUCK

Shortwave radio speeds the work of this Model 322 Diamond T pickup with 12-foot aluminum body, which is used for local pickup and delivery work.





NEW DIAMOND T DIESEL TRACTORS

New Diamond T Diesel tractors, custom-built for Cole's Express, arrive from factory ready to go on the road.

PORTLAND TERMINAL



Portland, largest seaport in the state, is served by the Portland Terminal, 36 Plum Street directly behind Falmouth Hotel.

With Maine's new look toward industry, Portland should play a vital role in Maine transportation.

At its Portland Terminal, Cole's transfers hundreds of loads of freight each year to connecting carriers destined for all points south to Florida and west to California.

We also receive freight in Portland from these carriers destined for central, eastern and northern Maine and for both New Brunswick and Nova Scotia.

MAINE GOES WITH US WHEREVER WE GO

Some of the trailers distinctively personalized by Cole's Express with original copy prepared in cooperation with the Maine Department of Industry and Commerce and various local officials to promote the State of Maine and the towns and cities we serve.

These trailers roam the highways throughout the East, winning attention with a striking red, white and blue emblem and a green map of Maine.







ENTERING AROOSTOOK COUNTY

Our trucks serve one of the largest potato producing areas in the country, hauling potatoes and potato products destined for delivery to customers throughout the country.



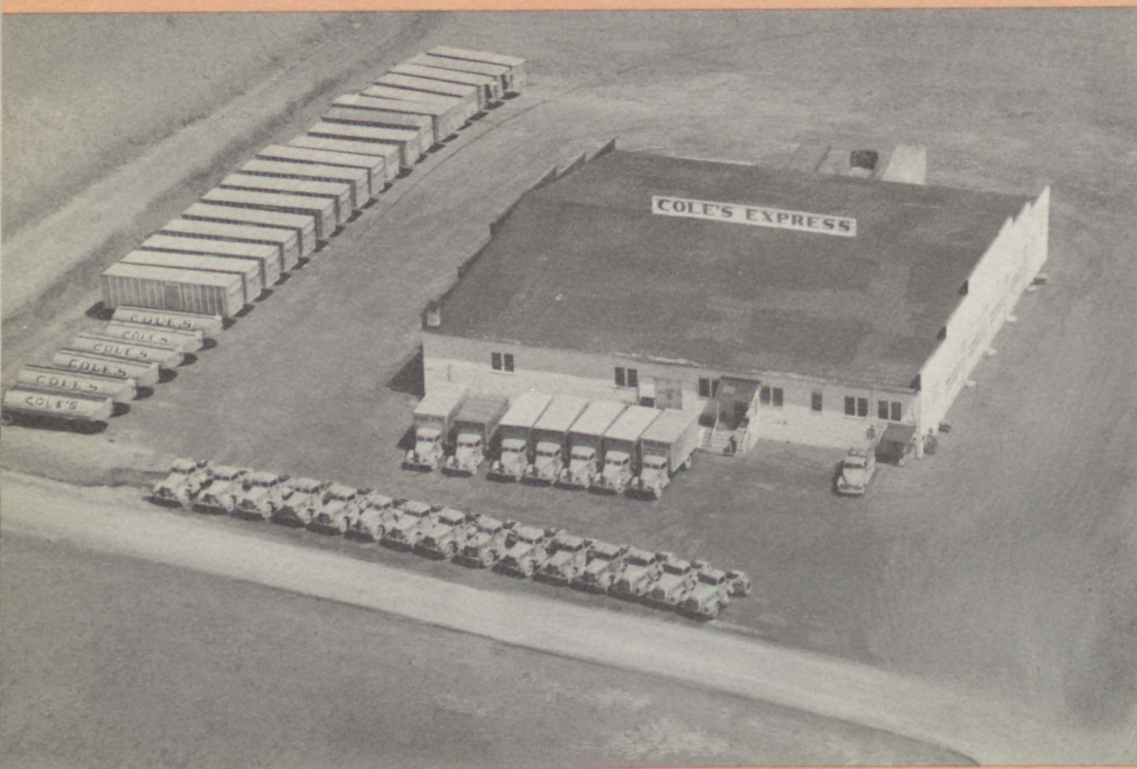
HOULTON TERMINAL

Houlton Terminal, located on Bangor Street, is the "Gateway to Aroostook County," delivering freight to 26 communities in the southern part of the county.

DONALD
"SPARKY"
CUMMINGS

Foreman
at
Houlton Terminal





PRESQUE ISLE TERMINAL

Presque Isle Terminal, on Winter Street, handles all our less-than-truckload shipments for central and northern Aroostook County. The terminal has inside storage for 16 tractors and trailers. Twenty-four power units operate out of it to serve 81 communities.



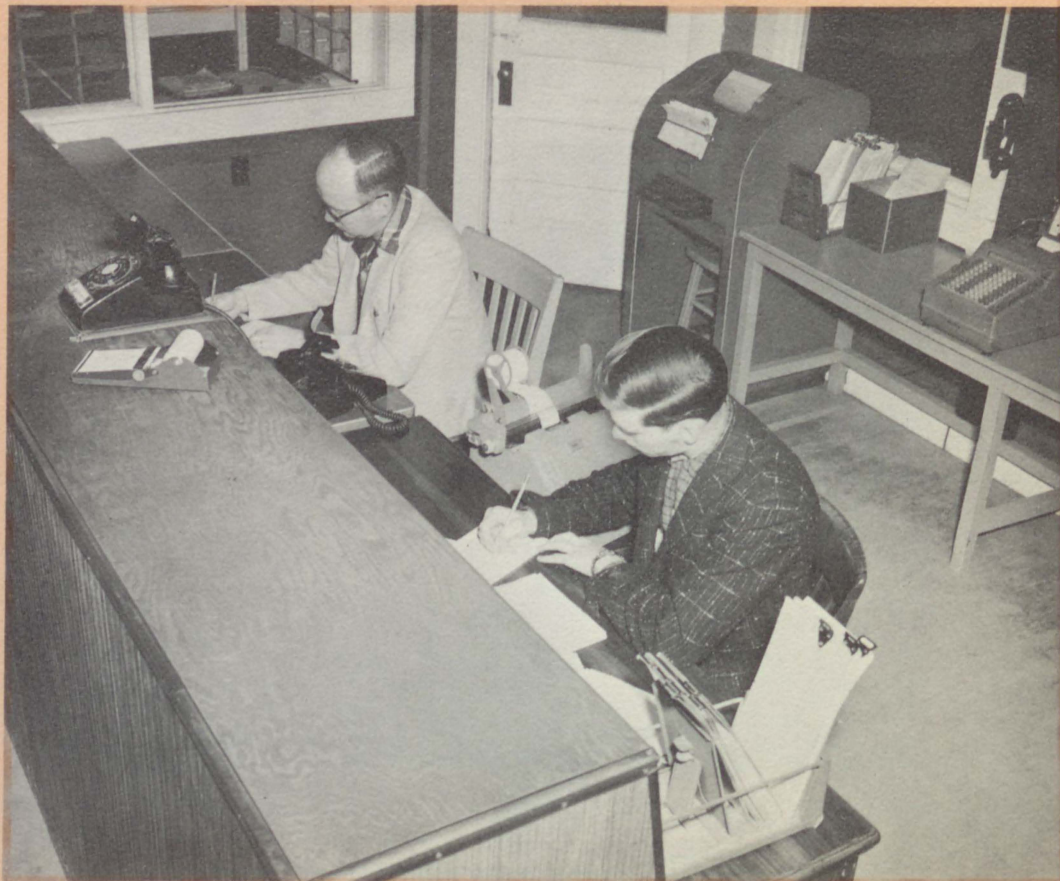
AROOSTOOK DELIVERY FLEET

This is part of the delivery fleet which serves Aroostook. These are Model 45M2 Federal tractors.

PRESQUE ISLE OFFICE

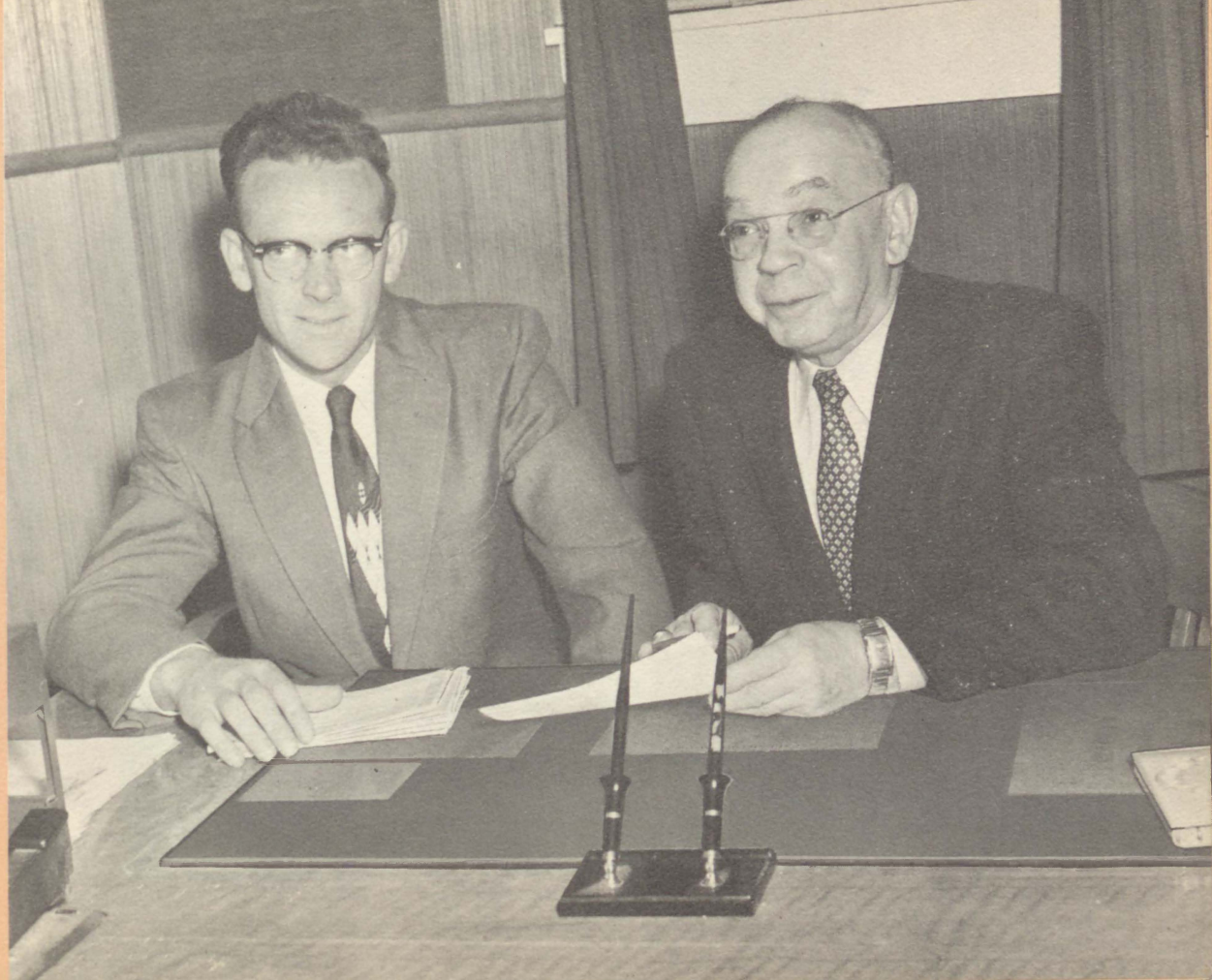
This is our office in Presque Isle.

Like our other offices, it is equipped with one of the system-wide teletype machines (background) and is the center of activity for Central Aroostook County.



PRESQUE ISLE PERSONNEL

Presque Isle Fore-
man Norm Plourde
(left) and Supervi-
sor Fred McCarthy.





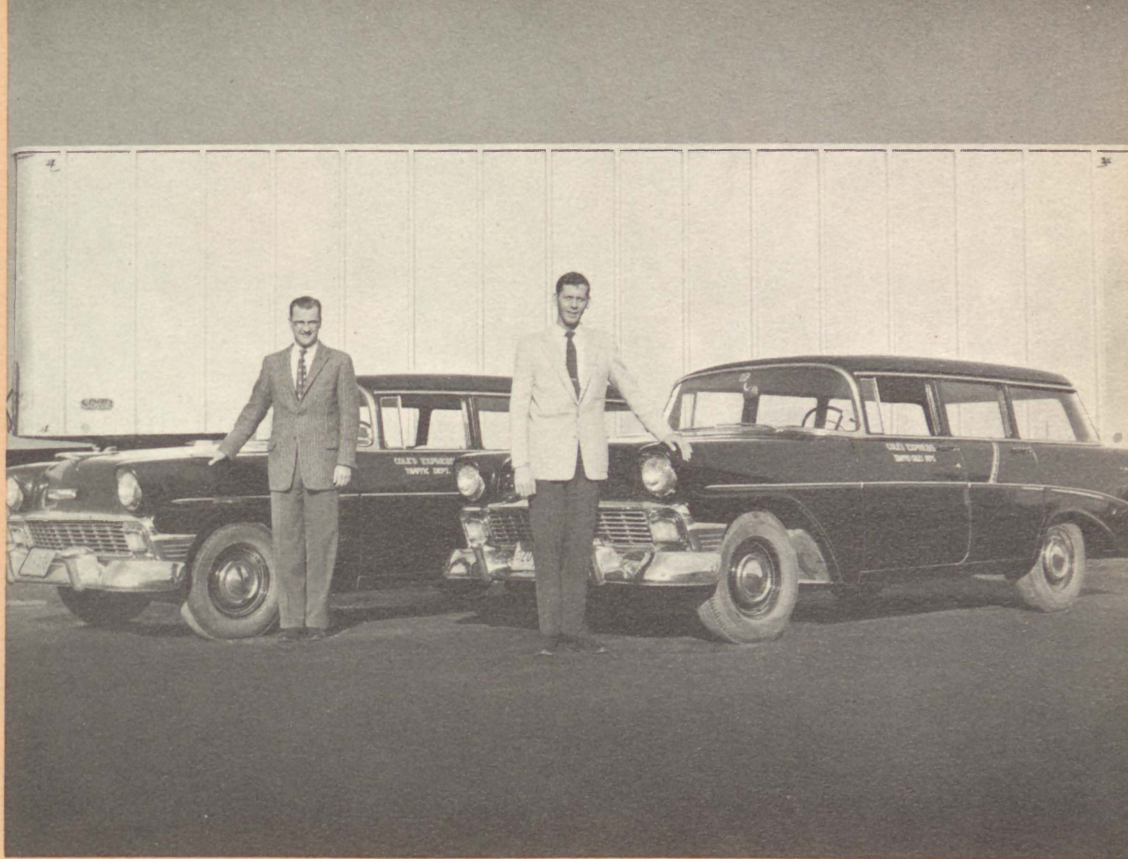
PRESQUE ISLE LOADING PLATFORM

Presque Isle Terminal opens every morning at 3 a.m. to segregate freight from trucks that arrive from Bangor and Portland.

Under normal operations, this freight is loaded and on its way to 81 cities, towns, villages and hamlets in northern Maine by 8 a.m.

ON THE JOB IN AROOSTOOK

Dick Berry (left) and Perley Langley, who are responsible for public relations, customer relations, sales, traffic and claims. It is their job to keep abreast—and keep us abreast — of the transportation needs in the area.





MAINTENANCE AT PRESQUE ISLE

Garage Foreman Johnny Clifford discusses aspect of terminal's preventive maintenance program with mechanic.



Foreman
KEN PLOURDE

Serving Fort Kent
and the immediate
area.

OUR TERMINAL AT FORT KENT

Fort Kent Terminal is the northernmost trucking terminal in Maine. It is located at the very peak of the state only a few yards from the Canadian border.



WHERE WE SERVE

Adaline	Crouseville	Guerette	Macwahoc	Olamon**	South Portland
Allagash	Cyr	Guiou	Madawaska	Ouelette	Spaulding
Ashland	Daigle	Hallowell	Maines	Oxbow	Squa Pan
Augusta	Dickey	Hamlin	Maple Grove	Passadumkeag**	St. Agatha
Bangor	Dyer Brook	Hammond	Mapleton	Patten*	St. David
Barretts	Eagle Lake	Hanford	Mars Hill	Pauls	St. Francis
Benton	East Hodgdon	Harvey	Masardis	Perham	St. John
Blaine	East Lyndon	Haynesville	Mattawamkeag**	Plaisted	St. Luce
Bradbury	Easton	Hersey*	Maynard	Portage	Stacyville*
Brennan	Easton Center	Hodgdon	Maysville	Portland	State Road
Bridgewater	Enfield**	Hodgdon Corner	Medway*	Presque Isle	Stockholm
Bugbee	Fairfield	Houlton	Merrill	Quimby	Van Buren
Burnham	Fairmount	Island Falls	Michaud	Rands	Wade
Campbell	Fort Fairfield	Jemtpland	Milford**	Reed (On Rt. 2A)	Wallagrass
Caribou	Fort Kent	Jewells Corner	Monarda	Robinsons	Washburn
Carson	Frenchville	Keegan	Monticello	Shaw	Washburn Jct.
Cary	Frenchville Upper	Knowles Corner	Moro	Sheridan	Waterville
Caswell	Gardiner	Lille	Morris Corner	Sherman*	Westbrook
Chapman	Glenwood	Limestone	Morrow Road	Sherman Mills*	Westfield
Clinton	Goodrich	Lincoln**	New Limerick	Sherman Station*	Winn**
Colby	Goodwin	Linneus	New Sweden	Sinclair	Winslow
Connor	Grand Isle	Littleton	North Lyndon	Smyrna Mills	Winterville
Corinna	Greenbush**	Loring AFB	Oakfield	Soldier Pond	Woodland
Costigan**	Grindstone*	Ludlow	Oakland	South Lincoln**	(Aroostook)

*Interstate freight only. **Intrastate to and from Aroostook County, plus interstate.

All other intrastate points are served by direct transfer carriers. We interchange and concur with nearly every carrier coming into New England from the South and West, some 65 in all.

TERMINALS

Portland.....	36 Plum Street.....	Phone: SPruce 3-7206
Bangor.....	76 Dutton Street.....	Phone: 7358
Houlton.....	Bangor Road.....	Phone: 3351
Presque Isle.....	Winter Street.....	Phone: 92811
Fort Kent.....	River Street.....	Phone: 277

CALL STATIONS

Waterville, Me.
Augusta, Me.

Caribou, Me.
Fort Fairfield, Me.
Ashland, Me.

Madawaska, Me.
Van Buren, Me.

EQUIPMENT: All types of general commodities are handled over our entire system including:

* Bulk Tank Trailer Service

* Heated Refrigerated Service

26 straight trucks

1 rack body

30 heated vans

42 tractors

9 tank trailers

43 dry freight trailers

1 open top

17 fully refrigerated vans

18 service vehicles

OPERATION FAST FREIGHT

Freight picked up or transferred by connecting carriers in Portland during a normal work day is delivered the next morning in Augusta, Waterville, Bangor and all of Aroostook County.

Freight received or picked up in Bangor also is delivered the following morning in Aroostook County. Through the use of two-way shortwave radio, calls can be received as late as 6 p.m. and delivered on schedule.

Southbound freight picked up in Bangor for the Waterville-Augusta area or going through for delivery in Portland, picked up in the morning, is delivered the same day, a schedule which many carriers operating shorter mileage do not try to maintain.

Southbound freight from Aroostook is handled in nearly the same manner. Full loads picked up in Aroostook County up until noon are delivered regularly in New York City the following day. Full loads destined for Boston can be picked up in Aroostook County as late as 5 p.m. and be delivered the next morning.

One of the primary reasons this fast freight service can be maintained on schedule is the interconnecting teletype between all terminals. Loads can be dispatched and arrive on tight schedules with transfer carriers being notified well in advance, thereby avoiding delays at terminals enroute.

SALES AND SAFETY BANQUET

The sales and safety banquet has become an annual affair with our company. All our employees and their wives from all terminals are invited to attend.

After dinner, a speaker representing our insurance company gives a brief talk on the need for continuing safety and safe-driving practices and his message is followed by a short but inspiring talk on sales and public relations.

The formal portion of the program is concluded with the presentation of safety awards and free uniforms to deserving employees by the President of the company.

Group singing, dancing and the renewing of acquaintances with old friends and fellow workers from the various terminals brings the annual event to an end.



IT PAYS TO PLAY IT SAFE

Cole's Express is proud of its drivers who have won many local and state safe-driving contests.

During recent years, our drivers completed two 12-month periods without an accident causing a company vehicle to be taken out of service, and our insurance company was not called upon to pay a single claim.

This record is especially significant because we drive approximately 9,000 miles every 24 hours, the equivalent of three one-way trips across the United States.

Every driver who completes a full six months without a chargeable accident is given two uniforms by the company. Drivers completing one or more years without an accident receive safety awards at the annual safety banquet.

Safe driving has reduced our accident ratio 75 per cent and in 1956 our insurance company informed us we were its best fleet risk in the country.

Cole's professional drivers know "it pays to play it safe."



SAFETY
AWARD
WINNERS



FRONT ROW—James Weart (19), Harold Buzzell (4), Donald Cochran (3), Kenneth Paradis (1), Norm Plourde (7), Almon Lowe (2), Donald Fish (1), Linwood Lyons (6 mos.), Sherman Grant (4), Harold Sibley (5).

SECOND ROW—Edwin McLeod (4), Kenneth Plourde (8), Harold Cray (3), Donald Cummings (11), Nat Landry (6), Clyde Cox (1), Ronald Pelky (6 mos.), Elmer Hannigan (12), Eugene Woodbury (2), Paul Scott (6 mos.), Fay Mattatall (1), Therman Cox (6 mos.), Donald Nelligan (7).

THIRD ROW—Stanley Clowley (3), Wallace Bruce (16), Otis Archer (5), Hubert Ouellette (1), Glen Stevens (4), Clint Peary (13), Hudson Lloyd (6 mos.), Calvin Washburn (2), Ralph Howard (1), Kenneth Bither (3).

Numerals following name indicates years of accident-free driving with the company as of October, 1956.

Our Pledge

A transportation service is our only product. We pledge to those we serve the utmost in reliability — dependable, fast and safe transportation of your shipments at all times.

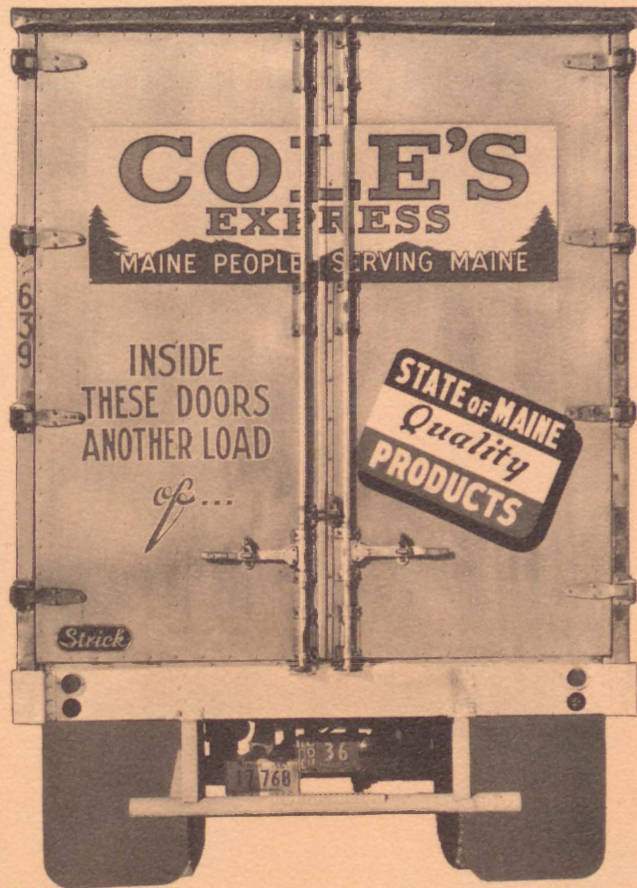
Thank You

for visiting with us. We hope your tour of our system and our facilities has been both informative and interesting.

If you are not now one of those we serve, we shall be pleased for the opportunity to tell you more about our company.

If you are now one of our customers, we take this opportunity to express our appreciation for your faith in Cole's Express.

N. L. Cole

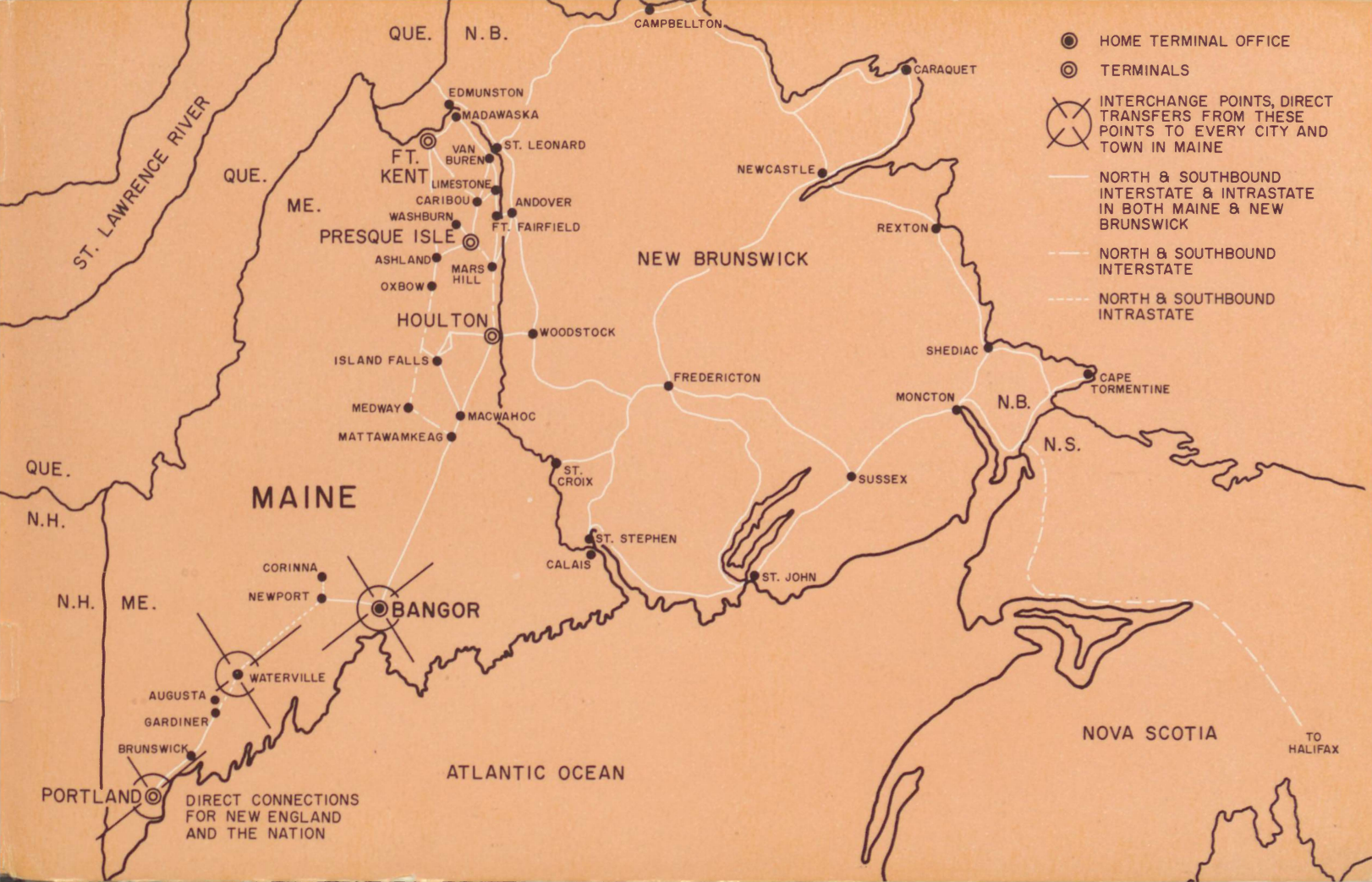


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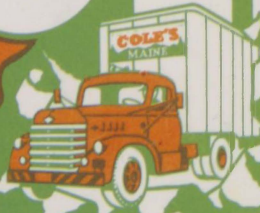
Cole's Express, Bangor, Me.
 T.A.R.



COLE'S

Maine People

Serving Maine



EXPRESS