

Whether it's hauling diapers or dynamos, the Palisanos have made trucking a...

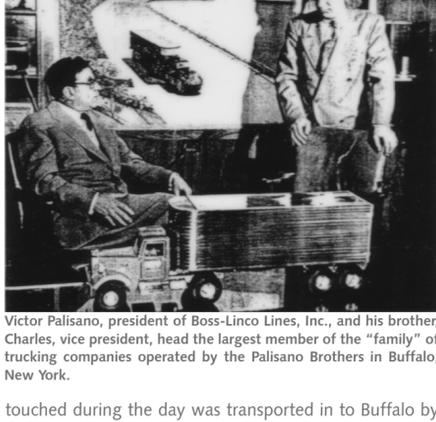
## BUFFALO FAMILY AFFAIR

If it's a need for storage, transfer, local cartage, grocery-hauling, truck or car rental, or the long-distance hauling of general freight, the Palisano Brothers can meet it

by Sam Peterson

Buffalo residents may not be aware of it, but they owe a big, deep bow to the Palisano Brothers—a whole family of them. For what the DiMaggios are to American baseball, the Palisanos are to Buffalo trucking.

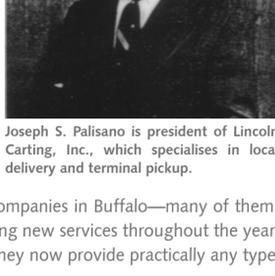
If you've even spent a single day in that western New York lake port you owe them a vote of thanks. The bacon you had for breakfast probably rode in a truck leased from Palisano's Lincoln Truck Rental, Inc. Chances are the rug you walk on in the hotel lobby was once transported on the wheels of Palisano's Lincoln Carting Company, Inc. If the furniture you sat on was stored or moved at any time, Lincoln Storage of Buffalo, Inc. probably had something to do with it. And if you didn't meet the Palisano's in any of these ways, it's a good bet that some item you saw or touched during the day was transported in to Buffalo by Boss-Linco Lines, Inc. another Palisano enterprise.



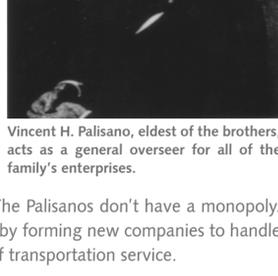
Victor Palisano, president of Boss-Linco Lines, Inc., and his brother, Charles, vice president, head the largest member of the "family" of trucking companies operated by the Palisano Brothers in Buffalo, New York.



Samuel J. Palisano heads two rental companies, Lincoln Rent-A-Car Corp., Lincoln Truck Rental, Inc.



Joseph S. Palisano is president of Lincoln Carting, Inc., which specializes in local delivery and terminal pickup.



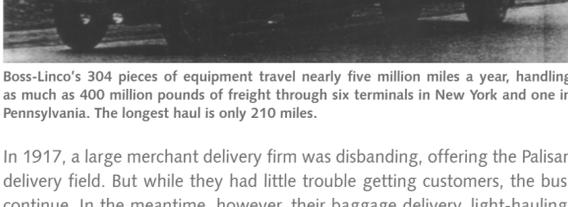
Vincent H. Palisano, eldest of the brothers, acts as a general overseer for all of the family's enterprises.

To be sure, there are other trucking companies in Buffalo—many of them. The Palisanos don't have a monopoly. Competition is still strong. But by adding new services throughout the years, by forming new companies to handle their hometown's multiplying needs, they now provide practically any type of transportation service.

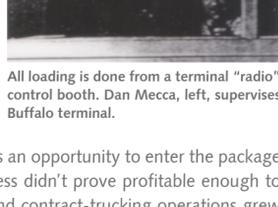
Back about 1914. Vincent Palisano, known familiarly as Jimmy, worked in his father's grocery store as clerk and delivery boy. Trunkmoving, then, was a booming Friday and Saturday business and young Jim persuaded his father, John Palisano, to let him use the horse and wagon to make some spare money—50 to 75 cents for each trunk he carted to depot or rooming house.

A few years later, on a trunk-moving trip to suburban Lackawanna, Jim got lost with his helper. And because it took him so long to get back. Jim decided he needed something faster than a horse. Fascinated by motor trucks anyway, he talked his father into buying a small coupe with a grocery box on the back. The first trip to market was disastrous. The loud popping of the coupe's engine, chugging along with John Palisano at the wheel, frightened passing horses. The grocer lost control and ran into an iron fence, thus ending his brief experiment with the horseless carriage.

It wasn't until some time later that Jim, still convinced that trucks were here to stay, talked his father into trying again. This time they bought a light truck. With it the baggage business improved. And although he was still in grade school, Jim pedaled off on his bicycle after school every day to solicit new business.



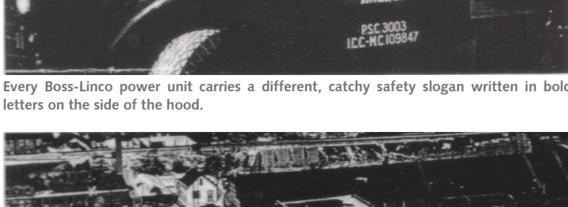
Boss-Linco's 304 pieces of equipment travel nearly five million miles a year, handling as much as 400 million pounds of freight through six terminals in New York and one in Pennsylvania. The longest haul is only 210 miles.



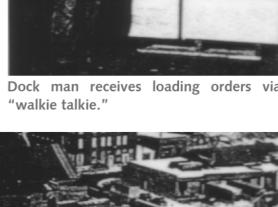
All loading is done from a terminal "radio" control booth. Dan Mecca, left, supervises Buffalo terminal.

In 1917, a large merchant delivery firm was disbanding, offering the Palisanos an opportunity to enter the package delivery field. But while they had little trouble getting customers, the business didn't prove profitable enough to continue. In the meantime, however, their baggage delivery, light-hauling and contract-trucking operations grew so rapidly that on February 11, 1920, they adopted a name—The Niagara Delivery Company.

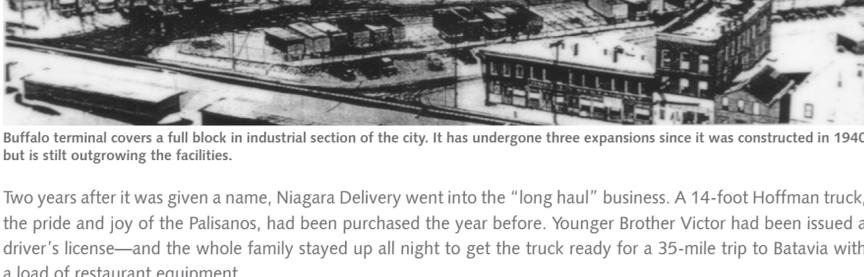
It was at this point that John Palisano, seeing an opportunity to make it a family affair, started bringing each of his boys into the business as soon as he was old enough. One son, Charlie, almost got away. He studied dentistry for a while—but trucking's lure quickly brought him back into the transportation fold.



Every Boss-Linco power unit carries a different, catchy safety slogan written in bold letters on the side of the hood.



Dock man receives loading orders via "walkie talkie."



Buffalo terminal covers a full block in industrial section of the city. It has undergone three expansions since it was constructed in 1940 but is still outgrowing the facilities.

Two years after it was given a name, Niagara Delivery went into the "long haul" business. A 14-foot Hoffman truck, the pride and joy of the Palisanos, had been purchased the year before. Younger Brother Victor had been issued a driver's license—and the whole family stayed up all night to get the truck ready for a 35-mile trip to Batavia with a load of restaurant equipment.

"It was in the middle of December", Victor recalls, "and the wind and snow whipped through that open cab all the way. I started out at about five in the morning and didn't get back until late that night, a trip we make today in less than two hours."

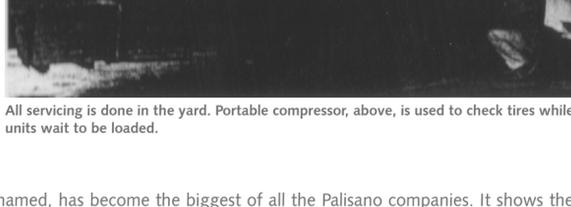
### Entered Storage Business

By 1925, the family had entered into the storage and moving business in addition to package delivery and carting. Sam, Joe, and Charlie Palisano joined their older brothers. The storage warehouse was enlarged, more trucks were added to the growing fleet, and the name of the organization was changed to Lincoln Storage and Carting Company. This is the company, now known as Lincoln Carting, Inc., which remains a symbol to the Palisanos because it made the others possible. Under the management of Joe Palisano, it currently operates 100 local units.



Uniquely, Boss-Linco's maintenance department controls the entire operation of fleet. It is divided into sections, headed (from left) by Dan Delmonte, parts; Chris Cascia, power units; John Binns, trailers; and Len Binns, tires.

The Palisanos' entrance into the common-carrier field came in 1934 with the inauguration of daily freight service to Rochester. A year later, similar service was extended to Syracuse. And, with the acquisition shortly afterward of Boss Lines, Inc., the Palisanos were in the freight-hauling business for keeps.



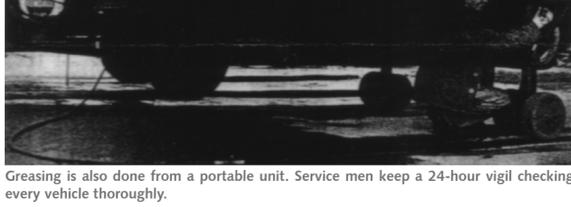
All servicing is done in the yard. Portable compressor, above, is used to check tires while units wait to be loaded.

Boss-Linco Lines, Inc., as it was later named, has become the biggest of all the Palisano companies. It shows the biggest gross revenue, about \$3,200,000 a year. Its 307 hauling units, operating out of seven terminals, traveled more than four million miles in 1953. It handles more tonnage than some of the bigger long-haul carriers—450,000,000 pounds a year.

### Other Companies More Recent

Many of the additions to the Palisano services, now blanketing the demands of Buffalo, have been of more recent origin. And, like the original delivery operations from the grocery store, they've come about almost by accident. For example, Motor Service & Supply, operated by a sixth Palisano, Tony, was born during the war to help keep the fleet rolling as a body repair shop, tire and supply agency. Now it also handles the sales, service and rental of fork-lift trucks.

Lincoln Truck Rental, Inc., was formed just six years ago. Brother Sam, who had charge of the storage and moving division, kept coaxing Vincent to give him more work. He got his wish when the eldest brother made application to the National Truck Leasing System for a franchise. Sam now heads the family's rental division which leases 250 units of every description, from diaper-wash panel trucks to tandem-axle, tractor-trailer beer trucks. Stuart Van Etten is the division's general manager.



Greasing is also done from a portable unit. Service men keep a 24-hour vigil checking every vehicle thoroughly.

From truck rental, sprang Lincoln Rent-A-Car, Inc., started in 1950. Managed by Charles Palmeri, it now leases 200 cars in the Buffalo vicinity, the majority of them on permanent contracts to business firms.

As director of Faxlines, Inc., Vincent Palisano is still in the grocery business. It is a 68-truck division that hauls foodstuffs for a chain of markets. Vincent is assisted by Manager Louis W. Schnieder, Jr.



Even trailer lights come in for special attention. Complete records tell when bulb was last replaced in any unit.

Lincoln Storage of Buffalo, Inc., remains under the wing of Sam Palisano, assisted by General Manager Carter Frank and by Andy Limburg. Its fleet of moving vans forms a link in the North American Van Lines system.

The complete roster of the brothers and the jobs they hold, reads like this: Vincent (Jim), chairman of the board, Boss-Linco Lines and president of Faxlines, Inc.; Victor, president, Boss-Linco; Charles, vice-president of Boss-Linco; Sam, president of Lincoln Truck Rental, Inc., Lincoln Rent-A-Car and Lincoln Storage; Joe, president of Lincoln Carting. The executive structure of Boss-Linco is further rounded out by H. E. Whetstone, vice president for sales, and J. A. Meyer, comptroller.

Establishing safe driving habits and keeping maintenance costs at a minimum are the principal aims of all the companies. And each piece of equipment gets meticulous care. That, in fact, is one of the things that makes the Palisano operations unusual. As Brother Charlie puts it, "We run our systems like a doctor runs a clinic with a complete case history on everything, particularly on the maintenance end."

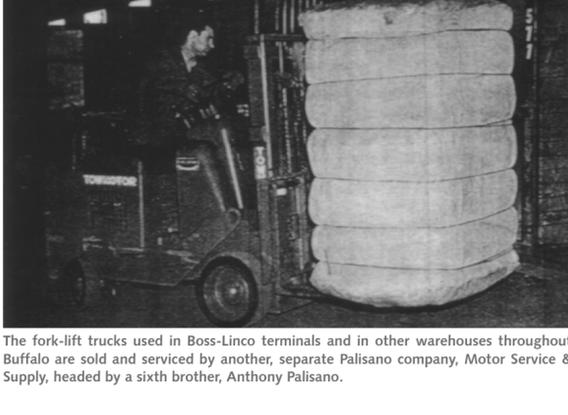
Charlie, speaking of the Boss-Linco operation, can tell you in a matter of a couple of minutes, for instance, how many miles the left-front tire of Tractor No. 420 has travelled, or why, where, when and how it was ever repaired. He has a record on the last time a bulb was replaced in the running light of any trailer. He can look at a clip-board and tell you that the "Number Six" spark plug on a certain tractor will need to be replaced next week. And, he knows almost to the ounce how many miles to the gallon each power unit is getting.

Why all this attention to detailed records? "Without them," Charlie reasons, "our maintenance costs would eat up the profit in a hurry. We're a short-haul company and we've never tried to be anything else. But we have to watch every penny."

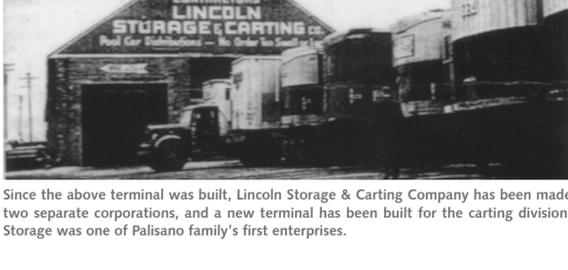
### Departmentalized Maintenance

Any one of the four departmental maintenance supervisors at Buffalo headquarters can pull a truck off the line by merely picking up the phone and calling the dispatcher—even if the truck is at a distant terminal. If the records show it's time for a complete checkover, it simply doesn't go on the road, even if it appears to be running like a 21-jewel watch fresh out of a Swiss factory.

The records tell more than just the story of periodic checks. They tell Charlie Palisano and his assistants how well a certain manufacturer's part compares with another and how, by experimenting, a unit or part can be made to give longer service.



The fork-lift trucks used in Boss-Linco terminals and in other warehouses throughout Buffalo are sold and serviced by another, separate Palisano company, Motor Service & Supply, headed by a sixth brother, Anthony Palisano.



Since the above terminal was built, Lincoln Storage & Carting Company has been made two separate corporations, and a new terminal has been built for the carting division. Storage was one of Palisano family's first enterprises.

Such experimentation has upped the mileage between engine removals from 110,000 to 144,000, increased the life of transmissions from 56,871 miles a few years ago, to 108,388 now.

Splitting the maintenance department into four separate units is also something unique to Boss-Linco. But the youthful vice president claims that it, too, has reduced costs by keeping up a competitive spirit. None of the four department heads wants to show a higher cost record at the end of the month.

The same kind of competition carries over to the drivers. Boss-Linco maintains a strict one-driver truck policy so that each driver vies with another as to which can keep his unit in the best condition.

Safety is still another big factor. The different, eye-catching slogan painted on the hood of every power unit has a psychological effect on the drivers, reducing the accident frequency to 1.45 per 100,000 miles. As one driver said, "I'd look kind of silly driving stickling out where everybody can see it."



Lincoln Truck Rental, Inc., leases every type of equipment imaginable, from panel pickups to tractors and trailers. New power units below, will actually see least service in competition with one of the Palisano-owned companies.

Terminal managers throughout the system—at Buffalo, Binghamton, Olean, Syracuse, Jamestown, Elmira and Rochester, N. Y., and Ridgway, Pa., oversee an all-out safety program which features regular meetings with drivers.

### Offer Specialized Service

Today, using a total of 925 trucks and trailers, the Palisano Family is participating in the same kind of specialized service Grocer John Palisano extended with his horse and buggy.

To shippers in Buffalo and the surrounding 220 mile radius the Palisanos are synonymous with trucking. They can be called on at practically any hour of the day to perform any type of truck service and can be counted on to deliver.

For whether it's diapers, dynamos or dynamite, Buffalo's "DiMaggios of trucking" can and will haul it. They've made trucking a Buffalo family affair.