



REFLECTIONS ABOUT

- AN INDUSTRIOUS YOUNG MAN WITH  
A DREAM OF FARMING;
- HIS ACHIEVEMENTS WHICH BROUGHT RECOGNITION  
AS A PIONEER IN THE POULTRY INDUSTRY;
- A PART OF JAFFREY'S AGRICULTURAL HISTORY.

# ARCHIE COLL, A JAFFREY NATIVE



Born  
August 7, 1911  
in the former  
Ensign Wilder house  
in "Ballou City"  
which his father, Zoel  
Coll,  
bought in 1905.

5<sup>th</sup> of 10 children  
born to  
Zoel and Fedora Coll  
who emigrated here  
from Canada.



# ATTENDED LOCAL SCHOOLS

Graduated from  
Jaffrey Junior High School  
in 1926. Always a worker!  
Worked at the Mower Farm  
summers raising and selling  
eggs, vegetables and milk.



This Certifies that *Archie Lope Coll* has completed  
the Course of Study prescribed by the Board of Education, and having  
passed Satisfactory Examinations in the same, is entitled to receive this

**DIPLOMA.**

In Testimony Whereof, we have affixed our signatures this 11<sup>th</sup> day of June 1926

*Henry C. Brewster* Principal

*Louis S. Brown* Superintendent

**Conant High School**

THIS IS TO CERTIFY THAT

*Archie Lope Coll*

Has satisfactorily completed the Commercial  
Course of Study prescribed by this school and is entitled to this

**DIPLOMA**

Given at East Jaffrey, New Hampshire this 16<sup>th</sup> day of June, in  
the year of our Lord one thousand nine hundred and thirty

*Henry C. Brewster*  
Principal

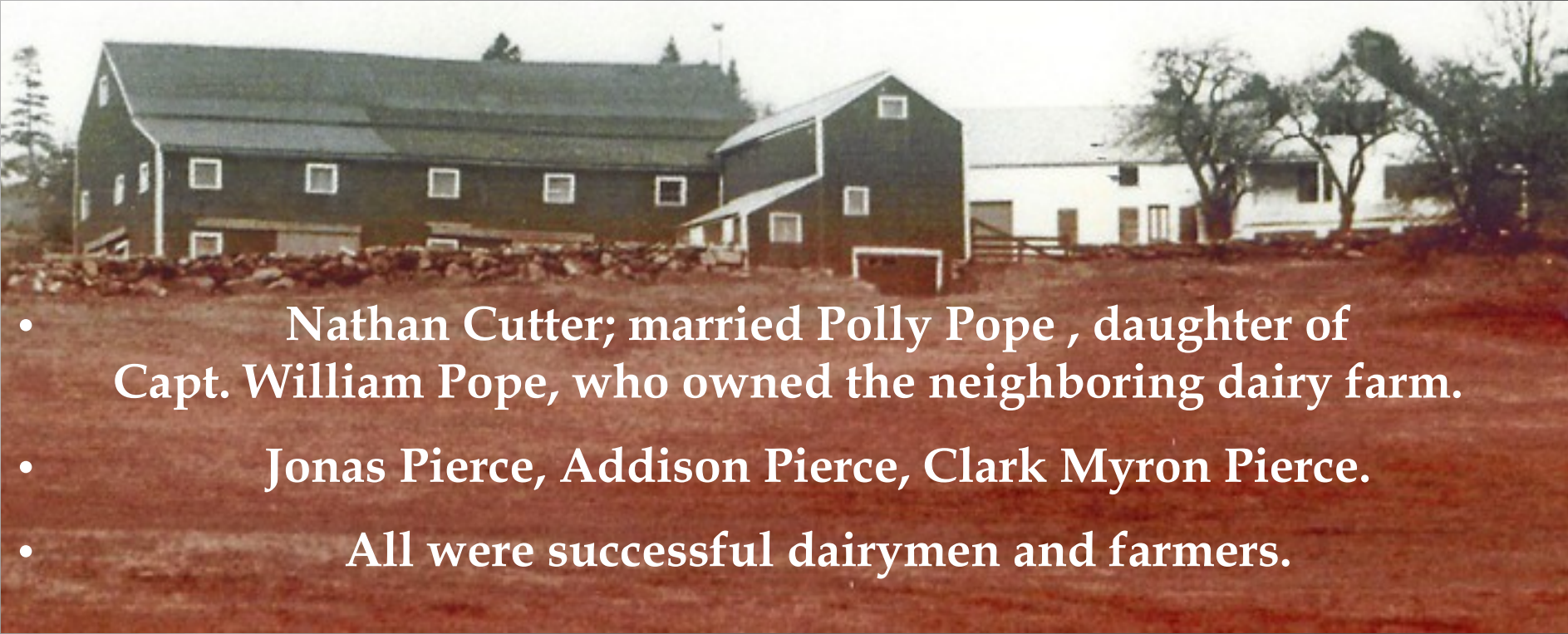


*Frederick L. Brown*  
Superintendent

Played baseball and  
basketball in high school.  
Graduated from Conant  
in 1930 with a diploma and  
two certificates in poultry  
raising he earned from  
correspondence courses



# “THE FARM”



- Nathan Cutter; married Polly Pope , daughter of Capt. William Pope, who owned the neighboring dairy farm.
  - Jonas Pierce, Addison Pierce, Clark Myron Pierce.
  - All were successful dairymen and farmers.
- 
- Zoel and Archie Coll – Bought the Clark M. Pierce farm together in September of 1930, just 3 months after Archie’s high school graduation and one year after the start of the great depression.
  - Began operating as both a dairy and chicken farm.



# VOLUME III

183

## HISTORY OF JAFFREY

# UNHAPPY THINGS

## FIRES

In a chicken house fire at the farm of Zoel and Archie Coll on April 15, 1934, several hundred chickens suffocated and the house was badly damaged by the blaze.

# MET THE “GIRL NEXT DOOR”



Eva Mary Sirois,  
5<sup>th</sup> of 13 children  
born to  
Felix and Florina Sirois .

Grew up on the Overview Farm  
Dairy just across the road...  
owned and operated  
by the Sirois family.





# Archie and Eva

Married in 1935

Both were  
dedicated to  
“life on the farm”  
and became



# ...ALONG CAME THE LITTLE FARMERS...



PHILIP

ARCHIE, JR.

BETTY

Photo about 1942

# ...ANOTHER FIRE ...

184

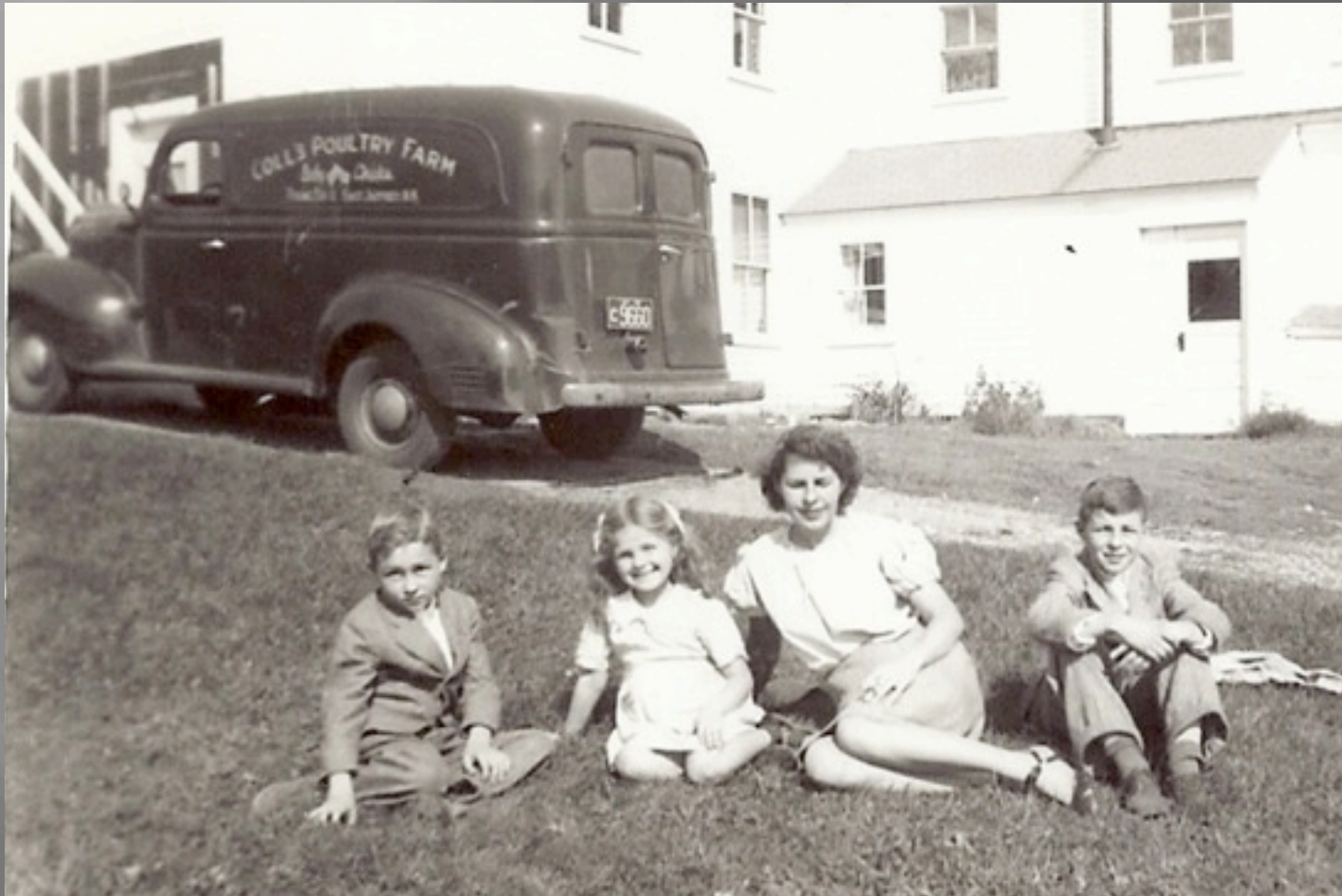
## HISTORY OF JAFFREY

On December 9, 1943, the home of Archie Coll at Pierces Crossing was destroyed by a fire. The original house attached to it was saved.



# BY 1945 ... THE HOUSE IS REBUILT

- FARM TRUCK ADVERTISING COLL'S POULTRY FARM, BABY CHICKS HAS BEEN ADDED - AND
- ARCHIE HAS BOUGHT OUT HIS FATHER'S SHARE OF THE FARM.





# THE KIDS ARE GROWING



**AND  
THE  
FARM  
IS GROWING**

.....



## BACK TO THE 1930'S

130 chickens, 12 cows

no good roads – few vehicles

Great Depression – little money

no running water – no electricity

- Gasoline engine to pump water
- Ran electric line through the woods
- Changed the focus to poultry farming



# DAIRY BARN CONVERTED FOR CHICKENS





**Needed hen house, brooder house, and range to  
add capacity**



# EXPANDED THE HEN HOUSE SEVERAL TIMES





# A GARAGE IS BUILT TO REPAIR FARM VEHICLES



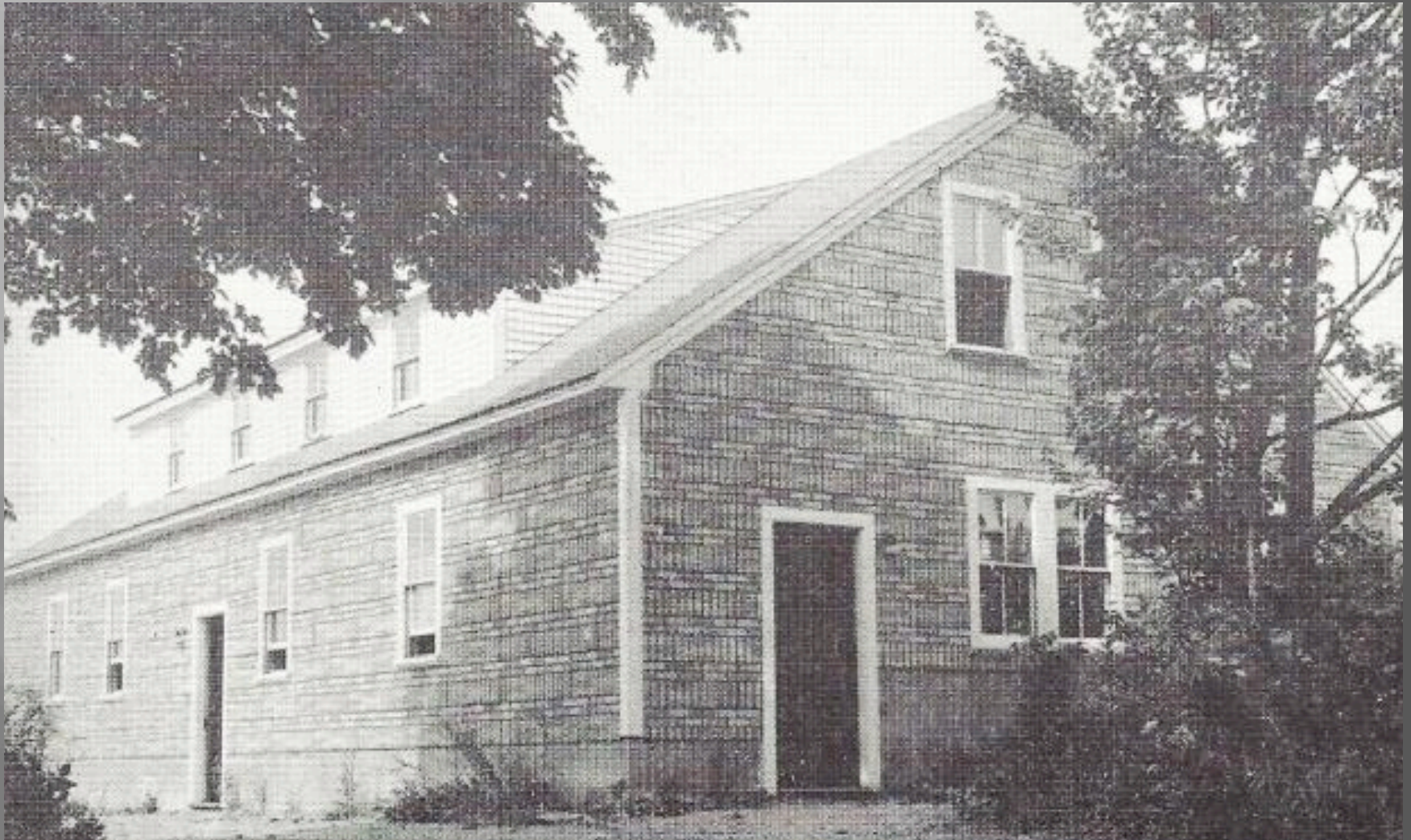


**1944-45: Need to expand hatching capacity  
A new hatchery is built and new incubators  
installed to increase baby chick production**



# **AN UP-TO-DATE HATCHERY**

*For Quality Chicks*





# ADDITIONAL POWER IS NEEDED



Friday, August 15, 14

# NEW TRANSFORMERS ARE INSTALLED





# AS THE FARM GROWS



... another truck is added ...





Looking back towards farm – range houses used in summer months.

# FULL-TIME WORKERS KEPT THE FARM GOING PLUS MANY HIGH SCHOOL STUDENTS





# EGG COLLECTION – A DAILY ROUTINE





# EGG GRADING ROOM IN HATCHERY



Richard Boutwell - loads eggs onto washer section of automatic grader

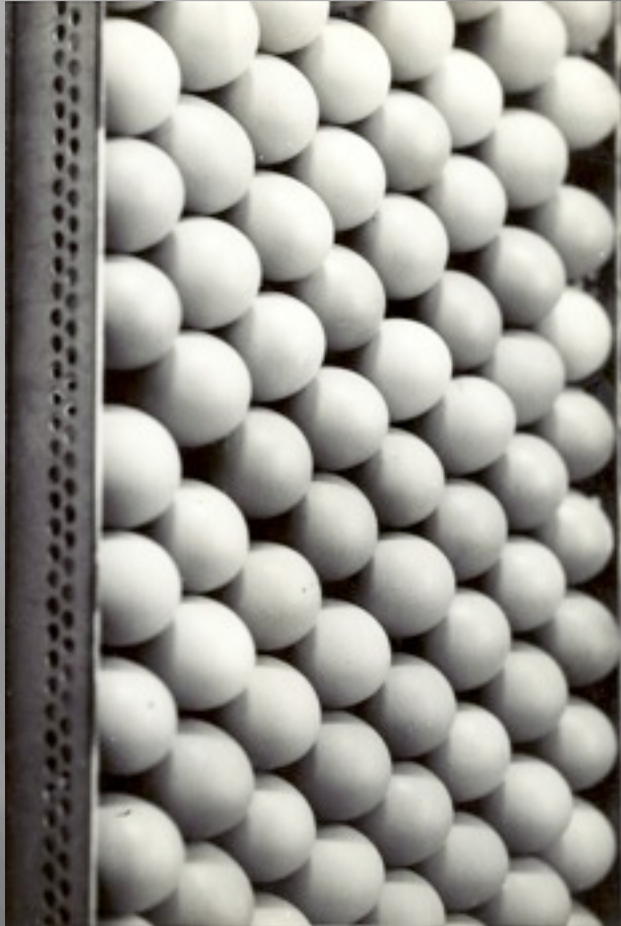
# EGG GRADING AND PACKING



Friday, August 15, 14



# NEW "BUCKEYE INCUBATORS" INSTALLED TRAYS OF FERTILE EGGS INTO SETTER - 18 DAYS

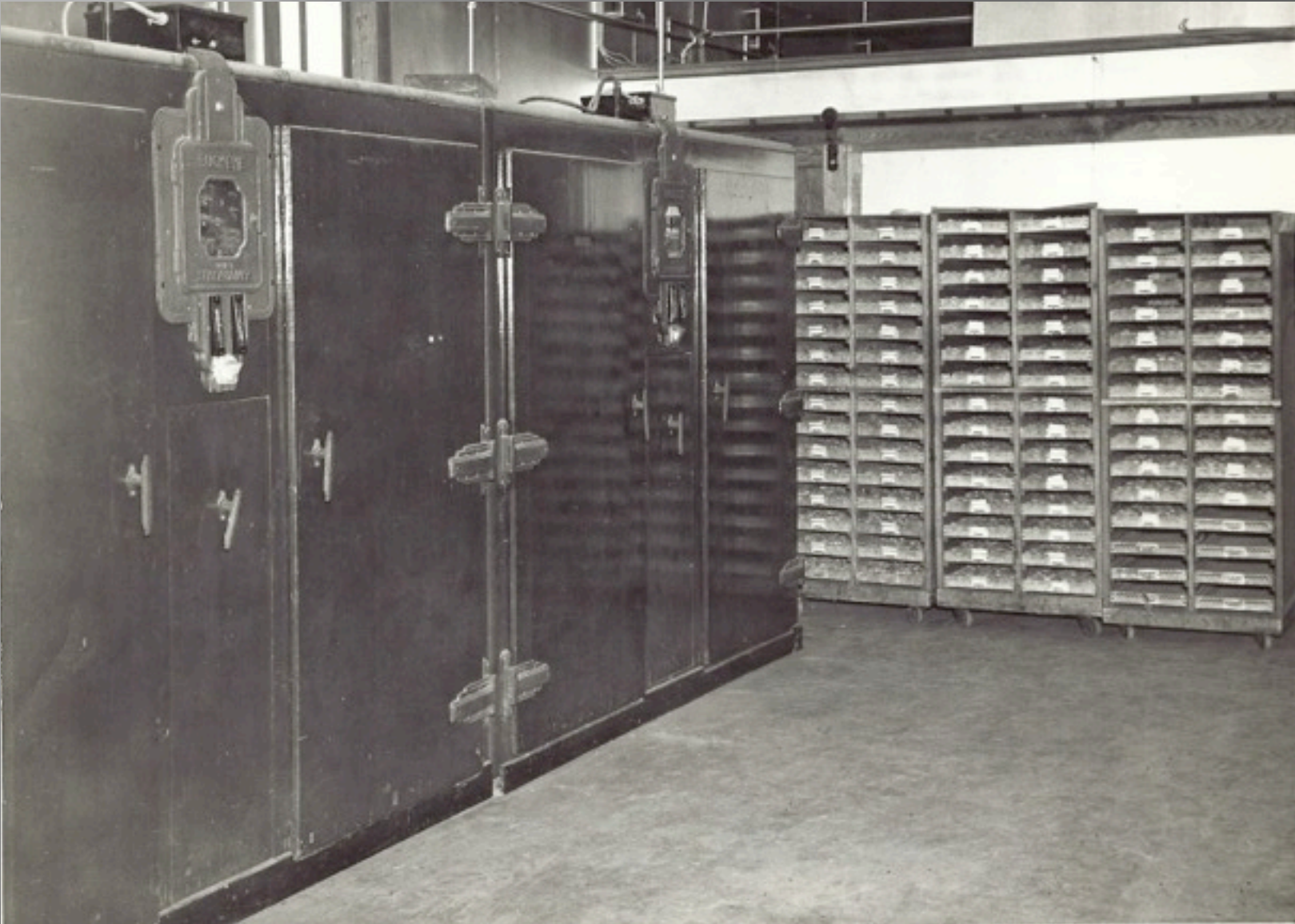


HAND-TRAYED EGGS





# EGGS MOVED TO HATCHERS FOR 3 DAYS



Friday, August 15, 14

# CHICKS HAVE HATCHED





# CAPACITY UP TO 40,000 BABY CHICKS PER WEEK 20,000 EACH SUNDAY AND WEDNESDAY





# ... OFF TO THE CUSTOMER BY TRUCK OR AIR...

## Every Chick Carefully Inspected

Careful grading and packing of chicks is well carried out in our hatchery. The chicks are taken from the incubator trays and placed on clean trays where every



## Chicks by Air

10,000 chicks to NJ by air!

Chick orders received from too great a distance for shipment by train, we will gladly ship by airplane, and can assure you delivery in the finest of condition. Several shipments have been made with 100% safe arrival of chicks. Coll's chicks can now fly from coast to coast and will make many new friends in the future.



An air shipment of Coll's chicks after safe arrival in New Jersey—all alive and husky—2 hours after leaving Keene, N. H.

## ORDER CHICKS EARLY

Ordering your chicks early is sound judgment and good future planning. In spite of the large number of chicks that we hatch, many times we are unable to book your order on date desired—because these dates are sold out. Coll's Quality Chicks are in big demand so please plan your bookings ahead and make sure you can get Coll's Chicks, too, this year.

## VISIT OUR FARM

Coll's Poultry Farm is located on Route 202 between East Jaffrey and Peterboro, N. H. Visitors are always welcome here. When you see our plant and our methods of management you will have confidence in our ability to produce quality day-old chicks.

## COLL'S POULTRY FARM

ARCHIE COLL, Prop.

Telephone 158-11

EAST JAFFREY, NEW HAMPSHIRE

**1949 – BUILT A 3 STORY BUILDING,  
60 X 188 FEET WITH A VISION OF AUTOMATION!  
HOUSED 9000 HENS IN ONE BUILDING**





**WOW! A 60 X 188 FOOT SKATING RINK !!!**



**( UNTIL THE FINAL ROOF SURFACE WENT ON! )**



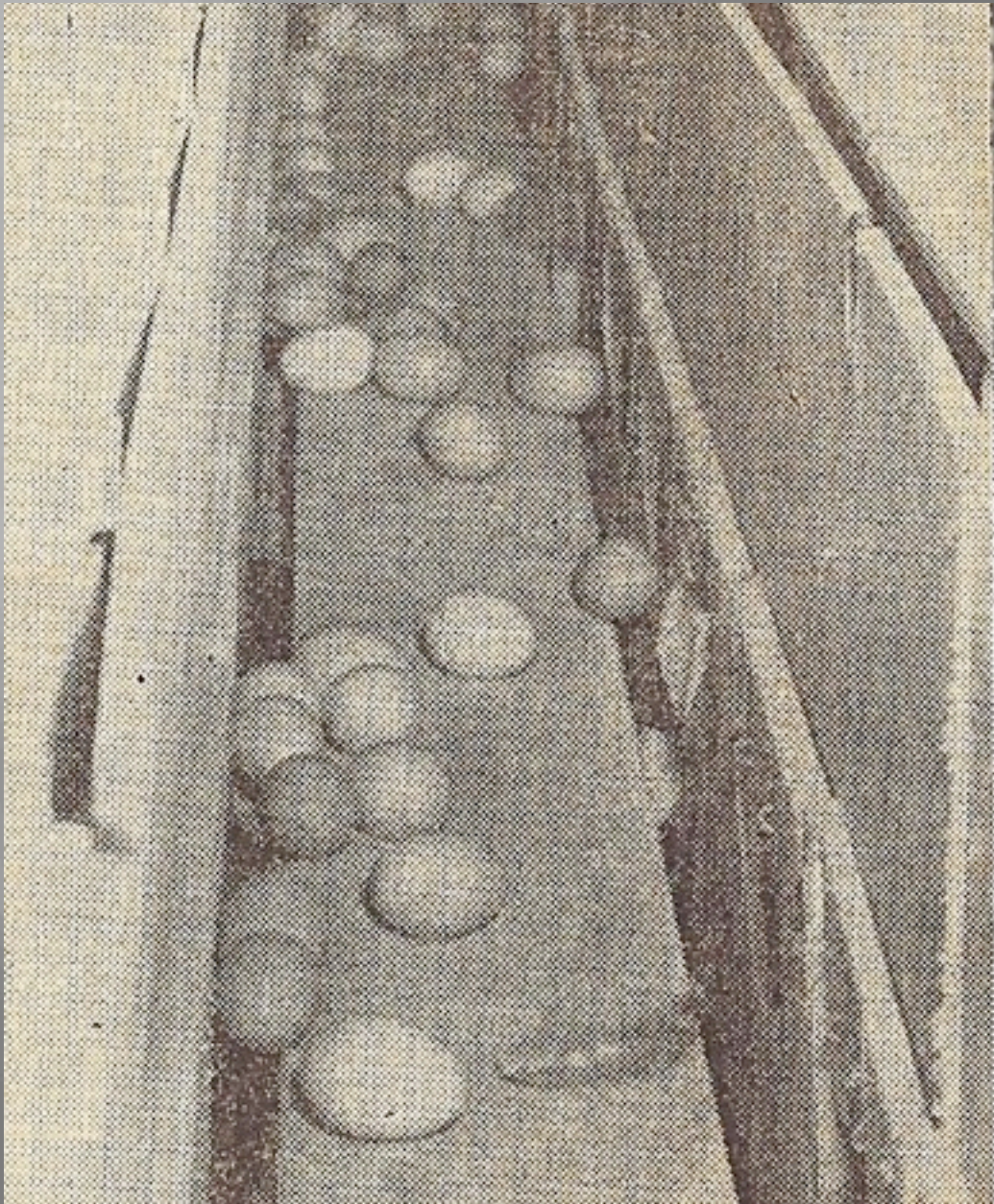


**Automatic  
Feeders  
and  
Trough  
Waterers  
Installed**

# SPECIALLY DESIGNED, SLOPING NESTS ARE BUILT







BELT  
COLLECTION  
SYSTEM  
IS  
INSTALLED

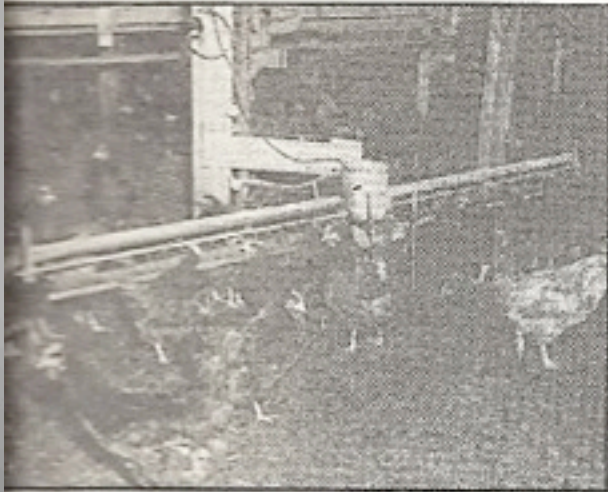


# RECOGNIZED FOR FARM AUTOMATION IN 1950 ARTICLE

May 12, 1950

NEW ENGLAND HOMESTEAD

Page



Automatic waterers in the Coll laying house are operated by the birds themselves. They are designed to prevent soaking around the waterer.



Part of the continuous flow of eggs on the mechanical egg collector at the Coll Farm in East Jaffrey. These eggs are being carried to a grader.



These eggs are being graded and washed in Collery building. A thermostatic controlled heater instantaneous optimum temperature water for

## The Mechanical Poultry Plant

~~The next step for Archie Coll of East Jaffrey, New Hampshire, will have to be a mechanical hen since he has mechanized everything else on the farm.~~

J. H. BODWELL

A MECHANICAL hen, you ask? Well, no.

Picture No. 1 shows the new 60 x 188 ft. feeders as well. These automatic waterers



June 14, 1955

A. L. COLL

2,710,682

EGG HANDLING APPARATUS

Filed Aug. 24, 1951

8 Sheets-Sheet 5

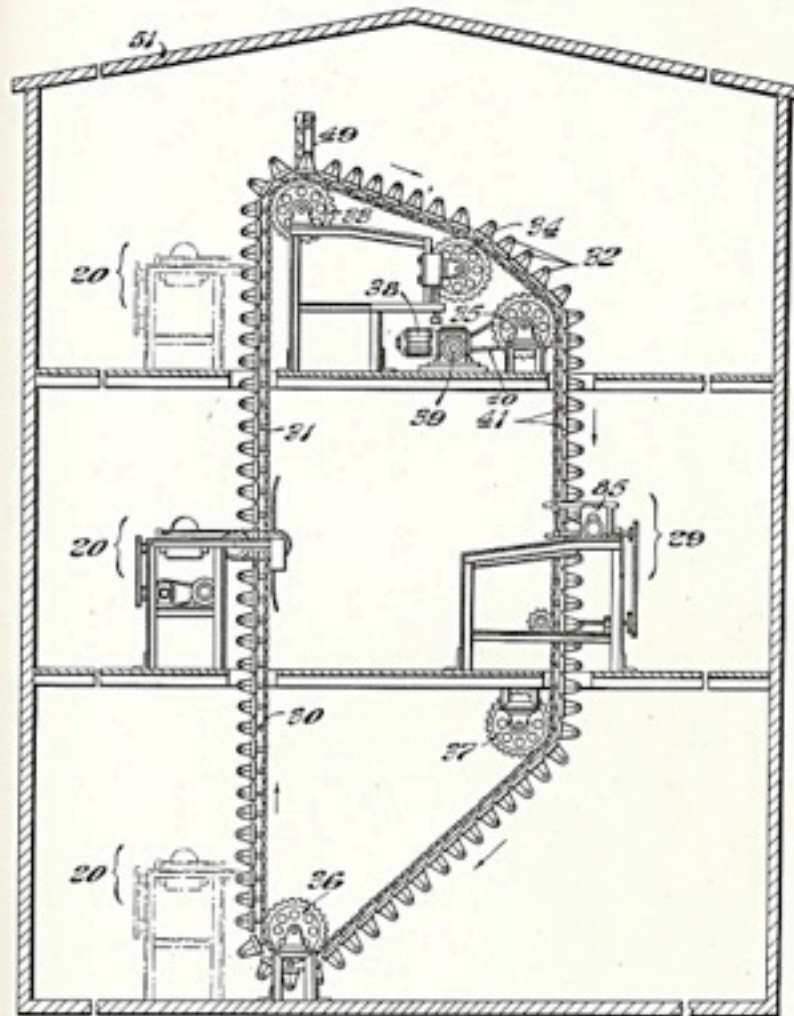


Fig. 9

INVENTOR.  
Archie L. Coll.  
BY  
Henry Henry White & Hilditch  
attys

HIS DESIGN  
FOR A  
MULTI-FLOOR,  
FULLY-  
AUTOMATED  
EGG  
COLLECTION  
SYSTEM



**CUSTOM  
PARTS  
ARE  
FABRICATED**

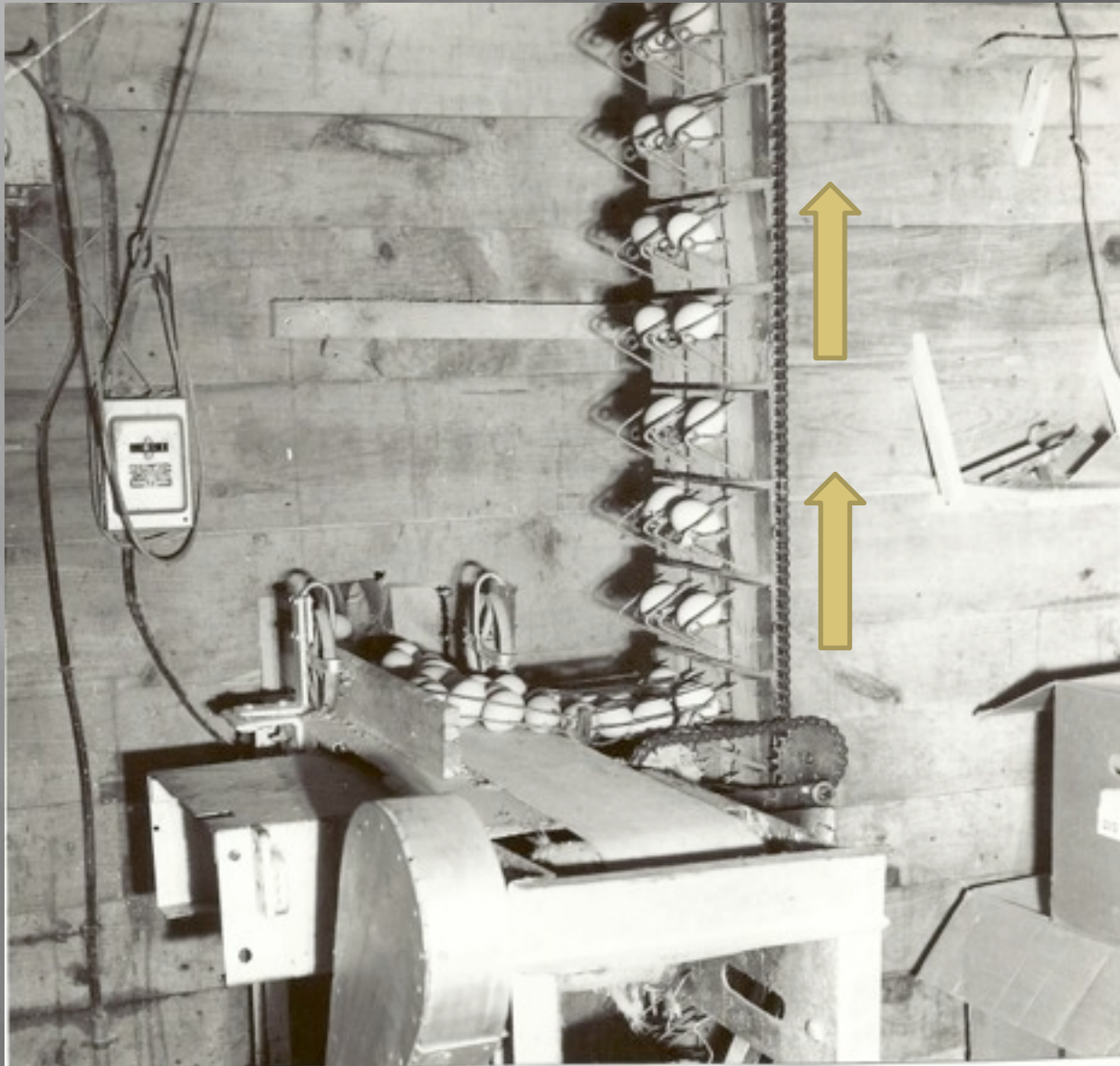


# EGG CARRYING BOARDS ARE MADE AND INSTALLED



EXPERIMENTED WITH WOODEN EGGS – SPOONS FOR PICK-UP!

# EGGS ARE CARRIED UP FROM THE BOTTOM FLOOR



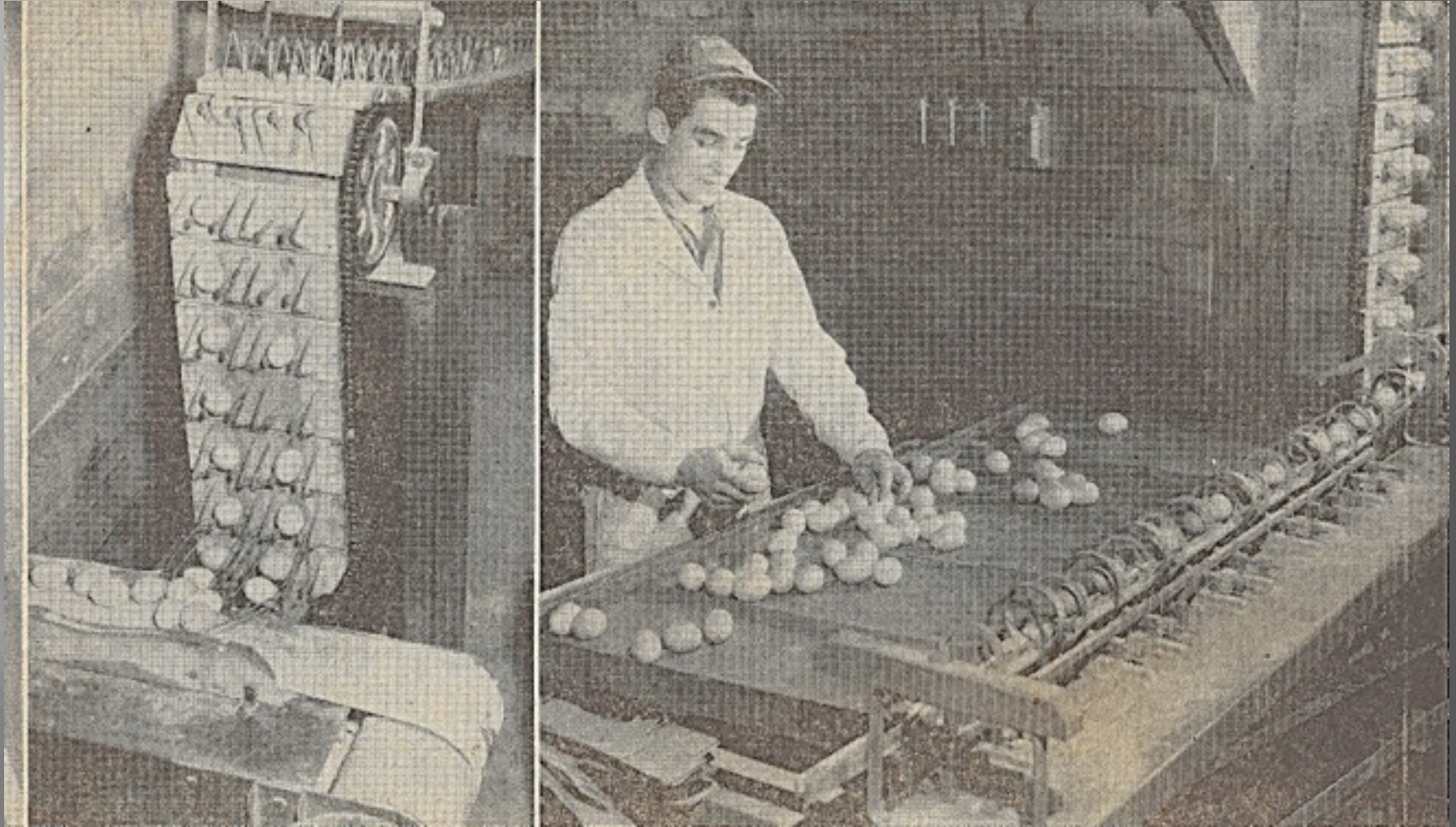


# EGGS COME DOWN FROM UPPER FLOOR AND LOAD ONTO EGG GRADER





# 3 STORY, FULLY AUTOMATED EGG COLLECTION SYSTEM







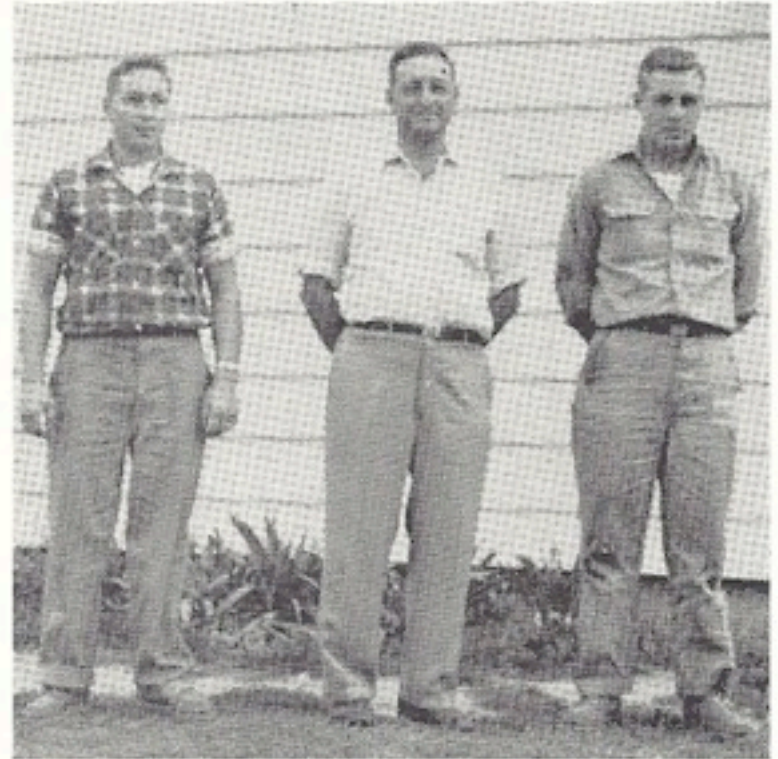
ON  
JUNE 10, 1955  
U.S. PATENT  
#2,710,682  
IS AWARDED  
FOR HIS  
INVENTION

Didn't go commercial  
but provided us with  
great labor savings!

# ARCHIE COLL AND HIS TOP ASSISTANTS ARCHIE, JR. AND PHILIP

## Archie Coll: Typical American Success Story

The story of Archie Coll of East Jaffrey, New Hampshire may not possess the Hollywood glamour usually sought for a "This is your life" subject, but it will do very well indeed as a model demonstrating what can be accomplished in a free economic system by an ambitious, industrious and highly enterprising individual. The business world of today offers innumerable examples of the old American success story in every field, including the poultry industry, and it is always stimulating to study the careers of such "self-made" men. In this department, Archie Coll need not take a back seat to anyone.



Archie Coll and his top assistants, Archie, Jr. (left), and Philip (r).

This story really began in 1930, when Mr. Coll acquired a farm in East Jaffrey, his native town. At first, dairying



# *Eastern* BREEDER and BROILER GROWER

CHANGES  
BRING  
CHALLENGES  
TO BROILER  
MARKETS

DARK FEATHERED  
BIRDS  
GO OUT OF  
FAVOR

DEMAND TURNS  
TO WHITE  
BIRDS

OPERATOR "X"  
DEFENDS STORY  
Gives more details  
about 16.3¢ total  
production cost 8

## GOVERNMENT HELP OR SELF-HELP?

"Operation Bootstrap"  
results give us  
some clues 16

## HOW ARCHIE COLL MET CHALLENGE

What a well-known  
"Hamp" breeder did  
to survive trend 22

## SHOULD HATCHERY GET A BONUS?

Delmarva processor  
tells how he thinks

•  
Plus Last-Minute Report  
on Senate Inspection Bill  
... Page 38

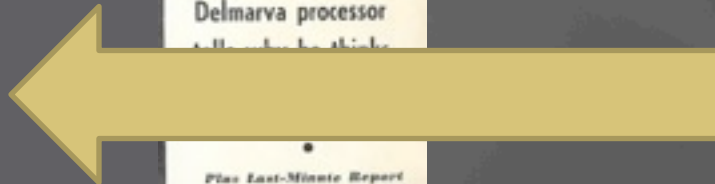
CHICKEN SAUSAGE — See Page 6

Single Copy

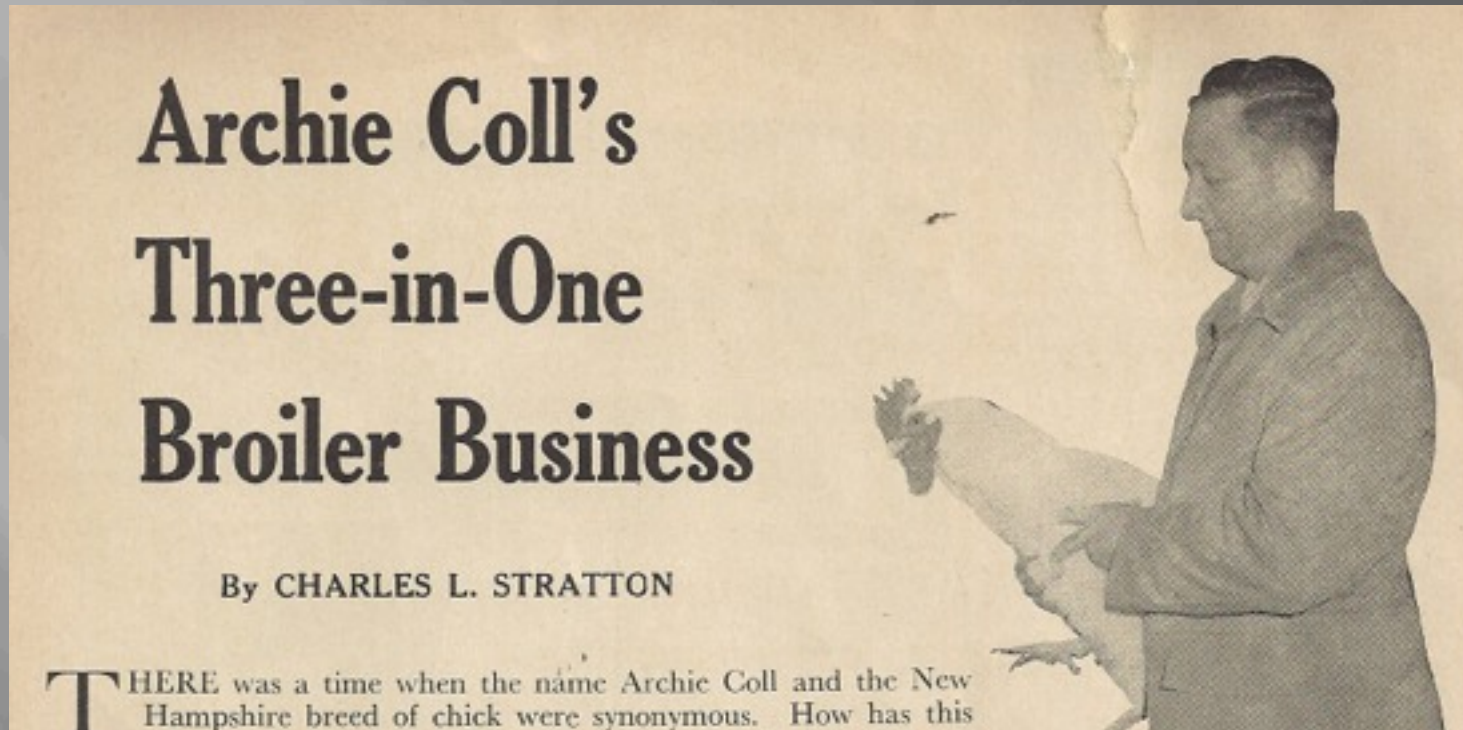
15c

APRIL, 1957

NEED  
TO  
RESPOND  
TO  
MARKET  
CHANGES



- 1) Developed New breed of Sno-white Broilers
- 2) Hatched our own baby chicks



- **Hatched 25,000 broilers weekly**
  - Contracted with 25 farms in 50 mile radius to raise birds
  - **Worked to develop his markets**
    - Later - trucks his own broilers to NYC live market



# POPULAR BREEDS OF CHICKENS



# SELLING TO LOCAL MARKETS

**BELLETETE'S  
RED & WHITE**

PETERBOROUGH STREET  
JAFFREY, N.H.

---

GET THESE **B!G** BUYS

**ARCHIE COLL'S  
SNOW WHITE  
Broilers**



ARCHIE IS THE  
LARGEST GROWER  
OF QUALITY POULTRY  
IN THE MONADNOCK  
REGION



# OBTAINED SIDE-TRACK AGREEMENT WITH B&M RAILROAD FOR BULK GRAIN DELIVERY

## AGREEMENT GOVERNING USE OF RAILROAD-OWNED LAND AND OPERATION OF SIDETRACK OWNED BY SHIPPER

AGREEMENT made in duplicate this 11<sup>th</sup> day of May 1961, between the Boston and Maine Railroad, a corporation duly organized by law, hereinafter called the "Railroad", and **Coll's Poultry Farm, Inc., a corporation duly organized by law, - - - - -**

hereinafter called the "Shipper".

### WITNESSETH:

That WHEREAS the Railroad owns, or controls, and the Shipper desires the use of the premises shown **outlined in orange - - - - -**

upon plan attached hereto and made a part hereof, entitled:

**"Boston and Maine Railroad  
Fitch Div. Peterboro Br.  
Located on Val. Sec 39.3-Map 12  
1.6 Miles East of East Jaffrey Station  
JAFFREY, N.H.  
Office of Division Engineer  
Scale: 1"=40' Issue A-2-24-61  
B-3-17-61"**

which premises are a part of the land and location of the **Boston and Maine Railroad - -**  
**- - - - -** in the town of **Jaffrey, N.H.** and are  
held for railroad purposes but the Railroad is willing to lease the premises temporarily for the use of  
the said Shipper without in any way abandoning the title or the location of said **Boston and  
Maine Railroad - - - - -** therein, and

WHEREAS the Shipper desires the Railroad to switch cars to and from a certain sidetrack, **A-C,**  
shown on said plan.

# 1961 – BULK FEED



**Jaffrey Man  
Pioneer's Bulk  
Feed Station**

- Improved purchase price
- Saved labor costs



# COLL'S BULK STATION – BLUE SEAL FEEDS



# FILLING UP FOR DELIVERIES





# NEW BULK DELIVERY TRUCK - READY TO GO



## A NEW MARKET OPPORTUNITY – NYC!





# DARK FEATHERS ARE BACK !



# LIVE BIRDS TRUCKED TO MARKET





# CUSTOMERS PICK THEIR OWN CHICKEN AND GET IT WEIGHED AND DRESSED AT LIVE MARKET



# 1970'S

- ▣ NYC LIVE POULTRY MARKET LESS PROFITABLE; TIME TO PHASE IT OUT
- ▣ BOTH ARCHIE, JR. AND PHIL NOW OPERATING THEIR OWN BUSINESSES
- ▣ **FARMING IS ALWAYS A GAMBLE...  
SO IT WAS ONLY NATURAL FOR ARCHIE TO  
TRY HIS LUCK AT THE LOTTERY – AND HE  
WON!!!**





**1972 !!  
NEW HAMPSHIRE  
SWEEPSTAKES**

**\$50,000  
WINNING  
NUMBER**

**TIME TO SLOW  
DOWN  
FROM A LIFETIME OF  
HARD WORK,  
SERVICE , AND  
DEDICATION TO  
FARMING**

... **TIME TO** ...

TRAVEL ACROSS THE COUNTRY AND VISIT  
BROTHERS AND SISTERS IN NORTH  
CAROLINA, FLORIDA AND CALIFORNIA.

GO ON A CRUISE – FIRST EVER!

DEVELOP A NEW INTEREST – STOCK  
TRADING. STUDIED WALL STREET JOURNAL  
AND INVESTORS BUSINESS DAILY. CHARTED,  
STUDIED, BOUGHT AND SOLD!

RETIRE FROM LEADERSHIP ROLES IN  
ORGANIZATIONS.



# CHESHIRE COUNTY 4-H FOUNDATION

## 33 YEARS OF SERVICE AND LEADERSHIP

### JAFFREY BRIEFS

ARCHIE COLL recently retired after being director of the Cheshire County 4-H Foundation for 33 years. The Cheshire County Foundation was one of the first in the state. Archie has been president since the foundation was chartered.

He began as a 4-H member with a poultry project in the 1930's by corresponding directly with the University.

As a director, he has overseen the expenditure of funds raised by 4-H for awards, trip scholarships, and for other recognition.

He has also been active in countless fund-raising chicken barbeques at the Cheshire Fair. During his presidency, two 4-H buildings and an addition were built at the fair.

He was an active participant in 4-H planning and policy-setting during his tenure on the foundation.

# ACTIVE SUPPORTER OF 4-H PROGRAMS

## HELPED START "CHICKEN OF TOMORROW" CONTEST

728

Poultry Digest for December, 1951

For three years now Cheshire County 4-H club members have had instruction in this important process in good marketing as a supplement to the Chicken of Tomorrow Contest. Results: Several members have increased their roaster-raising business and built up a retail business among the summer visitors or neighbors. Richard Warren, extension poultryman, started the program the first year at the field day, assisted by Archie Coll, a Jaffrey, N. H., poultryman.

Another Cheshire County poultry

project that also involves a dressing school each year is the Rotary-sponsored capon project. Ten Rotarians give 10 club members 25 male chicks and pay for the caponizing. At the Rotary meeting just before Thanksgiving the sponsors invite the club members to the Keene Rotary meeting at which time a dressed capon ready for the oven is presented to each sponsor. Because of the training the members receive, most remaining capons are retailed by the club members.

—Extension Service Review,  
October, 1951.







CHICKEN  
OF  
TOMORROW  
CONTEST  
WINNERS

# NH POULTRY GROWERS ASSOCIATION PROGRAM COMMITTEE





## NEW HAMPSHIRE FARM BUREAU FEDERATION CHAIRMAN OF THE POULTRY COMMODITY CONFERENCE



FARM OUTLOOK FOR 1952 concerned these leaders at the 36th annual meeting of the N. H. Farm Bureau Federation at Concord. Scene was at Masonic hall, Tuesday. In center, Dr. M. F. Abell, UNH farm management specialist, explains a point in his review, just given the delegate meeting. Left to right, Archie J. Coll, East Jaffrey, chairman of the poultry commodity conference; Royal W. Smith, Belmont, dairy and livestock chairman; Dr. Abell; Maurice Mansell, Stoddard forestry chairman; and John York, Kensington, in charge of the potato, fruit and vegetable conference.

NH  
FARM  
BUREAU  
FEDERATION  
RESOLUTION  
BUILDING  
COMMITTEE  
FOR 27<sup>TH</sup>  
ANNUAL  
MEETING-1952

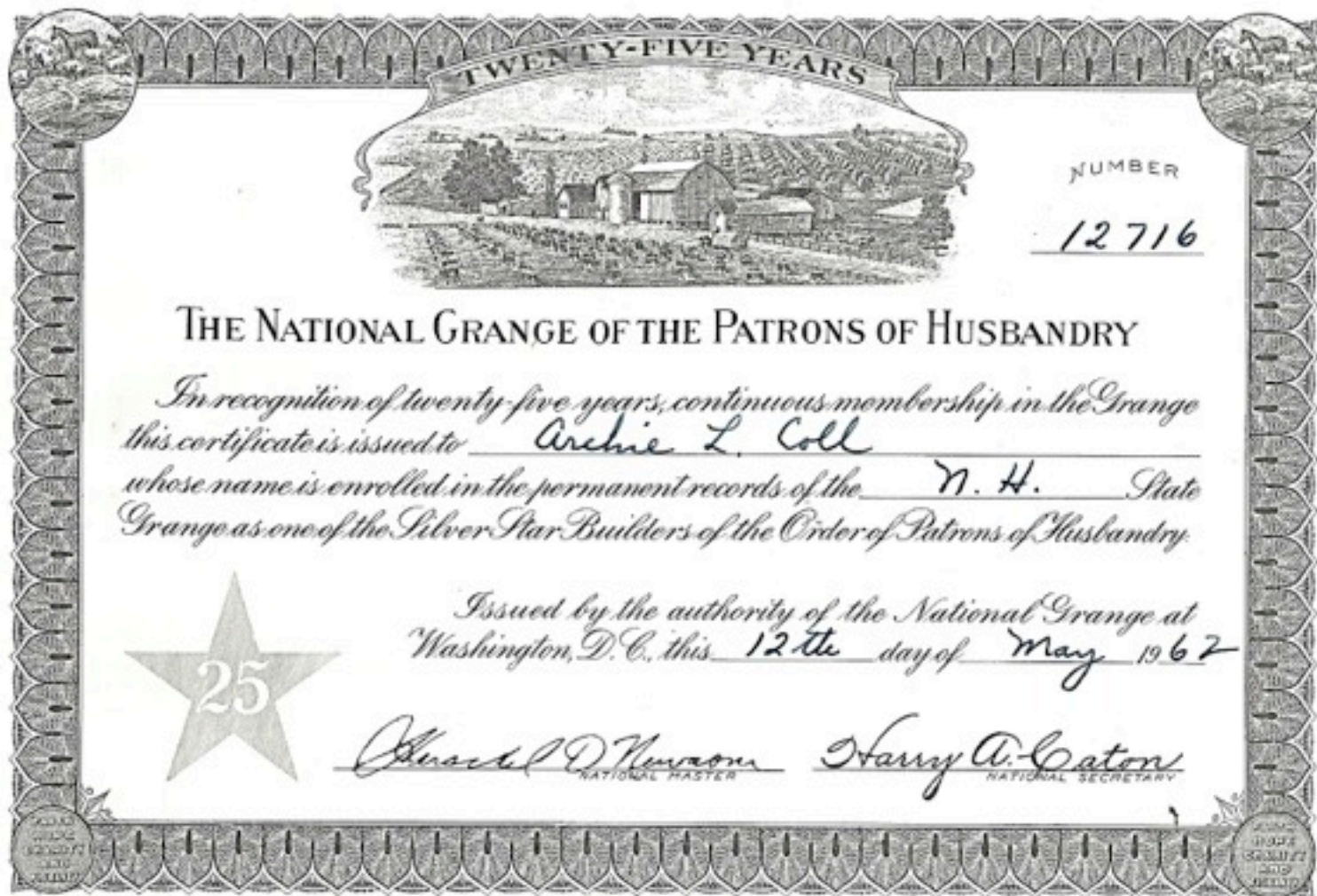
N. H) UNION LEADER -- State Edition -- Tuesday, November 18, 1952



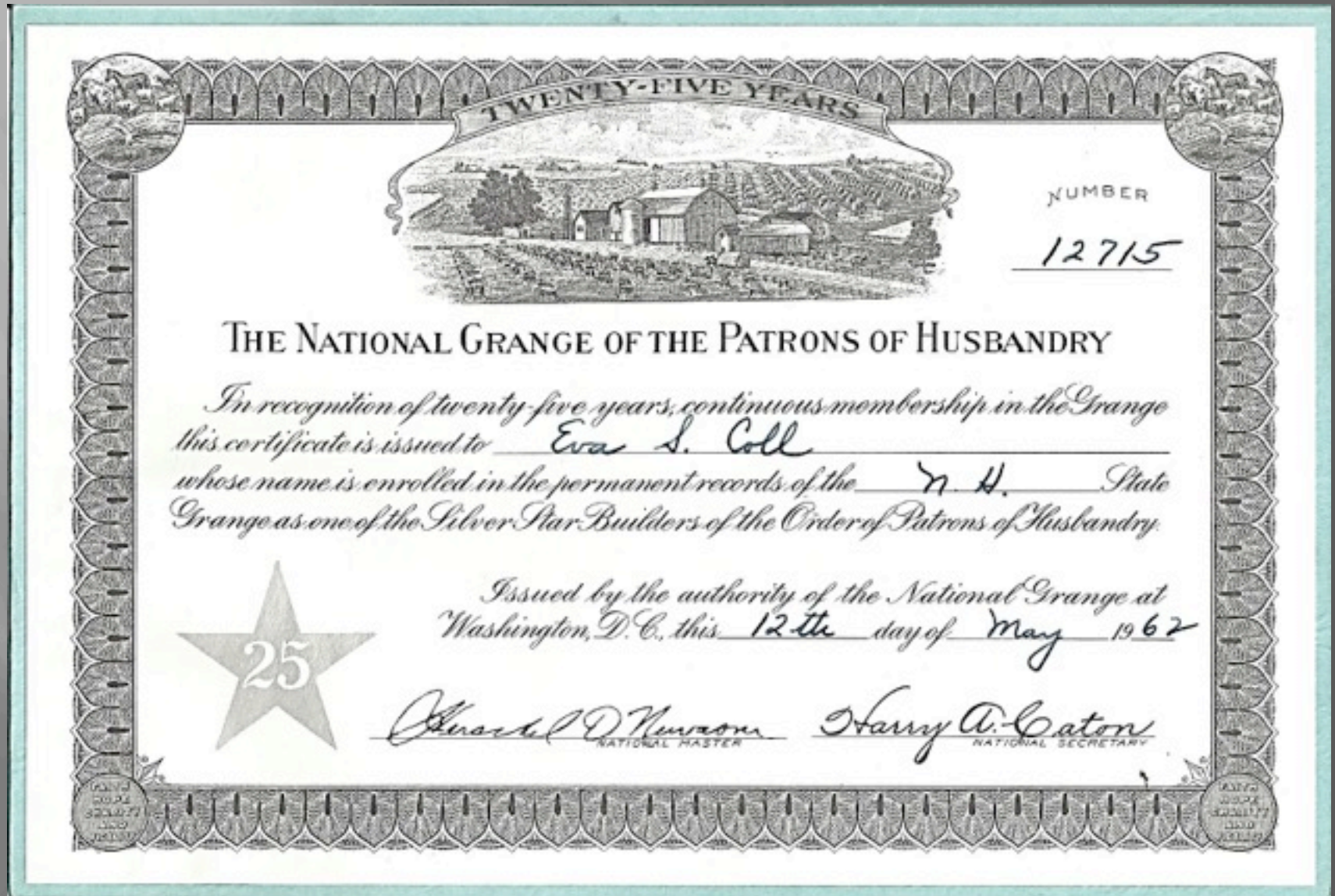
**RESOLUTION BUILDERS AT WORK** at the State House Annex, Concord, Monday, whipping into shape the many resolves that will be considered at the 37th annual meeting of the N. H. Farm Bureau federation, Concord, Wednesday afternoon. Archie J. Coll, East Jaffrey, a poultryman, and Ernest J. Chalfoux, Hudson, a dairyman, call problems of the two major farm industries to the attention of George F. Clement, committee chairman. Left to right, as their faces appear, are George Cross, Jr., Londonderry, president, N. H. Young Farmers' association; Alfred L. French, managing director, state federation; Richard G. Kelley, East Kingston, Rockingham bureau president and committee clerk; Mr. Coll, Cheshire president; Mr. Clement, past president of the Grafton bureau also lecturer of the State Grange; Mr. Chalfoux, Hillsborough past president; Mrs. Dorothy Nedeau Meredith, president, state Associated women; and Mrs. Abble C. Sargent, Bedford, past state federation vice president, and founder of the Associated Women nationally.



# NATIONAL GRANGE - ARCHIE



# NATIONAL GRANGE - EVA





# JAFFREY GRANGE



Friday, August 15, 14

# MONADNOCK SAVINGS BANK BOARD OF DIRECTORS



Friday, August 15, 14



....NOT JUST A POULTRY FARMER....

BUSINESSMAN - BOOKKEEPER -  
INNOVATOR - INVENTOR  
“DID IT ALL”



# ARCHIE AND EVA – PARTNERS FOR LIFE






# “THE FARM” – AS HE LEFT IT



*Thank You*

**Coll's**  
**POULTRY FARM**



**ARCHIE COLL, Breeder & Owner**  
**EAST JAFFREY, N. H. Telephone 158-11**

**NEW  
HAMPSHIRE**



THE

END

# HISTORY REPEATS ITSELF

- Nathan Cutter – moved to the farm and married Polly Pope who lived at the neighboring dairy farm.
- Archie Coll, Sr. – purchased the farm from Clark Pierce, a successful farmer, and married Eva Mary Sirois who lived at the neighboring dairy farm.
- Archie Coll, Jr. continued the traditions – successful egg producer/vegetable farmer; married Helen Van Blarcom who lived at the neighboring dairy farm!