



FROM...
BULLOCK WAGON

IN
1869

TO HORSES
IN 1871

AND NOW
IN 1952

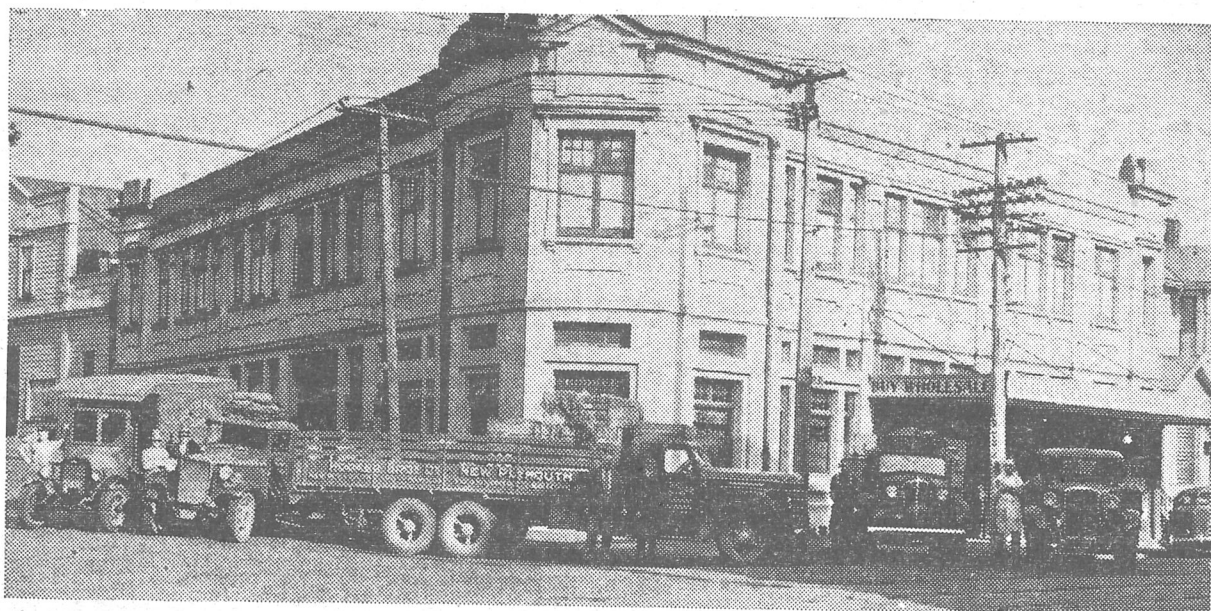


"JUMBO," Mr. Hooker's most treasured animal, which was reputed to be the strongest horse for his size in New Zealand.

A FLEET OF 16 LORRIES

**FROM 1890
TO 1928**

The business was carried on in the old premises on the present site.



**FROM 1928
TO 1952**

A rapidly expanding business necessitated the present large premises seen in this photograph.

Interesting Facts from Pages of Our History

- 1854 Mr. J. F. Hooker was born in New Plymouth on October 20th.
- 1868 Left school to work in a flax mill at Te Namu, near Opunake.
- 1869 Became a bullock driver.
- 1871 Mr. Hooker purchased an express and two horses with his savings. It was in this year that Mr. Hooker became a general carrier.
- 1890 Built sample rooms and office—a modern building of five rooms on the corner of King and Egmont Streets.

- 1914 Retired and handed the business over to his sons, Fred, Gordon, Royce and Edgar. At this stage Mr. Hooker owned four expresses and eight horses.
- 1916 The firm purchased its first motor truck.
- 1928 Built their present fine premises on same site as old premises erected in 1890.
- 1928 Inauguration of New Plymouth-Hawera and intermediate towns daily goods transport service. Purchased premises in Hawera and established a branch.
- 1936 The last horse was replaced with a motor truck.
- 1952 Completed 81 years of continuous transport activity, with a present fleet of 16 lorries and a staff of 26.

HOOKER BROS. Ltd.

"FOR RELIABLE AND ECONOMICAL TRANSPORTATION"