

# A. SHORT HISTORY OF STORTFORD LODGE

IN 1888 the ORIGINAL Stortford Lodge Hotel was built by William Stock in Maraekakaho Road near Gordon Road approx 2 Kms south of the hotel's last site. The 2 Storey Block was shifted to the Stortford Lodge Corner in 1907 and a matching 2 Story Block plus extra Bars below & bedrooms above were built.

William Stock was born in Bishop's Stortford in Hertfordshire in England. The town is on the road from Colchester to Braughing. The road was built by the Romans in AD 41 it was called Stane Street - Now it is the A120 Highway. This area was invaded twice by Julius Caesar in 54 & 55 BC, but was beaten off both times - Also by the Romans in AD 41 they left Britain in 410 AD. Next to invade the area was the Saxons in 449 AD, followed by St Augustine in 597 AD, who was subdued by Alfred the Great. — William the Conqueror came, saw & conquered. He built a Castle on Saxon foundations and gave it to Maurice the Bishop of London whence the prefix Bishop's before Stortford was established. 2 of Bishop's Stortford most famous residents of the past century are Sir Cecil Rhodes & Scuttler, Henry Moore

The Saleyards built in 1903 by the Auctioneers Assn after  
 closing their small yards in the centre of Hastings.

Such firms as Williams & Kettle, H.B. Farmers Coop Assn, Dalgetys  
 Murray Roberts, N.Z. Loan & Mercantile Agency, de Pelichet McLeod & Co  
 & to a lesser degree Beck & Co, W.A. Beecroft, A Jones & Co & Wellwood's  
 were the Stock & Station Agents in Hastings between 1882 & 1903.

Stortford Lodge became a Secondary business Centre because  
 of its proximity to the Saleyards, Frimley Orchards & Canning  
 Factory, Hortons Nurseries. In 1899 William Stock built a  
 Country Store with living quarters above on the second floor  
 this store was built on the Hastings town side next door to  
 the Stortford Lodge Hotel. The store was sold to a Port Ahuriri  
 man William Lynch in 1905 who later shifted to a brick building  
 (LATER this store was occupied by Sawyers Furnishings about 1960)  
 of 3 shops next door. These shops were destroyed in the H.B.

Earthquake of 1931. In the mid 1930's Lynch built a new shop  
 on the Pakowhai Rd - Omaha Rd corner. This shop closed down & was  
 demolished in 1974. It is now the site of Tommos Restaurant & Bar.

William Stock proposed to start a Dairy Factory in opposition to the  
 Heretaunga Coop Dairy Company. After touring Dairy Factories in  
 Taranaki he built a large Factory in Plunket st and called it

The Mahora Dairy Factory. It was opened by the Minister of Lands on the 1st October 1900. The 1st Shipment of butter was exported to London in November 1900. The factory delivered butter to Hastings homes twice a week at 1/- a pound in Winter & 10d a pound in Summer. The directors of the Heretaunga Coop Dairy Co now faced strong opposition plus the prospect of an outlay of approx £2,500 for enlarging their factory on the corner of St Georges & Havelock Rds and purchasing new machinery. 2 factories 2 miles apart seemed suicidal. Amalgamation was estimated to cost £2,600. William Stock was willing to advance £1,000. 3 months later Heretaunga Dairy Factory Shareholders agreed to purchase William Stock's Factory with a bank overdraft of £2,000 and share capital of £2500 also to lease the combined business to L.D. Nathan & collect 1/- for every 80 gallons of milk supplied for 3 years. By the time Nathan's contract expired the Company's debt was reduced & the factory's output had doubled & they employed 74 suppliers. In the last few years the 100 year old building has been occupied by Richmond Meat Offices & meat processing plants plus a Retail Shop.

Across on the corner of Omaha & Marakatako Rds Archie & George Lowe established a Butchery & Small goods delivery (Horse & Carts) business in 1910.

In 1913 they built a Coolstore<sup>with</sup> & Butchers Shop in front. They also delivered ICE to homes. In 1917 this business was taken over by Carl Vogtherr who renamed it The Elite Bacon Company.

German born Carl went to England & became a Pork Butcher. He came to Palmerston North to go into Partnership with an Uncle in the Kiwi Bacon Company in 1914. At Stortford Lodge he ran the Retail side of the business, his son Ernie ran the Wholesale and the Lowe Bros supplied the steam & refrigeration. In 1926 Carl purchased the rest of Lowe Bros property with a Mortgage from Meat Exporter W Richmond & Co. When Carl retired Richmonds took over the Coolstore, Stortford Bacon Co & the Wholesale Trade.

Commercial Fruit Growing on Modern lines was largely developed by 2 large Landowners & Sheep Farmers: J.N. Williams of Frimley and H.S. Tiffen of Greenmeadows. They both independently visited California in 1890 & on their return laid out small orchards & vineyards. Their 1st experiments were objects of derision to Orchardists of the Old School until they succeeded & awakened local interests in the prospects of fruitgrowing & processing on the USA plan.

An American Mr A.E. Spawn visited H.B. later on in 1890 & exhibited his evaporators for drying fruit. He saw no reason why the district

Should not become "the San Jose of the South Pacific"

H.S. Tiffen died in 1896 & his 50 acre Orchard & 10 acre Vineyard were taken over by the Meeanee Mission. When J.N. Williams visited Europe & U.S.A. in 1890, he visited Apple, Pear & Peach Orchards near Bordeaux in the South of France & then orchards near Niagra Falls in the U.S. Aboard a train to California he met an Englishman who invited him to visit a fruitgrowing district which turned out to be very much like the Heretaunga Plains, surrounded by hills and <sup>plentiful supplies of</sup> Artesian Water. He found a fruit township with a 30,000 population entirely supported by the fruit industry. After gathering all the information he could find he returned to Frimley & planted his Orchard & Vineyard of 10 acres. Originally the Frimley Estate of some 2000 acres was swampy & treeless so over the years he drained it & planted rye & clover & clumps of artificial bush & long lines of shelter belts. J.N. Williams established the Frimley Canning Factory <sup>in 1904</sup> on 2 acres of ground in Frimley Avenue. The buildings cost £800 & the machinery cost £800. The Orchard had 60 rows of Peach trees each one mile in length, which created a magnificent sight when the trees were in blossom. In the 1st year the factory employed 60 women & girls & 60 men & boys.

+ produced 150,000 cans of peaches, pears, apricots + tomatoes + fruit pulp. The fruit pulp went to Auckland for Jam Production. Demand + Supply greatly increased + by 1906/7 season 200 women, girls, + boys were employed. In 1911 a frost of 11° degrees occurred in October resulting in a loss of £10,000. The factory was sold to Kirkpatrick + Co in Sept 1913. Mr J.N. Williams died in 1915.

Frimley House was destroyed by fire in 1950 and J.N. Williams' daughter Elsie + sons A.B. + H.B. donated the 47 acre block to Hastings City, so Frimley Park was created in memory of J.N. Williams + family.

The expansion of orchards + the development of local nurseries encouraged the expansion of orchards + the development of local nurseries. When J.N. Williams began to plant Frimley Orchards, he had difficulties in procuring sufficient trees. In 1896 Thomas Horton of Premier Nurseries in Pahiatua visited Hastings to establish an agency. He advertised that he had 400,000 trees, both fruit + ornamental for sale + that he could deliver by train. He became so successful that he purchased in 1905 20 acres of the Frimley Estate situated on the corner of Pakowhai + Lyndhurst Rds. To cope with an increasing demand he purchased a further 15 acres in 1906 + formed his business into a Limited Liability Co. His fellow directors were J.N. Williams, W.H. Hartgall, + E.J. Wall, this Co

was formed in 1909. Thomas Horton was a Pioneer in the Export Fruit Trade. In 1909 he arranged for the 1st Trial Shipment of H.B. Apples in Cool chambers via Melbourne to London. He exported trees to Australia - Great Britain - North & South America, & South Africa. In 1914 he sent his 1st large shipment of trees & took a big display of apples to Buenos Aires on the Eve of W.W.I. which unfortunately cut off any future trade. However the Hastings Nurseries expanded to 75 acres in 1916 and a 63 staff. & sold up to a million trees of all varieties. Thomas Horton won Gold Medals in Melbourne & more from the Royal Horticulture Society of England & established a excellent reputation throughout the World. A former employee of Hortons Nurseries C.D. Wilson took over the Nurseries after Thomas Horton retired. Today it is known as Palmer's Garden World.

Frimley was taken into the Borough of Hastings in 1959

Annual Rates for a  $\frac{1}{4}$  acre section were <sup>in 1951</sup> 17 shillings & tuppence H.B. County Council.

Rates for the Hastings Borough £ 3-12-6 per Annum

Today Rates for Hastings District Council are \$ 1539-94 Per Annum.

I might add when Frimley was taken in to the Borough we did get

Concrete footpaths - Sealed Roads - Water & Sewerage Connections & Rubbish removal ea week

I became interested in collecting old Historical Photographs after setting up as a Photographer in the Stortford Lodge Area in 1964.

A Customer asked me to copy a collection of Old Photographs belonging to Ernie Vogtherr. These Photographs show the buildings on Maraekaka-ho & Omaha Rds Cr. when Howe Bros Butchers shop was there & later when Ernie Vogtherr's father Carl had the Elite Bacon Co. & later on when Ernie established a Service Station selling petrol brands<sup>such as</sup> Union - Plume - Big Tree Texaco. Today the site is now The Cumberland Court MOTEL.

Other Industrial firms in business in Stortford Lodge included, Harris Machinery - Farm Products H.B. Cooperative, - Attwood & Reid - General Carriers, - Awatoto Shingle Co, - Concrete Products Manufacturers, - U.E.B. Industries - Packaging Products Morrison Industries Motor Mowers Manufacturers. - J.C. Mackersey Construction, Greens Laundry. - Hastings Memorial Hospital now HB Regional Hospital, is also in the Area as is Hastings Girls High School - Heretaunga Intermediate School & Frimley Primary School and Lindisfarne College for Boys.

After Ernie Vogtherr commenced selling Petrol + Oil, another Service Station was established at Stortford Lodge Corner by Chas Martin in the 1920's. This station was purchased by Douglas Round in Dec 1930 & was operated by Douglas & his wife & son Fred. Petrol Brands sold included Voco - Big Tree - Hercules - Shell - Imperial - Atlantic - Texaco & Europa. Younger Son Les joined the Premier Service Station as a mechanic later. Caltex purchased the Premier in 1970 Today Mobil Oil B.P. and Caltex Stortford operate on Stortford Lodge Corner.