

E Hayes and Sons. Our Story.

1851 Eben Ernest Hayes (known as Ernest) is born in Warwickshire England.

After his education, he serves a 5 year apprenticeship as millwright and engineer.

1882 Ernest immigrates to New Zealand on board the 1,200 ton ship 'Taranaki' with wife Hannah and infant son Llewellyn.

Settles in the Central Otago town of Blacks, now known as Ophir. Ernest installs machinery for Vincent Flour Mill which he runs for his uncle, Josiah C. Jones.

1884 Moves to Rough Ridge (later named Oturehua) to manage Flour Mill until 1900. During this time, Ernest purchases and manages an adjacent property of one hundred and fifty acres known as Echo Farm.

This is destined to become the site of the Hayes Engineering Works.

1895 Ernest founds the Hayes Engineering Works and begins inventing and producing small farm implements and equipment.

Develops his first commercially successful product, the Pollard poison cutter which cuts Pollard poison bait for rabbits.

Hannah Hayes takes on role of traveling salesperson and cycles all over the region often on poor roads and tracks to the Maniototo Area, Vincent County and over the Lindis Pass to the Mackenzie Country.

1900 Irving Hayes is born. He is the youngest of Ernest and Hannah's ten children : Llewellyn, Bernard, Stanley, Gilbert, Irving, Ernestine, Juanita, Myrtle and Olive. Another son, also named Irving, was sadly stillborn.

1902 Hayes Engineering Works begins serious engineering production.

1905 Ernest invents a number of successful iterations of wire strainers for farm fencing and these become some of his most successful products, used on farms right across New Zealand. They are still in use today and manufactured for export around the world.

Continues inventing innovative farm implements including windmills, a cart-jack and a wire-coiler.

Ernest's son Bernard begins work as salesman throughout Central Otago and the Maniototo.

1909/10 Ernest designs and builds the largest windmill in Australasia, with a 40-foot tower surmounted by multi-bladed sails 22 feet in diameter, to power the factory.

1919 Now 19 years old, Irving Hayes begins working for the company and joins his brother Bernard traveling around the region. This time they are riding motorcycles.



Hannah and Ernest Hayes

Hayes Engineering Works, Oturehua



Irving (driving 1910 Buick) and Llewellyn Hayes



Rolling out wire fencing, 1920



Hayes Rabbit Smoker



Hayes Wire Strainer

1926

Irving purchases a Model T Ford which allows him to cover a wider sales area, sometimes spending months at a time on the road visiting sales regions.

In June of 1926, Ernest Hayes retires from work due to ill health.



Hayes Windmill

1927

Because the Oturehua factory is located in a valley, power from the windmill is intermittent. The top section of the windmill is dismantled and replaced by a Pelton water wheel driven from a reservoir on a hill which enables the factory to work consistently.

By now, Irving Hayes has married wife Catherine (Kitty) and their son Norman is born.

Earlier in 1924, another son Victor was sadly stillborn.



Irving and Catherine (Kitty) Hayes

1931

Irving and Catherine Hayes daughter Marian is born.

1932

For the children's schooling, Irving moves his family to Herbert Street, Invercargill – opposite the Waihopai School.

Irving also rents a garage in Park Street so he can store things for sale.

It is during this time that Irving leases a building in Leven Street from the Railways Department for 28/6 (or \$2.85) a week and forms his own company, E Hayes & Sons Ltd. The rent here remains the same until 1956.

Irving's new venture begins trading as general hardware merchants, also selling products produced by the Hayes Engineering Works.



Original premises in Leven Street, Invercargill - 1932

1933

Ernest Hayes passes away at his home in Oturehua on 27th June 1933.



Irving Hayes at the wheel of his XK 120 Jaguar

1939

Irving Hayes purchases property at Lewis Street, Invercargill.

The Lewis Street property includes an adjoining engineering factory which Irving uses to manufacture hardwood farm gates.

Norman Hayes marries wife Gwenda (Gwen).



Norman Hayes with his 5T racing Triumph

1944

Norman and Gwen Hayes' daughter Judy is born.

1946

Hannah Hayes passes away on 2nd June 1946.

1949

Irving's son Norman shares his father's great passion for motorcycles and motor racing. Over the next few years Norman competes and wins events, races and records including :

- 1949 Winner of the Bluff Hill Climb
- 1950 Holder of the Bainfield Speedway Lap Record
- 1951 Fastest Half Mile - Average speed 109.05 m.p.h
- 1951 Winner of the NZ Open Beach Championship
- 1952 First in Home-tuned Class at the Cust Grand Prix

During this time, Norman and Irving begin a lifelong family friendship and association with another passionate Southland motorcycle racer - Burt Munro.



Burt Munro with his 1936 MSS Velocette

- 1952** Hayes Engineering relocates factory production from Oturehua to Templeton, near Christchurch.
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- 1954** Norman and Gwen Hayes' son Neville is born.
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- 1956** The cellar, shop and top floor of E Hayes and Sons new building at 168 Dee Street, Invercargill is built at a cost of £56,603.
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- 1962** Normans sister Marian, also a keen motor racing competitor in her own right, passes away on 11th October 1962.
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- 1967** After Irving Hayes financially sponsors many of his racing attempts overseas, Burt Munro breaks the world speed record SA1000cc class at the Bonneville Salt Flats in USA. He reaches an average speed of 184.087mph on his customised 1920 Indian Scout 'The Munro Special'.
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- 1972** Norman's son Neville Hayes joins the company and begins work in the family tradition 'on the bike' delivering goods.
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- 1975** Irving's wife Catherine passes away on 18th October 1975.
The adjacent building in Dee Street owned by Wright Stephenson & Co Ltd is purchased and rented back to them while they complete a new building.
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- 1977** E Hayes and Sons expands into the former Wright Stephenson Motor Division building and substantially increases floor space.
After suffering a stroke, famous Southland motorcycle racer Burt Munro sells his record-breaking 1920 Indian Motorcycle 'The Munro Special' along with his 1936 MSS 500cc Velocette, trailer and various engine and workshop parts to his good friends Norman and son Neville Hayes on 19th September 1977. The sale is conditional that the machines stay in his beloved Southland.
All Burt's items are put on permanent public display in store, free for the public to view, where they have remained ever since.
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- 1978** Burt Munro passes away on 6th January 1978.
Irving Hayes passes away on 16th February 1978.
Irving's son Norman Hayes takes over the reins of the company as Managing Director.
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- 1980** A self-taught mechanical engineer, Norman Hayes hand-builds his famous 'Machine' constructed from various bits and pieces of random machinery - just to prove he could! It is installed as a centrepiece in the Dee Street showroom and immediately draws a crowd of astonished admirers - as it continues to do today.
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- 1984** The company joins the Value Rite Group run by GUS Wholesale to achieve greater purchasing leverage in the hardware sector. This later changes to True Value before becoming Hammer Hardware, run under the Mitre 10 brand.



Dee Street - 1957



Burt Munro at Bonneville Salt Flats, USA - 1962
First speed record attempt



Dee Street - 1977



Last photo of Burt Munro and the 'Munro Special' 1977



Neville and Norman Hayes



E Hayes Hardware



Leven Street

2001 New Leven Street entrance and showroom is opened to coincide with the opening of the neighbouring Farmers store development.

2004 Norman Hayes gives access to all of Burt Munro's memorabilia, as well as the 1920 Indian Scout, to New Zealand filmmaker Roger Donaldson to create replicas for a movie he is making about Burt Munro, starring Sir Anthony Hopkins. Filming begins in August.

2005 Norman Hayes passes away on 15th September 2005.
Norman's son Neville Hayes takes over the business as Managing Director of E Hayes and Sons.
Roger Donaldson's film 'The World's Fastest Indian' premieres in Invercargill on 7th December 2005.

2006 The inaugural Burt Munro Challenge event is held in Invercargill and rapidly grows into one of the largest motorcycle rallies of its kind in the Southern Hemisphere.
The event attracts thousands of enthusiasts and bikers annually, and the E Hayes and Sons store soon becomes a central attraction as the home of Burt Munro's Authentic, Original and Legendary Indian Scout.

2009 Honda Cars building (formerly Austin car dealer P H Vickery Ltd.) on the corner of Dee and Leet Streets is purchased. E Hayes and Sons floor space now occupies the entire North end of the city block bordered by Dee, Leet and Leven Streets.

2011 Refurbishing of the newly acquired space is completed and the company increases and broadens its range of products and services.

The company now has departments offering:

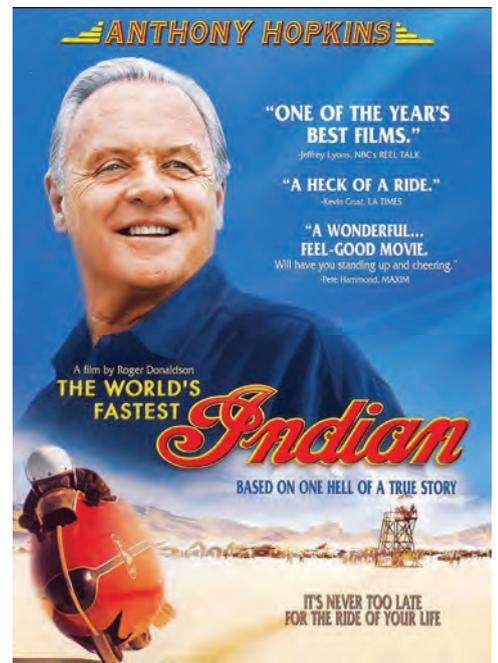
Hardware, Outdoor Power Equipment, Clothing, Paint, Automotive, Kitchenware and Giftware plus an outdoor power servicing workshop.

Neville Hayes begins to introduce and organise displays of classic and vintage motorcycles, cars, farm equipment, machinery and curiosities which he and other family members have collected over the years, into the store. All displays are made free to view during normal shop hours.

It is a visionary approach to the retail appearance of the store and begins to attract enthusiasts, collectors and tourists along with customers from all over New Zealand and around the world.

2013 The company responds to an increasingly competitive local and global marketplace with a continuing review of the company's brand, advertising, marketing and customer service.

Responding to an increasing global trend towards on line shopping, E Hayes and Sons opens an on-line webstore for digital customers.



E Hayes Giftware



E Hayes Hardware



2014

The privately-owned collection of motorcycles and cars in the store is re-branded as The E Hayes Motorworks Collection and promoted worldwide.

At the same time, the company begins designing and selling an exclusive range of apparel and merchandise under the 'Motorworks Original' brand to promote and honour the legacy of Burt Munro and the 'World's Fastest Indian'.



E Hayes Motorworks Store

2020

A purpose-built cafe is installed in Leet Street showroom under the Columbus Coffee brand.

All administrative and sales management functions of the company are relocated to the ground floor level allowing a seamless integration of systems across the store.



Columbus Coffee

2022

E Hayes and Sons proudly celebrate a milestone 90 years in business, serving customers in Southland, New Zealand and around the world.

