

# BOB LEDREW & SONS inc.

## MOVING SERVICES

agents for  
Atlas Van Lines



### "MOVING ROOTS" SOWED IN 1873

The LeDrew family of St. John's, Newfoundland has to be one of the oldest 'moving names' in the country. According to Bob LeDrew Sr. (owner of Atlas agent, Bob LeDrew & Sons Inc.), his great-grandfather was a "master carter" plying his trade in that bustling port city more than a century ago. In those days the main mode of transport was by sea vessel but once the cargo was off-loaded, it had to be moved to its final destination by horse and cart. With that a moving tradition was born. Bob's grandfather (also a master carter) expanded the business with the use of what was known as an "express wagon" thus creating LeDrew's Express. When Bob's father added the company's first truck (a 1/2 ton pickup), the company entered a new age and renamed the company "Ledrew's Motor Express".

By the time the war ended, the company added its first closed-in moving van (a single axle truck with a 14' box on the back) which was such a novelty in those days that the government couldn't figure out how to license it so they told Bob's father just to use it for a while and see how the public reacted. Well the public loved it and the company grew to 28 employees and 10 trucks.

The opening of the Trans Canada Highway in the 1960's ushered in a whole new era in the moving business in and out of Newfoundland. Over the years the family members were involved in numerous moving enterprises including Moffatts Moving and an early 1970's stint as an Atlas agent. The LeDrew's Express company was run as an Allied agent until the company name was sold to the Hoyt's organization in 1989 and Bob Sr. moved on to manage the branch for them. When his two sons, Bob Jr. and Lorne had finished school, they joined their father in the moving business.

With the fifth generation of movers actively involved, Bob felt it was time to re-launch a family-owned moving company and on July 10, 1998, this dream became a reality. It's interesting to note that Newfoundland has always been a good place to be a mover due to two main reasons. One, the local market has always been strong due in part to the fact that more Newfoundlander's own their own home than in any other part of Canada so there's lots of demand. The long distance market on the other hand has historically been tied to people leaving "the Rock" to seek employment in other parts of the country. These days there's a bit of a turnaround with some of these folks returning home either for retirement or due to new opportunities in the area.

The next important stage in this family saga was reached when Bob LeDrew & Sons Inc. officially became a proud Atlas agent in May 1999. In a relatively short time, the company has made great strides. "I will always be grateful to Doug Auld for having faith in me", said Bob LeDrew Sr. with great sincerity. "He took a chance on us and I was determined not to let him down". The LeDrew family has built their long-standing reputation in their community based on personal service and a genuine love for the business. In fact the company slogan probably says it all, "We do it better than anyone else because we do it ourselves".

Now with a new 10,000 sq. ft. heated warehouse and sales that have grown from \$60,000 in the first year to nearly the million dollar mark in 2001, Bob and his sons are obviously on their way to keeping the family "moving torch" burning brightly.



Above: The Early Fleet



Left: Ben LeDrew - The Sixth Generation Mover in the making.

Below: Lorne, Bob Sr. and Bob Jr.

