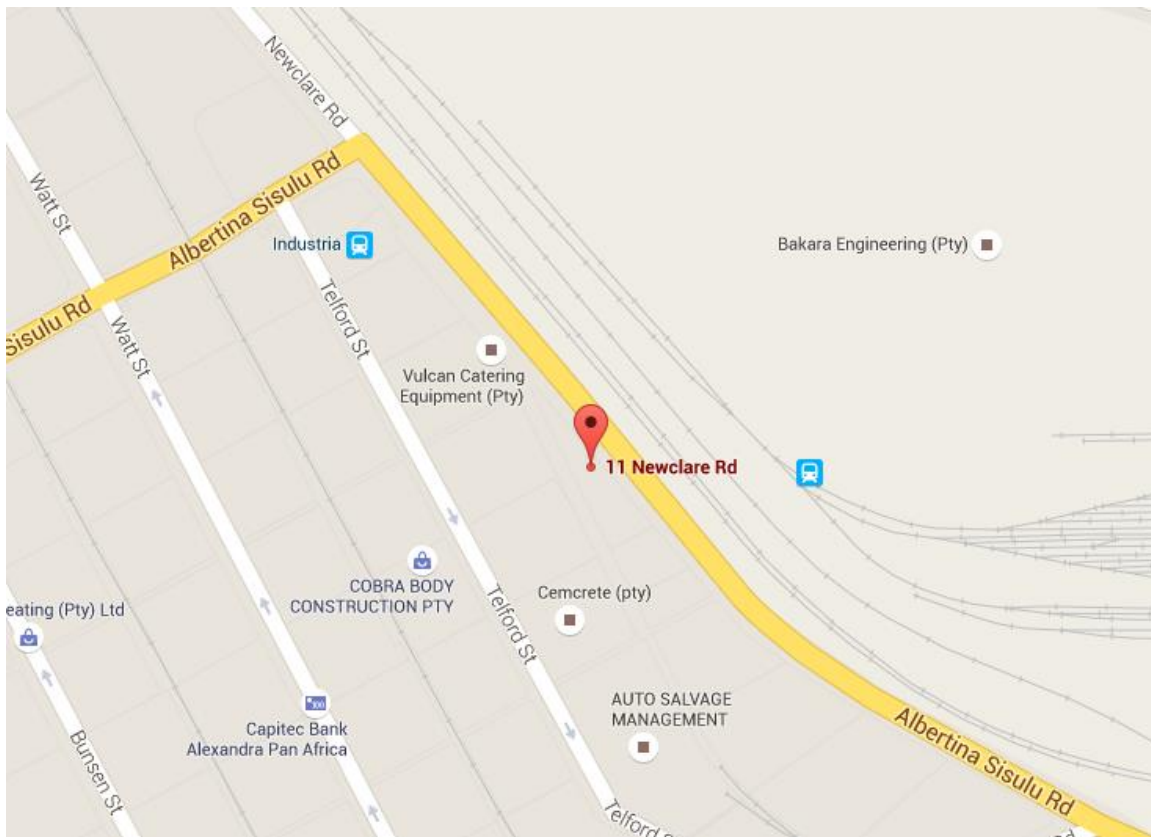


a world class african city
IMMOVABLE HERITAGE INVENTORY FORM

Name of Site: Offices and Printing works of 'Bantu World Press'

Other Names (if any):

Location: 11 Newclare Road (Albertina Sisulu Road), Industria



(Google, 2016)



(Google, 2016)

Stand no: 12, Industria
Street address: 11 Newclare Road, Industria
District/Province/Region: Region B / Gauteng
Ownership:
Previous Owner: Bantu World Press
Present Owner:
Site Type: Industrial buildings

Current images:



Northern façade along Newclare Rd/ Albertina Sisulu with view in eastern direction (tsica heritage consultants, 2015)



Detail of northern face brick building along Newclare Rd/ Albertina Sisulu (tsica heritage consultants, 2015)

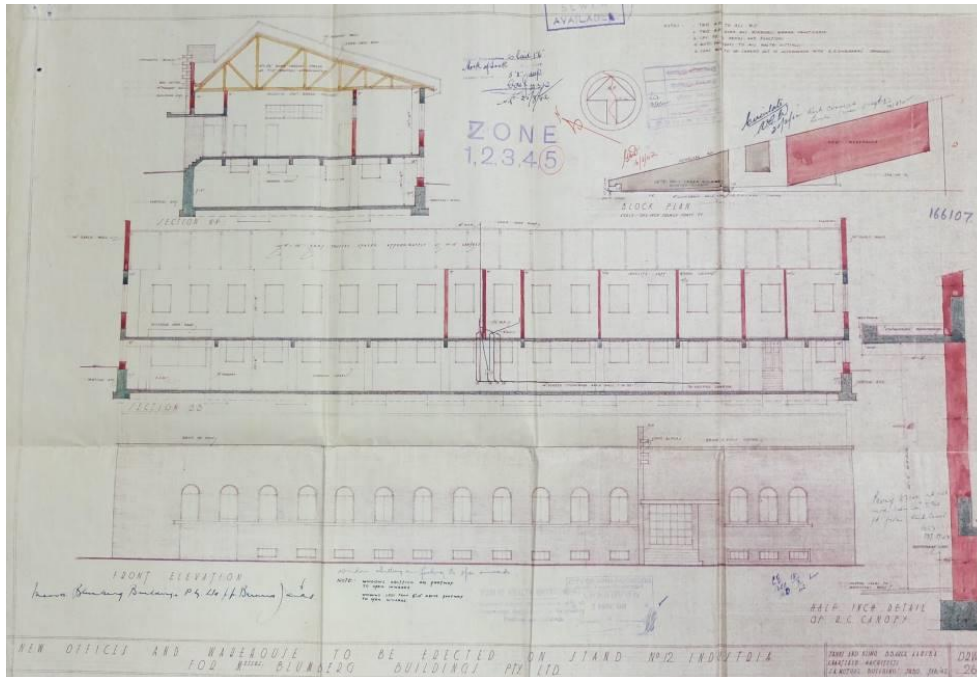


Entrance section with enclosed arched original entrances (tsica heritage consultants, 2015)

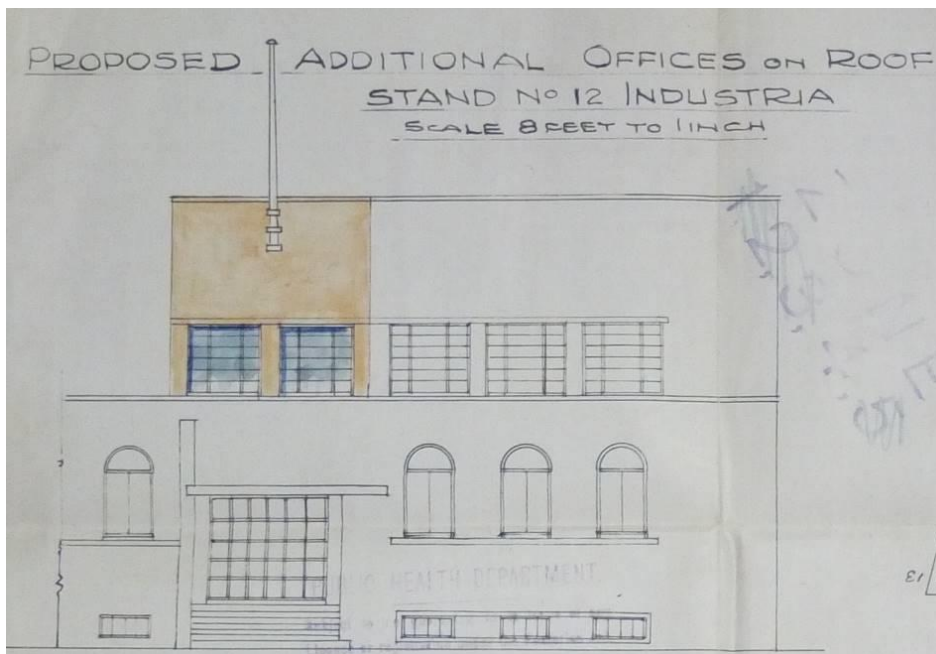


Section of original face brick workshop with line of arched windows (tsica heritage consultants, 2015)

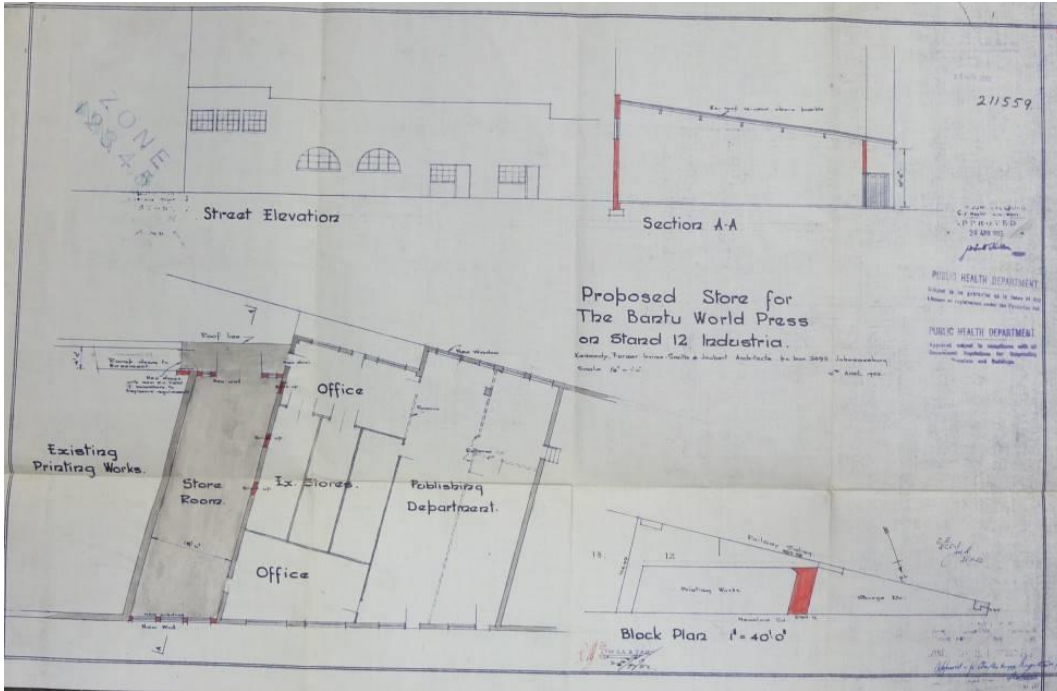
Original plans:



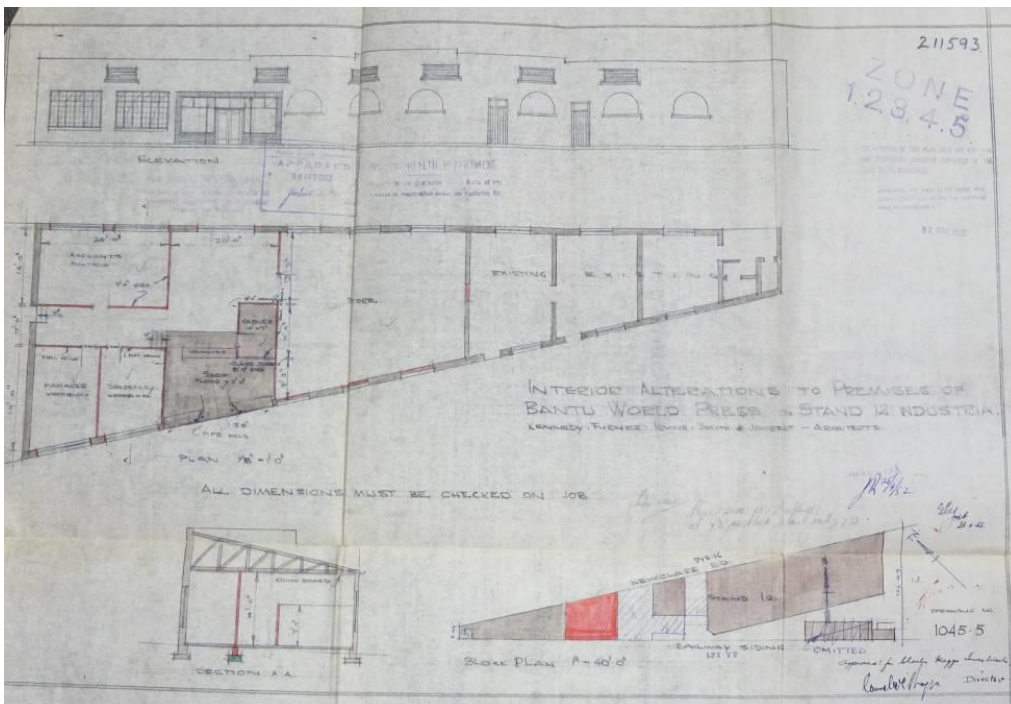
New offices and warehouse to be erected on Stand 12, Industria,
Architects: Janks & Kling, 1942
(City of Johannesburg, Plans department)



Bantu World, Additional offices on roof on Stand 12, Industria,
Architect: Norman N. Grahame, 1950
(City of Johannesburg, Plans department)



Proposed store for the Bantu World Press, Architect: Kennedy, Furner, Irvine-Smith & Joubert Architects, 1952
(City of Johannesburg, Plans department)



Interior alterations to premises of Bantu World Press on Stand 12, Industria, Architect: Kennedy, Furner, Irvine-Smith & Joubert Architects, 1952
(City of Johannesburg, Plans department)

State of Conservation:

The northern street façade of the building is still intact and relatively well preserved despite insensitive alterations and paintwork that could conceivably be reversed. An assessment of the interiors of the structures could however not be completed due to access constraints. This could be arranged once contact with the present owner(s) has been made. This is currently underway.

Description:

The site has gone through various alterations and additions but most of them are reversible to original status. We know from planning approvals that a number of architects worked on different buildings and alterations.

In summary, these include:

- A new warehouse constructed in 1940, Architect: Bloomberg Buildings Pty Ltd.
- New offices and warehouse in 1942, Architect: Janks & Kling
- ‘Native’ lavatories in 1945, Architect: Norman N Grahame
- A new covered way over an existing entrance was approved in 1949
- Additional offices on the roof of Bantu World in 1950, Architect: Norman N Grahame
- New store, ablution blocks & interior alterations, 1952, Kennedy, Furner, Irvine-Smith & Joubert Architects

The site consists of a collection of office and industrial buildings together with ablution facilities and other amenities. A full site assessment has as yet not been completed but the main buildings include a large face brick building originally used as offices with later office additions to the roof. The building has arched and grid steel windows and Art Deco/ modernist detailing. Originally a flagpole was placed on the roof (concrete brackets extant). A smaller adjacent building contained the printing works and publishing department.

History:

11 Newclare Road was the printing works and offices of the Bantu Press PTY Ltd. Although white owned, Bantu World served as pre-cursor to Drum magazine and The Sowetan. Unlike previous black newspapers it had a national footprint with circulation figures that put the older independent newspapers to shame. Bertram F.G. Paver founded the press in April 1932. While working in advertising Paver had the idea of taking over most of the existing black newspapers and coordinating advertising – a project clearly aimed at penetrating the emerging urban black consumer market.¹ Soon after however,

¹ Couzens, T. 1976:6

the press had essentially acquired many independent publications such as Imvo, Ilongo, Ikwezi le Afrika and Mochochonono.²

From the outset, influential figures from the publishing industry were involved:

“Such a literary bent attracted many aspirant writers, mostly freelancers, and editors who later became luminaries in politics, journalism and literature, people such as T.D. Mveli Skota, P.D. Segale, Obed S. Mooki, S.E. Krune Mqhayi (a foremost Xhosa literary figure), Henry D. Tyamzashe (former editor of Workers’ Herald), B.W. Vilakazi (an eminent Zulu scholar), A.C. Jordan, Jordan Ngubane (future editor of Inkundla ya Bantu), R.R.R. and H.I.E. Dhlomo, Peter Abrahams and Henry Nxumalo (the future “Mr Drum” at Drum magazine who pioneered investigative journalism).”³

Other prominent figures included first editor Richard Victor Selope Thema (a leader in the early years of the ANC. He is buried in the nearby Croesus/ Newclare cemetery), Aggrey Klaaste and photographers Ernest Cole and Sam Nzima.

During the 1940s Bantu World was twice bombed by the Ossewabrandwag. Bantu World also has the distinction of having been printed at both ends of the continent as copies were printed in Cairo for black South African soldiers during the Second World War.⁴

Bantu World (or ‘The World’ as it was renamed in 1956) extensively reported on the 1976 student uprisings and was the first to publish photographer Nzima’s famous picture of the dying Hector Pieterse being carried by Mbuyisa Makhubo. "I saw a child fall down," Nzima later said; "under a shower of bullets I rushed forward and went for the picture."⁵ During the 1970s the government banned The World but it soon re-emerged as The Sowetan.⁶

Statement of Significance:

The printing works and offices are indicative of a printing press from the mid-20th century. The site is of architectural and cultural significance as well known architects from the period added and altered the site to accommodate the growing needs of a major black weekly publication. The spaces are also indicative of industrial architectural planning under the Union and apartheid governments. A white owned press printing a black national newspaper employing some of the finest black public intellectuals of the time is remarkable in and of itself. However, the racial division of space as is apparent in the planning of the offices and printing works (with their allocated “Native Lavatories” etc.) leaves a poignant reminder of the daily indignities black South Africans faced. The significance of Bantu World, as forerunner to The World, Drum and The Sowetan, and employing the finest black editors, writers and photographers is of national significance.

² Ibid

³ Mbonambi, P 2013:30

⁴ Couzens, T. 1976:12

⁵ Davie, L. 2006: 16 June 1976: 'This is our day'.

⁶ Maake, N. 2006:3

Inscriptions:

Proposed Blue Plaque inscription:

Offices & Printing Press of ‘Bantu World’

The former offices and printing press of ‘Bantu World’ – the first national publication aimed solely at a black readership. In the 1940s the ‘Ossewa Brandwag’ twice bombed the press and during WWII copies were printed for black soldiers in Cairo. Key names in black journalism were involved among others Richard Victor Selope Thema (first editor), B.W. Vilakazi, A.C. Jordan, Peter Abrahams, Henry Nxumalo, Aggrey Klaaste, Ernest Cole and Sam Nzima. As The World it was the first publication to print the famous Nzima image of a dying Hector Pieterse. The World later became The Sowetan.

Legal Status (Decree/Act):

General Protection: Section 34(1) Structures under the National Heritage Resources Act, 1999

Authority Responsible:

Provincial Heritage Resources Authority – Gauteng (PHRA-G)

Use:

Previous: Printing works & offices

Current: By the signage on the buildings it seems that recent or current uses include chop shop/ scrap dealing.

Documentation/Research:

Photos Maps Site Plans Others...Location maps.....

Source(s) of Information:

- Couzens, T. 1976. A short history of “The World” (And other Black South African Newspapers). African studies seminar paper presented to the African Studies Institute, University of the Witwatersrand in June 1976. Paper retrieved from <http://wiredspace.wits.ac.za/bitstream/handle/10539/8608/ISS-105.pdf?sequence=1> on the 10th of February 2016

- Davie, L. 2006: 16 June 1976: 'This is our day'. Published SouthAfrica.Info. Article retrieved from <http://www.southafrica.info/about/history/soweto-150606.htm#.Vrr6MJN96Rt> on the 10th of February 2016
- Maake, N. 2006. Archotyping race, gender and class: advertising in The Bantu World and The World from the 1930s to the 1990s. TD: The Journal for Transdisciplinary Research in Southern Africa, Vol. 2 no. 1, July 2006 pp. 1-22
- Mbonambi, P 2013. Digging up Aggrey Klaaste's life. In: Berold, R & Wessels, P. (Eds). 2013. Tyhini: 2013. Institute for the Study of English in Africa (ISEA) Rhodes University, Grahamstown, South Africa. Publication retrieved from <https://www.ru.ac.za/media/rhodesuniversity/content/isea/documents/tyhini%20013%20text.pdf> on the 10th of February 2016.

Name & Address of Recorder:

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Position: Heritage consultants

Signature

Date