

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

Compiled by: Dr JJ Bruwer, 2002-07-29

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NAME OF PLACE: JOSHUA DOORE BUILDING



Top: section of Rissik Street elevation.
Right: view of Jeppe Street elevation.

Previous/alternative name/s : by 1998 - *Bradlows*

LOCATION: Street : cnr Jeppe, Rissik
 Street number :
 : [153, 155 Jeppe; 66, 68 Rissik]
 Stand Number : 4844
 Previous Stand Number: By 1925 – 1127, 1128, 1129
 Block number : AR
 GIS reference :

ZONING: Current use/s :
 Previous use/s :

DESCRIPTION OF PLACE:

Height :
 Levels above street level :
 Levels below street level :
 On-site parking :

Although the existing building is currently of little or no conservation value, it is important to note that the site of this building has an historic association of 40 years (i.e. 1911-1951) with one of the country's most well known former daily newspapers, i.e. the "Rand Daily Mail".

CONSTRUCTION MATERIALS:

Walls:

Roof:

Windows:

SITE FEATURES:

ALTERATIONS:

INTEGRITY:

INSCRIPTION:

ARCHITECT:

BUILDER:

CONSTRUCTION DATE:

Date on plans :
Approval of plans :
Completion date :

BUILDING STYLE:

Post Modern Eclectic (1990).

BUILDING TYPE:

Shop to street and showrooms.

ENVIRONMENT:

CONDITION:

URGENT ACTION:

SAHRA RECORD REGARDING ALTERATIONS, RENOVATIONS, RESTORATION:

PROTECTION STATUS: (under National Heritage Resources Act, 1999)

General protection:	Section 34(1) structure/s	<input type="checkbox"/>
Formal protection:	provincial heritage site	<input type="checkbox"/>
	national heritage site	<input type="checkbox"/>
	provisional protection	<input type="checkbox"/>
	heritage area	<input type="checkbox"/>
	listed in provincial heritage resources register	<input type="checkbox"/>

Relevant Gazette Notice:

Gazette description:

FORMER PROTECTION STATUS: (under National Monuments Act, 1969)

NOTES:

DEEDS INFORMATION:

Original ownership:

PRE-HISTORY OF SITE:

RAND DAILY MAIL BUILDING:

The *Rand Daily Mail Building* was situated on this stand as well as the adjacent stand at 238 Bree Street. This building was erected in 1911 for the "Rand Daily Mail" newspaper, and was replaced by the *Gloucester House* (see below) in 1939. In 1951, the "Rand Daily Mail" relocated to new offices at 174 Main Street.

GLOUCESTER HOUSE:

The twelve-storey *Gloucester House*, designed by the prolific architectural firm of J.C. Cook & Cowen and erected in 1939, was demolished in 1995. See below.

In a demolition permit application (dated 5 May 1995) submitted to the former NMC, Messaris Wapenaar Consulting Architects (acting for the owners Liberty Life Association of Africa Limited), stated that the "existing building and the accommodation it provides at that location is no longer appropriate to the owners, & the current land use in that area. Consequently the building has deteriorated to the point that redevelopment of the site is deemed to be more appropriate. The owners intend to redevelop the site immediately as shops & offices in a two-storey structure. We do not believe the present building to be a unique example of its style & age."

In a NMC letter dated 19 May 1995, the permit applicant was informed as follows: "The Committee decided that a demolition permit would not be issued and provided the following reasons:

- 3.1 that the building had fine proportions and an aesthetically pleasing urban scale;
- 3.2 that it formed part of Johannesburg's main ceremonial thoroughfare up to the Civic Centre;
- 3.3 that Rissik Street had traditionally been lined with similar buildings that had contributed to the aesthetic quality of the street;
4. Your architect, Mr Messaris, mentioned in a telephone conversation ...that he could provide additional information to the NMC that might motivate a different decision..."

In a follow-up letter dated 30 May 1995 from the NMC, however, the owners were granted permission to demolish the building:

2. Your application was discussed at a meeting of the NMC's Northern Interim Plans Committee held on 1995-05-12 and again during a site inspection of the building on 1995-05-29. It was decided that a demolition permit would be issued for Gloucester House on condition that the NMC be allowed to comment on the development plan for the development with regards to the relationship of the new building to the street and to the buildings across the road.
3. The Committee is of the opinion that a number of buildings on the remainder of the city block in question were considered to be conservation worthy, ie. The Fontana building [see AR-2], the City Health building [*School Clinic*, see AR-3], the building directly to the north of Anstey's [i.e. *Steadman Mansions*, see AR-4] and the Union Club [see AR-5]. The Anstey's building [see AF-2] has recently been declared as a national monument and together with Manners Mansions [see AE-3] and the abovementioned buildings forms an important conservation area." (Demolition permit issued was dated 29 May 1995).

In a subsequent letter dated 7 June 1995, Messaris Wapenaar Architects stated that their "client has subsequently sourced archive material to the effect that the building was only erected in 1955 and therefore does not really require approval from yourselves." (I.e. meaning that the building was not older than 50 years and therefore not protected under the National Monuments Act, 1969).

According to a completed survey form (undated: see below) sourced from a SAHRA archive file, it is clear that information available to the former NMC at the time of the decision to issue a demolition permit, showed the date of construction of the building as being 1939! The building, sadly, was therefore older than 50 years at the time of its demolition! "Township Jhb; Stand No. 4844; Street Address 153 –5 Jeppe St cnr Rissik; Name of building Gloucester House – (was Rand Daily Mail Bldg); Name and address of owner Real Estate Cor. P.O. Box 61855 Marshalltown 2107; Architect J.E. [sic.] Cook & Cowen; Date 18-4-1939 [Date on plans or Approval of plans?]; Special Features A good quality style building – the even façade a steeped roof-line with well proportioned fenestration harmonizes well with the prominent International style buildings in the vicinity, eg. Manners Mansion [see AE-3], Anstey House [sic.] [see AF-2] and the extension to the Techinkon. Degree of Protection: National Register."

HISTORY:

"Paints of 'superior quality' could be obtained from Herbert Evans and furniture from Bradlows, a store which had been started in 1904 by Mr David Adolph Bradlow born just outside Vilna in Czarist Russia.

At first he had employed only one person, a black man named Butterfly, who worked as 'storeman, houseboy and delivery boy.'" (Palestrant, E.: Johannesburg One Hundred).

Frank Rosslyn Bradlow, one of the late David Adolph Bradlow's sons - the original owner of Bradlows - was born on 19 June 1913, B.Com., A.C.I.S., F.R.G.S., a first Lieutenant of the Imperial Light Horse during the Second World War during which he was wounded. During 1973, he was the Regional Director of the Western Province Division of Bradlow's Stores Ltd. He has been involved with various regional offices of Bradlow's in South Africa and Zimbabwe; he was the Director of Sotheby's in the same year. He was Chairman of the Cape Division of the South African Furniture Retailers' Association during the period 1946 - 1958. In 1973 he was Chairman of Friends of the South Africa Library and National Vice-President of the South African Jewish Board of Deputies. The Minister of Education - in September 1963 - appointed him as Trustee of the South Africa Library and during 1965 as Trustee of the William Fehr Art Collections. Appointed as Chairman of the Cape Town P.E.N. Club during 1961 he held the position until 1973 and during 1971 the Chairman of the Van Riebeeck Society. Together with his wife Edna - daughter of David Rom whom he married on the 14th November 1945 - wrote of five books. His older brother was Emanuel Percy Bradlow; born on the 15th March 1906; B.A., M.A. of Cambridge University; Barrister at Law of the London Inner Temple. During 1973, he was a Director of Companies; Chairman of Bradlow's Stores Ltd. and Annville Investment Ltd as well as Bradlow's Buildings (Rhodesia) Ltd. or Zimbabwe the name it is known by now. He was past President of the Johannesburg Chamber of Commerce (1960 - 1961) and the Association of Chamber of Commerce of South Africa (1962 - 1963). (1973 Edition Who's Who of Southern Africa).

"To Page Over The History Of Johannesburg for the past seventy years is to see the story of the development of Bradlow's Stores Limited and its contribution to the economy of the Golden City. For Johannesburg and Bradlows have grown up together, suffered with each other in adversity, prospered in good fortune. To trace the history of Bradlows in the last fifty-six years, is to unfold a saga of steady, persistent development from the turbulent and pioneer days of yester-year to the comparative normality of modern civilisation today. Mr. David Adolph Bradlow was born in 1876 in a little village just outside Vilna in what was then Czarist Russia. In 1889, at the age of 13, he arrived in England where he worked at various humble jobs before obtaining a comparatively lucrative post as a traveller and salesman for a firm of wholesale merchants. In the year 1879 Mr. Bradlow came to South Africa and found his first job at Pretoria with a picture framer and dealer in curios. After two years Mr. Bradlow left the Transvaal and went to Cape Town where he secured a post with the well-known firm of Darters, who in those days not only handled pianos, but certain amount of furniture as well. This fact was to change the whole career of David Adolph Bradlow. In February, 1903, Mr. Bradlow returned to the Transvaal and opened up in business for himself selling jewellery. On his travels he soon noticed how poorly served the Rand was in household furniture. Here, then, is how one of the most famous furniture businesses in Africa came into being - as an adjunct to the trade in rings and necklaces. As a start the business was conducted from 'Hampshire Villas' - a row of brick-walled, tin-lined cottages situated not far from where Greaterman's head office stands. The entire staff consisted of a 'Native' named 'Butterfly', who worked as storeman (sic.), houseboy and delivery boy. Within a year or two a move was made to Upper Railway Street, Doornfontein. The head of the firm was always on the move and most of his travelling was done on a pedal cycle. In 1907 Mr. Bradlow moved into more spacious premises at 126 Market Street. Shortly afterwards he moved over the road to the site of 83 Market Street, on which the present Johannesburg store now stands." (Stark, F. [Ed.]: Seventy Golden Years...).



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Left: This photo was taken during 1907, the 83 in the photo suggesting the address as being 83 Market Street and the firm at that stage known as The 'Bon Accord' Furniture Store. The two people are most likely Mr. DA Bradlow and his right hand Butterfly. (Photograph Stark, F. [Ed.]: Seventy Golden Years...).

"In May, 1908, Henry Bradlow, the founder's younger brother, then aged 19, arrived from Russia and joined the firm. In 1912 Mr. Bradlow enlarged his premises by taking over the next door shop. The ground floor of the present Market Street shop still covers the same area as did the shop then enlarged. Again in 1917 the shop was further enlarged by the occupation of both the ground and first floor of the adjoining building. The rapid development of the business encouraged Mr. Bradlow to purchase the premises he rented and in 1920 these negotiations were brought to a successful conclusion. In 1924 the old buildings were demolished and the first half of the present buildings erected. By 1929 the building was enlarged to its present size. [The first part of the building, designed by J.C. Cook and completed in 1926 is situated at 83 Market Street. This building is known as the *Bradlow's Corner Building*. According to the Johannesburg Building, Space & Urban Feature Classification, 1998 the building is still occupied by Bradlows.] In March 1920 Bradlows decided to

expand and the Bloemfontein branch of James Brister & Co. Ltd. was acquired. The original building was purchased and subsequently replaced by a handsome modern structure. The next few years were a period of consolidation rather than expansion for Brandlow. Then from 1925 onwards, branch expansion continued steadily. A small branch was opened in Brandfort, O.F.S. [Free State] in that year. In 1929 a more important development took place when a second Transvaal branch was opened in Pretoria, in a shop a short distance away from the present Pretoria branch. The opening of a store in Kroonstad in 1934 was a further sign that the business was developing as a national concern. During the same year, the Pretoria branch was enlarged by the acquisition of the furnishing department of the well-known firm of Norman Spencer (Pty.) Ltd. The same year 1937 witnessed the formation of the public company and also saw the opening of the first Rhodesian [now known as Zimbabwe] Branch at Bulawayo. The following year a further branch was opened in Salisbury [now known as Harare]. The ten-storey Bulawayo building is a landmark in the town, known to all who reside in or visit Rhodesia. In 1943 the House of Bradlow suffered a grievous blow. Mr D.A. Bradlow, the founder of the firm and the Chairman and Managing Director of the Company, visited Port Elizabeth on business and was knocked down and killed by a passing car. His death caused a great loss to the Company. Fortunately, the organisation which his foresight and industry created had reached a stage of development which enabled it to prosper despite his absence. Since the end of the Second World War the policy of opening new branches has been resumed. In 1945 Bradlows Stores Ltd. purchased the business of Jackson Ltd. of Cape Town, thus acquiring its first branch in the Cape. Since that time, seven further branches have been opened in the Cape. New branches have also been opened in the Transvaal, where the company now operates nine shops, and in the Free State, where four shops are under their control. Thanks to this expansion the staff has now grown to well over two hundred. The firm's wage bill runs into far over six figures and its turnover into seven figures." (Stark, F. [Ed.]: Seventy Golden Years...).

1973 was another sad year for the company – Henry, the younger brother of David Adolph Bradlow died, thirty years after his brother's untimely death, reaching a ripe age of 85 years. Bradlows to this day is known for its quality goods and excellent customer service record.

GENERAL NOTES:

Estimated cost of building :
Estimated cost of drainage :
Accommodation approved :
Valuation at completion :
Occupied :

PREVIOUS TENANT:

By 1998: Bradlows.

CURRENT TENANT:

Joshua Doore.

SOURCES:

For additional illustrative information, see relevant supplementary photo album in electronic format.

See SOURCES DOCUMENT for information on sources consulted with reference to this document.

RECORDED BY:

Heritage Resources Management team Johann J and Catharina JM Bruwer.
Unless otherwise indicated photographs by Catharina JM Bruwer.

Biggest morning newspaper

The Rand Daily Mail, with a circulation of 130 000 plus, is South Africa's biggest morning newspaper. It is also, according to recent surveys, the widest read of any daily newspaper — with a readership of just under a million.

The Mail was established on September 22, 1902. Its founder was Mr Freeman Cohen, a financial and mining figure, who took over the machinery of the defunct Standard and Diggers' News, a daily paper which had been subsidised by the Kruger Government.

Mr Cohen chose as editor Edgar Wallace, later to become famous as a thriller writer.

The newspaper changed hands at the beginning of 1904 when Sir Abe Bailey bought it and continued to publish with George Adamson, Wallace's successor, as editor.

Sir Abe then sold a five-year lease of the Mail to AV Lindbergh, R Ward-Jackson and George Kingswell, who formed the South African Mail Syndicate.

These three men bore the burden of running the Mail for many years. The newspaper's stand on industrial issues, in which it invariably took the part of the underdog, laid the cornerstone of its reputation as a controversial paper.

From a point of policy, the Mail claims to look broadly and humanely at the world. Its successive editors have maintained that the duty of a newspaper in a democratic society is to inform its readers as swiftly as possible of the news as it happens.

Politically, the Rand Daily Mail was the first paper to switch its traditional support from the United Party to the tiny new Progressive Party. Where interests coincide, it still supports the retreated PFP though — as an independent newspaper — it reserves the right to disagree on matters of PFP policy.

When he took over as Editor last April, Allister Sparks described his policy thus: "We shall (begin with) an unswerving faith in the concept and the potential of a larger South Africa in which all our people, with all their polyglot colourfulness and creative energy and common passion for the place, will be able to build one of the most exciting nations on earth. Plus a dedication to the ideals of free speech, free individuality and equal opportunity which we believe are fundamental to the quality of human life . . .

"Those will continue to be our guiding ideals. And in following them we shall seek to play an active role to try to influence the course of the coming change and defuse it of some of its dangers . . .

"But our main purpose is going to be a positive one. We are going to do our damndest to persuade White South Africa that peaceful adaptation is better than change through a slow and searing civil war.

"Moreover, that the spirit of such voluntary change, if we can summon it, can lift us up from being the world's polecat to being one of its great nations." ■

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