

**JOHANNESBURG METROPOLITAN MUNICIPALITY**

**HERITAGE ASSESSMENT SURVEYING FORM**

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

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**NAME OF PLACE: MAIN OK BAZAARS BUILDING**



Photograph: Catharina JM Bruwer.

Previous/alternative name/s :  
:  
:

**LOCATION:** Street : President, Eloff and Pritchard Street  
Street number : 80 Eloff  
: (109, 111 President; 78, 80, 82, 84 Eloff;  
: 74, 76 Pritchard)  
Stand Number : 4803  
Previous Stand Number: 650  
Block number : AW  
Suburb : Johannesburg  
GIS reference :

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

**DESCRIPTION OF PLACE:**

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

**CONSTRUCTION MATERIALS:**

Walls: steel frame construction and plastered brick

Roof: flat, concrete

Windows:

**SITE FEATURES:****ALTERATIONS:**

Upper floors, added later.

**INTEGRITY:**

The building has been altered quite extensively over time but has, nonetheless, retained a significant degree of authenticity, both in terms of its original design and the materials used in the construction of the original building.

**INSCRIPTION:****ARCHITECT:**

'Moffat, John Abraham (17 Apr 1871 - Feb 1941) worked in Johannesburg from 1903 until his retirement in 1939. The most complete source of information about Moffat's life exists in the biographical files in the RIBA Archives, London. This has supplied most of the information for this entry.

Moffat was born in Manchester, England, the son of John Moffat. As a child he left with his family for New Zealand (either c1872 or c1876). After a short time in New Zealand the family settled in Sydney, Australia, where they remained until after Jack (John) had matriculated at the age of fourteen; his brother Walter (WG MOFFAT) was born in Australia (1880). The family then moved to Brisbane, Queensland where Moffat was articled to Clark & Pye and also attended Brisbane Technical College. He then joined his father's business. The nature of this business is not certain but seems to have been connected with building.

In 1895 he came to South Africa. After a period of service with the Cape Government Railways he settled in Johannesburg, entering the office of CARTER & McINTOSH as chief draughtsman in 1897, the same year he married.

*Men of the Times* (1905:245) states Moffat came to Johannesburg in 1895 and 'immediately joined the firm of Carter & McIntosh, becoming a partner in the following year. Through the death of Mr Carter in 1900 the name was changed to that of McIntosh & Moffat'. Following his father's death in Australia (n.d.), the whole family, his mother, elder brother William, five sisters and Walter, came to South Africa, only William returned to settle in Australia; since Walter was apprenticed to Carter & McIntosh in 1896, his father's death must have occurred 1895/1896 (?).

During the Anglo-Boer War, Moffat joined the Royal Engineers and helped build hospitals, defence works, blockhouses and refugee camps, spending some time in Kimberley. He returned to Johannesburg in about 1902 and recommenced practice as a principal in McIntosh & Moffat (cf McINTOSH & MOFFAT). Moffat's interest in town planning was apparent from about this time. He may have been an owner and speculator in land himself since several areas in the Transvaal were named after him, among them Moffat View (proclaimed 1946) and Moffat Park in Klip River Township in Johannesburg. In 1904 he designed the layout of Waverley, a residential suburb in Johannesburg which he named after a suburb of the same name in Australia (Sydney?). The main streets are named after members of his family and colleagues. Moffat was involved in town planning for most of his career.

McIntosh & Moffat was a vigorous practice, by 1905 the partners had designed a large number of buildings north of Eloff Street near Park Station, mainly shops and offices. In about 1905, McIntosh having settled in Pretoria where he ran an office, Moffat looked after the Johannesburg office. A letter

(BLB 13 Apr 1911) Moffat consulted Herbert Baker about the design of the elevation, '*scale and verticality*' of Chudleigh's Building, Johannesburg, for which advice he paid Baker a fee. In 1906 Moffat wanted to return to Sydney but the great depression in Australia put an end to his plans. He was appointed to the Johannesburg Town Council on which he served from 1908 until 1919, with a break of a year in 1909, and was chairman of the Sewerage Committee for a number of years. His partnership with McIntosh ended in 1908, Moffat continuing on his own account in Johannesburg before entering into partnership with J HARVEY in 1928 (cf MOFFAT & HARVEY).

In 1911 Moffat visited England, one of several overseas trips having visited Australia on occasion. He resigned from the ATA in 1911. About 1917 Moffat entered into partnership with his brother Walter, who was in Durban (cf JA MOFFAT & WG MOFFAT); c1925 JA was briefly in partnership with his son JAC MOFFAT and W KELL (cf MOFFAT, SON & KELL), the two last working in Durban. In the General United directory of South Africa (1915) JA Moffat was listed working in Manica Road, Salisbury in Rhodesia and in 1920 he won the competition for the design of Warmbaths Township, which until that date had been known as Hartingsburg.

Moffat entered into partnership with John HARVEY in 1928 and during the partnership (1928-1936) came to depend greatly on Harvey, particularly after a severe car accident in about 1933 which Moffat had near one of his three farms, The Glen at Klipriviersberg in the Eastern Transvaal. For some years Moffat had turned more and more to farming. Besides The Glen, Moffat had two other farms in the Lydenburg district: Watanope and Eerstegeluk near Steelpoort.

In 1935, his health having further deteriorated, Harvey left much of the practice to Harvey and took a sea voyage to Mombasa, visiting Nairobi. Harvey died unexpectedly in 1936. His death severely affected Moffat and in the same year TN DUNCAN joined the office and took charge of it. Moffat retired in 1939, a sick man. He died in Johannesburg two years later and was buried on a koppie on one of his farms at his request. Moffat had practised in the Transvaal for a third of a century. He was survived by his son John Arthur Carter Moffat, ARIBA, who practised in Southern Rhodesia and by his youngest brother, Walter Goldshaw Moffat, ARIBA, Durban, his sisters and another brother. Run by TN Duncan, the firm of Moffat & Harvey continued for some time in Johannesburg. FSA; Pres Soc of Arch (Lon) SA branch 1923-25; FRIBA 1925; ISAA 1927(?)...'

(Architects In South Africa 1780 - 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.)

**BUILDER:**

**CONSTRUCTION DATE:**

Date on plans : 1912  
Approval of plans : -  
Completion date :

**BUILDING STYLE:**

**BUILDING TYPE:**

Shops building

**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 checked="" 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



Relevant Gazette Notice:

Gazette description:

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

**NOTES:**

**DEEDS INFORMATION:**

Originally: Chudleigh

Ownership: Federated Prop Von Brandis (Pty) Ltd.  
Document: T51790/1991  
Amount:

Ownership: Syfrets Bank Ltd  
Registration Date: 2001-01-01  
Document: B43496/1992  
Amount: R750 000.00

Ownership: Pangbourne Prop Ltd.  
Document: T54424/2002  
Amount: R11081 988.00

Ownership: Apexhi Prop Ltd.  
Registration Date: 2003-02-04  
Document: T5691/2003  
Amount: R12800 239.00

**PRE-HISTORY OF SITE:**

SECOND CHUDLEIGH BUILDING

Van der Waal: "The second *Chudleigh Building* (1912-3), 78, 80/2/4 Eloff Street, created a feeling of unease. The enormous columns of three storeys and the unusually heavy cornice were probably designed to herald the arrival of the department store in Johannesburg and these building elements were probably 'borrowed' from the famous *Selfridges* (1907-9), in London's Oxford Street". (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

MOUNT BAY HOUSE (FIRST CHUDLEIGH BUILDING)

Van der Waal: "there was a marked difference between shops built before 1895 and those that came after. The first shops constructed after the economic depression of 1889-90 were of simple design and modest in scale and ornamentation. Examples were: *Juta Building* (1892), 43 Pritchard Street; *Mount Bay House* (1892), 74/6 Pritchard Street; the first *Thorne & Stuttaford Building* (1893), 58,60 Pritchard Street; *Duffus Bros Building* (1893), 70 Pritchard Street; *Henwood Building and Paddon & Brock Building* (1893), 56 Joubert Street and 68 Pritchard Street. The first four were built in the style of the period before 1890 – a free and folksy interpretation of classic building forms". (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

**HISTORY:**

"The first department stores made their appearance in Johannesburg after 1902 and after 1920 their continued development was manifested in ever larger buildings. Several of the pioneering firms extended their buildings, either by adding more storeys, as in the case of the *OK Bazaars Building*<sup>2</sup> (1937), or by putting up a new building next to the old one". (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

'1987 in South Africa - From Wikipedia, the free encyclopedia  
9 January - A bomb explodes at the OK Bazaars, a national supermarket chain, in Eloff Street, Johannesburg during a protracted strike.'  
([http://en.wikipedia.org/wiki/1987\\_in\\_South\\_Africa](http://en.wikipedia.org/wiki/1987_in_South_Africa))

'Johanna (Joey) Hendrina Scheepers

1915 – 1976 - In 1933 Scheepers was elected as Secretary of the Fordsburg/West Rand No. 1 branch of the GWU. Early in 1934 this led to her election to the central executive committee of the GWU. She also represented the GWU at conferences of the South African Trades and Labour Council and at the meetings of its local committee in Johannesburg. In 1943 she was elected as Secretary and Organizer of the central branch of the GWU of South Africa. Scheepers actively supported the policy of the GWU to support workers in other trades who went on strike to improve their low wages. With other prominent leaders, such as Dulcie Hartwell and Johanna Cornelius, she organized other workers into trade union structures. In 1943 the National Union of Distributive Workers began a strike to gain recognition for the union and secure better wages and working conditions. In support of the strike, Scheepers, Hartwell and Cornelius were among the trade unionists who chained themselves to the railings outside the central OK Bazaars. In 1948 Scheepers was appointed GWU organizer at its head office. Thus she was involved in the new negotiations between the GWU and the employers, as the previous agreement was due to end on 31 August 1948. When the employers refused to renew the agreement, the GWU decided on arbitration, with Scheepers as one of the chief witnesses for the union in court. This led to a better settlement for the union.'

(<http://www.sahistory.org.za/pages/people/scheepers,j.htm>)

'About us

The philosophy of OK Furniture stores is to give down-to-earth, straightforward people the opportunity to grow, both as individuals and in their professional roles, so that together we're strongly committed to creating a better life everyday for both our Customers and for ourselves.

OK Furniture

OK Furniture is a trading Division of Shoprite Checkers (Pty) Ltd, which currently operates over 550 stores, throughout Africa. The fleet of OK Furniture Stores now numbers in excess of 140 Stores and branches are located as far as Namibia, Lesotho, Swaziland and Botswana.

The new look OK Furniture Store presents its Customers with an exciting shopping experience, offering only the best local and imported brands at the very best prices – cash, or terms. Whether you're looking for a bedroom suite, lounge suite, base set, TV, VCR, or any appliance, OK Furniture must be your ultimate shopping destination, every time. We also boast one of the broadest wall-to-wall carpet services in the Country, with a reputable obligation free quotation service.

When it comes to service, there's none to beat OK Furniture! We pride ourselves on giving our Customers exactly what they want, when they want it, and at the price they deserve. – No Problem.

Rainbow Finance

Rainbow Finance is also a Trading Division of Shoprite Checkers (Pty) Ltd, one of the largest Supermarket Groups in Africa.

With Offices located all over South Africa and with a Staff Compliment of over 500, it administers the Hire Purchase (HP) and other forms of credit, by Granting the contracts and collecting amounts due in terms of these debts.

A Central Granting Office, situated in Johannesburg takes care of the credit granting, while Collection Offices situated in Durban, Cape Town, Pretoria, Krugersdorp and Springs, take care of the Collections.

Furniture Finance for OK Furniture can be arranged with, or without DEPOSIT\*, at affordable repayment terms, and with up to 24 months to pay on most products.

\* (Subject to credit worthiness in terms of the Credit Agreements and Usury Acts.)

OK Power Express

OK Power Express is a new-age retail brand, and is a totally fresh concept in retailing, selling to the public and specializing in home entertainment, cellphones, base sets, all major and domestic appliances.

Since May 2000, a total of 14 Power Express Stores have been opened nationwide and this chain promises to provide the best prices and a pleasant shopping experience, in an environment with a beautiful layout and superior finishes.

New generation Power Express Stores offer the lowest prices on all the top brands, with many easy finance options.

History

In 1927, Johannesburg's shopping hub consisted of four blocks along the west side of Eloff Street above Pritchard Street. So it was a risk of major proportions when two young upstarts, Michael Miller and Sam Cohen, opened a store a full block south of Pritchard Street, and on the wrong side of the road.

They called it OK Bazaars.

OK Bazaars was an instant success, and expanded rapidly throughout South Africa, becoming one of our most trusted and loved household names.

In 1929 the business was listed as a public company on the Johannesburg Stock Exchange. And by 1967, the OK Bazaars had opened 100 stores.

In 1973 South African Breweries bought a major share of the Group, growing the company even further.

In 1996 the Group divisionalised the various business segments and created a stand-alone brand for the Furniture Department – you guessed it! – OK Furniture.

At the same time, the credit, hire purchase and insurance functions were placed in a newly formed division called Rainbow Finance.

However rapid expansion of competitors in the 80's and 90's eroded OK Supermarkets market share and in 1997 South African Breweries sold the OK Group to Shoprite Checkers.

Recently, OK Furniture embarked on an aggressive marketing and advertising campaign to develop a brand positioning of "No problem" in the minds of Staff and Consumers.

Almost all Stores have been refurbished and upgraded and with powerful point of sale, OK Furniture is one of the best looking furniture, appliances, home entertainment and carpet retailers in the country.

In addition, Staff have also had an image upgrade, and now sport bright, new stylish uniforms.

In May 2000, OK Furniture launched a new brand, OK Power Express, focussing specifically on appliances, home entertainment, base sets and cellphones. Since then, a further 11 stores have opened.

The Group has embraced the very best in technology and with the introduction of the electronic catalogue system and launch of the website, we are now able to provide Customers with a far wider choice and more convenience than ever before.

Our goal and vision remain steadfast in that we consistently strive to be the leading competitively priced furniture, appliance, home entertainment and carpeting retailer in Africa. We regularly improve our product ranges and offerings, have the best looking Stores, Deliver high levels of Customer service, continue to open as many new stores as possible, provide ongoing staff training and development, cultivate excellent Supplier relationships, maintain a low operating cost base and uplift local Communities, where possible. Future growth will require great partnerships with Suppliers, Staff, and Customers and it's these partnerships that will ensure success in the future – NO PROBLEM!' (<http://www.okfurniture.co.za/about/index.asp>)

#### **GENERAL NOTES:**

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

'Ok Bazaars (1929) Limited; Address:80 ELOFF STREET; JOHANNESBURG, 2001; Phone: +27 11 3330910; Fax: +27 11 4341676

#### Company Description

OK Bazaars (1929) Limited operates 200 retail trading stores throughout South Africa & neighbouring territories. It is one of the largest retailers in the country & its first store was opened in 1927. Its outlets include departmental discount ...'

([http://www.business.com/directory/retail\\_and\\_consumer\\_services/conglomerates/discount\\_stores/ok\\_bazaars\\_1929\\_limited/](http://www.business.com/directory/retail_and_consumer_services/conglomerates/discount_stores/ok_bazaars_1929_limited/))

#### PREVIOUS TENANT/S:

By 1954:

OK Bazaars

(The Rand-Pretoria Directory 1954 (Comprising Complete Alphabetical And Trades Directories of Johannesburg, Pretoria And Reef Towns), Cape Times Limited, Cape Town, 1954.)

#### CURRENT TENANT/S:

Shoprite

OK Furniture

#### Standard Bank

Branch name: AUTO E ELOFF STREET; Physical Address: OK BAZAARS 1929, LTD BUILDING; 80 ELOFF ST

JOHANNESBURG; GAUTENG; Postal Address: PO BOX 2135; JOHANNESBURG; GAUTENG; Telephone (Local Customers): (011) 3330636; Telephone (International Customers): +27 11 333 0636; Fax: +27 11 333 0604

(<http://www.standardbank.co.za/branchlocator/searchalpha.jsp?a=A&p=6>)

Ok Bazaars (1929) Limited; Address: 80 ELOFF STREET; JOHANNESBURG, 2001; Phone:+27 11

3330910;  
Fax:+27 11 4341676

#### **SOURCES:**

##### Published Sources

The Rand-Pretoria Directory 1954 (Comprising Complete Alphabetical And Trades Directories of Johannesburg, Pretoria And Reef Towns), Cape Times Limited, Cape Town, 1954.  
Van Der Waal, G-M.: From Mining Camp to Metropolis, The buildings of Johannesburg 1886-1940, Chris Van Rensburg Publications, Johannesburg, 1987.

##### Unpublished Sources

Architects In South Africa 1780 – 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.

Plans records of surveyed buildings, Marshallstown and City of Johannesburg: Archives, Building Control, Development Management, City of Johannesburg Metropolitan Municipality.

Opname Historiese Geboue In Johannesburg, Second Report June 1976, Inner City, RAU, unpublished.

Rand Township Registry Johannesburg.

##### Internet sources

<http://www.standardbank.co.za/branchlocator/searchalpha.jsp?a=A&p=6>

[http://www.business.com/directory/retail\\_and\\_consumer\\_services/conglomerates/discount\\_stores/ok\\_bazaars\\_1929\\_limited/](http://www.business.com/directory/retail_and_consumer_services/conglomerates/discount_stores/ok_bazaars_1929_limited/)

<http://www.okfurniture.co.za/about/index.asp>

<http://www.sahistory.org.za/pages/people/scheepers,j.htm>

[http://en.wikipedia.org/wiki/1987\\_in\\_South\\_Africa](http://en.wikipedia.org/wiki/1987_in_South_Africa)

#### **ASSESSMENT OF CULTURAL SIGNIFICANCE:**

##### Historic Value:

Associated with historic person, group or organisation

Associated with historic event or activity

##### Architectural/Aesthetic value:

Important example of building type

Important example of a style or period

Fine details, workmanship or aesthetics

Work of a major architect or builder

##### Social/Spiritual/Linguistic value:

Associated with social, spiritual, linguistic, economic or political activity

Illustrates an historical period

##### Scientific/Technological value:

Example of industrial, technical or engineering development/achievement

New, rare or experimental building techniques

#### **RECORDED BY:**



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And Catharina JM Bruwer.

Photographs (unless otherwise indicated) by Johann J Bruwer and Alezea Bruwer.