

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: GAUTENG SCHOOL OF MANAGEMENT



Photograph: Catharina JM Bruwer.

Above: The Gauteng School of Management Building, as seen from the northwest corner of Eloff and Main Streets.

Previous/alternative name/s :
:
:

LOCATION: Street : Marshall; corner Main and Eloff
 Street number : 110 Main
 : (108, 110, 112 Main; 46, 48 Eloff; 129 Marshall)
 Stand Number : 1114
 Previous Stand Number:
 Block number : CB
 Suburb : Marshallstown
 GIS reference :

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

DESCRIPTION OF PLACE:

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

CONSTRUCTION MATERIALS:

Walls:

Roof:

Windows:

SITE FEATURES:

ALTERATIONS:

INTEGRITY:

INSCRIPTION:

ARCHITECT:

Moross & Graff

BUILDER:

CONSTRUCTION DATE:

Date on plans :
Approval of plans :
Completion date : 1966

BUILDING STYLE:

BUILDING TYPE:

This is a shop to street and office building. (CJMB)

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
- Formal protection: provincial heritage site
- national heritage site
- provisional protection
- heritage area
- listed in provincial heritage resources register

Relevant Gazette Notice:

Gazette description:

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

NOTES:

DEEDS INFORMATION:

Ownership: Liberty Life Assoc of Africa Ltd.
Document: T18303/1990

Ownership: Smart Centre Johannesburg (Pty) Ltd.
Registration Date: 2003-11-04
Document: T73758/2003
Amount: R10000 00.00

PRE-HISTORY OF SITE:

HILSON & TAYLOR BUILDINGS:

PIONEERS SINCE 1887!

H & T - the first furnishers



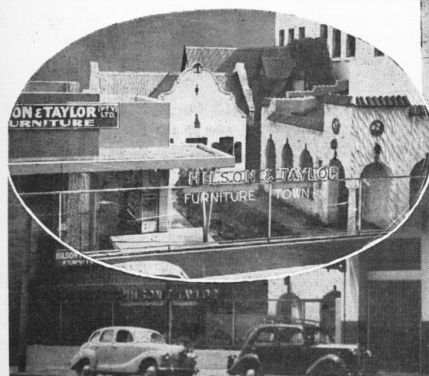
The picture shows a branch in the early days.

In 1886 Johannesburg was but a rough, boisterous mining camp — a magnet to those fired with the spirit of adventure. Among the early arrivals was a young man determined to make his way in the world. He had trudged through the deep powdery dust of the Witwatersrand and pulled up at the door of a pioneer wood-and-iron house. The burly gentleman who appeared at the door enquired of the young stripling, "Well, son, what can I do for you?" "I'm looking for a room," the youngster replied, "and I hear you have a spare one." "That I have, son. Come right in."

From this chance meeting the firm of Hilson and Taylor was born. Taylor, a typical English master-craftsman of the old school, and Sam Hilson, the adventurous youth, joined forces and set up the first furniture factory and store. By 1887 they were making and selling their furniture to the early Rand border.

To this day Hilson and Taylor furnishes homes throughout Southern Africa and their representatives are known in most areas. After the Anglo-Boer War, "Old Man" Taylor retired from business, and new premises were established, where Hilson and Taylor are now situated in Main Street. The business grew rapidly and his young enterprise grew rapidly into parts of Rhodesia.

Inset: The famous Hilson & Taylor cottages.



Street. Subsequently, the brothers parted, and Harry Hilson remained to carry on this established organisation to even wider fields of service and expansion.

Hilson and Taylor were the first to introduce the system of hire purchase — and, indeed, they were responsible for drawing up the first legal hire-purchase document, with the object of protecting both the buyer and seller. Confidence was established among customers; they knew that they were safe in placing themselves in the hands of a firm, for a period of years to come, with all the possible hazards of unemployment, sickness, strikes, etc., taken care of. Hilson and Taylor can say with pride that they have nursed their customers through all the difficult times of the past. And today H. & T. insure their customers' accounts against unemployment, sickness, death, etc.

Hilson and Taylor were the first to devise that wonderful facility, the complete home furnishing scheme, including all essentials, down to the kitchen kettle and the dustbin, at an inclusive price, which has proved such a boon to so many homemakers.

The policy of not only sound value but outstanding quality brought to Hilson and Taylor many customers whose names were to become historically famous. Still, today, Hilson and Taylor are furnishing the homes of the grandchildren and great-grandchildren of many of their original customers.

In the 1930's Hilson and Taylor built a remarkable show of cottages each in a different style and completely furnished. This enabled young couples and others to see the furniture as it would appear in their own homes. These unique displays are talked of not only throughout the country, but overseas as well, as the most advanced method of presenting home

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110 MAIN STREET
(Next to Eloff St.)
JOHANNESBURG

HILSON & TAYLOR

PHONES:
22-8414/5
22-8237

Above: (Stark, F. [Ed.]: Seventy Golden Years...).

HISTORY:

GENERAL NOTES:

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

CURRENT TENANT/S:

Gauteng School of Management
Groove Graze
Busnet – Easy Cash Loans
Discount Foods

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.

(Stark, F. [Ed.]: Seventy Golden Years 1886-1956; Issued by the authority and special permission of the City Council of Johannesburg and the Johannesburg Publicity Association, Felix Stark, Johannesburg, 1956.

Unpublished Sources

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

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.