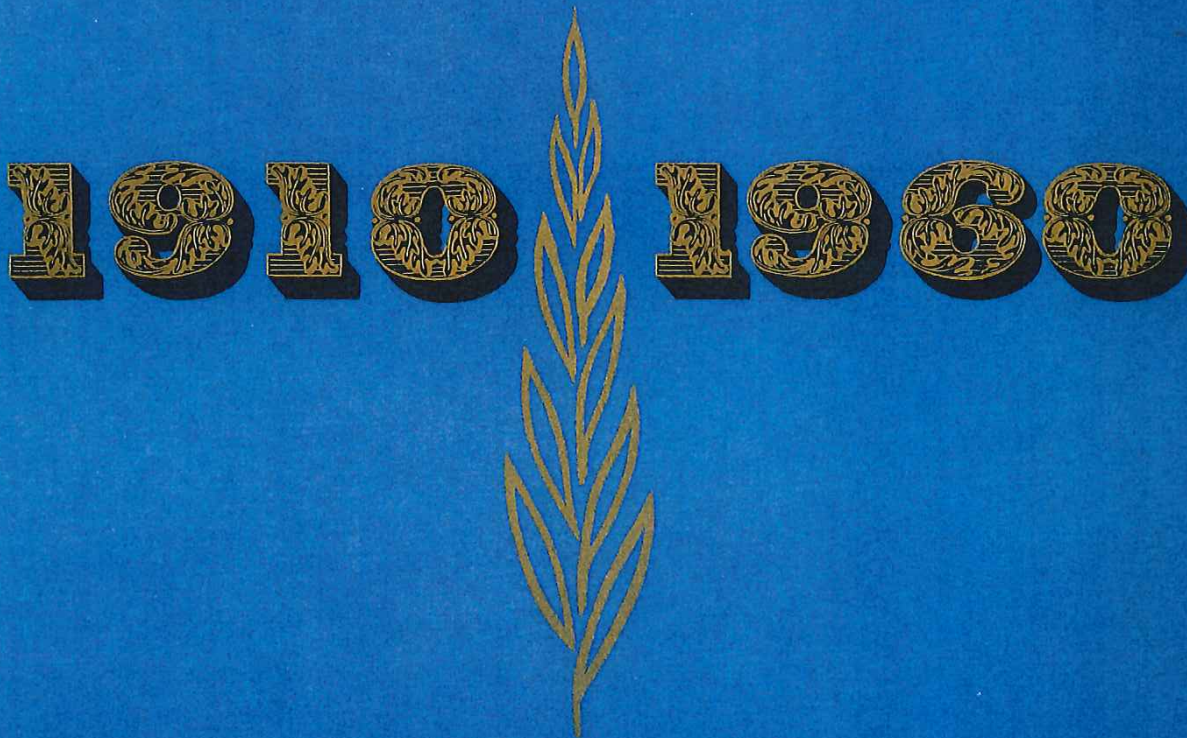


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MOSHAL, GEVISSER LIMITED
and
ASSOCIATED COMPANIES

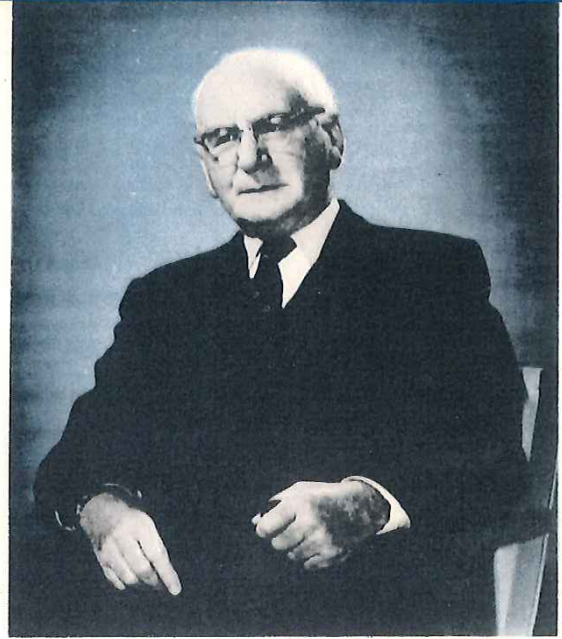


*Fifty Years
Service to South Africa*

(68)658.86:061.5

S. MOSHAL

Chairman and Managing Director



C. STERNBERG

Deputy Chairman.

INTRODUCTION

The contents of this brochure are intended to give a bird's eye view of the history and development of Moshal Gevisser Limited and of the group of Companies with which it is associated under the name of Moshal Gevisser Holdings Limited.

It has been my proud privilege to lead Moshal Gevisser Limited since I joined it in March 1919 and Moshal Gevisser Holdings Limited and other Companies of the Group since the Public Company was formed.

I would like to take this opportunity to express my thanks to Mr. C. Sternberg, who has been my Deputy Chairman since 1950, and to all my colleagues and members of the staff who have been associated with me through the years in extending and developing our organisation, of which I know they are as proud as I am.

Particularly would I like to express my appreciation of the patronage we have received from our very many thousands of clients throughout the length and breadth of the country. These thanks must also go to the many manufacturers and suppliers, both in South Africa and overseas, who have always been anxious to co-operate with us, and more especially would I like to express my thanks and appreciation to our Bankers whose assistance and sympathetic understanding have helped us so much through the years, some of which were very difficult indeed. It is my fond hope that the happy relationship which has existed between us and all these good friends will continue and will grow in the second half of the century.

Chairman.

INLEIDING

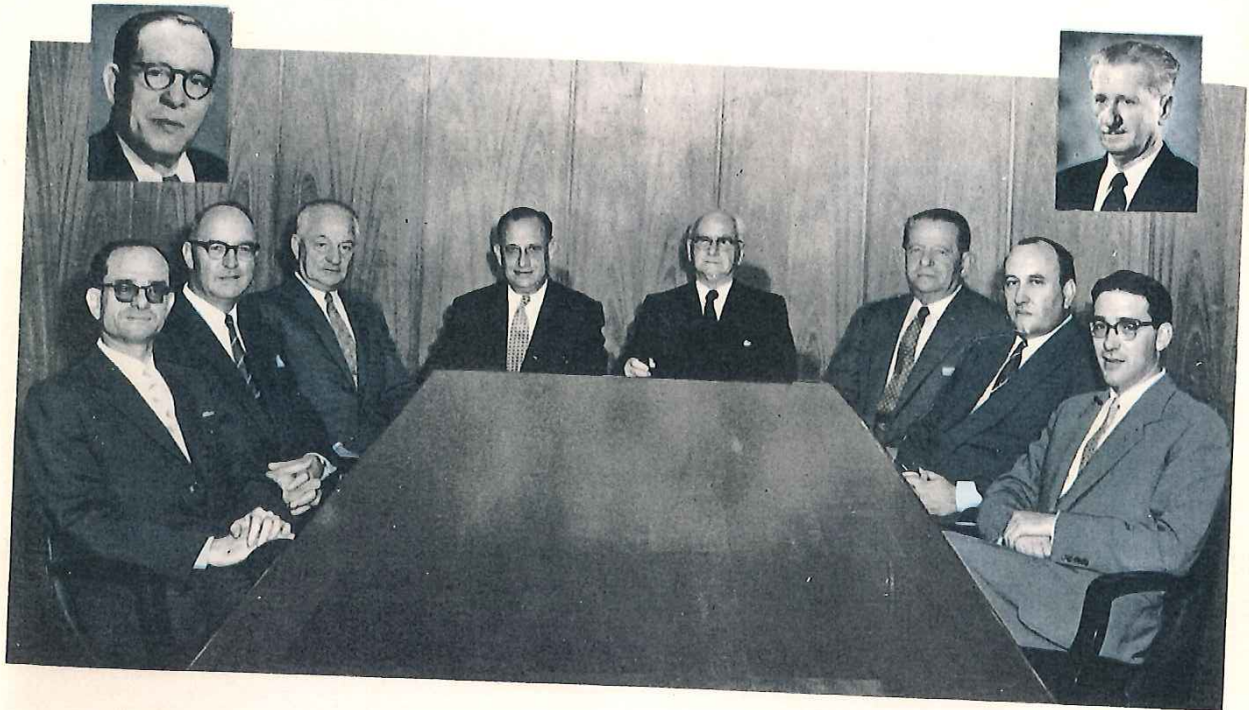
Die inhoud van hierdie brosjure is bedoel om 'n geheelbeeld te gee van die geskiedenis en ontwikkeling van Moshal Gevisser Beperk en van die groep maatskappye waarmee hy geassosieer is onder die naam Moshal Gevisser Beherende Maatskappye Beperk.

Dit was my trotse voorreg om aan die spits te staan van Moshal Gevisser Beperk sedert ek in Maartmaand 1919 daarby aangesluit het en om Moshal Gevisser Beherende Maatskappye Beperk en ander maatskappye van die groep te lei sedert die Publieke Maatskappye gevorm is.

Graag maak ek van hierdie geleentheid gebruik om my dank uit te spreek teenoor mnr. C. Sternberg, wat sedert 1950 my ondervoorsitter was, en ook aan al my kollegas en personeellede wat deur die jare met my geassosieer was in die uitbreiding en ontwikkeling van ons organisasie, waarop ek weet hul net so trots is soos ek.

In besonder wil ek graag my waardering uitspreek van die klandisie van baie duisende klante oor die lengte en breedte van die land. Hierdie dank gaan ook aan die baie fabrikante en verskaffers, beide in Suid-Afrika en oorsee, wat altyd gretig was om saam te werk met ons. 'n Spesiale woord van dank en waardering ook aan ons bankiers, wie se bystand en simpatieke insiklikheid, so 'n groot hulp vir ons was deur die jare; sommige inderdaad baie moeilike jare. Dit is my vurigste wens dat die goeie verhouding wat tussen ons en al hierdie goeie vriende bestaan sal voortduur en aangroei in die tweede helfte van die eeu.

Voorsitter.



THE BOARD OF DIRECTORS OF MOSHAL, GEVISSER HOLDINGS LIMITED

Left to right: J. Goldberg. L. L. Boyd. M. A. Prussoff. C. Sternberg. S. Moshal. I. Gevisser. C. Beck. D. Gevisser.

Insets, L. to R.: M. Gevisser. Dr. B. Moshal.



THE BOARD OF DIRECTORS OF MOSHAL, GEVISSER LIMITED

B. Gevisser. C. Beck. S. S. Fobb. J. Sebba. L. Gevisser.
 N. Livingstone. J. Blumenthal. S. Moshal. I. Gevisser. J. Goldberg.

Insets, L. to R.: M. Gevisser. C. Sternberg. D. Gevisser.



M. Gevisser.



J. Moshal.



I. Gevisser.

(Co-founders of Moshal Gevisser Ltd.)

THE COMPANY HISTORY . . .

MOSHAL, GEVISSER LIMITED

1910—1960

Just 50 years ago the Company now known as Moshal Gevisser Limited, which is really the founder Company of the Group known as Moshal Gevisser Holdings Limited, started in a small way as a partnership between the late Mr. J. Moshal, who died in 1946, and Messrs. M. and I. Gevisser, whom we are happy still to have with us.

Mr. J. Moshal arrived in South Africa from Europe in 1894 and, after passing through various vicissitudes which are common to all immigrants from foreign countries, brought out in 1902 his family, consisting then of his wife and four children. By the end of 1908, after having tried his hand at various enterprises, he and his wife were running a small business buying and selling second-hand bottles and bags. The business was sorely lacking in capital and so, in 1910 Messrs. M. and I. Gevisser, who had arrived in South Africa in 1904, were invited to join the partnership and brought in £200 of new capital.

These were the small beginnings from which grew the quite considerable interests now represented by the Moshal Gevisser Holdings Group of Companies. The present Chairman and Managing Director of the Group, Mr. S. Moshal, son of the late Mr. J. Moshal, joined the Company in March 1919, on being demobilised from the Army after the first World War, and has been at the helm since then.

At that time, the capital of the partnership had grown to £8,000 and the annual turnover was about £30,000. At the end of 1930 the partnership was changed into a Company with limited liability under the name of Moshal Gevisser (Pty.) Limited but, in 1945, the Company found it necessary to make further provision for the ever-growing financial requirements necessitated by its expanding programme. A Public Company was therefore formed under the name of Moshal Gevisser Holdings Limited and its shares are quoted on both the London and Johannesburg Stock Exchanges.

The paid-up Capital of the Holding Company is now £900,000 made up of £500,000 in 2,000,000 Ordinary Shares of

MOSHAL, GEVISSER BEPERK

1910—1960

Die maatskappy, nou bekend as Moshal Gevisser Beperk, wat eintlik die stigtersmaatskappy van die groep Moshal Gevisser Beherende Maatskappye Beperk is, het presies 50 jaar gelede klein begin as 'n vennootskap tussen wyle mnr. J. Moshal, wat in 1946 oorlede is, en die here M. en I. Gevisser, wat gelukkig nog met ons is.

Mnr. J. Moshal het in 1894 uit Europa in Suid-Afrika aangekom en na baie wisselvallighede, wat alle immigrante gemeen het, het hy in 1902 sy familie, bestaande uit sy vrou en vier kinders, na Suid-Afrika gebring. Teen die einde van 1908, na hy verskeie dinge aangepak het, het hy en sy vrou in 'n klein onderneming tweedehandse bottels en sakke gekoop en verkoop. Die saak het erg mank gegaan aan kapitaaltekort en die here M. en I. Gevisser, wat in 1904 hier aangekom het, is in 1910 genooi om by die vennootskap aan te sluit met £200 nuwe kapitaal.

Dit was die klein begin waaruit die aansienlike belange gegroei het wat nou verteenwoordig word deur die Moshal Gevisser Groep Beherende Maatskappye. Die huidige voorsitter en besturende direkteur van die groep, mnr. S. Moshal, seun van wyle mnr. J. Moshal, het in Maartmaand 1919 by die maatskappy aangesluit, na demobilisasie uit die leër na die eerste wêreldoorlog, en is nog aan die spits.

Toentertyd het die kapitaal van die vennootskap tot £8,000 aangewas en die jaarlikse omset was naasteby £30,000. Aan die einde van 1930 is die vennootskap tot 'n maatskappy met beperkte aanspreeklikheid omskep, onder die naam Moshal Gevisser (Edms.) Beperk, maar in 1945 moes die maatskappy verdere voorsiening maak vir die steeds groeiende finansiële behoeftes, genoodsaak deur sy verbredende bedrywighede. 'n Publieke maatskappy is dus gevorm onder die naam Moshal Gevisser Beherende Maatskappye Beperk en sy aandeel word op beide die Londense en Johannesburgse beurse gekwoteer.

Die opbetaalde kapitaal van die Beherende Maatskappy is nou £900,000, bestaande uit £500,000 van 2,000,000 gewone



An early photograph of the Company's first offices.

'n Ou fotograaf van die Maatskappy se eerste kantore.

5s. each and £400,000 in 5½ per cent Cumulative Preference Shares of £1 each. Since the date of its formation in 1945—15 years ago—it has earned £3,324,897 in profits, paid £914,900 in taxes and £1,197,715 in dividends, and accumulated undistributed profits and reserves totalling £910,000. It, therefore, now has a working capital of over £1,800,000 although the real value of its excess of assets over liabilities exceeds £2,000,000.

The activities of the group may be roughly divided into three parts. The first and major part is that of Wholesale Distributors of general merchandise, the second is that of Manufacturers, and the third that of Administrators.

The wholesale distributing activities of the Group are conducted under the names of Moshal Gevisser Limited and Moshal, Gevisser & Partners Limited, with headquarters in Durban and Johannesburg respectively. The Durban Company operates Branches in Ladysmith, Pietermaritzburg, Kokstad, Bethlehem and Vryheid and has a Buying and Confirming Office in London. An additional Branch is about to be established in Nelspruit. The Johannesburg Company has branches in Wolmaransstad and Ndola in Northern Rhodesia. The activities of these Companies and their Branches cover the whole of Natal, the Transvaal and the Orange Free State and the adjacent Native and High Commission Territories. They carry everything from "a needle to a haystack". Every Department is under the control of a specialist and buyers visit overseas countries regularly. This group ranks high among the leading Wholesale Distributors in South Africa and is proud of the reputation it has earned for keenness, service and honest dealing.

On the manufacturing side, Moshal Gevisser Limited has taken a leading part in the establishment and development of locally grown South African Pine timber and the utilisation thereof. In 1933 it bought a small plant at Jacobs, Natal, then known as the Acme Box Factory, which consisted of ramshackle buildings and old machinery and which used second-hand packing cases for raw material. Mr. C. Sternberg joined this organisation at the beginning of 1934.

This Company is now known as Acme Timber Industries Limited and is the largest Sawmilling organisation in South Africa outside of the State Sawmills. It is administered by Moshal Gevisser Limited, with Mr. S. Moshal as Chairman and Mr. C. Sternberg as Managing Director. It is, however, a wholly-owned subsidiary of S.A. Forest Investments Limited which owns the largest private plantations in South Africa. The Company is very proud of the pioneering work it has done in establishing the locally-grown timber product and in assisting in the establishment

aandeel van 5s. elk en £400,000 van 5½% kumulatief preferente aandeel van £1 elk. Sedert sy ontstaan in 1945—15 jaar gelede—het hy £3,324,897 winste afgewerp, £914,900 aan belastingen en £1,197,715 aan diwidende betaal en ongedistribueerde winste en reserwes van £910,000 geakkumuleer. Die bedryfskapitaal is dus nou oor die £1,800,000, alhoewel die werklike waarde van die surplus van bates bo laste £2,000,000 oorskry.

Die bedrywigheede van die groep val rofweg in drie dele. Die eerste en belangrikste is dié van groothandeldistribueerders van algemene handelsware, tweedens dié van fabrikante en derdens dié van administrateurs.

Die groothandeldistribusie van die groep word gedoen onder die naam Moshal Gevisser Beperk en Moshal Gevisser en Vennote Beperk, met hoofkwartiere in Durban en Johannesburg respektiewelik. Die Durbanse maatskappy het takke in Ladysmith, Pietermaritzburg, Kokstad, Bethlehem en Vryheid en het 'n koop-Bevestigingskantoor in Londen. 'n Addisionele tak sal op Nelspruit gevestig word. Die Johannesburgse maatskappy het takke op Wolmaransstad, en Ndola in Noord-Rhodesië. Die bedrywigheede van hierdie maatskappye en hul takke dek die hele Natal, Transvaal en die Oranje-Vrystaat, asook die aangrensende protektorate en bantoegebiede. Hul hou alles in voorraad, van 'n naald tot 'n hooimied. Elke afdeling is in beheer van 'n deskundige en kopers besoek gereeld oorsese lande. Hierdie groep is in die voorrang van groothandeldistribueerders in Suid-Afrika en is trots op die naam wat hy gemaak het vir ywer, diens en eerlike sakebedryf.

As fabrikante het Moshal Gevisser Beperk 'n leidende rol gespeel in die ontwikkeling van inheemse Suid-Afrikaanse dennehout en die gebruik daarvan. In 1933 is 'n klein installasie by Jacobs, Natal, gekoop; toe bekend as die „Acme Box Factory”, wat bestaan het uit bouvallige geboue en ou masjinerie en waar tweedehandse kiste as grondstof gebruik is. Mnr. C. Sternberg het in 1934 by hierdie organisasie aangesluit.

Hierdie maatskappy staan nou bekend as die „Acme Timber Industries” Beperk en is die grootste saagmeul-organisasie in Suid-Afrika naas die staatsaagmeule. Dit word geadmistreer deur Moshal Gevisser Beperk met mnr. S. Moshal as voorsitter en mnr. C. Sternberg as besturende direkteur. Dit is egter 'n ondermaatskappy in algehele besit van „S.A. Forest Investments” Beperk wat die grootste private plantasies in Suid-Afrika besit. Die maatskappy is baie trots op die baanbrekerswerk wat hy gedoen het om die plaaslik gekweekte houtprodukte te vestig en op sy hulp met die oprigting van die „S.A. Lumber Millers' & Shook Manufacturer's Association”, wat die georganiseerde nywerheid in die



Moshal Gevisser Ltd. in about 1934.

Moshal Gevisser Bpk. tydens 1934.

of the S.A. Lumber Millers' & Shook Manufacturers' Association which represents organised industry in the Sawmilling field. Mr. S. Moshal is a founder of this Association and is its Honorary Life President.

Moshal Gevisser Limited also manufactures and blends its own brands of Tea and Coffee under the well-known names of "Gipsy" and "Kismet" and the Holding Company owns practically the whole of the capital of Celrose Limited, manufacturers of dresses, swimwear, coats and costumes under the internationally famous names of "Jonathan Logan" and "Jantzen" and other well-known brands.

In addition to administering the affairs of Acme Timber Industries Limited in the development of which it has played so large a part, the Company also holds a 40 per cent interest in W. R. Boustred Limited, an old established organisation in Johannesburg specialising in Builders' Hardware and Sanitaryware, and is responsible for its administration.

This is a short review of the Company which began its life in such a modest way in 1910—50 years' ago. Its progress is due not only to the devoted attention of its founders, but even more so to the loyalty and ability of the Directors serving on its various Boards and to the members of the staff in every rank.

There are many organisations in South Africa which have shown greater and more spectacular progress in the half century which has passed. It may be said however that, in the field in which this Group of Companies has laboured, and it has not been an easy terrain, the management need not be ashamed of the progress made and of the extent of the development of the Group.

The celebration of the Jubilee of the Company coincides with that of the Union of South Africa itself. The Company has grown with the Union and is grateful for the opportunities to develop that it has been afforded. Just as the Company has confidence in the future of the Union itself, so has it every confidence in its own ability to grow with it.

The Company enters its second half century with courage and confidence. It has the services of devoted, loyal and able lieutenants, and with their help and the blessings of Providence, the hope is expressed that it will be able to continue serving its many thousands of friends as it has done in the past, and to whom it is deeply grateful for their patronage.

saagmeulbedryf verteenwoordig.

Moshal Gevisser Beperk vervaardig en meng ook sy eie soorte Tee en Koffie onder die bekende name „Gipsy" en „Kismet" en die Beherende Maatskappy besit byna die hele kapitaal van Celrose Beperk, vervaardigers van rokke, swemdrag, jasse en baadjiepakke onder die internasionaal beroemde name „Jonathan Logan" en „Jantzen" en ander welbekende handelsmerke.

Bo en behalwe die administrasie van die sake van „Acme Timber Industries" Beperk, in wie se ontwikkeling hy so 'n groot aandeel gehad het, het die maatskappy 'n 40 persent versekerde belang by, en is hy verantwoordelik vir die administrasie van W. R. Boustred Beperk, 'n ou gevestigde Johannesburgse maatskappy wat in yster- en sanitêre ware spesialiseer.

Dit is 'n kort oorsig van die maatskappy wat in 1910—50 jaar gelede—so beskeie begin is. Sy vooruitgang is nie slegs toe te skryf aan die toegewyde aandag van die stigters nie maar selfs in 'n groter mate aan die getrouheid en bekwaamheid van die direkteure op die verskeie rade en van die personeellede van alle range.

Daar is baie organisasies in Suid-Afrika wat in die afgelope halfeeu groter, skouspelagtiger vordering gemaak het. Die gebied waarop hierdie groep maatskappye bedrywig was was nie 'n maklike nie; die bestuur hoef nie beskeie te wees oor die vordering en die mate van ontwikkeling nie.

Die viering van die jubileum van die maatskappy val saam met dié van die Unie van Suid-Afrika self. Die maatskappy het saam met die Unie gegroei en is dankbaar vir die ontwikkelingsgeleentheid wat gebied is. Net soos die maatskappy vertrou het in die toekoms van die Unie self, so het hy vertrou in sy eie vermoë om saam daarmee te groei.

Die maatskappy gaan die tweede halfeeu in met moed en vertrou. Hy geniet die dienste van toegewyde, getroue en bekwaame plaasvervangers, en met hulle hulp en die seënninge van die Voorzienigheid word die hoop uitgespreek dat hy sal kan voortgaan om sy baie duisende vriende te dien vir wie se ondersteuning hy innig dankbaar is.



MOSHAL, GEVISSER LIMITED

173 Maydon Road, Durban
(Established 1910)

With Branches at:

Ladysmith, Pietermaritzburg, Kokstad, Bethlehem, Vryheid and Confirming House in London

A Wholly-owned Subsidiary of
MOSHAL, GEVISSER HOLDINGS LIMITED
and the Founder Company of the Group

General Wholesale Merchants and Manufacturers of the well known Brand, of
GIPSY Coffee and Tea

Territory covered:

Natal · Zululand · East Griqualand and Transkei
Transvaal · Swaziland · Pondoland · Bechuanaland
Orange Free State and Basutoland.

Staff Employed:

European.....	173
Non-European.....	278
Total	<u>451</u>

Board of Directors:

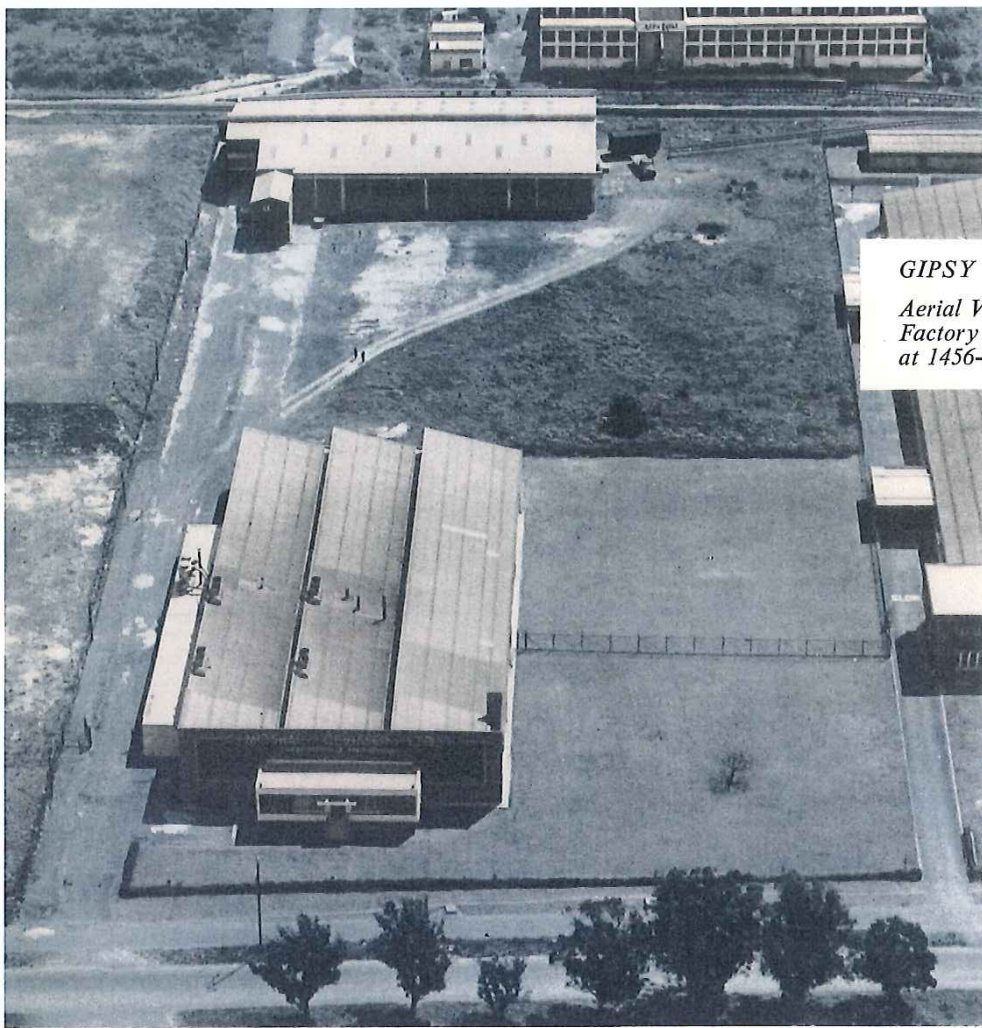
S. Moshal (*Chairman and Managing Director*), C. Sternberg (*Deputy Chairman*), I. Gevisser, M. Gevisser, N. Livingstone, J. Blumenthal, J. Sebba, J. Goldberg.

Alternates:

D. Gevisser, B. Gevisser, L. Gevisser, S. S. Fobb.

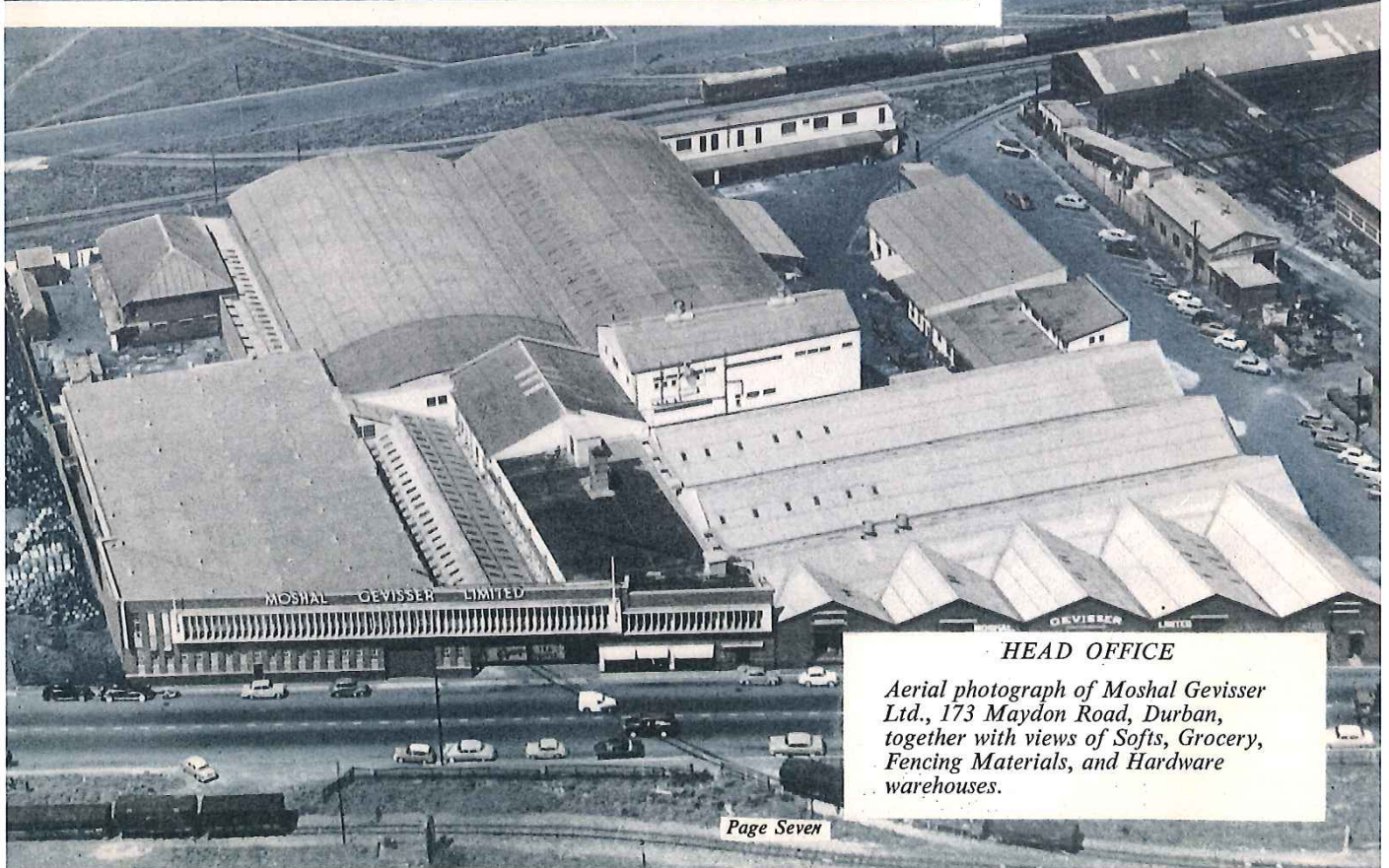
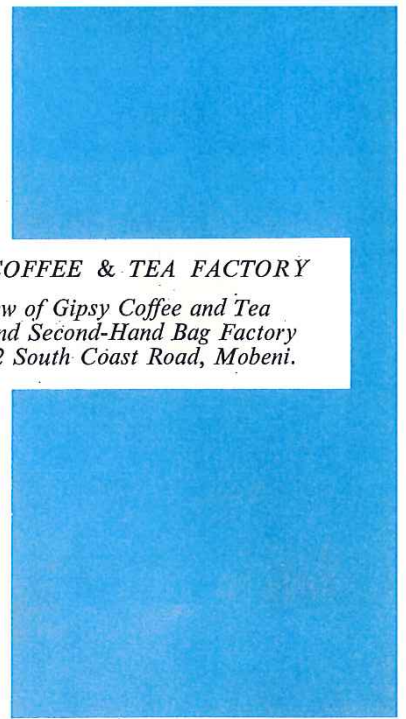
Secretary:

C. Beck B. Com. C.A. (S.A.).



GIPSY COFFEE & TEA FACTORY

*Aerial View of Gipsy Coffee and Tea
Factory and Second-Hand Bag Factory
at 1456-62 South Coast Road, Mobeni.*



HEAD OFFICE

*Aerial photograph of Moshal Gevisser
Ltd., 173 Maydon Road, Durban,
together with views of Softs, Grocery,
Fencing Materials, and Hardware
warehouses.*



RECEPTION AREA



GENERAL OFFICE

*View of a section of the General Office,
together with Departmental Managers'
private offices.*



STAFF CANTEEN

*Photograph of Staff Canteen and Rest
Rooms, Maydon Road, Durban.*



SOFTS FLOOR

General view of the softs floor, showing the Piece Goods, Manchester and Fancy Goods and Haberdashery Departments.

CLOTHING DEPARTMENT

View of a section of the Mens' and Boys' Clothing Department.



BLANKET DEPARTMENT

A view of a section of the blanket department.



SHOWROOM

Corner of the Showroom which is situated in the front of the Office Block beneath the General Office.



ROUGH STORE

General view of the Roughs Store showing fencing materials in the foreground and Hardware case lots in the rear.



HARDWARE STORES

Section of the Hardware Stores showing assembly tables in the foreground.



RAIL DESPATCH

View of one of the two private railway sidings showing sugar being loaded on a direct truck.



TOWN DESPATCH

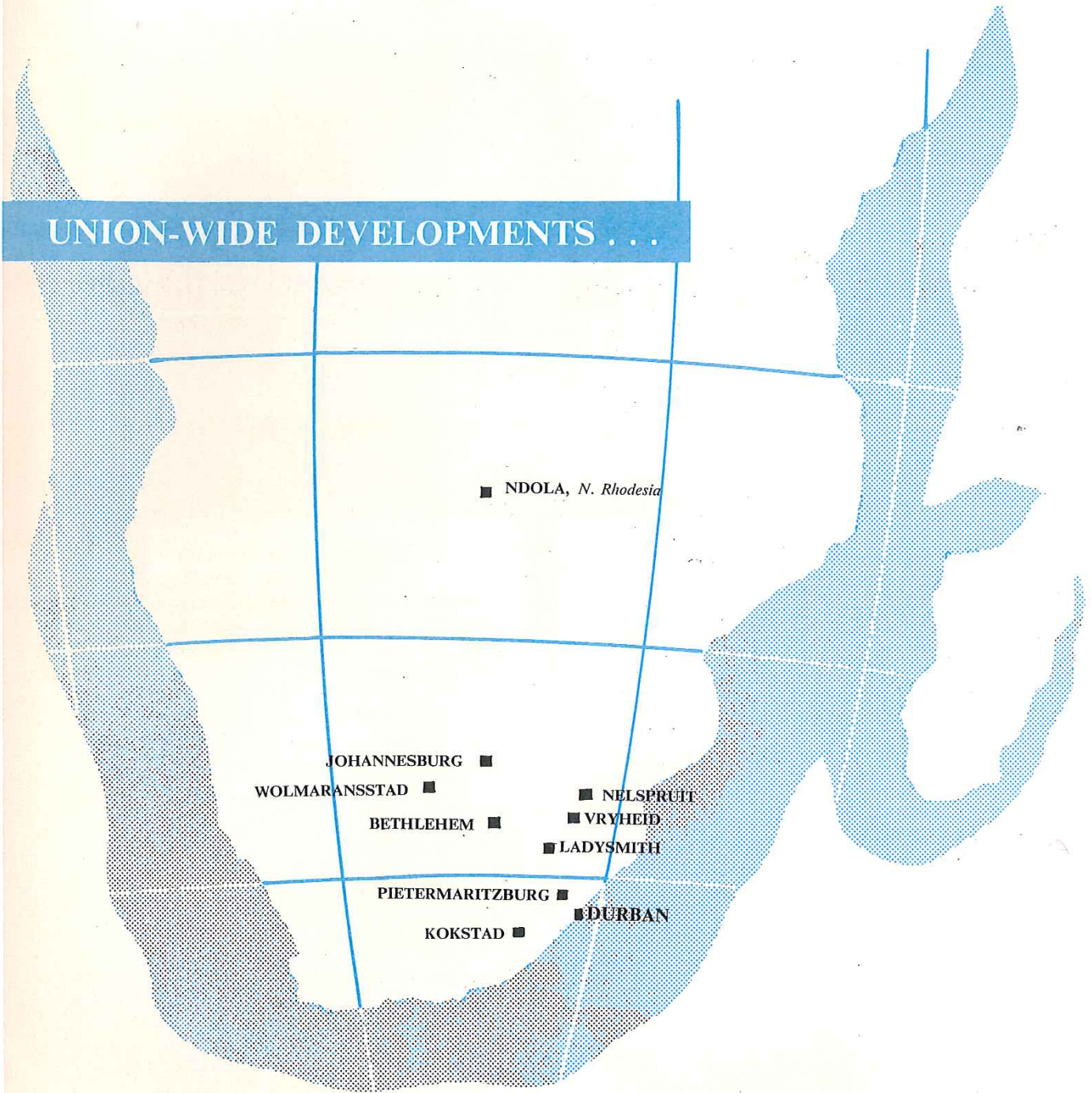
Inside view of the Town Delivery section showing a van being loaded with a general order for local delivery.

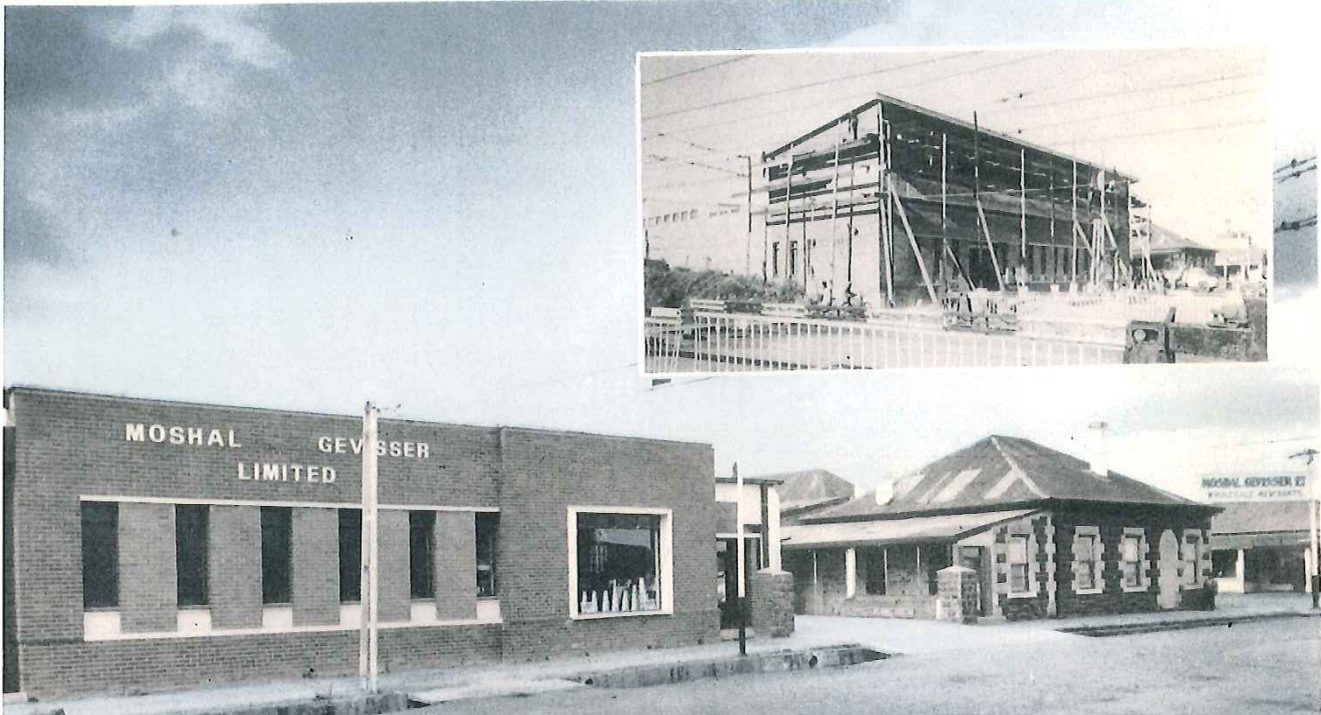


TOWN DESPATCH

Outside view of the Town Despatch section showing portion of the transport fleet which is used entirely for local deliveries.

UNION-WIDE DEVELOPMENTS . . .





LADYSMITH



This Branch was opened in 1951 by the late Mr. Jimmy McLeish, seen with his wife and son, Mr. Clem McLeish, who has taken over the management from his late father.

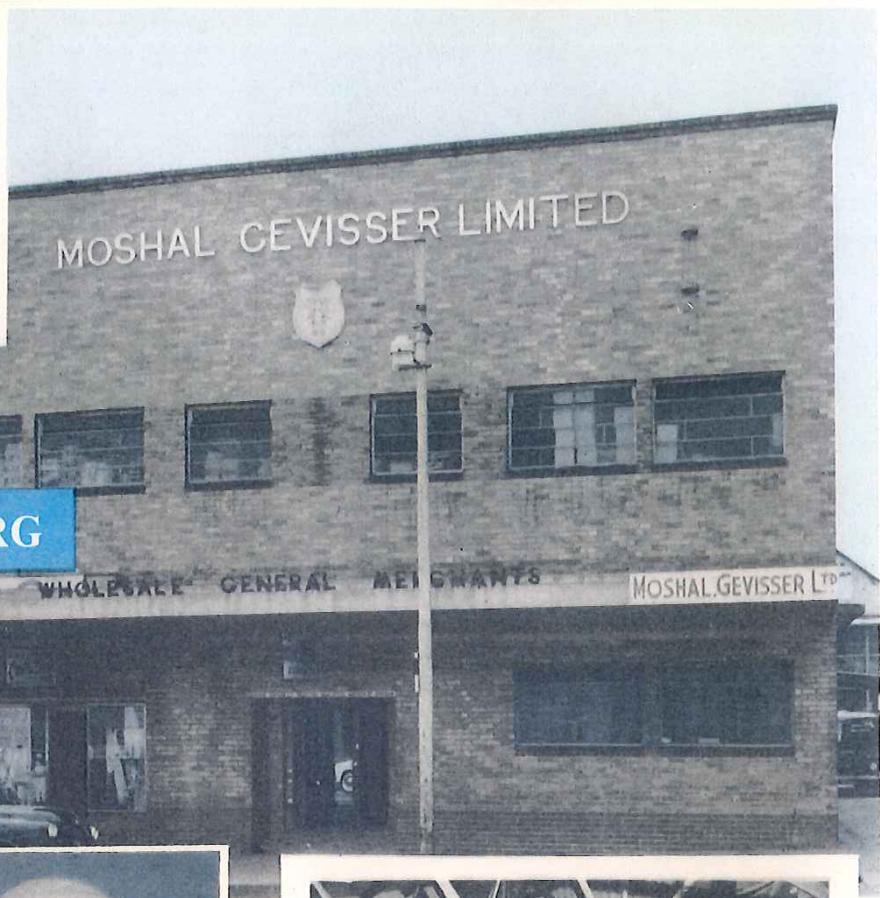
This branch is situated in Albert Street and building extensions as shown in inset, are now being completed.



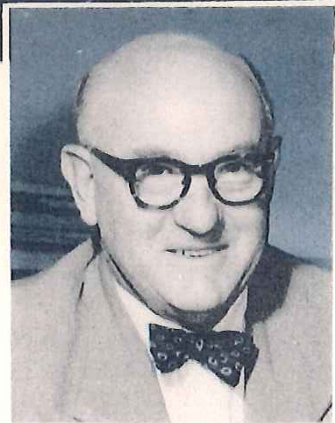
Showroom and Office.



Grocery bulk store.



PIETERMARITZBURG



Mr. Jack Behr.



Showroom.

This branch was opened in 1953 and, since its inception, has been managed by Mr. Jack Behr.

This branch is presently housed in leased premises and it is hoped that, early in 1961, it will be possible to move to our own premises in Pietermaritz Street.

The inset shows an Architect's impression of the proposed new offices and warehouse.



Grocery Storeroom.

KOKSTAD



This branch was opened in 1956 and, since its inception, has been managed by Mr. Sonny Wickens. Building operations are in hand to provide for additional space, which will double the present occupied area.

BETHLEHEM



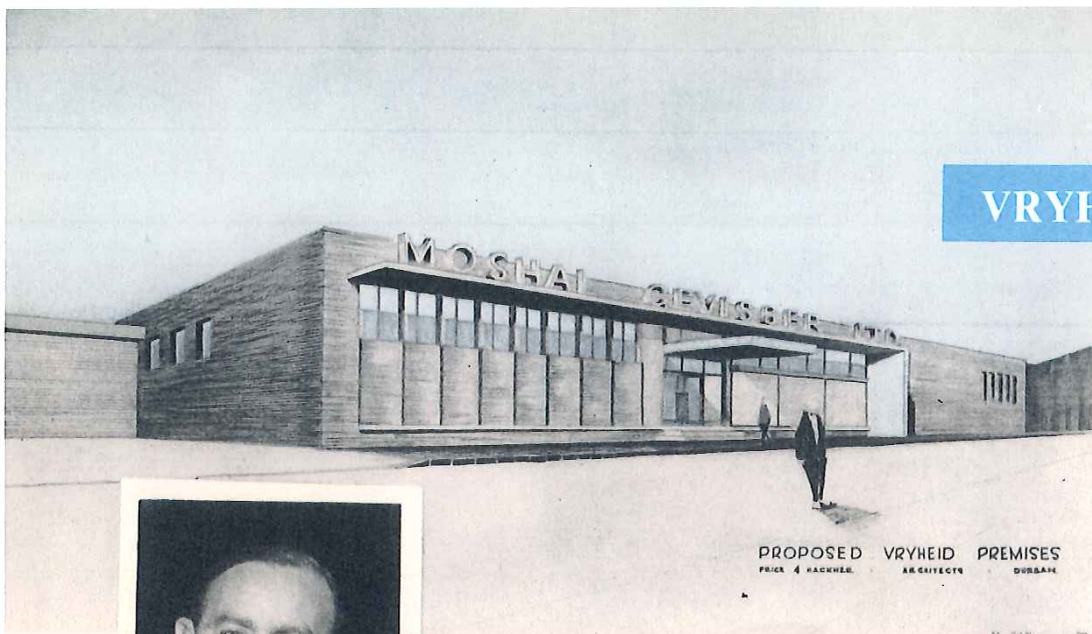
This branch was opened in 1959 and is managed by Mr. H. Ingel.



Building operations, to provide additional storage space, were recently completed.



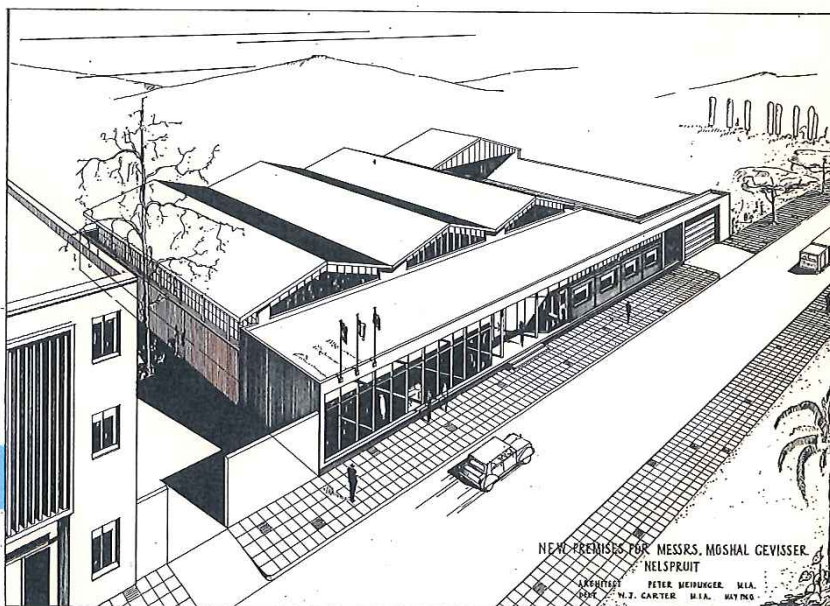
VRYHEID



The above is an Architect's impression of the proposed new offices and warehouse which will be constructed in the near future at 174 President Street, Vryheid.

This branch, presently oused in leased premises, was pened in March 1960, under the ianagement of Mr. E. S. Defries.

NELSPRUIT



It is intended that a branch be established in Nelspruit early in 1961. Above is an Architect's drawing of the proposed warehouse and offices to be constructed in Fifth Street, Nelspruit.



SALES PERSONNEL

Mr. S. S. FOBB. *Sales Manager.*



Mr. HANS MANASSE.
Durban.



Mr. RUDY GOLDREICH.
Durban.



Mr. ERIC BUNN.
Northern Natal—Vryheid Area.



Mr. HARRY DEFRIES.
*Natal Midlands.
Estcourt Area.*



Mr. PHIL SAMUELS.
Ladysmith and District.



Mr. DES. SPENCER.
*Northern Natal.
Dundee Area.*



Mr. 'JEFF' JEFFRIES.
Pietermaritzburg.



Mr. FRED PEACH.
*E. Griqualand,
Pondoland, Transkei.*



Mr. GENE BARRY.
S.E. Transvaal.



Mr. BILL DE BRUIN.
E. Transvaal, Swaziland.



Mr. BRIAN ARCHIBALD.
*N. Transvaal,
Pietersburg Area.*



Mr. FLIP GEEL.
W. Transvaal.



Mr. JOE LEVY.
Bloemfontein.

DEPARTMENTAL



Mr. O. BALLIN.
Builders' Hardware.



Mr. M. FRIEDMAN.
*Crockery, Glassware
and Stationery.*



Mr. N. C. OLIVER.
Household Hardware.



Mr. S. J. ANDREW.
Piece Goods.



Mr. G. LINDER.
Clothing.



Mr. MIKE TAPPER.
Durban.



Mr. ARTHUR AHNERT.
Durban.



Mr. HARRY UBERSTEIN.
Durban Hotel Specialist.



Mr. ISSY DONDE.
Durban.



Mr. TED BEACHAM.
Durban.



Mr. LESLIE GINSBERG.
Durban.



Mr. BERT BAKER.
Pietermaritzburg District.



Mr. RON SURMON.
Zululand.



E. S. D. CLARE.
North Coast.



Mr. R. LAMBERT.
South Coast.



Mr. PADDY HOATSON.
Pondoland.



Mr. NORMAN POCOCK.
E. Griqualand/Basutoland.



Mr. ISSY GROSSMARK.
O.F.S. Bethlehem Area.



Mr. MAX SHEAR.
O.F.S., Kroonstad Area.



Mr. F. DAVIDSON.
Southern O.F.S.



Mr. BOB CARTER,
Coffee and Tea Representative.



Mr. ALAN ABRAHAMS.
Durban.



Mr. E. SPARROW.
Showroom.

MANAGERS



Mr. H. RONDE.
Manchester.



Mr. J. SOROUR.
Haberdashery.



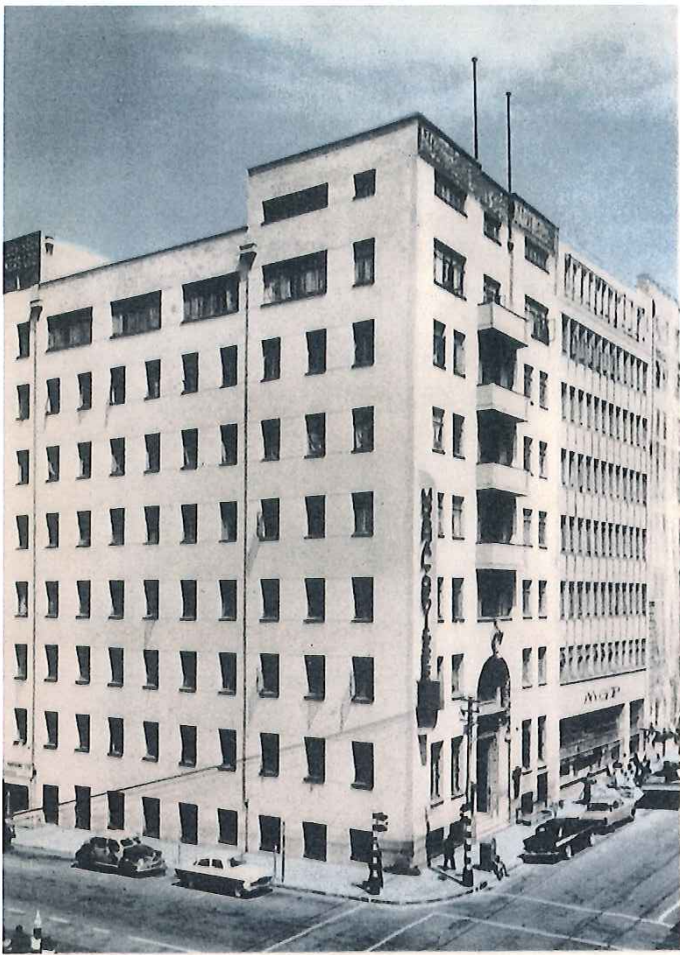
Mr. IVAN RAW.
Blankets.



Mr. T. ORD.
London Office Manager.



Mr. R. K. SMITH.
Accountant.



MOSHAL, GEVISSER & PARTNERS LIMITED

General Wholesale Merchants

154 Market Street, Johannesburg

and at Wolmaransstad and Ndola, N. Rhodesia

A Wholly-owned Subsidiary of

MOSHAL, GEVISSER HOLDINGS
LIMITED



THE BOARD OF DIRECTORS OF
MOSHAL, GEVISSER AND PARTNERS LIMITED

Left to right: J. Levine. H. Adler. M. Prusoff. E. Fine.

Territory covered:

Transvaal · Orange Free State · Basutoland
Bechuanaland · Portion of Natal · Swaziland and
Northern Rhodesia.

Staff Employed:

European.....	68
Non-European.....	129
Total	197

Board of Directors:

S. Moshal (*Chairman*)
M. A. Prusoff, H. G. Adler (*Joint Managing Directors*)
J. Levine : E. Fine I. Gevisser

Secretary:

R. Muller



Ndola Branch.

Wolmaransstad Branch.



CELROSE LIMITED

32 Stevens Rd. (Off Eloff St. Extension), Johannesburg

Manufacturers of High Grade Ladies' Dresses, and Concessionaires for South Africa for the production of the famous "Jonathan Logan" Frocks and "Jantzen" Swim and Sports Wear.

CONTINENTAL TEXTILES (PTY.) LTD.

Manufacturers of High Grade Ladies' Coats and Costumes.

NU FASHION HOUSE (PTY.) LTD.

Manufacturers of "Kitty Kent" dresses.

Territory covered:

Whole of South Africa, South West Africa and the Rhodesias.

Staff Employed:

European.....	149
Non-European.....	153
	Total 302

Board of Directors:

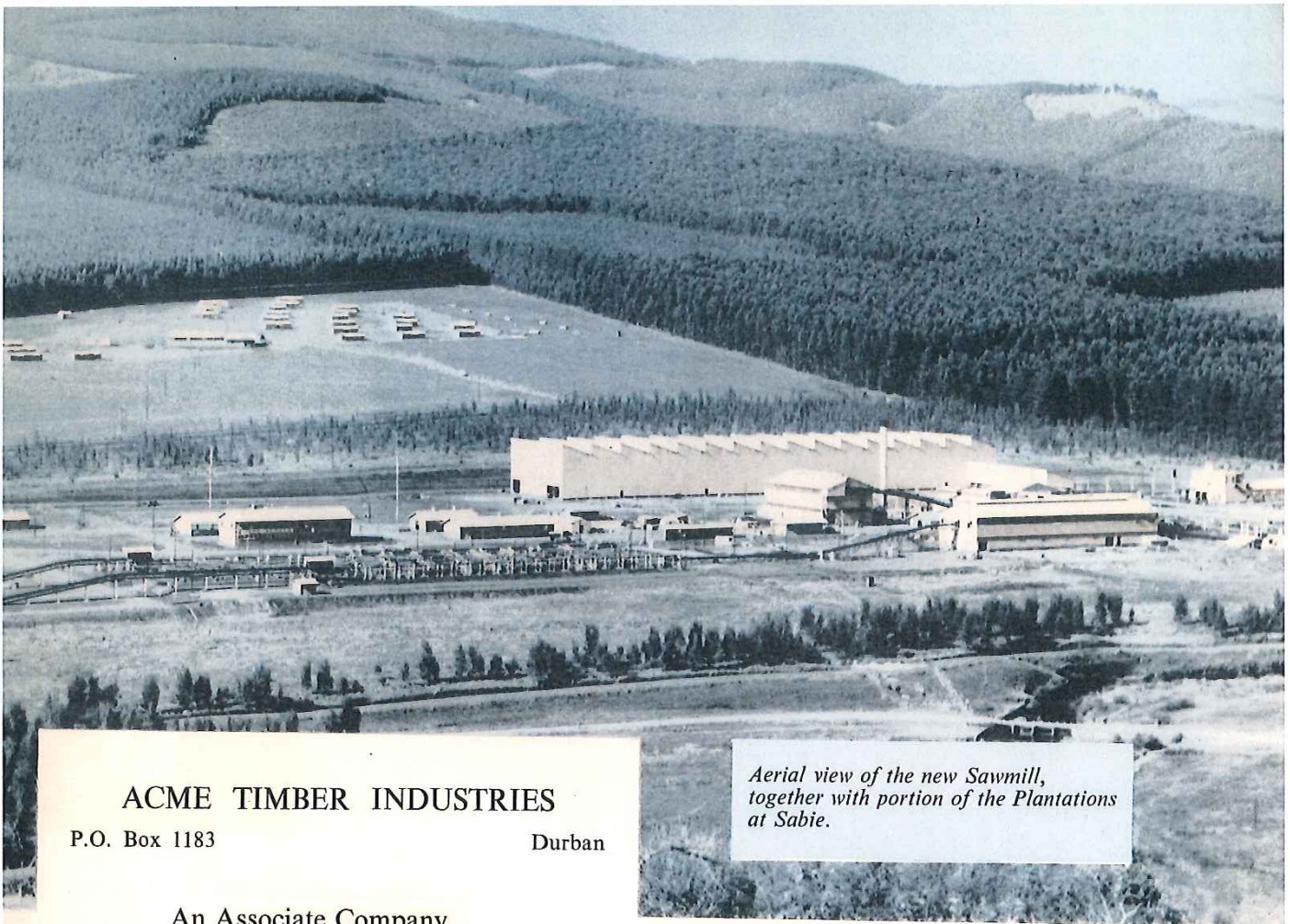
S. Moshal (*Chairman*), C. Sternberg, H. Poole, M. Prusoff, D. Gevisser, A. Jacob (*Managing Director*), S. Cherfas.

Secretary: B. Cosgrove.



Mr. A. Jacob.
Managing Director.





Aerial view of the new Sawmill, together with portion of the Plantations at Sabie.

ACME TIMBER INDUSTRIES

P.O. Box 1183

Durban

An Associate Company

Millers and Manufacturers of:

Constructional Timber · Mineral & Brewery Boxes
 Wooden Containers & Shooks · Block Flooring
 Woodwool, etc.

Sawmills at:

Jacobs, Natal.
 Port Durnford and Kwambonambi, Zululand.
 Hendriksdal, Driekop and Sabie, Eastern Transvaal.

Staff employed:

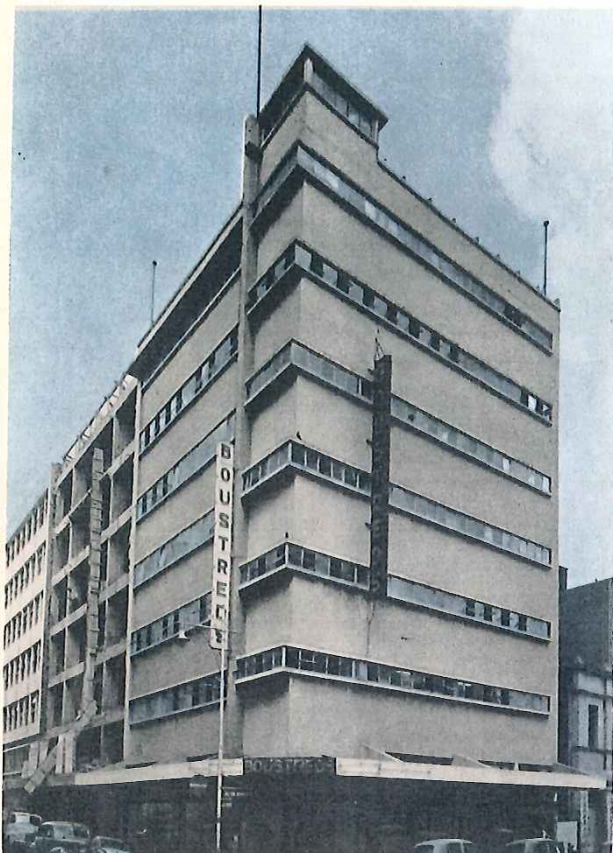
Europeans.....	81
Non-Europeans.....	1281
Total	1362

This Company is a Wholly-owned Subsidiary of S.A. Forest Investments Limited, whose Head Office is situated in French House, Ferreira Street, Johannesburg.

The administrative and technical control of S.A. Forest Investments Limited is in the hands of Engelhard Industries of Southern Africa Limited, and the administrative and technical control of Acme Timber Industries Limited is in the hands of Moshal Gevisser Limited.

The group now owns, in addition to the above Sawmills, 125,008 acres of land situated in Eastern Transvaal and Zululand, of which 82,051 acres are under trees, and it is hoped that, within ten years, the acreage under trees will be approximately 95,000 acres.

It is believed that the plantation area and the Sawmills are the largest units of their kind owned by any private organisation in the Union of South Africa.



W. R. BOUSTRED LIMITED

130 Fox Street

Johannesburg

(Established 1896)

An Associate Company

Wholesale and Retail Distributors of:

General Builders' Requisites Sanitaryware
Electrical, Gas and Catering Equipment.

This Company also owns the total Share Capital of
WILLIAM BRITTAN LIMITED,
147 Eloff Street Extension, Johannesburg.

Staff Employed:

European.....	51
Non-European.....	65
Total	116

Territory covered:

Johannesburg, Reef and Pretoria as well as Transvaal and Orange Free State.

MOSHAL GEVISSER HOLDINGS LIMITED owns 40 per cent of the Capital of this Group and is Administrator thereof.

SUMMARY OF EMPLOYEES

Wholly-owned Subsidiaries:

Europeans.....	392
Non-Europeans.....	598
Total	990

Associated Companies:

Europeans.....	132
Non-Europeans.....	1346
Total	1478

154 341

MOSHAL, GEVISSER HOLDINGS LIMITED

(Incorporated in the Union of South Africa)

Wholly-owned Subsidiaries:—

Wholesale Distributors

MOSHAL, GEVISSER LIMITED

Durban, Ladysmith, Pietermaritzburg,
Kokstad, Bethlehem, Vryheid and
London

MOSHAL, GEVISSER & PARTNERS LIMITED

Johannesburg, Wolmaransstad, Ndola, N.R.

Manufacturers:

CELROSE LIMITED

Johannesburg

CONTINENTAL TEXTILES (PTY.) LTD.

Johannesburg

NU FASHION HOUSE (PTY.) LTD.

Johannesburg

MOSHAL, GEVISSER LIMITED

(Gipsy Coffee and Tea)

Durban

Property and Investment Companies:

MARSHALLTOWN INVESTMENTS LIMITED

Johannesburg

MOVISSER PROPERTIES LIMITED

Johannesburg

ALAN INVESTMENTS (N.R.) LIMITED

Lusaka, N.R.

PIETERMARITZBURG CENTRAL PROPERTIES (PTY.) LTD.

Pietermaritzburg

PRESIDENT FINANCE CORPORATION (PTY.) LTD.

Durban

Associated Companies:

ACME TIMBER INDUSTRIES LIMITED

Natal and Transvaal

W. R. BOUSTRED LIMITED

(Wm. Brittan Limited)

Johannesburg

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