

Gear Meat Co. (former)

130 Cuba Street



Gear Meat Co Building, corner of Ghuznee St and Cuba Mall (*Charles Collins, 2014*)

Summary of heritage significance

- Designed by William Chatfield in 1896, this building is a well designed and carefully proportioned example of a late Victorian mixed use commercial / residential building.
- The building retains a reasonable level of architectural authenticity, with most of its original detailing intact, despite modern alterations.
- The building has historic value for its association with the Gear Meat Preserving and Freezing Company.
- The building has been designed to exploit a prominent corner site and contributes considerable townscape value to Cuba and Ghuznee Streets.

District Plan:	Map 16, reference 80/2
Legal Description:	Lot 2 DP89989
Heritage Area:	Cuba Street Heritage Area
HPT Listed:	Cuba Street Historic Area (7209)
Archaeological Site:	Pre 1900 building
Other Names:	Couch's Chemist, Little People's Shop
Key physical dates:	Built 1896
Architect / Builder:	Architect: William Charles Chatfield / Builder: James Trevor
Former uses:	Commercial / Residential
Current uses:	Commercial / Residential
Earthquake Prone Status:	s124 served (SR 171093)

Extent: Cityview GIS 2012



1.0 Outline History

1.1 History

This building was constructed for the Gear Meat Preserving and Freezing Company to a design by architect William Charles Chatfield. The permit was issued in June 1896.

Gear Meat Co.

The Gear Meat Co. was founded by James Gear, a significant figure in the history of primary industry in New Zealand. Gear was born in Somerset, England in 1839.¹ He worked in his father's butchery from the age of ten until 1857 when immigrated to Victoria, Australia. While he was lured to the goldfields, he returned to his trade, working as a butcher in Melbourne. The discovery of gold brought him to Otago about 1861. By 1865 he was an established butcher in Wellington, where he purchased part of Town Acre 177 in Wellington City from absentee land-owner Baroness Ashburton of Norfolk in 1871.² Gear owned a number of butcheries in Wellington, and later purchased land in Petone at the mouth of the Hutt River where he constructed a slaughterhouse, which remained on that site for many decades.³



Gear Meat Company labels for tinned meat products, 1890–1920 (ATL, Reference: Eph-F-MEAT-Gear-018)

In the 1874 Gear established a preserving plant which allowed canned meat to be provided to local and more distant markets.⁴ The first successful shipment of frozen meat from New Zealand to England was made in 1882. This revolutionised the industry and companies were soon being formed to participate in the new trade. The Gear Meat Preserving and Freezing Company of New Zealand was established in November 1882 to acquire Gear's butchering and meat preserving business and to use it as the basis for trade in refrigerated meat.⁵

Many prominent businessmen joined Gear as Directors in this venture including P.A. Buckley, W.H. Levin, John Duthie, and Nicholas Reid. Gear was managing director until ill health forced him to retire in 1885 and he remained a director until his death in 1911.⁶

¹ G.R. Hawke, "Gear, James – Biography", in the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated September 1, 2012, accessed October 5, 2012, <http://www.teara.govt.nz/en/biographies/1g6/1>

² Deed 24/286, Wellington Land District. Land Information New Zealand (LINZ). Baroness Ashburton acquired Town Acre 177 on the death of her husband Francis Baring, Baron Ashburton.

³ Russell Murray, *Ware Press Building, 56 Ghuznee* (2005) (Wellington City Council: Unpublished report, 2005).

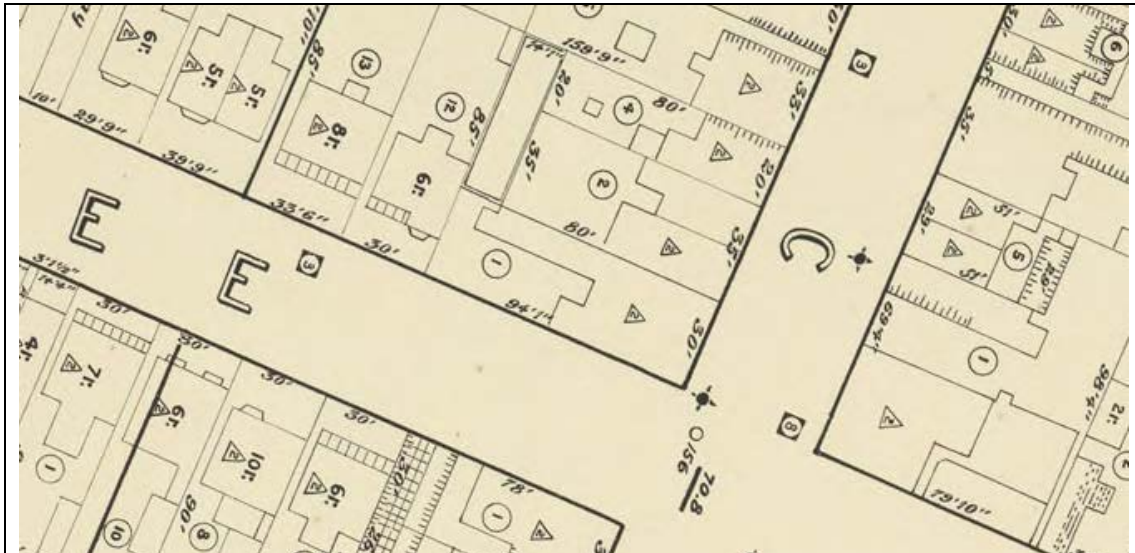
⁴ G.R. Hawke, "Gear, James – Biography".

⁵ Ibid.

⁶ Ibid.

130 Cuba Street

Prior to the erection of the present building at 130 Cuba Street, Gear Meat was operating from an older building on the site. The earlier building appears on the 1892 Thomas Ward map of Wellington, along with the stables at the rear of the property (Ware Press, 56 Ghuznee Street⁷).



The footprint of the original Gear Meat building is shown on this 1892 Thomas Ward Map at the corner of Cuba and Ghuznee Streets. Also shown are the stables at the rear of the property.

By 1896 the Gear Meat Co. was making several improvements to their properties to cope with the increasing trade. These improvements included “a large up-to-date shop to cope with the growing trade in Cuba Street, where the company possess a valuable site at the corner of Ghuznee Street.”⁸ The existing building on the site was auctioned and sold for £31.⁹ So that business could continue, the new building was constructed in two stages, with only half of the old building being removed at a time. The design saw the ground floor corner used as a shop, with offices, boning room, cart yard and stables off Ghuznee Street. The stables are extant (albeit much altered), one of the two remaining stables in Cuba Street (the other is at the rear of the Bristol Hotel). The first floor held the “Men’s Department” along with the resident manager’s three-bedroom flat, with its own private stair from the yard, kitchen, dining room, bedroom and bathroom. Cool stores were built in the cellar.¹⁰

The floor of the shop was constructed to be extremely strong, so strong that a wagon carrying “the carcase of a huge bullock as well as 15 sheep, was backed right into the shop from the street.”¹¹ This technology eased the labour of carrying the carcasses. An unusual detail was the two mouldings of a bullocks head (now removed), cast from the head of one of the Company’s animals.¹²

By August 1896 the *Evening Post* reported that the building was nearing completion. The article, printed the day before opening, included a colourful description of the stock:

⁷ The Ware Press Building is not included in this heritage listing, however it is included in the Cuba Street Heritage Area. See Murray, 2005.

⁸ *Press*, Volume LIII, Issue 9319, 21 January 1896, Page 6

⁹ *Evening Post*, Volume LI, Issue 79, 2 April 1896, Page 2

¹⁰ Wellington City Council, “130 Cuba Street,” *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 16.

¹¹ *Evening Post*, Volume LII, Issue 70, 14 August 1896, Page 6

¹² *Evening Post*, Volume LII, Issue 70, 14 August 1896, Page 6

There are at present 27,000lb of meat awaiting sale, among which are 15 bullocks, 150 sheep, eight pigs, and hundreds of pounds of small goods. Most of the carcasses are decorated, carved, painted, variegated, and embossed in a way that leads one to suppose that the Company possesses more than one budding Praxiteles among its employees [sic], who if he bestowed one-half the skill and labour upon marble that he now gives to the succulent yet evanescent saddle of mutton might achieve a lasting fame. Out of the improvising materials of mutton the artists' inventive minds have created such animals as a stag, a horse, and a number of ducks. Prominent in the shop stands a sheep and a sucking-pig, each embedded in a coffin of ice. The display already attracts a small crowd, and gives earnest of increasing business when the shop is completely opened.¹³

The Gear Meat Co owned the building until 1916, but in 1911 it leased the ground floor to boot sellers R Pearson and Co, which converted the space for its business.¹⁴ Pearson also had stores at 151 Willis Street, 155 South Wellington Road, and in Auckland.¹⁵ In 1916 Pearson bought the building¹⁶ which, despite changes in ownership, remained a shoe store until the late 1920s. During the 1930s the shop was again a butcher's, but had returned to a shoe store by the 1940s. In the 1970s the building was occupied by the Air Force Association, in the 1980s by the Shops Employees' Union and Crouch's Chemist.



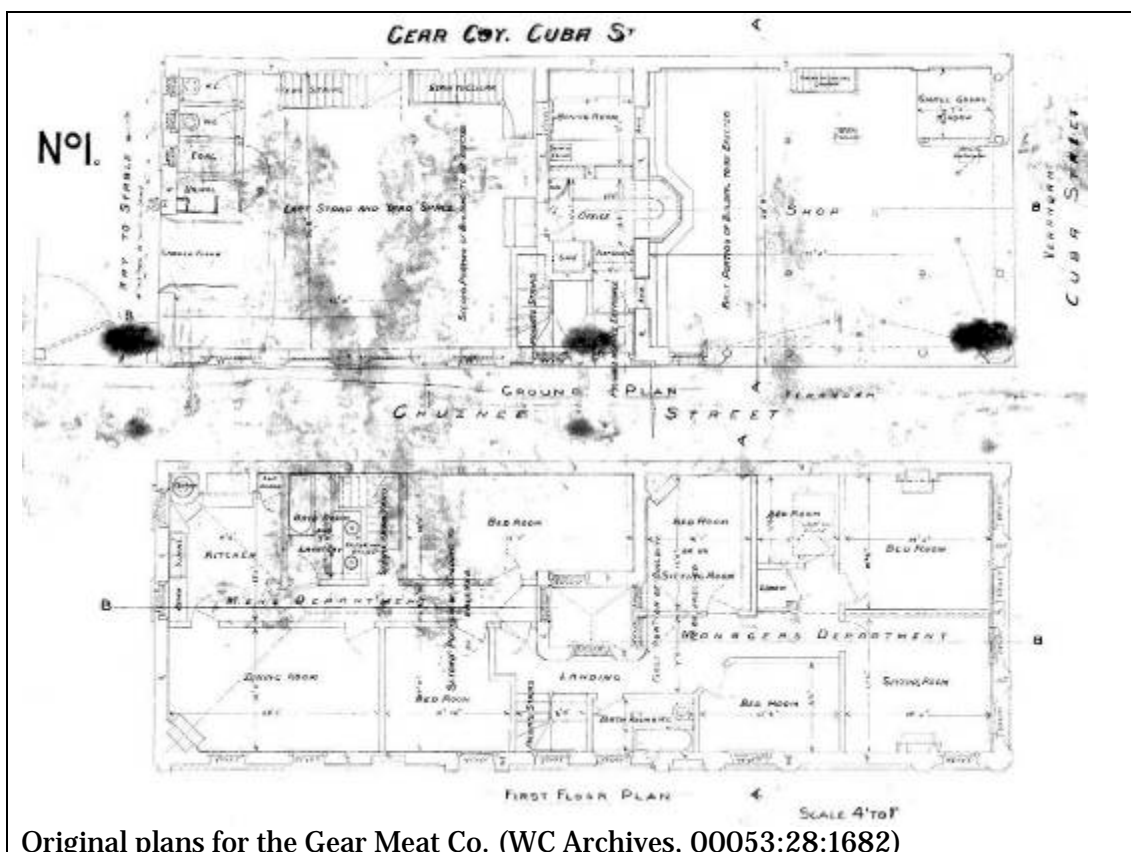
Original plans for the Gear Meat Co. (WC Archives, 00053:28:1682)

¹³ *Evening Post*, Volume LII, Issue 70, 14 August 1896, Page 6

¹⁴ *Evening Post*, Volume LXXXII, Issue 18, 21 July 1911, Page 1

¹⁵ *Evening Post*, Volume LXXXIX, Issue 106, 6 May 1915, Page 4

¹⁶ Land Title Service, CT WN82/77



Original plans for the Gear Meat Co. (WC Archives, 00053:28:1682)

The building has been subject to various alterations since it was constructed, particularly to the ground floor shops. In 1942 the building suffered damage in the Wairarapa earthquakes¹⁷ and repairs were made.¹⁸ This was not unusual - many buildings in the central city were damaged in the earthquakes and high-level masonry features such as parapets were removed either because they were damaged or as a precautionary measure.¹⁹ The parapet of the building managed to survive, however it may have been at this time that the two moulded bullock heads were removed. In 2000 the ground floor was converted into four shops and the top storey was converted into several apartments. The windows have been altered and balconies constructed on the first floor. The current bull nosed verandah is a modern addition.

¹⁷ Eileen McSaveney, "Historic earthquakes - The 1942 Wairarapa earthquakes", *Te Ara - the Encyclopedia of New Zealand*, updated March 2, 2009, accessed September 20, 2012, <http://www.TeAra.govt.nz/en/historic-earthquakes/9>

¹⁸ "Damage by Earthquake, 130 Cuba Street, Cnr Ghuznee Street", 1942, 00009:2144:50/1054/314, Wellington City Archives.

¹⁹ Michael Kelly and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 25.



Looking down Cuba Street at the intersection of Ghuznee Street ca 1923-1928, with City Boot Store on the left. On the opposite side is Hotel Bristol and Carter & Co. (This section of the Hotel Bristol was replaced by the Bristol Court in 1982). Ghuznee Street runs to the left and right in the foreground. Photograph taken by Sydney Charles Smith. (ATL 1/2-048945-G)

1.2 Timeline of modifications

- 1896 Building constructed (00053:28:1682)
- 1911 New external door to cellar and alterations to windows (00053:163:8997)
- 1927 Shop alterations (00056:45:B4386)
- 1942 Damage by earthquake (00009:2144:50/1054/314)
- 1965 Building alterations – shop (00058:422:C18051)
- 1967 Reinstate fire damage (00058:490:C21125)
- 1971 Shop alterations (00058:746:C33740)
- 1998 Alterations to commercial kitchen - KK Malaysian Restaurant (00078:70:47136)
- 2000 Convert top storey to apartments and refurbish building, including conversion of ground floor into four shops (00078:725:66901)
- 2000 New kitchen and toilet for K K Malaysian Restaurant (00078:1450:70975)
- 2001 Flat additions and alterations (00078:1731:73006)

1.3 Occupation history

Gear Meat Preserving Co (Stones 1900, 1905, 1910-11)
Pearson & Co, boot sellers (Stones 1915-16)
David Strachen, boot seller (Stones 1920)
City Boot Company (Stones 1925)
Manawatu Farmers' Meat Company (Stones 1930)
G. Livingstone, boot shop (Stones 1940, 1945, Wises 1950-51, 1955, 1961-62)
Air Force Association (Wises 1971-72, 1975)
Shops Employees' Union (Wises 1980)
Crouch's Chemist (Wises 1980, 1985)
Not listed 1990.²⁰

2012: Nic Nacs dairy, STA Travel, boot repair, KK Malaysia (restaurant)

1.4 Architect

Chatfield, William Charles

Chatfield (c1851-1930) was born in Sussex and educated in Brixton, Surrey. He came to New Zealand in 1867 at the age of sixteen and was immediately engaged in architectural work. He joined the Public Service in 1872 as Chief Draughtsman and Assistant Paymaster and Engineer in the Engineer's Department of the Wellington Province. He held these positions until 1876 when provincial government was abolished. During this time he worked on the Thorndon reclamation and designed many bridges. He went into private practice in 1876 and designed several large office and warehouse buildings.

Chatfield's buildings were characterised by their enormous strength resulting from the use of heavy masonry reinforced with railway irons for foundations, cornices and columns. Chatfield contributed to the foundation and development of the New Zealand Institute of Architects and was elected first president for the 1905-06 term. He was re-elected for the following term, 1906-07, and again in 1914-15.²¹

Among his buildings are:

- The Boatshed / Star Boating Club (1885)
- Wellington Opera House (1886) (demolished)
- Colonial Mutual Insurance Building, corner Customhouse Quay and Willeston Street (1897)
- Stewart Dawson's Building (1900)
- Kings Chambers, corner Willis and Willeston Streets (1902)
- 241-243 Cuba Street (1908)

²⁰ Wellington City Council, *Cuba Street Heritage Area spreadsheet (blocks 1-3)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

²¹ Historic Places Trust, "Chatfield, William Charles - Architect", *Professional Biographies*. Accessed 17 September 2012.
<http://www.historic.org.nz/corporate/registersearch/ProfessionalBio/Professional.aspx?CPName=Chatfield,+William+Charles>; and Cyclopedia Co. Ltd, "Chatfield, William Charles", in *The Cyclopedia of New Zealand: Wellington Provincial District* (Wellington: The Cyclopedia Company Limited, 1897), accessed 17 September 2012, <http://nzetc.victoria.ac.nz/tm/scholarly/tei-Cyc01Cycl-t1-body-d4-d33.html>

2.0 Physical description

2.1 Architecture

The Gear Meat Building is a well designed and carefully proportioned example of a late Victorian two storey mixed use commercial and residential building. Classical details include pilasters on the first floor which define a tempo of single or paired window and clear wall proportions. The pilasters carry no capitals but are moulded with stylised metopes that are repeated on the double entablature. Heavy brackets under the cornice re-emphasise the basic proportions of the building. Triangular pediments and an elaborate arched and balustraded parapet cap the building.²²

At the back of the building, gates on Ghuznee Street led to the stables (now know as the former Ware Press building at 56 Ghuznee Street). Though converted into an apartment, the stables are extant, one of the two remaining stables in Cuba Street (the other is at the rear of the Bristol Hotel).

The ground floor of the building has been subdivided into four retail/restaurant units and the first floor has been converted to self contained apartments and a further floor has been added the building. The ground floor retail unit window to the corner unit facing Cuba and Ghuznee Street is an inappropriate modern intervention constructed from rough sawn unfinished timber. The original verandah has been replaced with a intrusive modern design with a corrugated galvanised mild steel roof, and galvanised mild steel circular columns with concrete column 'bases'. The first floor apartments feature intrusive modern galvanised mild steel balconies that are neither well designed nor in keeping with the design or quality of this heritage building.

2.2 Materials

The construction is load-bearing brick masonry on concrete foundations.²³

2.3 Setting

The Gear Meat Building makes particularly good use of a prominent corner site and provides a strong street presence to both Cuba and Ghuznee Streets.

The building is set at the southern end of Cuba Mall, which has a high concentration of significant Edwardian commercial buildings, such as the Wellington Working Men's Club, the Farmers Building, Hotel Bristol, and Barbers Building. The building's immediate neighbour to the north is no. 126 Cuba (occupied by the Friendly Bakery), the tallest building on the block at a high four stories.

To the west of the building Ghuznee Street comprises of a mix of buildings that range from single storey stables and ancillary buildings, two storied timber or masonry mixed use residential and commercial buildings, and three to four storey commercial buildings. The street includes many surviving original/early shop fronts.

²² Wellington City Council, "130 Cuba Street," *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 16.

²³ Wellington City Council, "130 Cuba Street," *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 16.

Sources

Cyclopedia Co. Ltd, "Chatfield, William Charles", in *The Cyclopedia of New Zealand: Wellington Provincial District* (Wellington: The Cyclopedia Company Limited, 1897), accessed 17 September 2012, <http://nzetc.victoria.ac.nz/tm/scholarly/tei-Cyc01Cycl-t1-body-d4-d33.html>

Hawke, G.R. "Gear, James – Biography", in the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated September 1, 2012, accessed October 5, 2012, <http://www.teara.govt.nz/en/biographies/1g6/1>

Historic Places Trust, "Chatfield, William Charles - Architect", *Professional Biographies*. Accessed 17 September 2012.
<http://www.historic.org.nz/corporate/registersearch/ProfessionalBio/Professional.aspx?CPName=Chatfield,+William+Charles;>

Kelly, Michael, and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 25.

McSaveney, Eileen. "Historic earthquakes - The 1942 Wairarapa earthquakes", *Te Ara - the Encyclopedia of New Zealand*, updated March 2, 2009, accessed September 20, 2012, <http://www.TeAra.govt.nz/en/historic-earthquakes/9>

Murray, Russell. *Ware Press Building, 56 Ghuznee* (2005) (Wellington City Council: Unpublished report, 2005).

Wellington City Council, "130 Cuba Street," *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 16.

Wellington City Council, *Cuba Street Heritage Area spreadsheet (blocks 1-3)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

Newspapers

Press, Volume LIII, Issue 9319, 21 January 1896, Page 6

Evening Post, Volume LI, Issue 79, 2 April 1896, Page 2

Evening Post, Volume LII, Issue 70, 14 August 1896, Page 6

Evening Post, Volume LXXXII, Issue 18, 21 July 1911, Page 1

Evening Post, Volume LXXXIX, Issue 106, 6 May 1915, Page 4

Archives

CT WN82/77, Land Information New Zealand

Deed 24/286, Land Information New Zealand

"Damage by Earthquake, 130 Cuba Street, Cnr Ghuznee Street", 1942, 00009:2144:50/1054/314, Wellington City Archives.

3.0 Criteria for assessing cultural heritage significance

Cultural heritage values

Aesthetic Value:

Architectural: Does the item have architectural or artistic value for characteristics that may include its design, style, era, form, scale, materials, colour, texture, patina of age, quality of space, craftsmanship, smells, and sounds?

The Gear Meat Co. Building is a well designed and carefully proportioned example of a late Victorian mixed use commercial / residential building. The building has retained most of its original Classical detailing including the decoration of the parapet and at the first floor facades.

Townscape: Does the item have townscape value for the part it plays in defining a space or street; providing visual interest; its role as a landmark; or the contribution it makes to the character and sense of place of Wellington?

The building has been carefully designed to exploit a prominent corner site and contributes considerable townscape value to Cuba and Ghuznee Streets.

Group: Is the item part of a group of buildings, structures, or sites that taken together have coherence because of their age, history, style, scale, materials, or use?

The building is part of a significant group of historic commercial buildings which make a positive contribution to the Cuba Street Heritage Area.

Historic Value:

Association: Is the item associated with an important person, group, or organisation?

The building has historic value as it was purpose-built as premises for The Gear Meat Preserving and Freezing Company.

The building also has historic value for its association with the designer, notable Wellington architect William Charles Chatfield

Association: Is the item associated with an important historic event, theme, pattern, phase, or activity?

The building is associated with the strong growth and development of Cuba Street during the late Victorian and Edwardian period, which resulted in the construction of many fine commercial buildings.

The building is also associated with the need to provide fresh food and produce to the rapidly increasing population of Wellington City in the late nineteenth and early twentieth centuries.

Scientific Value:

Archaeological: Does the item have archaeological value for its ability to provide scientific information about past human activity?

The building may be deemed to be part of an archaeological site under the Historic Places Act (1993) due to the presence of pre 1900 buildings.

Educational: Does the item have educational value for what it can demonstrate about aspects of the past?

Technological: Does the item have technological value for its innovative or important construction methods or use of materials?

Social Value:

Public esteem: Is the item held in high public esteem?

Symbolic, commemorative, traditional, spiritual: Does the item have symbolic, commemorative, traditional, spiritual or other cultural value for the community who has used and continues to use it?

Identity/Sense of place/Continuity:

Is the item a focus of community, regional, or national identity?

Does the item contribute to sense of place or continuity?

The building façade has remained (relatively) unchanged on the site for over 100 years which contributes to the sense of place and continuity of the Cuba Street Heritage Area

Sentiment/Connection: Is the item a focus of community sentiment and connection?

Level of cultural heritage significance

Rare: Is the item rare, unique, unusual, seminal, influential, or outstanding?

Representative: Is the item a good example of the class it represents?

The building is a good representative example of late-Victorian mixed use commercial/residential architecture.

Authentic: Does the item have authenticity or integrity because it retains significant fabric from the time of its construction or from later periods when important additions or modifications were carried out?

The façade of this building retains a significant amount of original building fabric and detailing, particularly at the first floor façade and parapet.

Local/Regional/National/International

Is the item important for any of the above characteristics at a local, regional, national, or international level?

This building is of local importance for its contribution to the Cuba Street Heritage Area.

4.0 Appendix

Research checklist (desktop)

Source	Y/N	Comments
1995 Heritage Inventory	Y	
2001 Non-Residential heritage Inventory	Y	
WCC Records – building file	Y	
WCC Records – grant files (earthquake strengthening, enhancement of heritage values)		
Research notes from 2001 Non-Residential heritage Inventory	Y	
Plan change?		
Heritage Area Report	Y	Cuba Street Heritage Area Report - Block 3
Heritage Area Spreadsheet	Y	
Heritage items folder (electronic)	Y	
HPT website		
HPT files		
Conservation Plan		
Searched Heritage Library (CAB 2)		

Background research

- In 1882 James Gear's meat business was sold and transformed into the Gear Meat Preserving and Freezing Company of New Zealand.²⁴
- Freezing works were New Zealand's first large-scale industrial plants.²⁵
- "The country's first freezing company was the New Zealand Refrigerating Company, established in Otago in 1881. The next two, both established in 1882, were the Canterbury Frozen Meat Company and the Gear Meat Company in Petone. By the mid-1890s there were 21 freezing works throughout the country, with 12 in the North Island and nine in the South."²⁶
- Prior to the erection of the existing building in 1896, the Gear Meat Co was operating from an older building on the same site. The earlier building appears on the 1892 Thomas Ward map of Wellington, along with the stables at the rear of the property (now know as 56 Ghuznee Street).
- By 1896 the Gear Meat Co. was making several improvements to their properties to cope with the increasing trade. These improvements included "a large up-to-date shop to cope with the growing trade in Cuba street, where the company possess a valuable site at the corner of Ghuznee Street"²⁷
- **12 March 1896:** The architect, WM. C. Chatfield, called for tenders closing on 23 March 1896.²⁸

²⁴ Macdonald, Thomas Kennedy. New Zealand Dictionary of Biography.

<http://www.teara.govt.nz/en/biographies/2m4/1>

²⁵ Jane Tolerton. 'Agricultural processing industries - Freezing works, 1880s to the 1970s', Te Ara - the Encyclopedia of New Zealand, updated 26-Nov-10

URL: <http://www.TeAra.govt.nz/en/agricultural-processing-industries/7>

²⁶ Robert Peden. 'Farming in the economy - Refrigeration and sheep farming', Te Ara - the Encyclopedia of New Zealand, updated 1-Mar-09

URL: <http://www.TeAra.govt.nz/en/farming-in-the-economy/3>

²⁷ Press, Volume LIII, Issue 9319, 21 January 1896, Page 6

²⁸ Evening Post, Volume LI, Issue 61, 12 March 1896, Page 4, <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=EP18960312.2.71.3&srpos=10&e=-03-1896---1896--10-EP-1-byDA--0wm+c+chatfield-->

- **1 April 1896:** The existing Gear Meat building was auctioned by A.G. Taine & Co without reserve "as new building to be erected immediately"²⁹. The building was sold to a Mr. Cutler for £31.³⁰ The shop was to be removed from the site in order to make room for the new premises.
- So that business could be continued, the building was to be constructed in two stages, with only half the old building being removed at a time.
- **14 August 1896:** By August the building was nearing completion and was due to be opened as reported in the *Evening Post*:

Evening Post, Volume LII, Issue 70, 14 August 1896, Page 6³¹

For some time past the Cuba-street branch of the Gear Meat Company's business has not been able to keep up with the increasing trade caused by the ever-growing population in the south end of the city. Recognising that each new unit of that population had a mouth, and that each mouth required to be fed, the Gear Company decided that it at least should not be reproached with having neglected to meet that need, and gave instructions to Mr. W C Chatfield for the designing of a retail shop on the site of the old establishment, that should be of the most modern and commodious description. The result of Mr. Chatfields work, though not by any means yet complete, can be seen in the handsome edifice that stands at the corner of Cuba and Ghuznee Streets.

In order to enable the business to be continuously carried on, only half the old building was pulled down at one time, and on the Cuba-street front half the new building is now erected. Till a few days ago the business was carried on in the back portion of the old building, but the new portion is now so far advanced that the stock has been transferred to the new shop. The destruction of the back portion will now be proceeded with, and its place taken by the most up-to-date premises in the city.

The completed front portion is 29ft wide and 35ft deep, the main portion of the ground floor being taken up by the shop, which has openings of 24ft to each street. At the north end of the Cuba-street frontage a window has been elaborately fitted up for the display of small goods and preserves. In the middle of the back end of the shop there is a circular window connected with the clerks' offices. From the north side of the shop an archway leads into the "boning room," where the meat is divested of its bones, and thence passed into a shoot down to the salting cellars situated in the rear.

The fair sex will be glad to note an innovation in connection with the south side of the shop, where a separate entrance is provided to the office. This, being entirely apart from the shop, will allow ladies and others to pay their accounts without the danger of coming into contact with exposed meat and damaging wearing apparel. This entrance also leads to the apartments on the first floor, consisting of a suite of well-fitted-up rooms for the use of the resident manager, Mr. R. W. Dixon.

An innovation that should meet with the approval of the Gear Meat Company's customers is a cooling chamber, 14ft by 8ft, which is placed under the small goods window. This chamber is arranged specially for hanging meat in summer time, and has ice-chambers attached, which have a holding capacity of five tons of ice. It is claimed that no other butcher's shop in this city, or in the colony, has any such cooling chamber. Here the ice, which is all made at the company's works, will be brought with the carcasses every morning; and here meat may be specially cooled at the wish of customers.

The floor of the shop has been constructed of special strength, and has the appearance of a ship's deck. So strong is it that one of the company's wagons[sic], containing the carcase of a huge bullock as well as 15 sheep, was backed right into the shop from the street. This practice will materially lighten the labour of carrying the bodies. The counters of the shop are of blue and white tiles; there is plenty of ventilation, the roof is high, and altogether the appearance is neat, clean, and wholesome. Outside the building a lofty verandah extends for 39ft on the Cuba-street side, and for 40ft on Ghuznee-street. The building is of brick with concrete facing. High up on each side are mouldings of two bullocks' heads, cast, we are informed, from the head of one of the Company's animals.

The whole building when completed, which will be before the end of the present year, will have a frontage of 88ft to Ghuznee-street, and a frontage of 31ft to Cuba-street.

Dealing now with the portion yet to be built, here will be placed two cellars, one 19ft by 18ft, for the purpose of salting and pickling meats and for the preparation of corned meats generally, and another, 26ft 6in by 16ft 6in, for the preparation of small goods, these cellars being designed so that all handling of the meat will be done under as

²⁹ Evening Post, Volume LI, Issue 77, 31 March 1896, Page 3

³⁰ Evening Post, Volume LI, Issue 79, 2 April 1896, Page 2

³¹ <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&d=EP18960814.2.69&cl=search&srpos=3&e=-1895---1897--10--1---0gear+meat+cuba-->

cool conditions as are possible. Over these cellars is a stand for the order carts, 27ft by 33ft, specially paved, and connected with an approach from Ghuznee-street, and the stables. Over this covered yard are placed sleeping and boarding accommodation for fifteen men, reached by a separate entrance, and comprising a dining room, 21ft x 12ft, bedrooms, and all the usual domestic conveniences.

The building is lit throughout with electric light, installed by Mr. Dawson. The contractor is Mr. J. Trevor, the Clerk of Works Mr. C. B. Vine. The plumbing was carried out by Mr. G. Snaddon, the bricklaying by the contractor, the painting by Mr. W. Herbert, and the plaster work by Messrs. Smith & Fulford. The building is an ornament to Cuba-street and the southern portion of the city, and marks a stage in the successful growth of a business that was founded in 1840, and seems every year to reach a stronger position. As the shop is to be opened to the public for the transaction of business to-morrow, a word as to the stock now in the shop may not be inappropriate. There are at present 27,000lb of meat awaiting sale, among which are 15 bullocks, 150 sheep, eight pigs, and hundreds of pounds of small goods. Most of the carcases are decorated, carved, painted, variegated, and embossed in a way that leads one to suppose that the Company possesses more than one budding Praxiteles among its employees [sic], who if he bestowed one-half the skill and labour upon marble that he now gives to the succulent yet evanescent saddle of mutton might achieve a lasting fame. Out of the improvising materials of mutton the artists' inventive minds have created such animals as a stag, a horse, and a number of ducks. Prominent in the shop stands a sheep and a sucking-pig, each embedded in a coffin of ice. The display already attracts a small crowd, and gives earnest of increasing business when the shop is completely opened.

- **1911** – In March 1911 the premises on the corner of Cuba and Ghuznee Streets was advertised to let in the *Evening Post*.³²
- By July 1911 the shop at 130 Cuba St was occupied by R Pearson and Co, boot sellers.³³
- Pearson also had stores at 151 Willis Street, 155 South Wellington, and in Auckland.³⁴

LADIES' SNAPPY FOOTWEAR

R. PEARSON & CO.

THE LEADING BOOT STORES
FOR LADIES' SUPERIOR FOOTWEAR

THE LATEST SIZES AND DESIGNS ALWAYS IN STOCK

Ladies' PATENT LEATHER TRIM BUTTON BOOTS—White and Black. Pearson's Price 24s
Ladies' PATENT LEATHER TRIM BUTTON BOOTS—Grey, black and tan. Pearson's Price 24s

Ladies' PATENT LEATHER TRIM BUTTON BOOTS—White and tan. Pearson's Price 24s
Ladies' PATENT LEATHER TRIM BUTTON BOOTS—Black and tan. Pearson's Price 24s

Ladies' GLASS KICK DERBY BOOTS—The well-known "Benny's" black. Pearson's Price 18s
Ladies' GLASS KICK DERBY BOOTS—The well-known "Benny's" black. Pearson's Price 18s

SEE PEARSON'S GREAT ASSORTMENT OF WARM SLIPPERS
GREAT WINDOW DISPLAY. SLIPPERS FROM 12-18 6D

NOW OUR GREAT SELECTION OF NEW BOOTS ARE STILL
IN THE LEAD.

Honey Bee CALF DERBY BALS—White and Black. Pearson's Price 15s
Honey Bee CALF DERBY BALS—White and Black. Pearson's Price 15s
The Great SCHUBBENHAYN'S BOOTS. Pearson's Price 15s
The Great SCHUBBENHAYN'S BOOTS. Pearson's Price 15s

The above lines are selected for quality and price.

BUT NOW! BUT NOW!

R. Pearson & Co

Corner, 130 Cuba St.

Branches: Wilm Street, South
Wellington and Auckland.



Evening Post, Volume LXXXIX, Issue 139, 14 June 1915, Page 3³⁵

- Pearson bought the building from the Gear Meat Company in 1916.³⁶
- Pearson & Co remained in the building until at least April 1919³⁷
- The building remained a shoe store until the late 1920s. The building was sold in 1921 and in 1920 Stones listed the occupant as “David Strachen, boot seller”, and in 1925 the occupant was listed as “City Boot Company”.
- In the 1930s the shop was again used as a butchers, and was listed as Manawatu Farmers' Meat Company (Stones1930)
- In the 1940s the shop returned to a shoe shop (Stones1940, 1945, Wises1950-51, 1955, 1961-62)
- In the 1970s the building was occupied by the Air Force Association (Wises1971-72, 1975)
- In the 1980s by the Shops Employees' Union (Wises1980) and Crouch's Chemist (Wises1980, 1985)
- In 2000 the top storey was converted to apartments and the building was refurbished (SR66901)

³² Evening Post, Volume LXXXI, Issue 69, 23 March 1911, Page 1

³³ <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&c=l=search&d=EP19110721.2.6.7&srpos=6&e=-1911-1912--50-EP-1---0gear+meat+cuba->

³⁴ <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=EP19150506.2.39.4&srpos=7&e=-1914---1917--50-EP-1---0pearson+boot-->

³⁵ <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=EP19150614.2.32.4&srpos=4&e=-1914---1917--50-EP-1---0pearson+boot-->

³⁶ CT WN82/77

³⁷ <http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=EP19190414.2.3.4&srpos=201&e=-1918--1920--50-EP-201-byDA---0pearson+boot-->