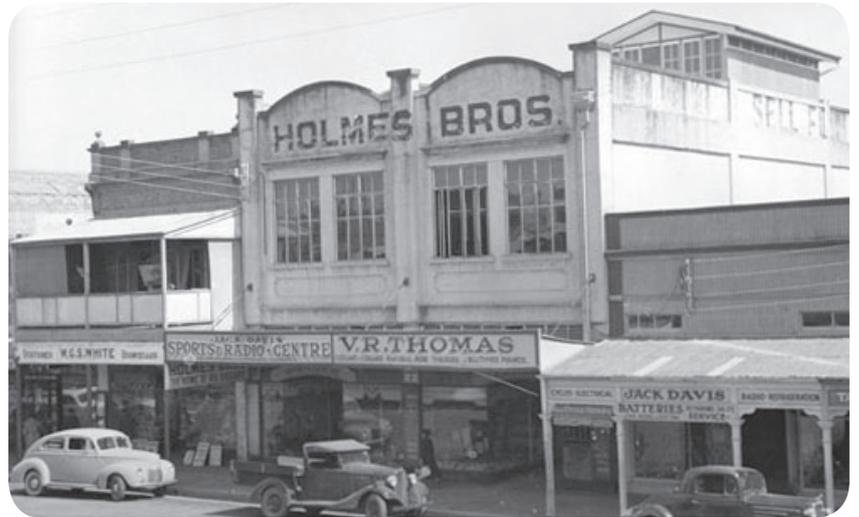


Local Heritage Register: ACB Building



ACB Building, after Holmes Bros vacated in 1939

Building Name:	ACB Building
Street Address:	99 Victoria Street
Property Description:	Lot 2 on RP700797
Land Area:	449m ²

Description

This building has had a checkered history but forms a prominent piece of the Victoria Street streetscape.

History

The two-storey building on Victoria Street was constructed by the Queensland Construction Company and opened in 1924. for the A.C.B Mackay branch store.

The drapery firm of Mr A.C. Byerley, commenced trading in the Valley, Brisbane in 1916 and by 1924 had 780 staff and stores in Innisfail, Cairns, Rockhampton and Maryborough.

The ACB opened in Mackay on 6 July 1923, trading in Keppel's Buildings on Victoria Street prior to the grand new building opening. Unfortunately the business did not survive and went into liquidation in 1932.

The building was sold to the Holmes Bros., who utilised the space from late 1932 before they were forced to close in December 1939, also due to financial difficulties.

In May 1940, the building changed hands to the Mayfair Cabaret, who established a dance hall and supper room on the second floor. In August that year, the premises came under

new ownership, and while the dance hall events continued, the site was also used as a recruiting centre for the Royal Australian Air Force.

The building once again changed hands in 1941, with the opening of a "Frock Shop" owned by Calile Malouf & Sons of Brisbane.

After this time the building was utilised by Roadmasters and a local 'Fields' furniture store from 1947.

The Building

The building itself contributes to the overall streetscape of Victoria Street, and retains much of its original form above the awning, such as classical detailing and decorative accents on the skyline, dentils and pilasters. The upper level features distinctive fenestration which remains intact.

Local Heritage Register: ACB Building

On opening, the internal layout provided for general stock on the ground floor and the second floor devoted entirely to 'ladies showrooms'. The third floor was a roof garden cafe. The building architect remains unknown.



ACB Building, 2017, Mackay Regional Council collection

Statement of Historical Significance

Criteria	Significance
A: Historical significance	ACB arrived in Mackay in 1923 trading in Keppel's buildings in Victoria street until a new two storey building with roof top garden and café was opened in 1924. Constructed by the Queensland Construction Company, the building changed hands the following decade and during World War Two Women's Emergency Legion.
B: All aspects of heritage significance	Does not meet this criterion.
C: Scientific significance	Does not meet this criterion.
D: Architectural significance	Does not meet this criterion.
E: Aesthetic / architectural significance	The ACB Building makes an important contribution to the streetscape. Above the awning original classical detailing is retained in the two bays including decorative accents on the skyline, dentils and pilasters.
F: Aesthetic or other significance	Does not meet this criterion.
G: Social significance	Does not meet this criterion.
H: Historical significance	

References:

- Daily Mercury "Patriotic News Draft for A.I.F." Friday 14 November 1941, p14.
- Daily Mercury "The A.C.B. Opening in Mackay Today", Friday 6 July 1923, p3.
- Daily Mercury, "The 1923 Building Trade", Saturday 15 December 1923, p6.
- Daily Mercury, "Mayfair Cabaret New Venture in Mackay", Thursday 23 Mary 1940, p8.
- Daily Mercury, "Bundaberg Fire Inquiry Affairs of Holmes Bros", Saturday 30 December 1939, p.8.
- Daily Mercury, "Opening This Week", Tuesday 4 March 1941, p7.
- Daily Mercury, "Air Force Recruits", Saturday 17 August 1940, p6.
- Daily Mercury, "Purchase of A.C.B. Store", Friday 9 December 1932, p8.

For more information phone strategic planning on 1300 MACKAY (1300 622 529)