

A 2/2

OPENING OF DUBE BAR LOUNGE:

Today marks a step which, to me, is of a very great importance. It marks a new era, as now something can be done openly which previously had to be done secretly, surreptitiously and behind closed doors. Previously one had to drink fast to avoid detection, and often the brews offered were mixtures which were disastrous to one's health and which often rendered one insensible. The days when it was a crime to have unopened European liquor are now gone.

Many people who realised that as a long-term policy it was wise that European liquor be made available to the African people, were yet apprehensive that in the initial stages there would be much abuse. It has been very gratifying that the changeover has taken place so smoothly, and I would like to pay tribute to the African people for their behaviour. It was also pleasing to note that at the Christmas Season there were not as many assaults as in previous years.

The Council have been at great pains regarding the type of building to be erected for the distribution of European liquor. As a preliminary step, Councillors and Officials visited Southern Rhodesia to get the benefit of their experiments. It was found that there was a demand for good facilities, and that where these had been provided they had been well received. While the present Bar Lounge will cater only for men, another Bar Lounge is in course of erection where women will be admitted. You will be interested to hear that other Local Authorities are now visiting Johannesburg to see what we are doing, and we have recently had the pleasure of visits from Councillors and Officials of Durban and Cape Town, and last year a visit from as far afield as Lusaka, to see what Johannesburg is doing.

I can visualise that some of the people who are always ready to criticise the Council for anything it does will again find fault with the Council

for providing such good facilities as we see around us this afternoon. The Council's reason for providing this class of meeting place is to fulfil what the Council feels is a need of a place where men can entertain their friends in pleasant and dignified surroundings. We do feel that this place will cater for persons who would not be at home in the beerhalls and beergardens. In order to keep up the standard in the Bar Lounge it has been decided that the people must be suitably dressed, and patrons will be expected to wear a collar and tie.

There could be temptation for the Council to push the sale of liquor, with an eye only on the profits to be made. I believe that the profit is not the motive in providing a facility such as we are doing today. This building and similar ones are being erected by the Municipality, and these will not have fulfilled their function if they are merely regarded as places where the white man's liquor can be consumed.

These places are to be regarded more as Clubs where friends can meet for social gatherings.

In handing over this Bar Lounge to the residents of the Townships, I hope that the fact that they can meet in surroundings such as this will help to develop a sense of Civic pride, and that you will be as proud of it as the Council is. Great care has been taken in selecting the applicant to whom the catering facilities have been awarded, and we hope that she will be a good caterer and that this meeting place will fill a long-felt want in the Townships.

Another important factor which I would like to bring to your attention is the avenue for employment being opened to Africans in the distribution of liquor. The Manager of this Bar Lounge will be an African, and it will be necessary for him to see that the correct atmosphere is created.

Avenues of employment are being created for men of integrity who will have to display important managerial aptitudes. It is hoped that this training ground will prove useful in advancing the training of the African people in the economic life of this country.

Before I declare this Bar Lounge open, I would like to record a special vote of thanks to Mr. Schultz of the City Engineer's Department, who was the official in charge of building operations, and to say how pleased we are with the building, the construction of which he supervised.

I now formally declare the Dube Bar Lounge open.

February 11, 1963.

Collection Number: A1132

Collection Name: Patrick LEWIS Papers, 1949-1987

PUBLISHER:

Publisher: Historical Papers Research Archive, University of the Witwatersrand, Johannesburg, South Africa

Location: Johannesburg

©2016

LEGAL NOTICES:

Copyright Notice: All materials on the Historical Papers website are protected by South African copyright law and may not be reproduced, distributed, transmitted, displayed, or otherwise published in any format, without the prior written permission of the copyright owner.

Disclaimer and Terms of Use: Provided that you maintain all copyright and other notices contained therein, you may download material (one machine readable copy and one print copy per page) for your personal and/or educational non-commercial use only.

This collection forms part of a collection, held at the Historical Papers Research Archive, University of the Witwatersrand, Johannesburg, South Africa.