

have another advantage. It would throw into convincingly bold relief the real difference between our philosophy of life and that of apartheid.

A careful study of the Afrikaans and English press, among other media, leads one to the conclusion that very many people on the White side of the colour line are vaguely aware of the real injustices of race discrimination. Now and then a race riot shocks them into realising that something has gone wrong somewhere—precisely where, very many of them cannot tell.

Most of these people are excellent human material and wonderful men and women to know. They must be persuaded to think critically and then constructively on the evils of our time. To challenge the Colour Bar in a concerted, national campaign would sharpen the contrast between Liberalism and Apartheid and in that way force some of the people to answer a few of the questions which now and then enter their minds in a vague way and which they dismiss equally vaguely.

One of the most important functions of the Liberal Party is to get people to think constructively on and to infuse realism into national discussions of the race problem.

One point must be made clear: It must not be assumed from the above that race prejudice is something to which only the White skin is susceptible. You find it in greater or lesser degrees among the African, Indian and Coloured communities. In waging war against it we would have to fight it with equal determination on both sides of the colour line.

Talk of a campaign in this country immediately conjures up pictures of masses of men marching in processions, police squadrons and the Suppression of Communism Act. These do not enter the picture here. Race prejudice has its roots deep in the minds of men. We should direct our attacks there. The real fight then, is not for the way men do things; it is for their minds. We have set ourselves the goal of changing the way men think on the race problem.

We can do that by adopting slogans which attack the Colour Bar or discredit it or ridicule it in the minds of reasonable people. We can do other things. We can put up notices on our gates saying *There is no Colour Bar Here*. We can even persuade storekeepers to put up signboards saying there is no Colour Bar in their establishments and we could tell all people discriminated against for their race or colour to go to stores with the sign, *There is no Colour Bar Here*.

This opens up tremendous possibilities. You could start with one store in one town and go on to the next until, perhaps, half the stores were against the Colour Bar. Turnover has the same meaning to a businessman whether he is for the Colour Bar or against it. With people beginning to boycott the Colour Bar stores, South Africa would realise that Liberalism means business when it says it wants a common society.

I said that the idea opens up tremendous possibilities. Indeed, it does. Without breaking any law; without inconveniencing anybody, to start with, we would soon find ourselves well on the way towards launching one of the most effective boycott movements this country has seen. Without exposing the under-privileged to additional police pressure we would get the *No Colour Bar* stores to indicate their moral support for the victims of race prejudice.

Race prejudice remains entrenched in our national life and injustice is perpetrated against millions because the Colour Bar is not challenged openly with enough determination. Can we not set ourselves the goal of launching the campaign against the Colour Bar as one of our targets for the coming year?

THE DRUMMERS

A "DRUMMER"—in North American parlance—is a travelling salesman. Someone who goes from place to place trying to "sell" something to as many people as possible. There are many drummers on the road, everywhere, all the time, and unless the wares they offer are new, attractive, well-made, reliable and not too expensive the drummer doesn't do well. Competition is keen.

Two members of the species, political drummers, have lately been "doing" Natal. Both offered "the latest", "something new" and "the only answer". Both addressed themselves exclusively to the European section, speaking—as one African journalist puts it—only to White men. The two travelling salesmen did not call on Indian or African customers because there is no political purchasing power there—or so the drummers thought.

First, there was Dr. Tromp, the Pretoria professor, with his Central Party model. He sold this to quite a few people. Dr. Tromp—with fine simplicity—reduced his sales points to no more than two claims, to wit: Teach the non-Europeans birth control and dangle the promise of an ultimate republic before both European sections.

Period. That is the Dr. Tromp Panacea. The device to save South Africa. No complicated mechanism. No moving parts. No thought expenditure required.

Reduce the birthrate of the non-Whites. Restore manageable proportions to the numerical relationship between Herrenvolk minority and—to quote the Professor's own recorded expression—the majority of "poor Barbarians".

Although experienced drummers are careful not to make disparaging remarks about rival brands, Dr. Tromp—who is not an experienced salesman—did so. He urged the customers to get rid of "the Party in power". Why? Because (he said) that Party is doing too much for the non-Whites. And he proved it, with wall charts and diagrams and plenty of statistics. He proved to his customers that, unless Dr. Tromp's political contraceptive becomes standard equipment of very non-White household in the Union, there is grave danger that the people who compose these households up-lifted, "evolved" and educated by the bounty of "the Party in power" will one day turn in the manner of the well-known worm, and upset everything.

Although, as we stated above, no approach was made to non-White prospects, the Professor, mindful of many customers' concern for their poor barbarian friends, offered unspecified and undated political bonus to Indians and Bantu alike, a share in government, political responsibility, full professional opportunities—the lot, if only they would keep the number of their families down. Down to what? The drummer didn't say.

His second sales point, if you can call it that, was the promise of a republic. Neither space, nor the available time, nor the pressure of more serious problems permits of a discussion of this No. 2 prong of the Tromp fork, but it is obviously not a strong one. It is not the *form* but the *contents* that matter when it comes to new political devices. Not the picture *on* the package, but the goods *inside* it.

Professor Tromp was followed—only a week or so ago—by Mr. Bailey Bekker, M.P., the super-salesman of the political Dinky toy known as the Conservative Party. A drummer of vast experience, with a fine flow of persuasive talk, a resonant voice, a vast vocabulary, impressive physique and what is known as "the full bag of tricks", this seasoned traveller last week moved in the Durban Parliament "that this House endorses a New Deal for South Africa". Well, who wouldn't?

When, after some 20 minutes of stirring, but totally irrelevant, talk the shape of this new deal had failed to emerge, Mr. Bekker was pressed to open his sample case, as it were, and let Hon. Members have a look at the thing.

This is what they were shown: The Baily Bekker Three-Point Cure-All consisting of (1) Unity among the two main European sections; (2) Refusal to waste time over the republican question (see above); and (3) A humane approach to the non-White sections.

The Leader of the Opposition, when his turn came, pointed out that (1) was not "new"; (2) was not a "deal", and that the term "humane" used in (3) somehow or other reminded him at once of the abattoirs.

Drummers, of necessity, are people of resilience. They can take it. Nothing that you say to them hurts, or makes them think, or pause. They are there to sell something. Ethics, logic, common sense, concern for the future, justice, reason, fair play—none of these come into it. They come into the patter, of course—but they are not for one instant allowed to interfere with the sales appeal proper. And what *is* the sales appeal proper? None other than our old stand-by FEAR, which has done so much in the past for the proprietors of other patent medicines.

Outside of politics, the existence of vast markets on both sides of the colour bar cannot be ignored, but the political salesmen of the day—with the notable exception of those travelling for the Liberal Party—profess utter astonishment when it is pointed out to them that the one valid test of any new—or allegedly new political programme for this country is its attitude to racial discrimination, its attitude to colour. Unless that attitude differs radically from that of "the Party in power"—or from the varying attitudes of those who profess to oppose that Party—it is neither new nor a programme.

That is the one valid test.

The trade names under which the drummers sell (or "shoot") their lines may differ. Substantially, all these models—again excepting the Liberal Party—are the same. Not one would pass the test, the only valid test, for political advance in South Africa.

The market, then, is still "wide open".

One day, acumen, "savvy" vision and common sense will reward those who—unlike the political drummers of the day—*believe* their eyes when their eyes tell them that the South African consumer market, for politics as much as for pots, pans or plastic toys, is an *indivisible* market.

With acknowledgements to "Indian Views".

HERE and THERE . . .

The Pietermaritzburg Arrests

by Chundra Gesa

THE participation of Violaine Junod and six other European Liberals in the Pietermaritzburg protest against passes for African women and their subsequent arrest with over 600 other women is one of the most important events affecting the Party in Natal. The effect on non-Europeans could without exaggeration be described as sensational. These people have demonstrated that not only are members of the Liberal Party prepared to denounce discriminatory legislation, and to share platforms with non-European political organisations, but that some of them are prepared to join forces in protest with those directly affected. Even if, as in this case, such participation results in inconvenience and danger of arrest.

These people have not only given themselves personal satisfaction (which was probably intended), but have done the Party no end of good. Talk among non-Europeans has been mainly of Miss Junod, though she was only one of 623. Which of course is a tribute to her personally but also, we can be sure, of tremendous publicity value to the Party.

A Lesson for South Africa

Events in Hungary have been in the headlines. World reaction to Soviet action there has been one of concern and sympathy for the Hungarians. But it is noteworthy, and not a little disturbing, that the average non-European in Durban has been quite unconcerned over the plight of the Hungarians. In contrast there was tremendous interest in Egypt: street-corner and bus conversation, for a time, was on little else but the invasion of Egypt. The question arises—why apathy over Hungary and anger over Egypt?

The reasons for this attitude probably are:

(a) The South African government has condemned Russia. It couldn't possibly be right. Therefore Russia could not be wrong.

(b) Russia is a Communist state. Communists have shown that whatever their faults, they are against colour discrimination. Anyone who is against the Colour Bar is a friend of the non-European. Therefore Russia could not be wrong.

(c) Britain and France attacked a non-European State. They are among the loudest in protesting against Russian intervention in Hungary. But they have not been noted for championing the cause of non-Whites in the Union. Therefore they must be wrong. (The rôle of the United States is lost sight of.)

(d) Almost all of the most respected non-European political leaders in the Union have been banned or listed under the Suppression of Communism Act. If the Government says they are Communists, then Communism cannot be such a bad thing. So why attack Russia?

This reasoning of mine may be an over-simplification, but I do not think so. That is why it is so worrying.