



The Bub / Boob Story

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as told by Bennie Bub and Ivan Bub

Selig and Peisach Bub were first cousins, born in Lithuania in 1910 within a few months of each other, Selig in Zedig and Peisach in Shkud (Skuodas). Their grandfather was Shmuel Bub, whose sons included Zion (Peisach's father) and Aryeh David (Selig's father). Selig's mother was Henne Beilah, and Selig was one of seven children. His siblings were Sarah, Sonia, Percy, Freda, Abe and Fanny.

In 1914, when Peisach was just four years old, his father, Zion, was conscripted into the Russian army and disappeared. His mother never remarried. Peisach, a butcher by profession, left home in 1928 and came to South Africa. He was the only one of his family to survive. Peisach arrived with no knowledge of English and just enough money to get off the boat. He spoke Yiddish only, and the official at passport control transliterated Bub to English as Boob. That would remain the name of Peisach's family throughout their Maitland life until 1959, when they would officially change it back to Bub.

As a young teenager, Selig worked with his father in his tannery in Libau. In December 1928, at the age of 18, Selig emigrated to South Africa. He found work in a furniture factory, and after two years he sent for his father David, his brother Percy and his sister Sonia.

With the arrival of his father in 1930, Selig joined him in starting a small tannery on a farm in Stellenbosch, making harness leather and harnesses. In 1931, Selig's mother and the rest of the children arrived piecemeal from Libau (Liepaja) in Latvia. The family bought an old tannery in Stellenbosch and settled in the town.

In 1933, Peisach married Selig's sister Sarah, his first cousin. They lived in Retreat initially, where Bennie was born, and they moved to Wynberg around the late 1930s, where Peisach had or worked in a butchery. After a few years they moved to Stellenbosch.

Selig met his wife-to-be, Leah Scher from Durbanville, in 1935, and they got married in 1936. Leah, the daughter of Haim Scher and Dora Schmulowitz, had four siblings, Hilda, Goldie, Joseph and Joey. Selig bought a small shoe factory and started making a living on his own.

In 1944, Selig and Leah Bub moved to Maitland from Stellenbosch with their two children, Ralph and Sam. They had three more sons while living in Maitland, Jeffrey, Barry and Ivan. Peisach and Sarah Boob followed in 1945 with their two children, Taube and Bennie. They had two more children while living in Maitland, Anita and Stanley.

Together, Selig and Peisach started a shoe factory in Maitland, Olympic Footwear, on the right-hand side of Voortrekker Road heading towards Salt River.

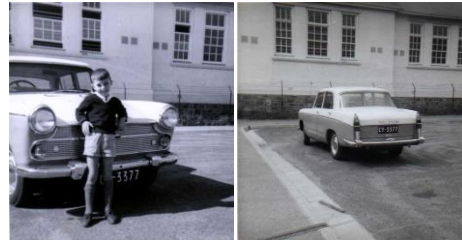


33 Lawrence Road

The Bub and Boob families built their houses in Lawrence Road side by side, Selig at number 33 and Peisach at number 35, with a common driveway between the two. The houses were at the end of the cul-de-sac alongside Maitland Public School. Fondly referred to as "the circle", this was a popular place for children to gather to play soccer, cricket and other

games. The Shul was around the corner on the next block.

Bennie Boob was a pupil at the Maitland Public School, and he well remembers jumping over the shared wire fence between his bedroom and the school yard, sometimes at 5:00 A.M., to play solo ‘marbles’ in the empty grounds. He also has memories of cheder with Reverend Efron and the teacher, Mr. Smolensky (and his cheek pinch!).



Ivan standing in “the circle” in front of the houses. Maitland Public School is in the background (ca. 1965).

In 1950, Selig sold his share of the factory and started a shoe store business in Parow, called Northern Shoes. His son Jeffrey went into the business with him and the business flourished. They later opened stores in Bellville, Goodwood and Milnerton. In 1969 the shoe stores were sold to a public company, with Jeffrey remaining on as director of the holding company situated in Durban.

Some years later Peisach also left the shoe factory, and in partnership with Kalman Peres, he opened a furniture store in Woodstock, called Van Der Merwe’s Furniture Company. Kalman was married to Selig’s sister Fanny.

In 1951, the Boob family left Maitland for Sea Point. Sarah, who was hugely entrepreneurial, had bought an old house in St Johns Road just two blocks from the beachfront, razed it, and built an apartment block (Bramber Court), and this is where the family settled. The apartment that they were in was the largest in the block – Sarah had it built especially that way for the family. Bennie commuted by rail and bus to finish his last two years of schooling at Maitland High School.

After the Boob family left Maitland, the Zetners (Jack, Anne, and their children Jonathan and David) moved into 35 Lawrence Road to become neighbors of the Bub family.

Selig was a man who loved helping others. He would often bring home furniture in need of fixing and repair it expertly. He enjoyed playing bowls, cards and riding horses.



Selig spending time with Ivan (ca. 1965).

Leah was frequently involved with Shul committees, playing cards and hosting wonderful Shabbat and holiday dinners for the family. They had a domestic employee, Caroline, who was with the family for 50 years. Caroline cooked all of Leah's traditional Jewish dishes, and she was more than an employee – she was effectively a second mother to the children. Caroline understood Yiddish and she spoke it to the children. She was a character in Maitland, and everyone knew her.

About 10 years ago, Barry met an ex-South African in Italy, a friend of one of his brothers, and the first thing the friend asked was what had become of Caroline. Sadly, she eventually had a stroke and was retired to live out the rest of her life with family in Elgin.



*Ivan in the common driveway
(ca. 1965).*

In 1968, when their youngest son Ivan was 10 years old and in Standard 3, Selig and Leah decided the time was right to move to Sea Point. They initially moved into Bramber Court, and into the same apartment where the Boob family had been living, and who by that time had moved out. Soon after that, Selig and Leah moved to 6 Algarkirk Road in Sea Point, into a home that they had renovated.

Selig and Leah retired around 1975, and lived happily until Selig passed away in 1988. Leah later moved to an apartment in London Road, Sea Point, where she lived until she passed away in 2013.

After Peisach passed away in 1982, Sarah made aliyah, and she passed away in Haifa in 2010, aged 98.

The Boob family

Taube married Harold Berger, and they live in New Jersey. They have three children, six grandchildren and 14 great-grandchildren, the oldest of whom is 18.

Bennie married Joan Heselson, and they live in Denver. Joan is retired from radiology practice. Bennie practiced neurosurgery in Cape Town. After they moved to USA, he retrained in anesthesiology where he practiced and retired. They have three children and seven grandchildren.

Anita married Philip Hart, and they live in Edgware, London. They have two children and three grandchildren.

Stanley (now Barkan) married Tamie Lederer, and they live in Hof HaCarmel in Israel. They have four children and three grandchildren.

The Bub family

Ralph became a pharmacist. He married Helen Israele, and they have three children, Cheryl, Rene and Debbie.

Sam became a doctor. He married Sylvia Shell, and they have three children, Carol, David and Richard.

Jeffrey joined Selig in business. He married Sheila Wacks and they have three children, Gary, Kevin and Alan.

Barry became a doctor. He married Francis Bendheim and they have three children, Juliette, Yonason and Jeremy. Barry is now married to Rabbi Goldie Milgram, and he has been living in the USA since 1973. He practiced medicine in Pennsylvania for 26 years, retired early, and then trained in gestalt psychotherapy, pastoral counseling, he wrote a book on communication skills for medical professions, and he taught many topics. He is currently writing a book on street photography.

Ivan became a doctor. He married Paula Ruttenberg and they have a daughter, Rebecca.