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## Immigrants wanted

The Government is taking energetic steps to correct the recession in immigration and tourism, said the Prime Minister, Mr. Ian Smith, in his New Year broadcast to the nation. He said: "Many of our Rhodesian residents can be of great assistance in this drive, especially those of you who have friends, relations or acquaintances living in other countries."

**WARM AND INVITING:** The Prime Minister added: "When one thinks that in many countries of the Western world the scene is one of widespread unemployment, spiralling inflation, strikes and a cold, wet winter, by comparison Rhodesia must present a warm and inviting picture."

"Not only does Rhodesia offer tremendous opportunities to people with special skills and qualifications, people with initiative and a spirit of adventure but, as most of you appreciate, a healthy flow of immigrants is the most effective answer to the unemployment problem among our African people."

**MASSIVE CAMPAIGN:** The Government has launched a massive publicity campaign to attract people to settle in this country in 1974 and the Ministry of Information, Immigration and Tourism wants the names of a million prospective settlers now.

All the communications media—Press, television and radio are being used by the Government to advertise its most ambitious immigration campaign to date.

(See page 2: How inquiries will be dealt with)

**World association:** Rhodesia has been admitted to the Universal Federation of the Travel Agents' Associations which means that Rhodesian travel agents "now have a world body bargaining on their behalf".

## Teacher training at missions praised

Rhodesia would need about 1 000 new African primary school teachers a year by the end of this decade said the Secretary for African Education, Mr. A. J. Smith.

The Government would now move more into the field of training primary school teachers, which in the past had largely been a preserve of the mission centres.

"No one can very adequately express the thanks which the country owes to these small mission teacher-training centres which over the decades have produced, in the most difficult of circumstances, many thousands of African primary school teachers," he said.

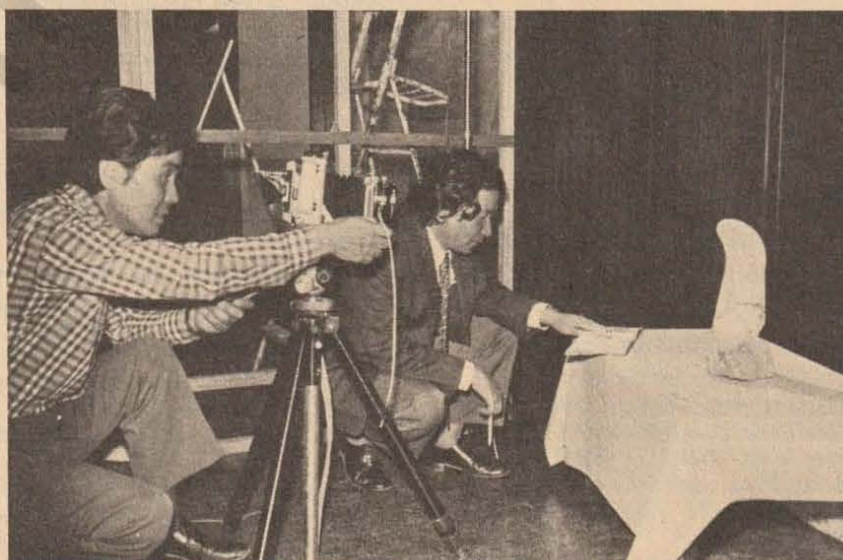
## Rhodesian film for TV in Japan

Rhodesia will feature in a documentary on Japanese television following the visit of a team to film the Zimbabwe Ruins, Victoria Falls and the country's oldest town of Fort Victoria.

The picture shows (below) Mr. K. Hotta (producer) and Mr. M. Iguchi (photographer) taking a shot of a facsimile of the famous Zimbabwe Bird in the national museum in Salisbury.

The film about Rhodesia is part of a TV series being made to mark the 50th anniversary of the Japan Broadcasting Corporation. About 20 programmes covering Asia, the Middle East, Africa, Europe and North and South America are being made. The series will be titled "This is the cultural legacy for future generations".

The leader of the unit, Mr. Tomogoshi Hagiwara, said: "People in Japan think that Rhodesia is rife with racial discrimination. We hope this film might do something to encourage more tourists."





## How immigration inquiries will be dealt with

The Ministry of Information, Immigration and Tourism will first write to the person named, enclosing a specially produced, light-weight (for low-cost postage) brochure.

This opens out like a concertina, each page revealing a vista of Rhodesia. It extolls the country's virtues, emphasizing its prospects, promising sunshine and the good life to be had away from the gloom and despondency in Europe.

This preliminary contact will merely be an inquiry, a feeler. If the person writes back and says he is interested or may be interested in coming out here then he will be treated as a serious prospect and be sent more detailed material.

Information on almost every aspect of life — including work, housing, schooling, entertainment and travel — will be given.

**What sort of immigrants are wanted,** a spokesman of the Ministry was asked.

Skilled artisans and professional men are top priority. Anybody with a skill, anybody who has served an apprenticeship — for example carpenters, bricklayers, fitters, turners and boiler makers — is needed.

But useful talent can be found in the most unlikely places and the Ministry wants to hear about anybody, just anybody. They will do the sorting out.

Professional people include doctors, dentists, engineers and quantity surveyors.

**What opportunities are there for women?**

In nursing and clerical work there is a "desperate shortage".

Good solid reliable types who would sit behind a desk in a corner of the office keeping the wheels of business turning would be especially welcome.

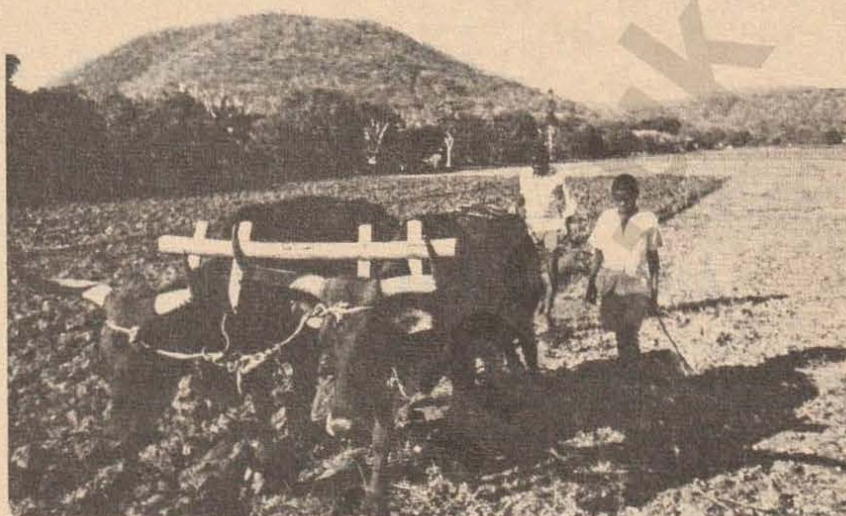
**What countries are aimed at?**

Any country in the world.

Britain was singled out by the spokesman because many residents came from there, or their parents did, and the country's qualifications fitted easily into Rhodesia's system.

(Continued in next column)

## Case for a big-scale return to ox power



A detailed dossier on the use of oxen in modern agriculture has been compiled by Mr. Ted Scrace whose findings have become well known in Rhodesian farming circles, says a report in *The Sunday Mail*.

Mr. Scrace contends that despite big increases in the production of tractors, about 85 per cent. of the world's agricultural power is provided by animals and mechanization has rocketed agricultural production costs.

"If there is to be an over-all increase in agricultural production in Rhodesia animal power, not motors, will provide the answer. Not only would we save fuel but there would be a permanent reduction in agriculture costs."

The case for a big-scale return to ox power is particularly valid in Rhodesia, where the labour force is large and the educational standard low, claims Mr. Scrace. And cash saved could be used for other,

(Continued in previous column)

Also Englishmen were scattered all over the globe and had proved adaptable and reliable.

**Would the new Rhodesians be liable to call up?**

Everyone between the ages of 17 and 60 has to register with the Registrar of Defence Manpower but only those between the ages of 18 and 25 are liable for National Service.

"We don't touch people in their first year so if a man comes out at the age of 24 he should be all right."

**A scene repeated endlessly throughout the Tribal Trust Lands of Rhodesia.**

advanced forms of agricultural organization, such as high-level fertilization, pest control and improved seeding.

Mr. Scrace goes on to argue that improved methods of ox power cultivation, using trained oxen and better harnessing and ploughs from overseas, could increase efficiency in Rhodesia by up to 100 per cent.

## Africans tortured and bayoneted

The first communique this year from Security Force Headquarters reported a wave of terrorist brutality in the country's north-eastern border area.

"Terrorists in furtherance of their intimidation of the African population in the area viciously murdered eight men and women including a school headmaster," it says.

"In all cases victims were either shot or bayoneted."

Other atrocities by terrorists "include the rape of two African girls, one of them only 14 years of age, the brutal beating and stabbing of several tribesmen and the torture of an elderly headman by cutting off his upper lip with the aid of a knife and pliers".

Eight more terrorists have been killed, bringing the total to 203 since December, 1972.



## Extraordinary resilience of the economy

The year 1973 would go down in Rhodesian history as one of our most difficult, one of our most controversial years, said the Prime Minister, Mr. Ian Smith, in a New Year broadcast. He pointed out, however, that when consideration was given to the tremendous problems encountered during the year, the resilience of the country's economy was extraordinary.

Fortunately, we had come out of the drought better than expected and the new rainy season had got off to a good start, said the Prime Minister.

On the security front, while the over-all position was improving, this should not lull us into any sense of complacency.

There were clear indications that the terrorists were retaliating by stepping up acts of brutality and barbarism.

"There have been an increasing number of incidents involving the ransacking and destruction of stores and buildings, of merciless and brutal assaults and killings of African civilians.

"This is in marked contrast to earlier tactics adopted by the terrorists when they sought to win these people to their side by persuasion. Now it is wanton intimidation."

### Economic front

On the economic front, the year produced a number of encouraging points, said Mr. Smith.

The worst effects of the drought were cushioned, firstly, because of the tremendous success with which farmers overcame their problems and, secondly, to some extent by a general rise in agricultural commodity prices.

Other sectors of the economy also benefited from rising prices although, at the same time, the effects of external inflation were being felt through imports.

"It is fair to say that, on balance, the economy came out ahead in the battle against inflation. There are very few countries in the world which can make such a claim.

### Rate of growth

"At the year end the indications are that a satisfactory rate of growth — in real terms, possibly some six per cent. — has once again been achieved.

"I think the over-all performance by commerce and industry under trying circumstances is a cause for satisfaction, for considerable pro-

gress has been made and many new projects have been set in train."

However, Rhodesia was not isolated from international economic trends and we were unlikely to weather unscathed the current international economic difficulties.

### Energy resources

Referring to the oil crisis, the Prime Minister said the Government had already instituted an acceleration of a plan to move more and more towards our own energy resources.

He congratulated Rhodesians on their response to the voluntary campaign to conserve fuel resources.

On the domestic scene the outlook was reasonably promising. The agricultural season has had a good start and generally farm production potential had expanded.

Demand for most base minerals and metals was still being maintained. Given a favourable primary base, the outlook for commerce and industry was healthy.

"Over the past few years we have become accustomed to extraordinary high growth rates and have perhaps tended to ignore the strains that were developing."

### Take advantage

"The country has now entered a period of more normal growth by comparison with average world standards. We must take advantage of this, firstly to enable us to consolidate our gains and secondly to gird our loins in preparation for another era of high growth rate. Let me emphasize that this will not be short-term, but a continuing process."

"With Rhodesia's tremendous potential before us, we must plan and prepare for a long-term rate of growth in excess of normal. This will inevitably produce problems and strains — Rhodesians will cope with them in the future, as they have done in the past.

"When we consider the tremendous problems encountered during the year, with the resultant setbacks,



Rhodesian soldiers are undergoing strenuous and realistic training. In the picture a simulated landmine explosion blasts the air as an army truck approaches a difficult stretch of road.

the resilience of the Rhodesian economy is extraordinary.

### Employment

"Apart from immigration and tourism, where we suffered a recession (for reasons which are well known to all of you), employment figures are up — more for the African than for the European; cost of living was well contained — again, the index shows that the African position is better than that of the European.

"Statistics show a healthy improvement in production for agriculture, mining and manufacturing; building output and electricity consumption are significantly up."

To sum up, economic progress was sustained at a rate which exceeded our expectations. Because of the uncertainties about the international economic scene in 1974, it was more difficult to forecast the future than previously. This much was clear. It would require a national effort from every sector of the economy if we were to maintain a growth rate similar to that of the year just ended.

(Continued on page 4)



## Traditional and sophisticated

On the right are traditional wedding costumes modelled at a cocktail party given to celebrate the 20th anniversary of Central African Weaving Mills (Pvt.) Ltd. whose very wide variety of products was effectively displayed by girls from the Harari Weaving Centre of Salisbury.

Below are seen two girls modelling more sophisticated clothes.



## More funds for preventive medicine

The Ministry of Health intends to divert more of its available funds to the field of preventive medicine.

The Minister, Mr. Ian McLean, said the amount now spent on preventive medicine was "totally out of balance" with that spent on curative services: 14 per cent. compared with 86 per cent."

It would be made clear to all concerned, including the medical missions, that the only way to reduce the cost of the curative ser-

vices was to ensure that preventive services were available.

This was the "philosophy" behind the recent move to invite medical missions to become integrated into the Government pattern by providing standardized preventive services, child welfare and family planning services.

The medical missions were forming themselves into an association, so that they can more readily implement the scheme.

## Praise for security forces

(Continued from page 3)

The Prime Minister said: "In conclusion, let me once again say how grateful we are to our security forces for the magnificent task which they are doing — it is because of their constant vigil that we can go on living safely in our wonderful country.

"To all of those civilians living in the north-eastern areas, particularly the women and children, we would like you to know that our thoughts and prayers are constantly with you.

"I am reluctant to indulge in wishful speculation about the future; however, in the context of the mad world we live in, I believe Rhodesians have cause for quiet optimism. With God's continuing guidance, we will succeed."



## Train own people to deal with our problems

Rhodesia must train her own people to deal with Rhodesia's problems, Salisbury Medical Officer of Health, Dr. Timothy Stamps, said in an address to a group of 28 African women from throughout the country who attended a month-long course at the Red Cross Training Centre on child and mother care, health hygiene and nutrition, accident prevention and practical first aid.

"You are now people who can go back to your own communities, teach other people what you have learnt and help to raise the standard of health of the community as a whole," he said.

"We must try to keep the health of the people as high as possible."

"The aim is not to wait until the people get sick, but to make people well so that they don't get sick."

Dr. Stamps said that a very important part of public health was making sure there was enough food, education and housing to go round.

"We must be sure that there are no babies born into the world who have got nobody who wants them, or nobody to look after them."

He awarded the women their Red Cross Training Centre certificates and child welfare badges.

As part of the presentation ceremony they demonstrated methods of teaching their local communities about immunization and home hygiene.

They form part of more than 1 200 men and women who have attended the various courses run at the centre this year.

## New ideas wanted on penal reform

New ideas—to many Rhodesians—on penal reform were advocated by Mr. Justice Harry Davies when he made a strong call for public support for a new look at this pressing problem.

One of the prime aims of reform was to persuade the Government to sponsor as soon as practicable an Institute of Criminology to give expert thought to the problem and produce a blueprint for reform.

It would not be difficult to reduce the present prison population probably by as much as 30 per cent, said the judge.

*When Life was Rustled Through.* A tale of Northern Rhodesia and of the Beira and Mashonaland Railways, by Owen Letcher. Books of Rhodesia Publishing Co., Box 1994, Bulawayo.

Political events of recent years have brought about realignments in rail traffic patterns in southern Africa, and the imminent completion of the Tanzam rail link prompts reflection on the tremendous contributions made by those who built the "pioneer railways" which give Rhodesia, Botswana, Zambia and the Congo, outlets to the coast in the early years of this century.

It is not generally realized that the Tanzam line was foreseen by Rhodes as one of the "lateral ribs" in his great Cape-to-Cairo rail and river project, of which the line to Bulawayo, the Victoria Falls and to Zambia was an integral part.

In 1907, when the author, Owen Letcher, travelled over the railway from the Cape through Rhodesia and across the Victoria Falls bridge, the railhead was at Broken Hill, now Kabwe in Zambia.

Here and there, beside the line, he observed "a tiny mound, a little clump of stones, a cross of wood . . . the human milestone of the Great North Metalled Road". Today, even these "milestones", the pegs that counted the cost of conquest, have disappeared.

This is a poignantly beautiful story of some of the "grimy, shrivelled crew" who built and ran part of Rhodes's railway in the early days of this century. It was first published in book form in 1934, in a limited edition of only 150 copies, and is now rare Rhodesiana.

He called for the introduction of prisons where the first offender did not come into contact with the hardened prisoner.

He also advocated the greater use of suspended sentences, especially for first offences.

Referring to records of conviction ("remaining here and in whatever country the man might go to live or work,") Mr. Justice Davies said: "It is about time we amended our law to provide that a person might expiate his crime and have the slate wiped clean by proving he is not in fact a criminal . . ."

## Poignant record of early railroad



"... a station-master, elderly, florid and spruce . . ." One of the charming scraperboard drawings in the new book.

The publishers have re-set the work and had it embellished and illustrated by Rose Martin. The book comprises 64 pages in a format of approximately 8½" x 5½" and is printed on good quality paper.

(It retails at \$4.50 and Book Club members, who enjoy a 33½ per cent. discount, receive it for \$3.35, inclusive of packaging, postage and insurance. A collector's leather-bound, limited, numbered edition is in preparation.)

## Sugar prospects good

The future for sugar cane production in Rhodesia has never looked as good, says *The Rhodesian Financial Gazette*. Favourable growing conditions and low costs of production place the country in an ideal position to take advantage of the current record market prices. Yields per hectare are the highest in the world (almost 100 tonnes/ha in 1971).

**Mystery of Rhodesia:** Many of a party of 32 Greek tourists had come to Rhodesia because of the "mystery of the country" said a spokesman of the organizing travel agency.

## FROM THE SCRIPTURES

. . . If God will be with me, and keep me in this way that I go and will give me bread to eat and raiment to put on . . . then shall the Lord be my God. Gen: 28 v 20, 21.



## Customs and beliefs of the African people

### The Man—and his Manners

Manners makyth Man, we are told—but do all men share a code of good or bad manners? Manners differ. What is considered polite in one society may be regarded as the height of rudeness in another. This is particularly so in Rhodesia where we have a multi-racial society — yet we always tend to judge the manners of the others by our own.

Whenever a European man is addressed by a superior, or when someone to whom he owes respect enters the room where he is sitting, he will leap to his feet and remain standing. When entering another's office he does not barge in and sit down.

Yet the African considers it a mark of esteem and respect to squat down on his haunches as soon as he is addressed by a senior. He is being polite, in accordance with his code; when he walks in and sits down without waiting for an invitation to do so.

#### Right hand

The African, like the Arabs and others who have existed in countries where there is barely sufficient water for survival, let alone washing, regards his right hand as his "clean" hand. He uses the right hand for conveying food to his mouth.

Because he uses his left hand for various unclean tasks, he would be a most unwelcome guest if he used it for taking food from the communal cooking pot. To give with the left hand is a slight upon the receiver. Politeness demands that you use only the "clean" hand when handing anything to another person.

#### With both hands

An African is not being rude or greedy when he holds out both hands to receive a gift. No matter how small the present may be, he is trying to indicate to you that it is so big, so heavy, and so generous, that it takes two hands to hold it.

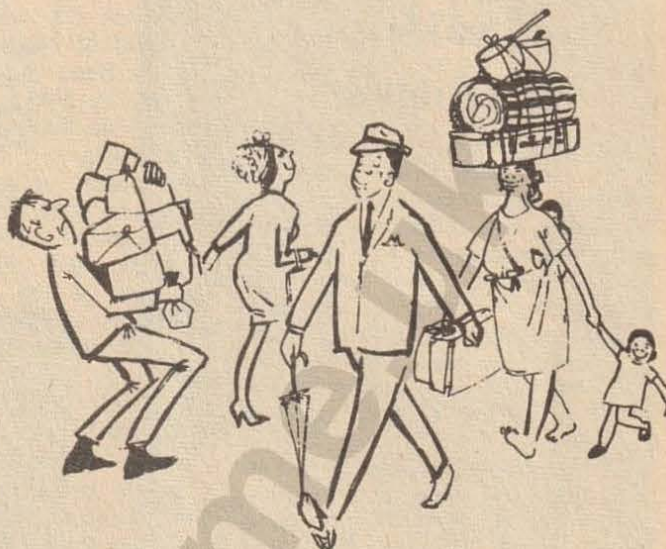
To receive a gift with one hand as we do, belittles the gift somewhat and does not express gratitude.

#### Shaking hands

We shake hands when we meet, a custom which dates back to the days of swords and daggers. We extend our sword hand, empty, to show that we do not intend any mischief.

If two people are talking we would consider it ill-mannered to walk between them, yet the African will do this in order to show that he does not intend harm.

How would he protect the woman in an emergency if he carried luggage?



Returning to our sword hand for the moment. It is customary for the bride to walk down the aisle after the marriage, at her husband's left side. This leaves his right or sword hand free so that he can protect his bride.

Yet we are apt to raise our eyebrows when we see a heavily laden African woman accompanied by a man who carries nothing but a

spear, axe or stick. When you come to think of it, he would not be able to protect the woman in an emergency if he were cluttered up with the luggage.

Remember this the next time you are made to go shopping!

How many of us, living as we do in a busy whirl, adopt an abrupt "Yes? What do you want? Speak up!" attitude?

To the African this is dreadful, for amongst themselves they insist upon finding time for lengthy customary greetings and light conversation before getting down to business.

It often happens that one receives a cheering reply to a question yet one is later exasperated when one finds that the answer was incorrect.

"Is it far to the nearest pub?" asks the footsore traveller. "No," replies the African, "it is not far".

A few miles further on the traveller dies of thirst and frustration because he did not realize that it is good manners in African society to tell a person what he wants to hear, even if it is not true.

On the other hand an African informant might make the proverbial mountain out of a molehill in order to please someone.

"Old Ningi's goats spent the night in your vegetable garden and all your cabbages have been eaten," you are told.

Rushing to the garden you find only one cabbage has been nibbled by a goat which must have been able to reach through the fence. Are you not happy and relieved?

You should be—so stop jumping on your hat.

### Poverty datum line study

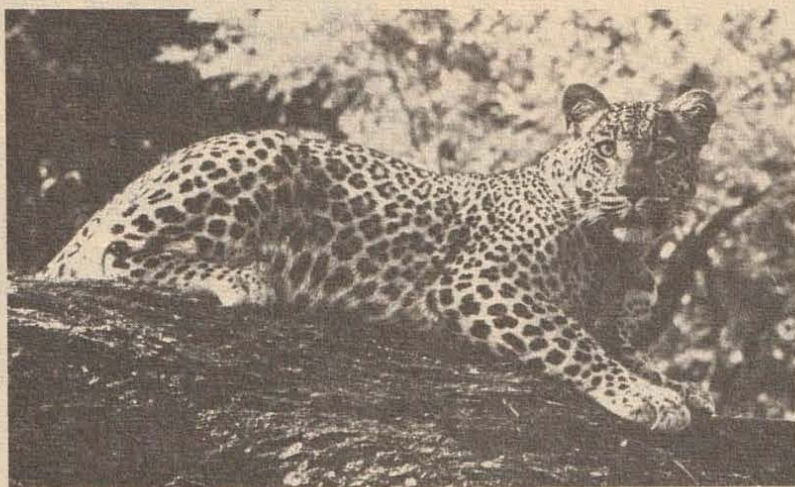
The University of Rhodesia has established a research unit to carry out a poverty datum line study. Financial support comes from voluntary bodies and organizations representing both labour and employers, representatives from which form an advisory committee.

Miss Verity Cubitt, a junior research fellow in the Department of Economics, says the initial aim is to examine poverty datum line and other indices relating to the needs of urban African families with reference to that level of income required for a household of given size and composition to live at a defined minimum level of health and decency.

In the first phase the levels will be estimated for Africans living in the Salisbury area and subsequently the project will be extended to include smaller towns.



## Motopos Hills—home of the highest density of leopards in the world



The Rhodes Matopos National Park is renowned for its historical significance, its scenic grandeur, and even its abundance of black eagles. But the tourists who flock there are probably unaware of one of its most rare and exotic living assets—the leopard, says a report in *The Chronicle*, Bulawayo.

The park is believed to have the highest density of leopard population in the world, although visitors who catch a daylight glimpse of this shy, elusive creature should consider themselves lucky.

According to game ranger Mr. Richard Smith, who is studying leopard in the park for his certificate in field ecology through the University of Rhodesia, "one could go a lifetime without seeing a leopard".

In the three years since his study began, he and his staff have made 36 sightings. A rough estimate of leopard population puts at least 150 in an area of 43 200 ha.

Mr. J. Grobler, research officer (Matabeleland South) in the Department of National Parks

and Wild Life Management, who initiated the programme and is indirectly working with it, said it was the first scientific study on leopard in Rhodesia.

It aims to find out more about the animal's hunting habits, hunting range and general behaviour. "Because it is such an elusive, secretive creature, indirect methods are used to assess its behaviour, and it's a slow process," he said.

Fortunately, leopard were easy to track since they used roads and paths a lot, probably so that they could move more silently and swiftly, he said.

"By measuring pug marks and tracking them one can work out roughly how large the leopard are, which areas they hunt in and how far they wander," said Mr. Smith.

On average, an adult leopard in the park would eat about 22,5 kg of meat a week, and of its total diet 32 per cent. would probably be dassie meat (rock rabbits). Leopard would therefore, eat possibly between 460 and 480 dassies a year.

## Victoria Falls a most peaceful area

Over a hundred travel agents representing South Africa went on a river cruise up the Zambezi from the Victoria Falls one night recently.

The Rhodesia-Zambia border at Rhodesia's number one tourist resort was all quiet. There was not one Zambian in sight—military or

otherwise — "and this is how it is most of the time" said a Victoria Falls resident.

"So much publicity has been given to the shooting of the Canadian girls that everyone thinks this is a danger area.

"In actual fact we live in a most peaceful area of Rhodesia."

## Building promises bright picture

With mortgage advances and loans from building societies topping the record \$220 million mark, there are firm indications that new residential building activity hit an all-time peak last year.

The value of building plans passed during the first nine months of the year totalled more than R.\$47 million. Despite a fall-off in October, this amount is nearly R.\$3 million up on last year's figures.

Estate agents are saying that medium and low-priced houses are the most popular. Scheme housing is a particular target for new house-buyers.

Building societies too are painting a bright picture. The amount advanced by the end of September — R.\$223,4 million — was more than R.\$30 million up on last year's figures. In 1963, the amount lent was R.\$74,6 million.

## "Slot-machine" divorce must end

In an address to the Child Protection Society Mr. Justice Goldin said the finality of divorce must be done away with.

Referring to "slot-machine" divorces, he said people could go to their lawyers when they were most upset and angry and within two months the divorce had been granted.

It had been established that most people who got divorced later regretted it.

He suggested that in all divorce cases where minor children were involved the Courts should have the power to order a period of separation (depending on the circumstances) before the final decree was granted.

Mr. Justice Goldin, who is the author of a book on divorce in Rhodesia, urged that the separation period be used to prepare the couple to cope with the problems arising from divorce.

"The need for divorce guidance is of utmost importance. There is definitely a need to prepare people to cope with the consequences of divorce.

"Divorce therapy is as important as marriage therapy."

● Mr. Justice Goldin's call received strong support from organizations and institutes concerned with divorce and its problems.



# Holiday Inns come to Rhodesia

An organization with a world-wide reputation, International Holiday Inns (Pvt.) Ltd., chose Bulawayo — staging post for tourism to the Victoria Falls — for its first venture in Rhodesia.

It was fitting therefore, that the official opening should have been performed by the Prime Minister, Mr. Ian Smith.

The pictures on this page give some impression of the elegant building and its striking interior decor.

The hotel with its 158 bedrooms and four suites was planned by a Bulawayo firm of architects and erected in just over 10 months of building time, employing 60 artisans of all trades and 250 Africans.

Below: A general view of the hotel which gives greater emphasis to Bulawayo on the tourist map.



## Job is challenge

A man who sees his new job as a challenge to run a hotel "as in the old days" is the innkeeper of Holiday Inn.

He is Mr. Clive Edward Bolton (38) who sees the latest addition to the Rhodesian hotel industry as a hostelry where the customers can enjoy themselves, a fun hotel without starchiness aimed at the family man and woman.

"The term mine host has disappeared in recent years," says Mr.



The Silver Queen Restaurant, named after the first aeroplane to land in Bulawayo, is distinguished by portraits of well-known World War One pilots fitted into glass and wrought-iron work

Bolton, London-born and a graduate of a famous hotel catering college in the English capital.

## Old tradition

"I aim to become an innkeeper in the old tradition — and perhaps it's significant that the job I've stayed in longest was an unlicensed family hotel in Durban," he says.

But even if he has ideas in the old tradition, he's one of the latest graduates from the Holiday Inn university at Memphis, Tennessee.



The Red Baron bar has this striking picture of a World War One aerial dogfight.

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