



# **RHODESIA**





## Rhodesia ... our way of life

FROM bare veld, ravaged by marauding tribes, Rhodesians have built during the short span of 77 years a complex and sophisticated modern state. It was Kipling who wrote: "We killed a king, we built a road; a courthouse stands where the regiment go'ed." Briefly, this is the story of Rhodesia. Shortly after a negotiated and peaceful occupation of the country in 1890, the links of Rhodesia's early history were forged in war and rebellion and the blood of both black and white. Lobengula, the Matabele king, died in 1894 after defeat at the hands of volunteer forces raised in Rhodesia by the Administration. With the quelling of the rebellions a few years later, Rhodesians were able to turn their minds to establishing permanent lines of communication and carrying the law to the farthest corners of the land. The courthouse, more than anything else, is the symbol of civilization. Where law and order prevail, there can men go in peace about their daily affairs; there can commerce be conducted, and what men make with their hands they need have no fear will be taken from them. So it has been in Rhodesia since before the turn of the century; and so, in a strife-torn continent, Rhodesians are determined it will continue to be.

In a booklet of this size it is not possible to do more than provide a glimpse of this beautiful country. To explain what is inexplicable in words or pictures—the almost mystical quality of the love and regard which Rhodesians have for the land they live in—is a task that is not even contemplated. The pleasure and cheerful wellbeing that make up an essential part of the Rhodesian way of life are far from being a mere manifestation of hedonism. There is too, in the Rhodesian character, a sense of responsibility for the continued development of the interests of all sections of the community, and, with it, the glad acceptance of a challenge.

The story that began in 1890 is by no means coming to an end. The year 1967 marks but the beginning of a new chapter.





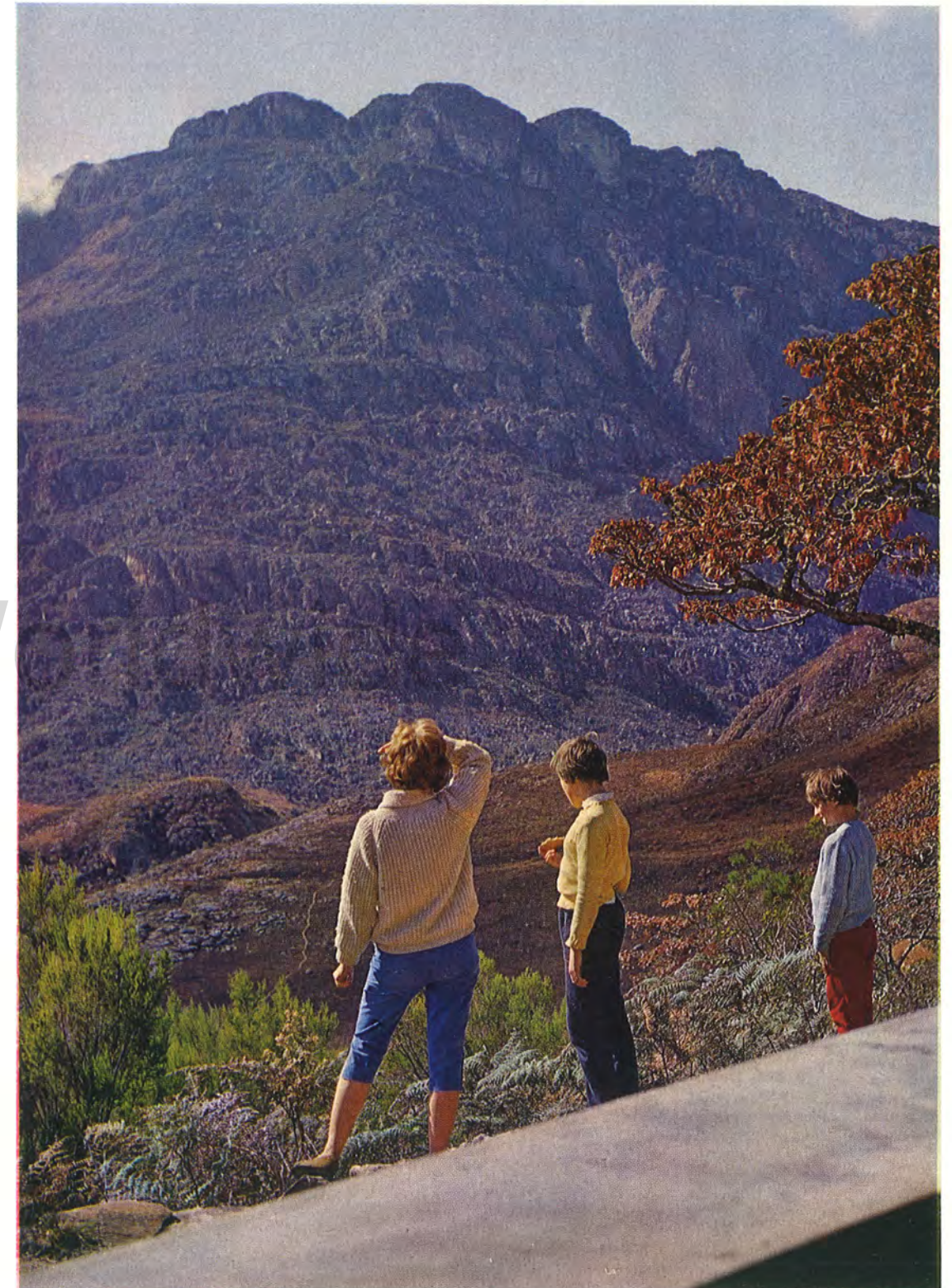


## sunshine, vitality and smiling faces

**R**HODESIA—in 1967—is still a smiling land, of sunshine, vitality and happy faces. It may be that life is a little less easy-going than it once was—more dedicated, and infused with a sense of the urgency of the immense task which it has become the duty of this young country to undertake. But if Rhodesians are working harder, then they will compensate by playing harder too, so that the balance of the life they have carved out for themselves may remain undisturbed. Hospitable they have always been, and today, in a world where true friendship is at a premium, those friends who come to Rhodesia, whether to work and stay, or to holiday and play, may be assured of an especially warm welcome.

Rhodesia is a young country. It is young not only in the years of its existence but also in the age and outlook of its people and the quality of the life that's lived here. The tropical diseases that decimated the early pioneers have been largely conquered; the tumbling, swollen rivers that once made travel almost an impossibility after the annual rains had broken have been spanned by graceful concrete bridges. This is the mid-twentieth century and life is kindlier. Yet in the make-up of every Rhodesian there is something of the pioneer. Roots have struck deep since the 1890's when Rhodesia was born, and today there are fourth and even fifth generation white Rhodesians living in the land their forebears wrested from the savage bush. Yet most Rhodesians, even today, were not born here but sought out this land as the one in which to make their homes, bring up their children and live out their old age. Whether they came from South Africa or from Britain, from continental Europe or North America, there is in each one of them something of the spirit of the frontiersman.

The gleaming capital city of Salisbury stands where 77 years ago was only a wide grassy valley through which meandered the Makabusi stream. Bulawayo occupies the site of the royal kraal of Lobengula, king of the war-like Matabele. Three weeks' arduous travel once separated the two,

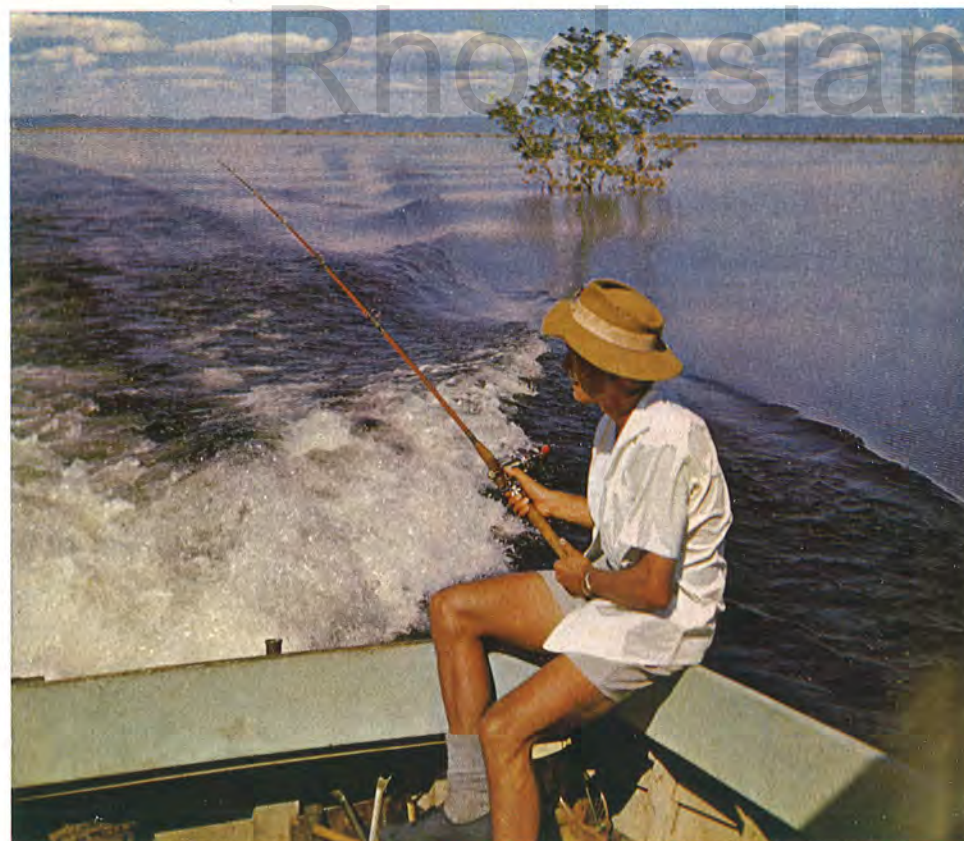






Not only for the trout fisherman, but for visitors of all ages and both sexes, the sparkling streams of Inyanga have a special charm. The area is well served by holiday hotels and chalets, and provision is made also for campers and caravanners. Despite the popularity of Inyanga as a Rhodesian playground, the area is extensive and here one is never crowded, can enjoy the bracing mountain air with a feeling of away-from-it-all.

So vast is Lake Kariba—almost an inland sea—that tropical storms can whip up waves that would surprise even a coastal fisherman. At other times, its tranquillity is such as to lull the fever of modern living into a mood of serene contentment. Those who love the great lake, with its multitude of creeks and islands, love it in all its moods—and tiger fishermen come back year after year for the annual international tournament.

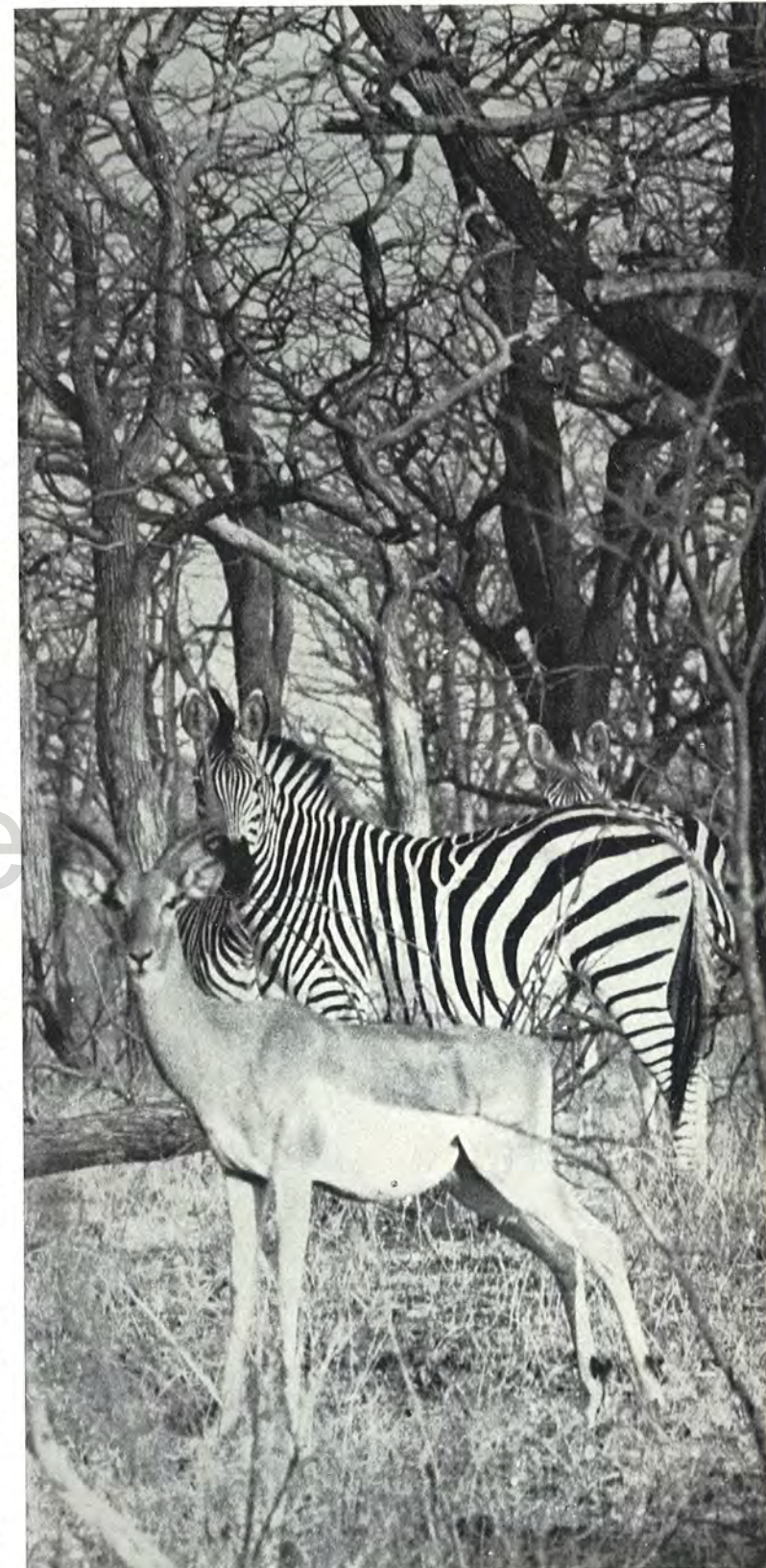


but in 1967 the journey is made, wet or fine, in a few hours on a modern highway. Rhodesia's towns, and all but the most remote and unspoiled of the country's tourist attractions are linked by all-weather roads—from the vast Lake Kariba in the north, famed not only for the engineering magnificence of its huge arch dam but also for the game to be seen along hundreds of miles of its southern shoreline and the fighting tiger fish to be caught in its waters, to the brooding mysteries of the ancient ruins at Great Zimbabwe. Along Rhodesia's eastern borders lie the bracing highlands of Inyanga, a holiday mecca for Rhodesians and visitors alike; charming Umtali nestling in its fold in the hills (one of Rhodesia's most beautiful towns, and at the same time a booming industrial centre); and the blue buttresses of the great Chimanimani mountains, frowning down across the plains of Mocimboque towards the sea at Beira. In the south-west, only a few miles from Bulawayo, the granite fastnesses of the Matopos Hills provide, in lonely grandeur, a fitting last resting place for the country's founder, Cecil John Rhodes; and in the north-west, beyond the Wankie National Park, where nearly every species of Rhodesia's wild animals may be seen in its natural habitat, is the world's greatest natural phenomenon, the Victoria Falls, where the mighty mile-wide Zambezi hurls itself breathtakingly 350 feet into a narrow gorge.

Here in Rhodesia is nature at its most awe-inspiring, but everywhere too the effect may be seen of man's hand upon the land. A young country is given a second chance—a chance to learn from and avoid the mistakes inevitably made in older more developed countries. So sparsely populated was Rhodesia in the early years of this century that it became possible, before too much damage was done, to harness the world's store of technological knowledge to the protection, by law, of a new country's natural resources. The progress made, particularly in the field of soil conservation, has made Rhodesia a model in this respect. Wankie's immense coal resources were brought into play to feed the thermal power stations required to supply the power for a multitude of small gold prospects. Even before the war, a power network had been established that was the envy of older and larger countries, and today those same stations, much enlarged and modernized, are held in reserve to assist at times of peak load when even the huge turbines at Kariba, feeding power into the national grid by way of lines carried on great pylons for hundreds of miles across virgin bush, cannot meet the ever-increasing demand for electrical power.

Not only the Zambezi but the turbulent waters of many rivers are now held in check by vast dams. Thousands of acres of land formerly useful only for carrying scrub cattle, are today, under irrigation, producing rich harvests of citrus, sugar and wheat; and new roads, railway lines, airports and townships with every amenity, have been constructed to serve these areas. The potential is virtually unlimited.

Here is vitality indeed. No wonder Rhodesians have smiling faces!







Tracey-Leigh (she is the one with the ball) is a lucky girl indeed—for she will run and play and swim and go to school in one of the world's most delightful climates. And one day, we may be sure, she will grow up into a fine example of healthy young womanhood—just like her mother. Doubly lucky Tracey-Leigh has another claim to fame. Daddy is Rhodesian springboard and high-diving champion, Terry Rossiter.

## glorious, sun-drenched climate

THE perfect climate? Perhaps there is no such thing. When it rains, there are sunbathers who would have preferred the weather fine—and when the sun shines out of an azure sky, there are farmers who could have done with rain. Icelanders are said to like their weather, and even Nigerians may have something to say for theirs—but Rhodesians will brook no argument when they claim that their country enjoys the finest climate in the world.

Geographically, Rhodesia's situation is wholly within the tropics, but the country lies at a height above sea level that tempers tropical heat to a healthy and invigorating warmth. The highveld, the main settled part of the country, in which most of the development has taken place, is a great plateau between 4,000 and 5,000 feet above the sea, and here the weather is what folk of other climes must often dream of. The rainy season coincides with the months of middle summer, drenching the land when it would otherwise be at its hottest, cooling and sweetening the air. And in winter, on sharp mornings as the sun begins its climb into the cloudless blue, the air is like champagne.

Rhodesians are outdoor creatures, loving the sports and occupations that take them into the open air and the warmth of the sunshine. At night, the countryside is coolly bathed in the light of a million sparkling stars.

Children thrive in a climate like this. They grow up strong and healthy, and during their developing years they are clothed for a fraction of what it costs in colder lands.

Rhodesia is photographer's country. The sunshine is to hand and the colour is all around—just click, and you have a perfect picture. Except—that is—at Zimbabwe. Light and shade play strange tricks among the grey and brooding ruins, and photography there is best left to the professional, as this picture was.



Balmy breezes mean plain sailing for dinghy sailors on Rhodesia's extensive inland waters. In such conditions, the gay, multi-coloured spinnakers must be handled with a sure delicacy of touch. It is another thing again on a summer afternoon when thunderstorms are building up. Then, there is excitement enough for even the most intrepid, and a strong hand best handles the sheets.





# home life



Many industrial and agricultural projects and statutory bodies in Rhodesia provide housing for their employees. The upper picture is of a company house at the Hippo Valley estates near Chiredzi in the Lowveld. This is in the area in which, in the last few years, fabulous agricultural development has taken place with the application of vast schemes of irrigation. The lower picture shows part of a company-owned housing scheme for African employees at Msasa, on the outskirts of Salisbury. The block of flats in the picture at right is in central Salisbury. This block is municipally owned, but tenancy of the flats is not limited to persons in any particular occupation.



THE earliest settlers lived in tents or roughly constructed small dwellings of sun-baked brick under thatch—at least until they could afford to import sheets of corrugated iron from the south. With improving transport facilities bigger and better homes were built, and between the wars the colonial style bungalow was much in vogue, with its high ceilings and wide all-round verandas. Immigration on a large scale after the second world war severely strained existing accommodation and in the towns building regulations were relaxed in certain areas to permit the swift construction of large numbers of pise-de-terre type houses. Prosperous times and the development in the country of soundly managed building societies led to a tremendous demand for home ownership, and as the supply of materials became easier there was a surge of building activity in the residential areas of Rhodesia's towns and, to a lesser extent, in the countryside.

Most modern houses in Rhodesia are soundly constructed of burnt brick, plastered and decorated with plastic paint, and roofed with tiles. Wide verandas have largely given way to smaller stoeps on which the family gathers to enjoy a brief sundown period of relaxation. The trend is towards large windows, which in single-storey dwellings can be protected from an excess of sunshine by the shade of wide overhangs. Most houses today are individually designed and stand in gardens of half an acre to an acre, planted with flowering trees and shrubs. Bright colours are much used for decoration, and a drive through the suburbs of any Rhodesian town is a gay and rewarding experience.

In the towns, there are well-kept blocks of flats to suit most pockets, as well as boarding houses and residential hotels.

Rhodesians are early risers, and most shops and offices open at 8 a.m. There is no early closing day during the week but shops generally shut for the weekend at 12 noon or 1 p.m. on Saturdays. Such staples as milk and bread are normally obtainable during the evenings and throughout the weekend from neighbourhood cafes.

Cinemas and, in most centres, amateur or semi-professional theatre vie with television and radio to provide evening entertainment. Diners are handsomely catered for at numerous restaurants and night clubs in the larger centres.

Television is no longer a 'new toy' in Rhodesia. Viewers in 1967 tend to be discriminating, but most families within the viewing areas find something to enjoy out of the selection of programmes broadcast nightly from the studios at Salisbury and Bulawayo. Television fare includes drama, comedy, sport, travel and documentaries as well as news, news magazine programmes and live broadcasts from the studios. Sound radio programmes of the Rhodesia Broadcasting Corporation cover the whole country, and transmissions are continuous between the hours of approximately 6 a.m. and 11 p.m. daily. Both radio and television transmit educational programmes for schools during school terms.





## EDUCATION



THE Ministry of Education, which administers education generally throughout Rhodesia, is in two Divisions. One deals with European, Asian and Coloured education, and the other wholly with African education. Each side of the Ministry is served by professional officers who have made a specialized study of the problems peculiar to their own Division.

No distinction is made between the races in the sphere of further education, members of all races studying together at technical colleges and at the University. In this sphere, there are two colleges offering full-time instruction in a wide range of industrial, commercial, technical and adult education subjects, and both of them provide hostel facilities. In addition there are several technical institutions in the smaller towns which offer evening and part-time instruction. Rhodesian students may follow university courses at the University College of Rhodesia in Salisbury, which is in a special relationship with the University of London and awards London degrees, or at universities in South Africa or in the United Kingdom.

For children of the European, Asian and Coloured communities in Rhodesia, education is compulsory between the ages of seven and 15. However, children may be admitted to school at an earlier age, provided they are not less than five years old on 31st January in the year of admission.

The primary course lasts seven years and covers two infants' sub-standards and Standards 1-5.

All the secondary schools, with the exception of two technical high schools, are comprehensive in character. Transfer to these schools is normally at the age of 12-plus, the intake being "streamed" on the basis of assessed potential. The academic stream, normally about half of the intake, proceeds to the General Certificate of Education examination at 'O' level. About half of the pupils who take this examination go on to a sixth form with the intention of qualifying for university entrance.

The Division of African Education administers educational facilities for more than 675,000 African school-children—a figure which is approaching three times the total European population of the country. Children in the primary schools receive a five-year course, and 40 per cent. of them go on to a further three years of schooling in the upper primary classes—but this pattern will gradually change under a new plan for African education now being put into effect.

The new plan envisages full primary education (seven years) for all children who can reach a school; an expansion in secondary education by the provision of junior secondary schools in which, it is hoped, will be absorbed by 1974, some 37½ per cent. of pupils completing the primary course; and facilities for another 12½ per cent. to take a full four-year course of academic secondary education.

## MEDICAL CARE

RHODESIA, as well as having what must be the healthiest climate in the world, can claim also to have one of the most extensive and efficient health services on the African continent.

With one fully qualified medical practitioner for every 4,500 inhabitants of all races, and with nearly four hospital beds for every 1,000 of the population, Rhodesia provides curative services that are greatly in advance of those of most African territories.

Preventive services, also, are well developed. Although malaria is still endemic in some of the lower-lying rural areas, it has virtually ceased to exist in the main centres of population, and a programme to control and finally eradicate the disease in the remaining areas is under way. Government and local authority health services perform close on a million vaccinations every year towards the total eradication of smallpox, and Rhodesia's research activities into other endemic diseases of Africa, such as bilharziasis, have received world-wide recognition.

The Ministry of Health operates 128 hospitals, clinics and health centres throughout the country, and another 67 hospitals are run by medical missions with Government grants-in-aid. In the major Government hospitals at Salisbury and Bulawayo, a full range of specialist services is available, including cardio-thoracic surgery, neuro-surgery and advanced radio-therapy.

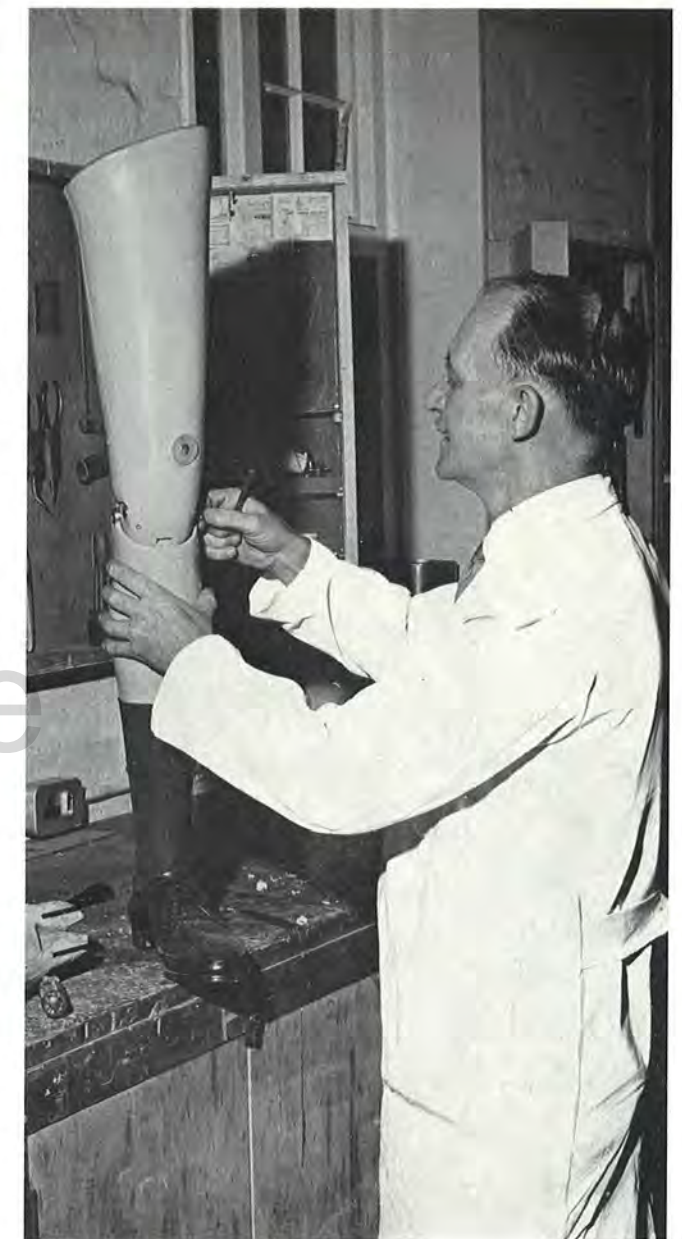
Local authorities provide clinic services and accommodation for cases of infectious disease, which are, however, infrequent in the main urban areas. The epidemic diseases such as typhus, cholera and plague are non-existent in Rhodesia. Both Government and local authority medical units provide preventive inoculations against common infectious diseases such as whooping cough, diphtheria, tuberculosis and poliomyelitis.

Four large hospital groups in Rhodesia are recognized as training centres for the nursing profession, and there is a medical school at the University College in Salisbury which is in a special relationship with the University of Birmingham Medical School.

Charges raised by Government hospitals in Rhodesia are moderate and sub-economic. The existence of well-organized medical aid schemes ensures that the breadwinner of every family can provide for his medical expenses at very little cost.

Statistics of births and deaths among the African population are still incomplete. Among the white population of Rhodesia the death rate in 1965 was 6.2 per 1,000 of population, which may be compared with a death rate of 11.5 per 1,000 in England and Wales.

The World Health Organization's reports on the world health situation consistently demonstrate that Rhodesia is among the leading countries in Africa in the provision of health services.



Rhodesia is proud of the advanced techniques employed in the provision of artificial limbs. In the picture (above) a technician at the Orthopaedic Centre in Salisbury is seen putting the finishing touches to an artificial leg. Several Rhodesian golfers and tennis players of good club standards wear such limbs unknown to partners or opponents





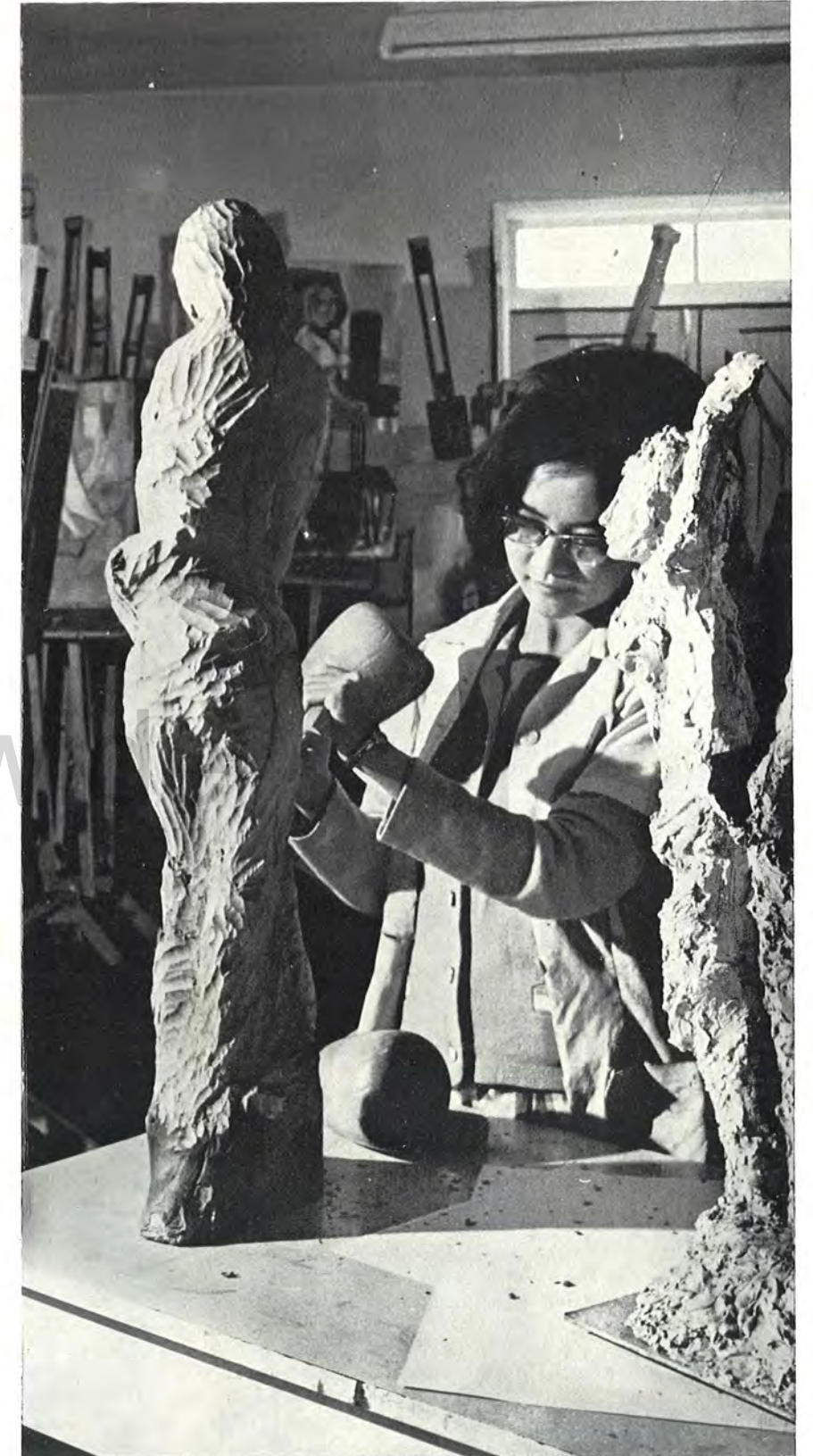
## Religious and Cultural Activities

IT was in 1859 that Robert Moffat of Kuruman opened a mission station at Inyati in Matabeleland, thus planting the first seeds of Christianity in the land that was to become Rhodesia. Another 31 years were to pass before general European settlement took place, but when the pioneer column occupied the country in 1890, a padre was with it, and within a few more years churches of most of the main Christian denominations had been established. The entrepreneurial talents of persons of the Jewish religion were early in evidence in Rhodesia, and these were welcomed by Cecil John Rhodes as a sign that the commercial future of the new country was assured. The Hindu and Muslim faiths were soon represented—the former by Indian traders and the latter mainly by African work-seekers from Nyasaland. Later Greek immigration led to the establishment of another Christian persuasion, and today the Greek Orthodox, together with the Anglican and Roman Catholic, brings the number of cathedrals in Salisbury to three.

The early missionaries had achieved little success in influencing the Matabele to accept Christianity, but after the defeat of Lobengula in 1893, missionary activity throughout the country spread rapidly—the Anglican, Catholic, Dutch Reformed, Methodist and Presbyterian churches and the Salvation Army being particularly active. These and other missionary bodies have done magnificent work, not only in spreading the Gospel but also in the educational and medical fields.

Culturally, Rhodesia, as might be expected of such a young country, is, if not a desert, at least rather arid. Its indigenous artistic heritage from past ages is based on no more than the remarkable architectural ability of the unknown builders of Zimbabwe and other ancient relics, and an abundance of graceful, lively rock paintings executed by a now almost extinct race of nomadic bushmen.

Modern Rhodesians are only too well aware of the country's cultural deficiencies—and strive the harder to make them good. The Rhodes National Gallery in Salisbury is justly famed, both for the series of exhibitions of classical and contemporary art it has brought to Rhodesia, and also for the energetic lead it provides as a workshop of local art and sculpture. Although well outside the mainstream, Rhodesians keep themselves aware of developments in Western literature, theatre, ballet and music. Contact with the greatest in the arts is difficult and expensive—and Rhodesians therefore tend to do, rather than merely to listen and observe. For this reason perhaps, there may be more than an average number of painters, sculptors, writers, actors, musicians and dancers among the population, and there can be no doubt that in time a truly Rhodesian culture will evolve.





# SPORT



**F**EW countries know with certainty the exact date on which organized sport first took place on their soil. To this general rule, Rhodesia can claim the distinction of being an exception. The year was 1890; the sport was rugby football; and the venue was the dry, sandy bed of the Shashi River at Tuli. Opposing teams were drawn from men of the pioneer column, then waiting to make a crossing of the river and embark on the expedition that was to lead to the founding of Rhodesia, and members of the force of British South Africa Company's Police who were to act as their escort. History is silent on the result of the match, but what is certain is that organized sport had made an auspicious start at the very birth of the new country.

With such a background it was almost inevitable that rugby should become Rhodesia's premier winter game; and it is only in recent years that it has received any sort of challenge from association football, and, to a lesser extent, hockey.

In summer, cricket is undisputed king, with a host of other sporting activities in its retinue.

The accusation has been made that Rhodesians elevate their sport to the status of a religion. This is unfair, but there is no doubt that with a climate such as Rhodesia enjoys, the temptation is there.

It starts at school, where almost without exception, extensive playing fields are provided within sight of the classrooms. The youngsters plod through their school-work from 8 a.m. to 1 p.m. with only the occasional sigh and glance out of the window at the sunny outdoors, and



the afternoons are then free for—sport. Most schools have their own swimming pools also, and few Rhodesian children are unable to swim by the age of seven or eight. The school gala is a highspot of the academic year; the water is cool and the competition hot; and many youngsters continue to compete in inter-school, inter-club, inter-provincial, and sometimes international swimming. So widespread has this interest in swimming and diving become among the younger generation that it is beginning to attain the dignity of a third national sport. In addition to the many privately owned and school pools, all the main centres of population (and many of the smaller ones) have fine public swimming pools at which attendances are high.

Apart from ski-ing and ice-skating, there is hardly a team or individual sport which is not catered for in Rhodesia. The list—from sky-diving to skin-diving—is all but endless. In the larger towns, the various sporting clubs provide their many members with a wide choice of activities, while enthusiasts in what in Rhodesia are still minor sports (fencing, for instance, gliding, water ski-ing and rowing, to mention but a few) have formed their own clubs devoted exclusively to a particular sport.

Although thousands go to the races each week to follow the horses, probably as many thousands are out actively participating in healthy exercise on the golf courses and bowling greens that are to be found everywhere throughout the country. In fact it would be true to say that Rhodesians, in general, are more likely to support their favourite sport by taking part than as spectators.

Rhodesian sportsmen (and women) have achieved international acclaim in many spheres. Examples which spring to mind are those of Colin Bland—and more lately Jackie du Preez—(cricket); Adrian Bey, Frank Salomon



*Up and over! The Rhodesian high jump record is held by an African athlete. Rhodesia's Angela Edwards, well known in show-jumping rings throughout southern Africa, has no trouble in clearing the bar either. Left: Coaching hour for the children at Bulawayo's beautiful municipal swimming pool.*

and Pat Walkden (tennis); John Love (motor racing); and no less than three motorcycle world champions, led by the late Ray Amm.

The sporting aspirations of the African people of Rhodesia have so far remained within narrower boundaries, but the leading football teams have immense followings and the names of the star footballers are household words. Boxing also attracts large crowds, while in athletics, Africans are national record-holders in a number of events. Marathon walking events attract a good entry from both sections of the population, and tennis is yet another sport now gaining acceptance among the Africans. African women, for so long relegated to the sporting wilderness, have recently achieved what is almost a sociological revolution by taking the schoolgirl game of netball with them on leaving school and continuing to play it, sometimes even after marriage.





A COMMISSION appointed recently to enquire into the provision of future rail links between Rhodesia and South Africa has forecast that Rhodesia will become increasingly the larder of southern Africa. Certainly Rhodesia is likely to be numbered among those countries able to help feed a hungry world from their own agricultural surpluses. This country's agrarian revolution has been gathering impetus with each year that passes, and success with the massive effort now being made to raise Rhodesia's subsistence farmers into the cash

## AGRICULTURE

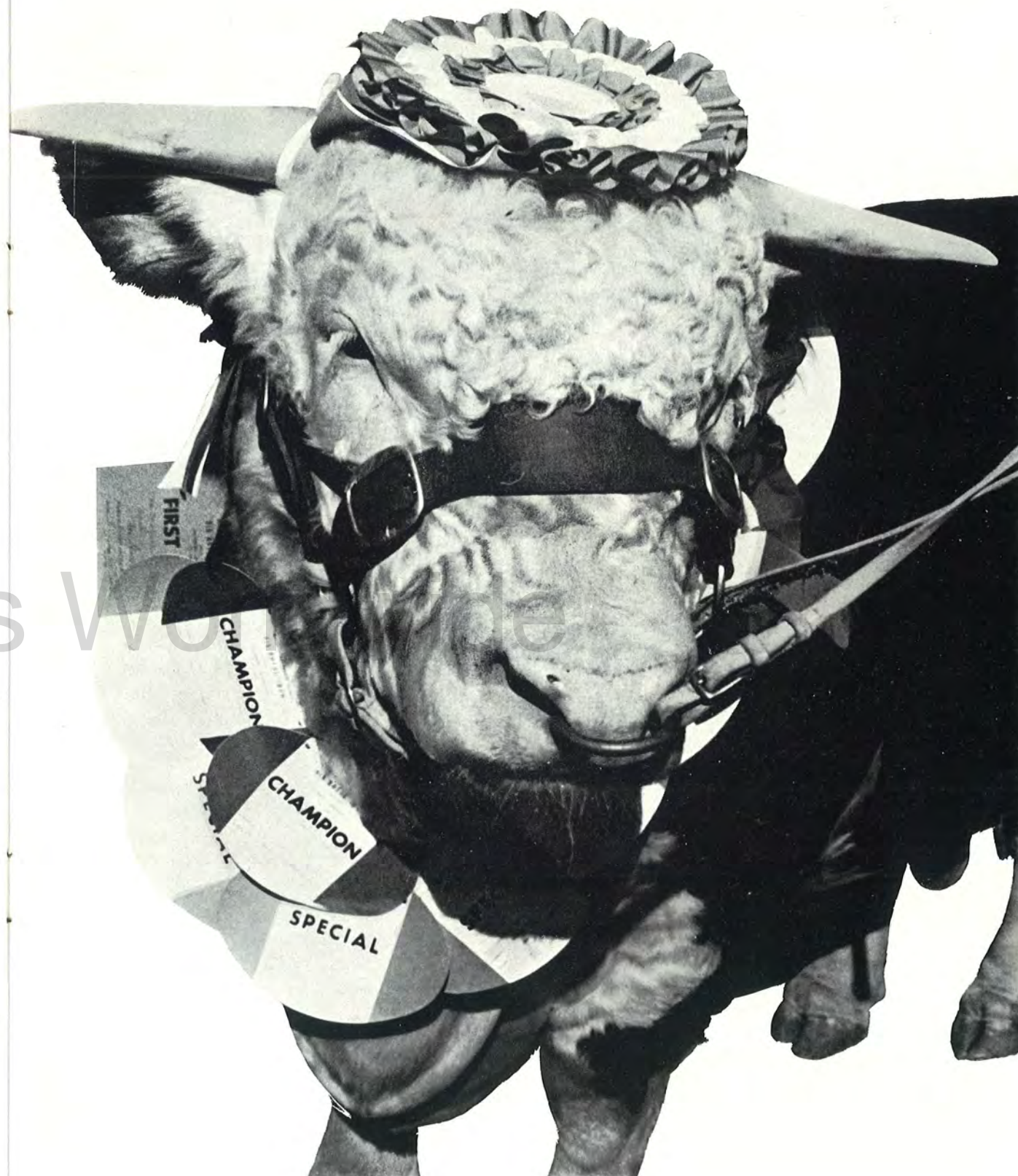
economy could convert Rhodesia into an agricultural treasure house, not only for southern Africa but for many other markets within reach.

Impressive developments in the production of tobacco, beef, dairy products, pig products, cotton, sugar, citrus and maize have become commonplace as Rhodesia strides ahead to compete significantly in fields previously considered exotic.

For example—the little animal in the picture (left) is a chinchilla, a native of the Andes regions of South America. A full length chinchilla coat may be worth thousands of pounds, and today the world's finest chinchilla pelts are from animals scientifically bred in Rhodesia.

Again—up to a year ago nearly every loaf of bread eaten in Rhodesia was baked of flour from imported wheat. The recent need for greater self-sufficiency led to a sudden decision early in 1966 to plant 2,500 acres of irrigated winter wheat at Mkwesine in the Lowveld. The crop proved a success, and this year the acreage under wheat is being doubled.

Soft fruit growing, for many years little more than a hobby for retired folk, has blossomed into yet another industry, with growers forming an association to preserve standards of production, packing and presentation.





# COMMUNICATIONS

THE outside world was well into the railway age before even the simplest wheel had rolled over an inch of Rhodesian soil. But progress, when it came, was swift. In 1890, the ox-wagons of the pioneer column groaned and jolted for an agonising nine weeks from Tuli to Fort Salisbury. Within another five years, Cecil Rhodes's engineers were driving the railway line north from Mafeking (sometimes at more than a mile a day) to reach Bulawayo and provide Rhodesia's first rail outlet to the sea in November, 1897. A line from Beira reached Umtali in 1898, and Salisbury the following year. Railway development continued with a connection between Bulawayo and Salisbury, while another line from Bulawayo crept north by way of the newly-discovered coalfields at Wankie, to cross the Zambezi in 1904 on a graceful steel arch within sight and sound of the Victoria Falls.

The first motor-car made its appearance shortly before the first world war, and between the wars Rhodesians

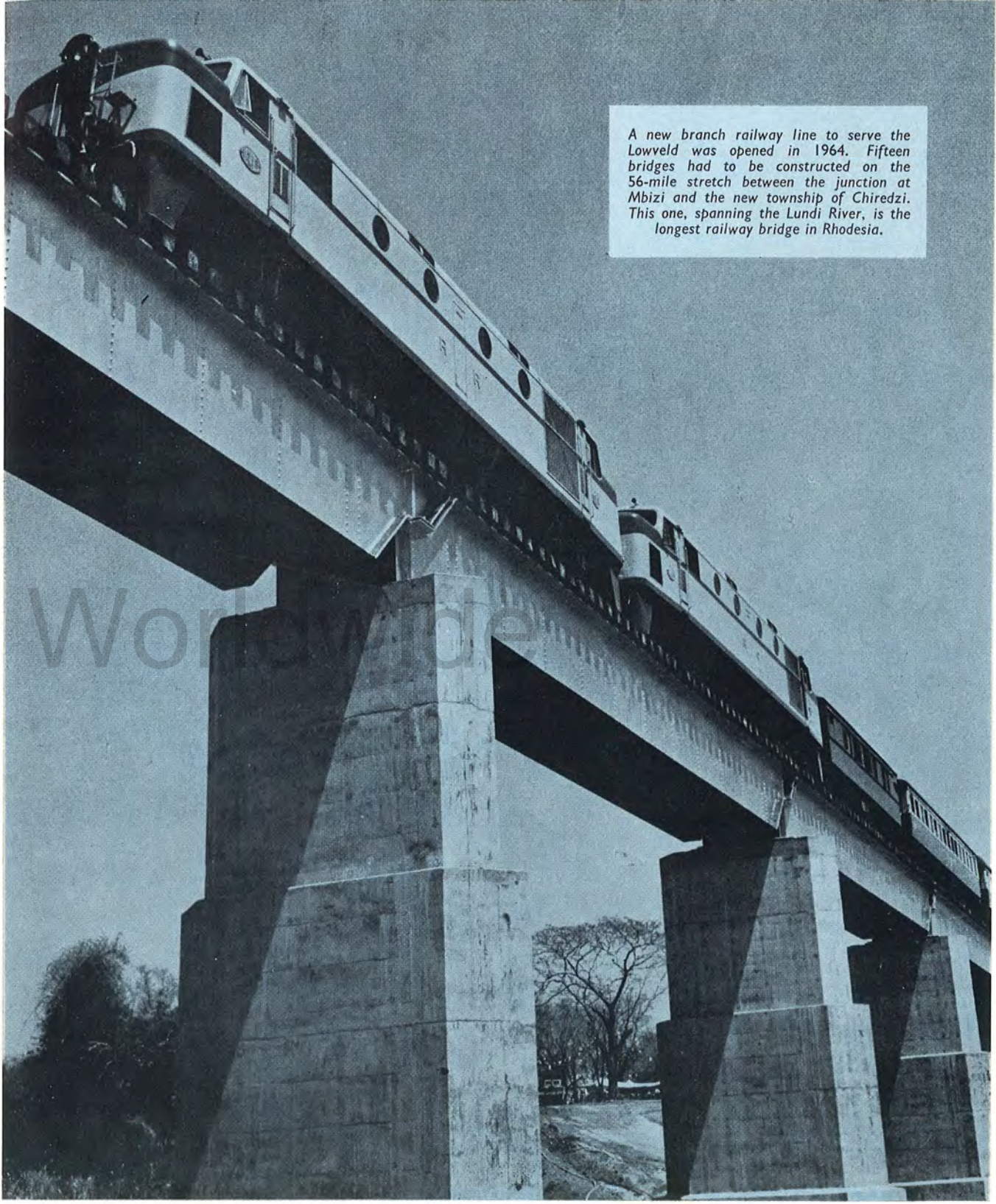
tackled their road problem with energy and ingenuity, inexpensively constructing hundreds of miles of all-weather roads by laying twin strips of tar.

Internal air services were introduced before the second world war, to emerge after the cessation of hostilities as the nucleus of Central African Airways. Rhodesians (many of them still with memories of ox-wagon and stage coach transport) were quick to become air-minded, and the new airline forged ahead from the start.

New industries, expanding agricultural development and an influx of new immigrants placed a great strain on an improvised pre-war road system, and once again Rhodesia planned for the future by investing in a long term scheme of spanning all rivers with high level bridges and connecting all main centres by tarred two-lane arterial highways.

Travel within Rhodesia today is comfortable, swift and sure, whether undertaken by road, rail or air.

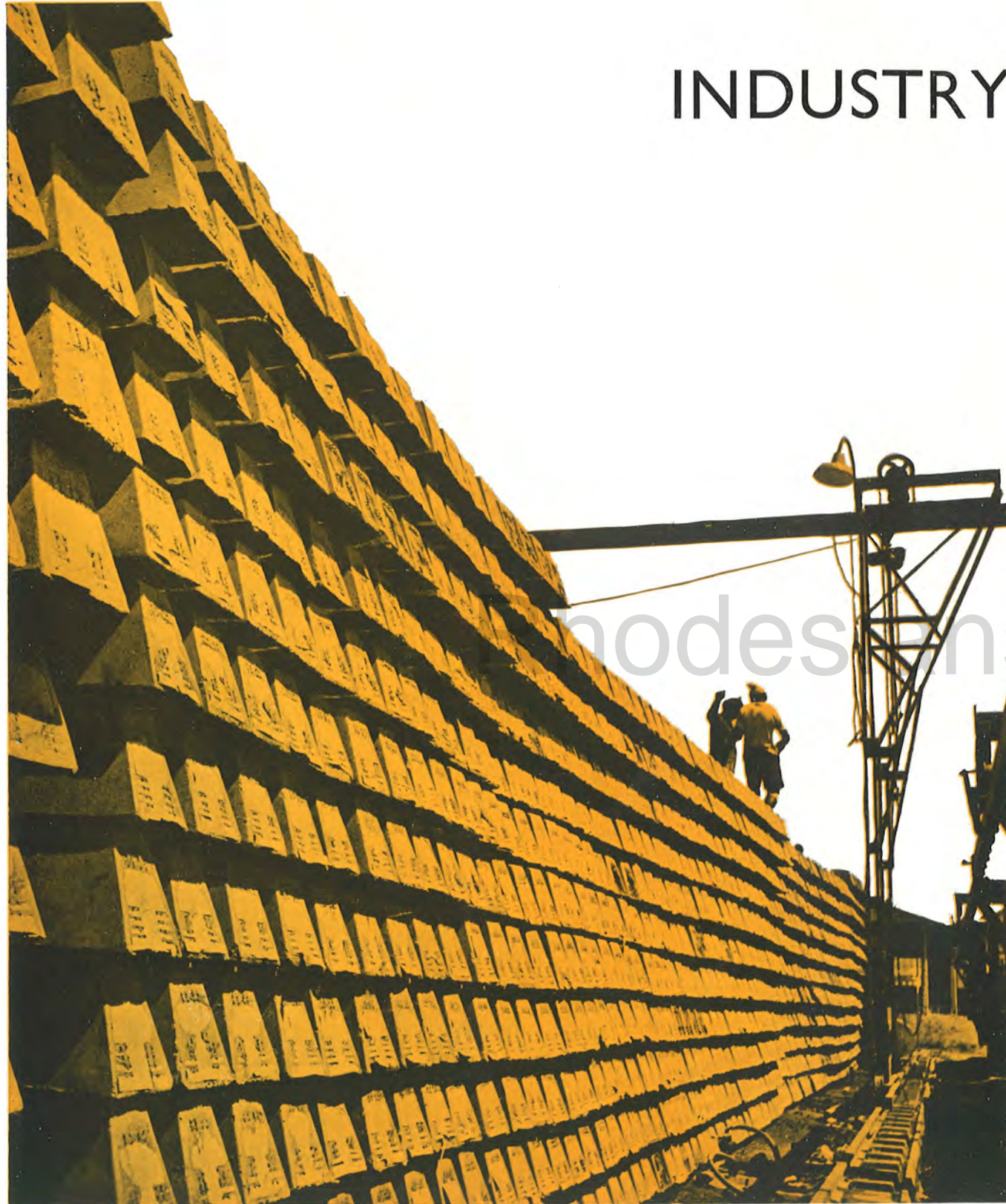
International airlines serve Rhodesia, either directly or by regular connections through Europe and South Africa.



A new branch railway line to serve the Lowveld was opened in 1964. Fifteen bridges had to be constructed on the 56-mile stretch between the junction at Mbizi and the new township of Chiredzi. This one, spanning the Lundi River, is the longest railway bridge in Rhodesia.



# INDUSTRY



Illustrations show: (left) part of a £1,000,000 order for pre-stressed concrete sleepers being fabricated in Gwelo for Rhodesia Railways; (top right) one of the wide variety of breakfast foods now being processed in Rhodesia; (centre) a display of table cutlery manufactured in Salisbury; and (bottom) final testing of portable radiograms in Bulawayo, one of a wide range of radio products manufactured there in the largest radio factory in Africa. In 1965, Rhodesia's exports of radios were valued at more than £2,000,000.



PREDICTABLY, a brewery and a soft drink factory were among the very first industries to be established in Rhodesia after the country's founding, 77 years ago, but for many years industrial development was slow. Apart from services for the basic industries of mining and agriculture, the home market was insufficient to support any but the most rudimentary of industrial projects, and the needs of Rhodesia's people were met by imports. That Rhodesians were not lacking in inventive genius or the art of improvisation was displayed as far back as 1896, when, in beleaguered Bulawayo during the savage Matabele Rebellion, the proprietor of a local iron foundry persuaded the female populace of the two-year-old township to give up their silken undergarments, and from them fashioned an observation balloon.



Rhodesia's modern industrial development dates from the second world war, when imports were few and the people of this land were thrown back on their own resources. Massive immigration after the war accentuated the shift towards self-sufficiency, and following the creation in 1953 of the Federation of Rhodesia and Nyasaland, this country became the workshop of the federal state.

Even the dissolution of the Federation in 1963 could not halt the momentum, and Rhodesian manufacturers began to look for new markets to replace their former federal partners. The local know-how and experience thus gained stood them in good stead when Rhodesia attained her independence in November, 1965, and imported goods began to become a rarity on merchants' shelves.

The host of industries established in Rhodesia, from motor manufacture to the making of fine jewellery, stood the strain magnificently. Diversification was the order of the day and new projects were set afoot with every week that passed. It was back to the spirit of Bulawayo's 1896 balloon again, and Rhodesians were in the mood, if not to give up their underclothes in the national cause, at least to manufacture their own, and anything else they might need.







# MINING

**G**OLD—or the rumour of gold—was the lure that led the early adventurers into Rhodesia. And gold there was in plenty, but no deposit on the scale of the Rand or Free State goldfields was ever discovered. Many millions of pounds worth of this mineral have been mined during the years of Rhodesia's history and production continues at a fairly even pace. In the picture (top right) liquid Rhodesian gold is being poured at the Globe & Phoenix Mine at Que Que, one of the country's steadiest producers over more than 60 years.

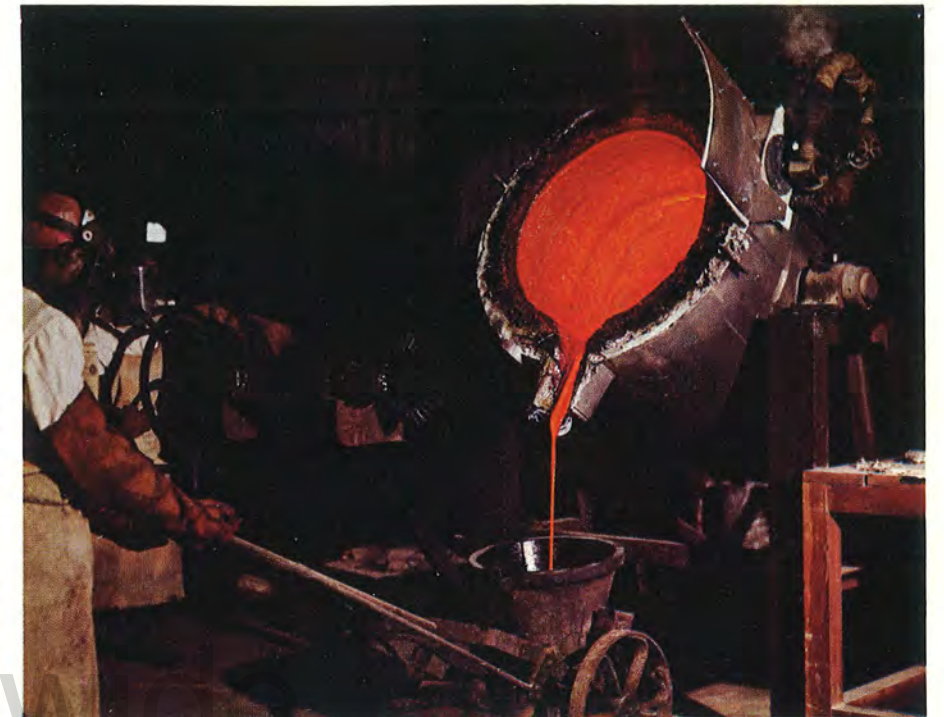
Had gold been Rhodesia's only mineral, the story of mining in Rhodesia might have been less exciting, but as the country was prospected, an abundance of minerals of all sorts came to light—and still the surface has only been scratched. At the great asbestos mine at Shabani (left) the highest quality fibre is mined, and this mine and its neighbours have given Rhodesia an output ranking among the world's greatest asbestos producers and a production value exceeding that of gold.

At Wankie (right) is a colliery unique in the world with production of high quality coking coal coming from a single seam ranging up to 30 feet in thickness.

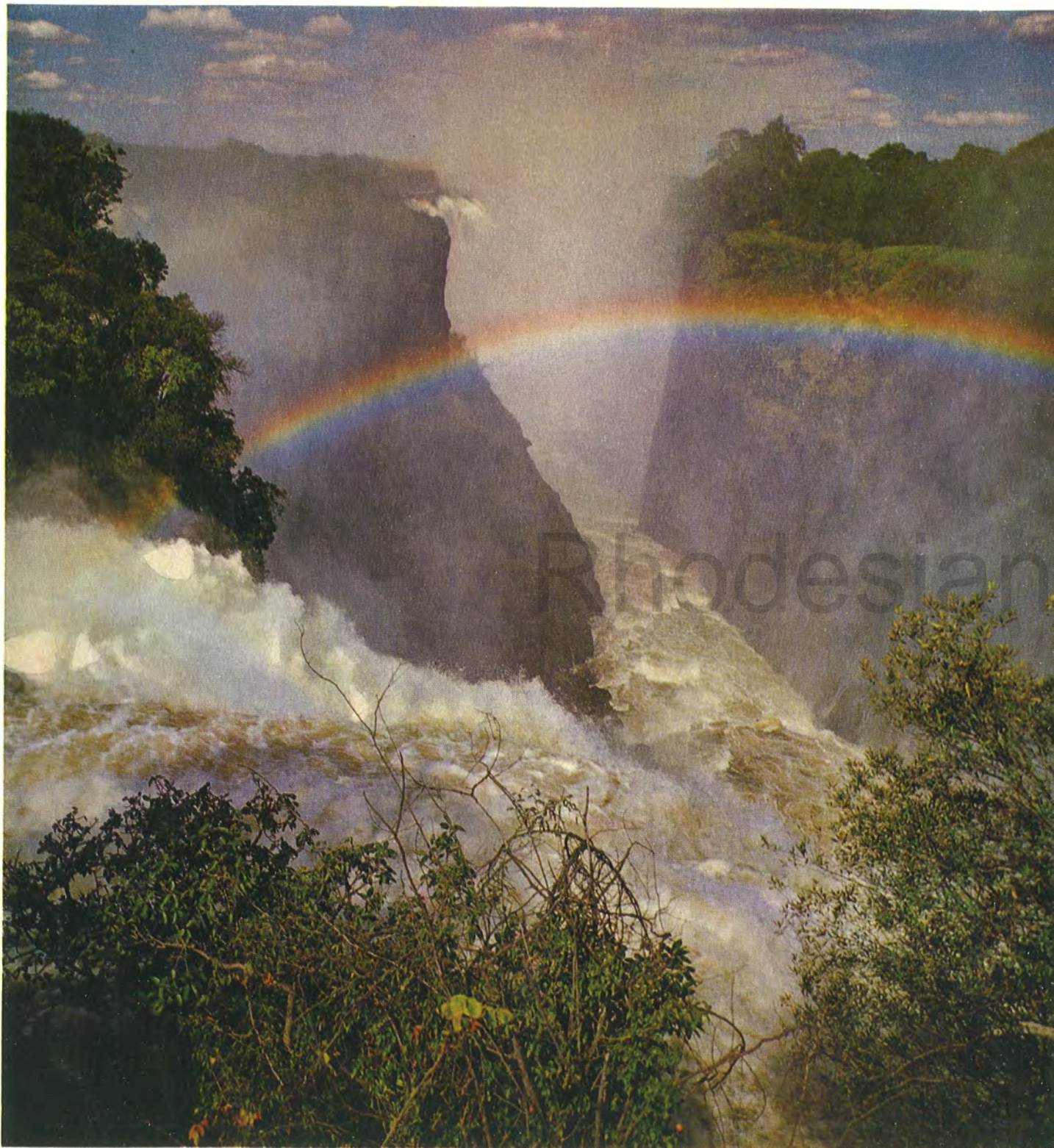
The value of copper mined in Rhodesia during the last 15 years has increased until it rivals the output of gold. Reserves of metallurgical grade chrome ore are rated as among the world's largest and production has doubled in the last 15 years. Lithium ore reserves are also among the world's highest.

Tin is coming to the forefront among Rhodesian minerals with production valued at nearly three-quarters of a million pounds in 1965, and substantial reserves of iron ore provide for the expansion of the local iron and steel industry as well as an export trade in high grade ore.

Emeralds from Sandawana glisten no greener than the eyes of women all over the world who would have them; and many varieties of semi-precious stones are fashioned into jewellery of exceptional beauty by local craftsmen.







**F**URTHER information on Rhodesia may be obtained from:  
the Ministry of Information, Immigration and Tourism, P.O.  
Box 8232, Causeway, Salisbury. Tourist information is available at  
the following offices of the Rhodesia National Tourist Board:

#### **HEAD OFFICE**

Cecil House,  
95 Stanley Avenue,  
Salisbury.  
(P.O. Box 8052: Telephone 29051)

#### **SOUTH AFRICA**

African Life Building,  
24A Joubert Street,  
Johannesburg.  
(P.O. Box 9398: Telephone 225381)

Salisbury House,  
Salisbury Arcade,  
Durban.  
(P.O. Box 1689: Telephone 66092)

1016 Tulbagh Centre,  
Hans Strijdom Avenue,  
Cape Town.  
(P.O. Box 2465: Telephone 41-2774)

#### **MOÇAMBIQUE**

Predio Lusitana,  
Av. Don Luis—5º Andar,  
Lourenço Marques.  
(C.P. 2229: Telephone 3319)

#### **BRITAIN AND EUROPE**

Rooms W 510-516,  
B.O.A.C. Terminal, West Block,  
Buckingham Palace Road,  
London S.W.1.  
(Telephone VICToria 2323 Ext. 2390)

Im Zehntenfrei 34,  
4102 Binningen,  
Basle,  
Switzerland.  
(Telephone 23 00 06)

#### **NORTH AMERICA**

535 Fifth Avenue,  
New York, NY 10017,  
U.S.A.  
(Telephone YUKon 6-6838)

Visitors from South Africa, Britain and other Commonwealth countries, the United States and twelve countries in Europe do not need visas to enter Rhodesia as tourists. Bona fide visitors from other countries may in certain circumstances be granted temporary permits on arrival on application to an Immigration Officer.

Although petrol is at present rationed in Rhodesia, supplies are adequate, and visitors wishing to tour by car are welcomed and issued with sufficient coupons to meet their holiday needs.







In the United States, this material is filed with the Department of Justice, where the required registration statement, in terms of the Foreign Agents Registration Act, of the Rhodesian Information Office, 2852 McGill Terrace, Washington, D.C., as an agency of the Rhodesian Ministry of Information, is available for inspection. Registration does not indicate approval by the United States Government.

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March, 1967

Published by the Ministry of Information, Immigration and Tourism,  
P.O. Box 8232, Causeway, Salisbury, and printed in Salisbury by the  
Government Printer.