

## SOUTH AFRICA SCORES AGAIN AS SOUTH AFRICAN AIRWAYS BIDS FOR U.S. TOURISTS

### South African Airways' New Flight Schedule

February 23-24, South African Airways will inaugurate a new weekly air service direct from Johannesburg to New York with one stop at Rio de Janeiro. The cost, starting at \$784 for the 21-day excursion, is the same as the current rate on other routes, but there is a saving of one day in time. The new schedule is serving as the peg for an extensive (reportedly multimillion) advertising campaign in newspapers, periodicals, and tourist trade journals throughout the United States. Special promotional events among tourist agencies and business associations are taking place as well, particularly in the south and southwest.

The whole campaign is a public relations job for the South African way of life — for racist apartheid — and not just for the airline. South Africa wants *white* tourists. Her many advertised attractions are for *whites only*. She wants visitors who see only the pleasing, white side of South African life and who will help create a favorable public opinion on their return. South African Airways is administered under the Minister of Transport as a subdivision of the South African government.

### Civil Aeronautics Board Approval

Since May 23, 1947, the Governments of the United States and of South Africa have had an air transport agreement under which Pan American Airways has serviced South Africa via European and African points. SAA received its permit by reciprocity protocol under that agreement. Other airlines operate between New York and South Africa, but none by so direct a route.

SAA filed application with the CAB in July, 1968. At a prehearing conference in September, the participants (SAA, CAB and Pan Am) "agreed to waive . . . the issuance of a notice of hearing," perhaps on the assumption that they were the only parties interested in the public hearing which was then held. The CAB examiner recommended on September 20 that SAA be granted a permit for an unlimited period; on October 2, the CAB affirmed the decision and on November 7, the President signed the final permit. By this decision, SAA was granted a "foreign air carrier permit" authorizing it to engage in the transport of persons, property, and mail between Johannesburg and New York, N.Y. via Rio de Janeiro, Brazil. In addition, SAA was granted the right to engage in "off route charter operations," unspecified.

The whole procedure was routine. SAA's ability to perform and to conform with relevant regulations was not in question, and the certification was considered "in the public interest."

The general public, however, knew nothing whatsoever about it until the decision was announced in the press.

### South Africa's Bid for Tourism

South African Airways expects to carry 5,000 passengers and 17,000 pounds of cargo in its first year, with an estimated revenue of five million dollars. That would appear to be sufficient reason for its application for the route. But the government of which it is a sub-division has broader concerns in the development of tourism as a major industry whose value will be not only economic but political, in helping to break the world-wide isolation which apartheid has brought to South Africa.

Tourism is already strengthening the South African economy and thus, its present government and the apartheid system it enforces. A preliminary report on 1968 indicated that the 36.3 per cent rate of increase in tourists for the five-year period 1962-67 was being maintained, and it was expected that for the first time the number of tourists would be more than 300,000. Tourists from the United States numbered 12,850, a 23.5 per cent increase over a comparable period in 1967.

South Africa's strong position in the world economy is due in part to her leadership in gold production. But the gold is running out and the supply may not last more than thirty years. By that time, South Africa expects that the foreign exchange secured from the growing tourist business will make up for the loss of the gold income. The *Johannesburg Star* in an editorial on January 11 predicted that in perhaps less than ten years tourist earnings would exceed gold revenues. This is a logical supposition, for tourism is growing in importance all over the world. South Africa is new, almost untapped territory, with great attractions from archeology and wild beasts to fully modern cities, beaches and resorts. The *Star* also points out that South Africa will become more accessible to the tourist in the "era of the jumbo-jet." SAA is prepared and has already ordered three Boeing 747 Jumbo Jets for delivery in 1971. It is easily possible that the tourist trade might bring in ten times what it does today, the anticipated goal. One straw in the wind is the announcement by Holiday Inns of America, Inc. that its first 12 inns in southern Africa will be completed within the next five years.

### The Tourist's South Africa

South Africa also expects considerable political gains to result from the increase in tourism. Her prestige rises as the result of the new SAA flight schedule "be first to fly the last ocean," SAA's advertisements say. They make a frankly snob appeal: 139 distinguished Americans are invited [to buy seats on the February 24 flight]. "You, as a trend setter" . . . "a mirror of your hometown country club" and so on. Plans are also underway to make sure that influential citizens, ie. in media and government, accept invitations to visit South Africa via the new flight.

South Africa needs friends. SAA's new flight schedule is not only one more link between the United States and the apartheid state; it is a link in opposition to United Nations policy. In 1962, the General Assembly requested member states to act against apartheid and the measures specified included:

to refuse landing and passage facilities to all aircraft belonging to the Government of South Africa and companies registered under South African laws.

At that time, the United States voted against the resolution. In recent years, the U.S. has been more apt to abstain on votes calling for action against apartheid.

South Africa hopes that because tourists see only the friendly side of South Africa, they will become friendly propagandists for her on their return home. The difference between the tourist's South Africa and the real South Africa begins with the advertisements and tourist brochures aimed at attracting potential visitors. "We'd like the pleasure of your company," a January 19 ad says. It should have added: "if you are white."

The summary history of South Africa on page 2 of *South Africa Digest* sets the tone. All its landmark dates are of white colonization, white wars, white events, up to 1963 when "self-government" for the Transkei "Bantu" homeland appears. In the descriptive material, non-

whites appear only as "colorful natives" or perhaps dancing mine workers. In the photographs, only white families are pictured on beaches or in parks, in night clubs or on golf courses. (Non-whites occasionally turn up as workers or salespeople). Naturally, because although the text does not say so, only whites are allowed. Ironically, some ads feature the "uncrowded" condition of beaches and other playgrounds, leaving the potential visitor without suspicion that 80 per cent of the people are not permitted there. The wonderful vacation of the SAA ads is a racist vacation, and part of SAA's function is to sell racism to the American people.

And since South Africa is a police state, tourists will not see or hear the other side when they get there. Tourist material does point out that cars may travel on main roads through "Bantu" African areas but may not leave them without a permit. The visitor will not see transit camps or relocation areas hidden in the barren country far away from main centers, where non-whites exiled from their urban homes by apartheid are suffering. Nor will he meet the opposition — it is banned, imprisoned, exiled.

Action should be taken now by all appropriate government bodies, including the Executive, CAB and Congress, to terminate South African Airways' permit to conduct flights to the United States, and to end American compliance with South Africa's racist policy.

#### What Can Be Done?

1. Write President Richard M. Nixon asking that "in the public interest" the permit allowing South African Airways to fly into the United States be rescinded because of the apartheid system of South America of which SAA is a part.
2. Write John H. Crooker, Jr., Chairman of the Civil Aeronautics Board, 1825 Connecticut Avenue, N.W., Washington, D.C. asking that public hearings be re-held on the right of SAA to fly into Kennedy International Airport.
3. Write the following Congressmen asking that there be Congressional investigations of the permit allowing SAA to fly into the United States.

The Honorable Warren G. Magnuson (D.-Wash.)  
Chairman, Senate Committee on Commerce

The Honorable James B. Pearson (R.-Kansas)  
member, Sub-Committee on Aviation, Senate  
Committee on Commerce

The Honorable Samuel N. Friedel (D.-Md.)  
Chairman, Sub-Committee on Transportation and  
Aeronautics, House Committee on Interstate and  
Foreign Commerce.

The Honorable William L. Springer (R.-Ill.)  
member, Sub-Committee on Transportation and  
Aeronautics

The Honorable J.W. Fulbright (D.-Ark.)  
Chairman, Senate Committee on Foreign Relations

The Honorable Thomas E. Morgan (D.-Pa.)  
Chairman, House Committee on Foreign Affairs

The Honorable Charles C. Diggs (D.-Mich.)  
Chairman, Sub-Committee on Africa, House  
Committee on Foreign Affairs.

4. The SAA advertisements are a misleading cover-up for racism, and publications that carry them should hear from readers who object. Protests should also be made to Holiday Inns, Inc., Executive Office, Memphis, Tennessee.
5. Representations should be made to the U.S. Commission on Civil Rights, 801 19th St., Washington 20425, and to the Civil Rights Division of the Department of Justice, Constitution Avenue, between Ninth and Tenth Streets, Washington, 20530.

For further information on SAA contact the American Committee on Africa, 164 Madison Ave., New York, N.Y. Tel. (212) LE 2-3700.

**AMERICAN COMMITTEE ON AFRICA**  
164 Madison Avenue  
New York, New York 10016  
(212) 532-3700

(single copies, free; up to 100, 3¢ each; more than 100,  
2¢ each)