British arms will make a great contribution to South Africa's way of life.

With guns, planes and tanks on their side, it's easy for 3½ million whites to push 15½ million blacks around. Do you really want this country to help them do it? Anti-Apartheid Movement, 89 Charlotte St, London W1. (tel: 01-580-5311)
South Africa's way of life can be summed up in one word: apartheid.

And apartheid is a great idea. If you’re white.

However, if you are not blessed with that glorious hue, then life in South Africa is less than kind.

You cannot vote.

You cannot strike.

You cannot move around your country freely.

You will have to carry a pass at all times.

Your wages will be a tiny fraction of those of a white man’s, even if you do the same job. (a white miner’s average monthly take is £173-5-0; An African’s is £10-10-0)

And this is the essential truth of apartheid.

It creates a huge pool of dirt cheap labour. An endless supply of black men desperate to earn some money, however pitifully little.

No wonder British firms invest so enthusiastically in South Africa.

Where else in the world is there a modern technological state which can produce raw materials and finished products without huge labour costs?

Of course, it isn’t easy for white South Africans to keep things so rosy for themselves. They are outnumbered by black South Africans five to one.

Which is where guns, planes and armoured cars come in. With that lot on your side it’s not too difficult to push anyone around.

Particularly if the other side has a hard time mustering square meals, let alone weapons.

The South African Government wants arms now.
And the British Government is happy to oblige.

Do you think that is a humane thing to do?

Or do you share the view of an executive of a British firm waiting to sell arms to white South Africa. “We leave the moral question to the government of the day”?

The United Nations haven’t left the moral question to anyone. In August 1963 and July 1970 they called upon “all States to cease forthwith the sale and shipment of all types of arms...to South Africa”.

The U.N. knows that the story about “the arms are for external defence only” is a tall one.

(As the Minister for Defence in the Conservative Government admitted in December 1963, “even naval weapons could... be used to bombard a land target”.)

The 69 black South Africans murdered at Sharpeville weren’t external enemies. They were peacefully protesting against the Pass Laws. Until Saracen armoured cars (made in the Midlands) turned up.

British arms will continue to turn up to enforce the apartheid system if the Conservative Government has its way.

In the Anti-Apartheid Movement we think this is wrong. Tragically wrong.

If you do too, you know where to turn for support:

Anti-Apartheid Movement, 89 Charlotte Street, London, W1
(Tel: 01-580 5311)