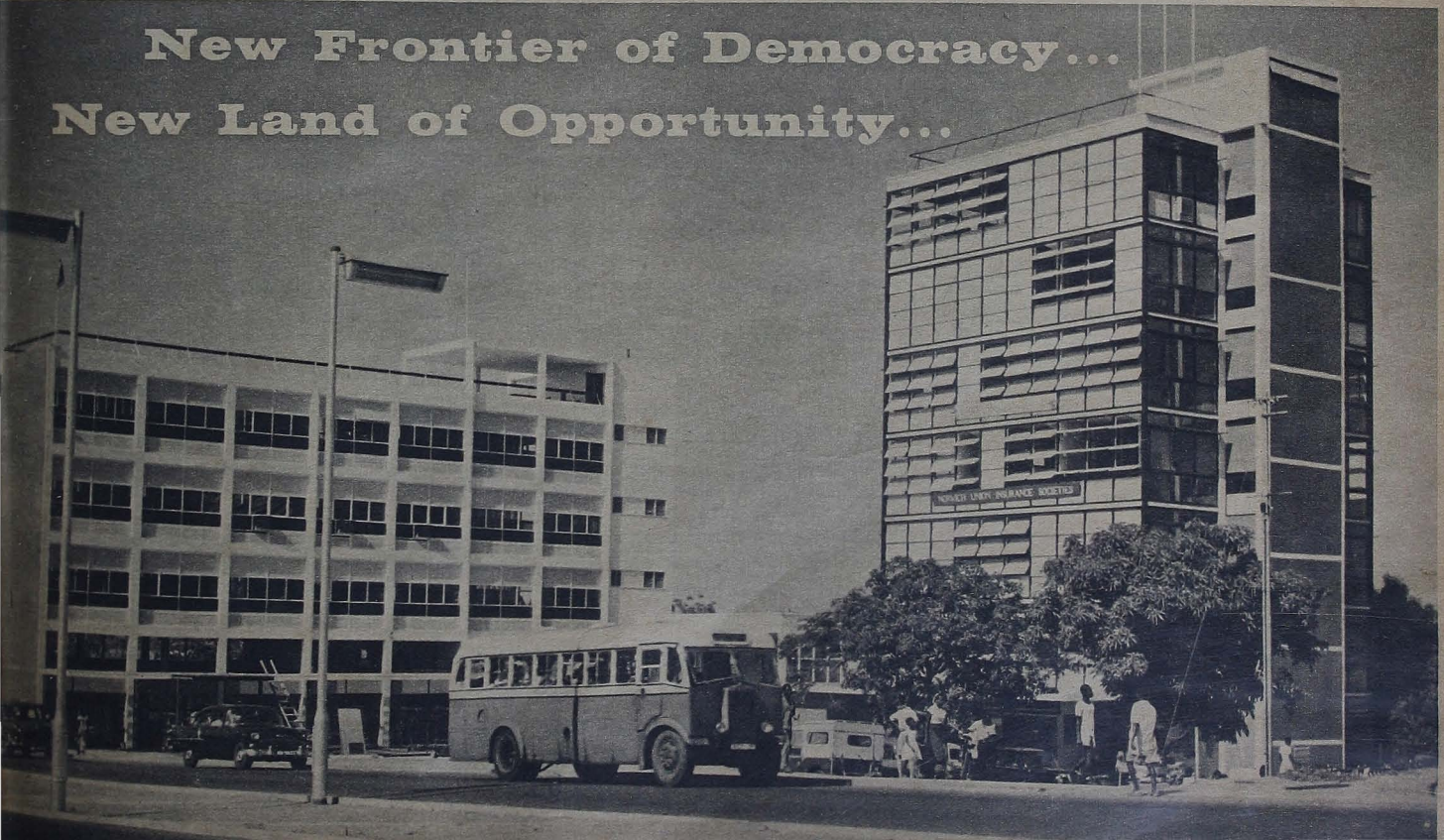


REPUBLIC OF GHANA

New Frontier of Democracy...

New Land of Opportunity...



PROGRESS in Ghana



Kingsway Stores Accra

WHILE THE NEW REPUBLIC OF GHANA is continuing with the second five-year development plan adopted in 1959, The United Africa Company is energetically making its own contribution to the country's advancement.

The Company and its forerunners have been merchant traders in Ghana for over 250 years, importing goods of every kind from all parts of the world. Still continuing its historic role as distributor of the day-to-day necessities of life, the Company has invested millions of dollars in new enterprises to aid Ghana's development.

At Samreboi, in the heart of the forest, a vast timber industry has brought wealth—and a whole new township—to a hitherto undeveloped area. This 7-million-dollar project, already a thriving major industry, is being extended this year by the erection of a new plywood mill.

At Tema, Ghana's new harbor, a motor vehicle assembly plant has recently been completed. Here in modern factory conditions specially trained Ghanaians are assembling six complete

Bedford Trucks a day from components shipped from a General Motors affiliate in England.

A plant at Accra for the assembly of bicycles and light motorbikes produces one machine every 20 minutes.

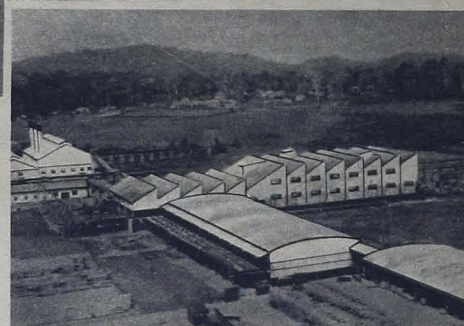
Also at Accra is the great modern department store known as Kingsway Stores—a complete shopping centre offering goods in the same variety and quality as any first-class store in Europe and the U.S.A. Kingsway Stores with its ever-growing list of customers includes among its many departments a large supermarket, a cafeteria, gift and flower services and hairdressing salons, enabling all residents alike to enjoy contemporary standards of living and sophistication.

The Company is also financially interested in a soft drinks factory at Kumasi for which it acts as managing agent. On the same site a brewery is being built to produce a light lager beer and will be completed later this year.

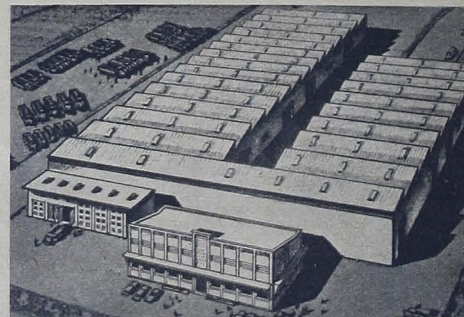
No single commercial organization can equal the investment record in Ghana of The United Africa Company, whose capital expenditure has exceeded \$21 million in the last ten years. The Company regards this investment as a sign of its faith in progress in Ghana.

*Some
important
developments
contributed by*

**THE UNITED
AFRICA COMPANY
LIMITED**

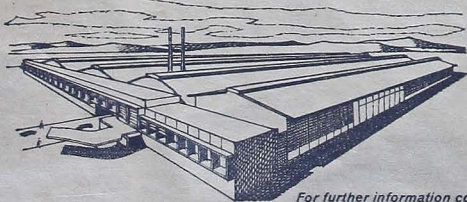


*Timber Mill at Samreboi—shortly to be
extended by the addition of a Plywood plant*



Vehicle Assembly Plant Tema

*Artist's impression of completed brewery and
soft drinks plant Kumasi*



For further information contact: **BALFOUR, GUTHRIE & CO., LTD.** · 72 WALL STREET · NEW YORK 5 · N.Y. · U.S.A.

THE UNITED AFRICA COMPANY LIMITED

UNITED AFRICA HOUSE · LONDON S. E. 1.

116750

Ghana's Development Plan— Emphasis On Production

By Hon. KWAKU BOATENG, M.P.,
Minister of Information and Broadcasting



GHANA has now come towards the close of her first development plan, and has embarked on a second plan designed to increase production and to raise the standard of living.

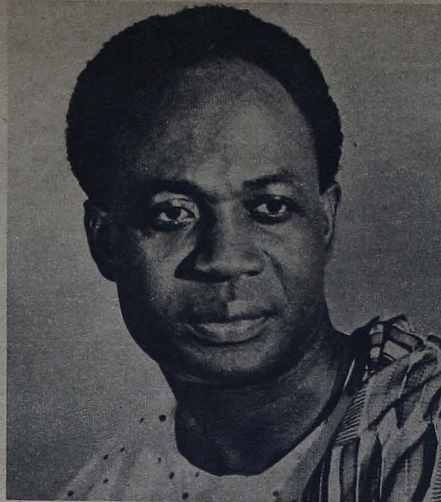
Ghana's first plan, formulated as long ago as 1951, six years before independence, at a time when internal self-government was in its infancy in the country, has now been completed, nearly two years before the target date. In eight years of stable government under the

leadership of Osagyefo Dr. Kwame Nkrumah, now President of the Republic of Ghana, our country has seen a transformation of the infrastructure of her economy, the completion, that is to say, of an ambitious plan for the construction of roads, railways, harbours, hospitals, schools and institutions of higher learning, an internal radio telephone system, nation-wide water and electricity supplies, in short, all the essential groundwork on which future prosperity can be founded. The task has not been easy. Without the confidence felt by the man in the street, the ordinary farmer and trader and fisherman, no government would have been able to obtain the willing consent of the taxpayer for the costly and comprehensive schemes which have been successfully implemented for the common good.

The time has now come for a re-appraisal of the needs of our new country. The achievement of independence on the 6th March, 1957, and the adoption of a Republican Constitution on the 1st July, 1960, mark the end of a phase. No longer is attention focused on constitutional and political progress: the goal has been reached. Now, the way is clear for the economic progress without which the country will not be truly free, and its citizens unable to enjoy the considerable wealth of this fortunate and fertile land. The emphasis in the second plan, therefore, will no longer be exclusively on the development of basic services. These will continue to be improved, but we are confident that the time has now come to put these services to use by the establishment of a multitude of industries, and by the diversification of agriculture, in ways never dreamed of a few years ago. With the implementation of the Volta River power scheme, the supply of electric energy will no longer constitute a problem. The declared aim is now the establishment of new forms of production, so that the problems that inevitably beset single crop primary producers will no longer arise. The modernisation of the legal system permits the establishment of new industries. Never before has there been in Ghana such a reservoir of willing and skilled workers, at all levels up to those of engineer, professional worker, or business manager. Never before has there been such a will to work, to give of one's best, to increase one's personal economic status and that of the community. The whole country is geared to increase production and prosperity.

Now is the time for people with enterprise to take a look at Ghana, and to come and see for themselves in what ways capital and managerial skills may be put to use, in what way trade and industry may be fostered in a country that extends a warm welcome to men of goodwill from any corner of the world.

This advertising section was sponsored and prepared by the Ghana Information and Trade Center, New York 17, N.Y., which gratefully acknowledges the assistance and advice of the Zlowe Company Inc., Advertising. It is the first section for an African nation published by the New York Times.



Osagyefo DR. KWAME NKUMAH
President of Ghana



"We have entered upon a new life and a new development . . . the national effort to build Ghana into a beautiful and prosperous nation . . . We must throw everything into this economic and social revolution, so that our endeavors will result in the greatest good for the greatest number of our people, giving every individual the opportunity of living a richer and more useful life for fuller devotion to the service of Africa and the world."

From a broadcast by President Kwame Nkrumah on the eve of Republic Day.



His Excellency,
MR. WILLIAM Q. M. HALM, Ambassador to U. S.



The Hon. AKO ADJEI, M.P.,
Minister of Foreign Affairs

FEW new countries today offer American business men as promising an opportunity for constructive investment in new enterprise or expansion of their current operations as does Ghana.

Her natural resources—cocoa, industrial diamonds, gold, mahogany, manganese—have already provided funds for swift national development in many fields; have given Ghana a high income per capita compared to other African or Asian nations, and have brought about economic stability. Internal revenues plus foreign investments totaling many millions of dollars in recent years have enabled Ghana to move quickly along in its second five-year development plan.

Private capital and technical know-how from abroad are welcome, and free enterprise is encouraged. Trade with the United States already is firmly integrated into our economy. Sale of a substantial part of our main crop—cocoa—to the US enabled us to purchase nearly \$20 million in US goods and services in 1959.

The government has given top priority to an educational program which is already producing scientists and technicians, educators and public health experts, as well as a force of skilled and semi-skilled labor.

As an assurance generally of its good in-

"In the peculiar circumstances of the modern world, it is impossible for any nation or group of people to exist in isolation. It is in the interest of all that the peoples of the world should learn how to live together, to work together, and to develop their resources together for the mutual benefit of all."

From a speech before the United Nations General Assembly.

tentions, Ghana recently concluded an investment guarantee agreement with the United States, covering convertibility and expropriation.

Current investments by long-established firms indicate confidence in Ghana's future. They are aware of Ghana's ability to absorb a tremendous variety and quantity of consumer goods and industrial products. They are aware that branch industries in Ghana stand at the threshold of the huge market opening in Africa.

Our nation has launched an exciting new era of overseas enterprise for American business men. The facts are in these pages.

GHANA a new nation declares its fundamental principles

PART 3, ARTICLE 14 NEW GHANA CONSTITUTION

“That the powers of Government spring from the will of the people and should be exercised in accordance therewith;

“That freedom and justice should be honoured and maintained;

“That the union of Africa should be striven for by every lawful means and, when attained, should be faithfully preserved;

“That the Independence of Ghana should not be surrendered or diminished on any grounds other than the furtherance of African unity;

“That no person should suffer discrimination on grounds of sex, race, tribe, religion or political belief;

“That Chieftaincy in Ghana should be guaranteed and preserved;

“That every citizen of Ghana should receive his fair share of the produce yielded by the development of the country;

“That subject to such restrictions as may be necessary for preserving public order, morality or health, no person should be deprived of freedom of religion or speech, of the right to move and assemble without hindrance or of the right of access to courts of law; and

“That no person should be deprived of his property save in accordance with law, and that no law should be made by which a person is deprived of his property without adequate compensation other than a law imposing taxation or prescribing penalties for offences or giving restitution for civil wrongs or protecting health or property.”



Solemn inauguration ceremony in which Osagyefo Dr. Kwame Nkrumah took oath as first President of the Republic of Ghana.

Brief History of Ghana

THE present inhabitants of Ghana are believed to have begun entering the country some 700 years ago in migratory waves from the North set in motion by the collapse of the great African kingdoms in the western Sudan.

The first European contact was by the Portuguese, seeking gold. In 1482 they built Elmina Castle as a permanent trading base. Other European nations followed (the English in 1583) until the coast was dotted with forts. Early in the 17th Century the trade in gold was superseded by the slave trade. It is estimated that before the trade was stopped, some 20 million slaves were taken from West Africa.

First Treaty Signed

In 1821 the Crown took over from the British trading companies. By this time the British had become involved in wars with the Ashantis, the nation founded by Osei Tutu in the 17th century and sustained by a belief in the power of the Golden Stool (said to have been plucked from the sky).

In 1844 Britain signed a Bond at Cape Coast with the coastal chiefs, introducing the principles of law and justice. This was the first official relationship between Britain and the Gold Coast, and the date of the signing has been chosen as the date of independence. In 1850 the Gold Coast was claimed as a colony, and in 1872 the last foreign possessions were bought out from the Dutch at Elmina.

African Legislators

The Ashantis made peace in 1900, and in 1901 Ashanti and the Northern Territories were proclaimed British. The administration was gradually built up during the following 45 years, with Africans being introduced into the legislature.

Cabinet members who do not appear elsewhere in this section.



Hon. KOFI BAAKO,
Minister of State
for Establishment and
Presidential Matters
in Parliament



Hon. A. E. INKUMSAH,
Minister of
the Interior



Hon. C. de GRAFT
DICKSON,
Minister of Defence

Nkrumah Forms C. P. P.

After the last war, however, there was a nation-wide demand for more rapid progress towards self-government. Dr. Kwame Nkrumah, who had been educated in the United States, had returned in 1947 to join the United Gold Coast Convention, but in 1949 formed his own Convention People's Party. He was imprisoned in 1950 for declaring a "Positive Action" campaign, but while in prison was elected in the first general election in 1951. He was released to lead his party, which had won a sweeping majority in the elections.

The C.P.P. again won a majority in the 1954 elections which introduced an all-African Assembly with 104 seats, and held 72 seats in the 1956 election. Despite having to face its first organized opposition, a coalition of the National Liberation Movement (Ashanti) and the Northern Peoples Party, the C.P.P. won 397,941 votes to the Opposition's 298,967 votes.

Independence Linked to Africa

Ghana became a nation on March 6th, 1957. Its future role in history was assured on the very same day, when Prime Minister Nkrumah told the Assembly that "the independence of Ghana is meaningless unless it is linked with the total liberation of the whole continent of Africa."

The new Republican Constitution of Ghana, effective July 1, 1960, received an overwhelming vote of approval from the people. With 54% of the voters casting ballots, over a million voted "yes" and 131,425 "no" to the proposed Constitution. In the Presidential election held at the same time, Dr. Nkrumah received 1,016,076 votes and his opponent 124,623 votes. 103 out of 104 Constituencies voted for the Constitution, while 102 out of 104 voted for Dr. Nkrumah as first President.

Ghana's Constitution Offers New Concept of International Unity

THE Republican Constitution of Ghana, which became effective on July 1, 1960, contains a feature which is unique among such historic documents. It provides for the "surrender of the whole or any part of the sovereignty of Ghana" in the interests of African unity. Thus, the world's newest constitution gives practical expression to a principle which is deeply engrained in the democratic idealism of the people of Ghana.

Adopted by means of a plebiscite in which more than half of the nation's eligible voters participated, the Constitution was so devised "as to provide so far as possible that the person chosen as President will be the leader of the majority party in the Assembly. It is the Government's view that it is essential in the interests of strong and efficient government that

der-in-Chief of the Armed Forces, but he will be assisted by a Civil Service Commission in his control of the Civil Service.

- The Legislature will be unicameral. The National Assembly will consist, as at present, of 104 members of Parliament. There will, however, also be Houses of Chiefs for each region of Ghana. These Houses shall have "such functions relating to customary law and other matters as may be provided by law."
- Legislative power is vested in Parliament; judicial power in a Supreme Court; executive power in the President.
- Taxation can only be imposed by authority of Parliament; armed forces can only be raised by authority of Parliament.
- Upon assumption of office,

the law; that subject to such restrictions as may be necessary for preserving public order, morality, or health, no person shall be deprived of freedom of religion or speech, of the right to move and assemble without hindrance, or of the right of access to courts of law.

- Ghana will be a sovereign and unitary Republic.
- Ultimate power will reside in the people.
- The President must have a Cabinet of at least eight Ministers, chosen by the President from among the Members of Parliament. Not all Ministers, however, need be appointed to the Cabinet. The first President of the Republic will be named in the Constitution.

The Constitution contains a number of provisions regarded



Sir ARKU KORSAN,
K.B.E.
Chief Justice



Osagyefo and Asantehene

the President and the Assembly work as one."

Salient among the Constitution's 56 articles are these:

- Every adult citizen over 21 has the vote, except those absent, infirm of mind, or disqualified by criminality.
- Elections will be held every five years, both for the Presidency and for the National Assembly.
- The President must be a Ghanaian who has attained 35 years of age. He shall be Head of State and Comman-

der-in-Chief of the Armed Forces, but he will be assisted by a Civil Service Commission in his control of the Civil Service.

as of basic importance. These include the principle of one man—one vote; of powers conferred with a view to the realization of African unity; the status of Ghana as a Unitary Republic; the declaration of fundamental principles to be made by the President on assuming office; certain Presidential powers; certain provisions regarding the Supreme Court, etc. These entrenched provisions can only be changed after the people have given their consent by means of a referendum.

Local Authority

Ghana's national government at Accra is at the hub of many regional and municipal authorities. The Ghana central government encourages local authori-

Hon. A. E. A.
OFORI-ATA,
Minister of
Justice



ties to be as effective as possible and to carry out whatever part of development they are able to and can afford.

Technical assistance from the central government helps local authorities set up projects to increase their revenue and to keep their government organization trim.

In line with this policy of strengthening local government, the central government sends young Ghanaians to the Local Government School in Ghana and in London. Under the second development plan, \$280,000 has been allocated for a College of Public Administration.

TOWARDS AFRICAN UNITY



President Kwame Nkrumah and the President of the Republic of Guinea, M. Sekou Toure, signing a joint declaration constituting Ghana and Guinea as "the nucleus of the Union of West African States"

MOBIL SALUTES GHANA IN 5 YEARS— HALF A CENTURY OF PROGRESS!

Mobil, leading Ghana Petroleum Marketer for fifty years, has felt proud, honored, to have been party to, and witness of, a proud country's triumphant achievements. Typical of these achievements is the installation of modern oil distribution methods in just five short years! . . . distribution methods that took half a century to develop in the United States and Europe. Mobil looks for still greater achievements in the future in this new land of opportunity—Ghana.



MOBIL INTERNATIONAL OIL COMPANY
MOBIL OIL GHANA LTD.

Ghana Has Built A For Its Second Five Year

THE only pioneer conditions to be found in Ghana are of the spirit. Roads, harbors, water supply systems, railways, electricity—these are often left to the investor to install. Not so in Ghana. We have wasted no time and waited for no one. When we took hold of our new, rich country in 1951 we immediately set about laying the foundation for the economic development of our country. We built highways, harbors, railways, dams, bridges, water supply and communication systems, electric plants.

To install these basic services was the overriding goal of Ghana's First Development Plan, and we reached the target five years ahead of schedule. Under the Second Development Plan these services will continue to expand, attuned always to the general welfare and to the needs of industry.

20,000 Miles of Roads Link Towns and Cities

There is an extensive and developing system of roads in Ghana—over 20,000 miles of them—for the many thousands of trucks, cars and buses owned by Ghanaians and Ghanaian companies. Through forests, along the Atlantic coast, between the cities, highways are well-surfaced and are resealed every four years.

The government is now building roads in sparsely populated regions to open up new, fertile, but heretofore inaccessible, areas to settlement.

Major bridges are replacing ferries across the rivers.



The Volta Bridge at Adomi

Ghana is fortunate enough to be rich in rivers, and we have plans for them. For the Volta—one of the largest river systems in Africa—we have mapped out a vast hydroelectric project comparable to TVA. We have already dammed up creeks in the Western Region to create sugar plantations where nothing grew before.

In addition to a new steam power station at Tema, Ghana is setting up other large, new generating stations, extending present distribution and creating a new grid system. The government has inaugurated a special scheme for rural electrification whereby local governments or other local organizations may apply for electricity to be installed in rural areas provided they pay half the cost of installation and can show enough users to pay running costs. This is similar to the rural electrification system in the U. S.—but we have begun ours at the outset of development.

In speeding the electrification of Ghana priority consideration goes to providing power for industry. Electricity supplies are available at all industrial sites and in all major towns and communities. Ghana's electricity production is already relatively high, currently at the annual rate of 372.4 million kilowatt-hours.

Modern Communications System

How fast a country's postal and telecommunications services expand is a good yardstick of the spread of learning as well as of the progress of the economy.

Today Ghana has post offices and postal agencies serving every city and corner of the country. Seventy percent more telephones are in use than in 1954—that is how quickly Ghana is growing.

Ghana has installed teleprinter circuits, multi-channel radio telephone systems and many miles of telegraph circuits. We have two private teleprinter circuits between Accra and Kumasi and Kumasi and Tamale, which the Ghana News Agency uses.

The first development plan concentrated on telecommunications, so that the system is now fairly comprehensive. Under the Second Development Plan we will spend \$27 millions to make it even better.

Harbors, Railways Serve All Markets

With the Atlantic surf pounding hard on the coast, Ghana has no natural harbors. But, as is the case with many American ports, Ghana has built its own deep-water port—at Takoradi—and another at Tema. We intend to make these major ports of the South Atlantic. Other ports are at Accra, Cape Coast and Winneba.

At Takoradi, where several thousand freighters and smaller vessels cleared last year, a major American oil company constructed a storage and distribution plant for bitumen in bulk, and the African Petroleum Terminals built a storage installation for white spirit. Both plants are served by pipe-line networks. Work is proceeding vigorously now on increasing efficiency at Takoradi to reduce the length of time ships must spend in the harbor. The stay was decreased by 21 hours last year.

Seven hundred fifty miles of first-class railways connect the harbors to the inland markets and the mines of Ghana. Working right behind the development of Tema Harbor, Ghanaian engineers will bring the Achimota-Tema Line up to full operating efficiency by the time Tema Harbor comes into operation at the beginning of 1961.



Hon. E. K. BENSAH,
Minister of Works
and Housing



Hon. KROBO EDUSEI,
Minister of Transport
and Communications

Tema to Be Major South Atlantic Port

The first stage is now being completed on the construction of Tema, Africa's largest artificial harbor and a prospective major port of the South Atlantic. Tema Harbor provides a sheltered water area of 500 acres, with a total length of three miles. The four-berth quay, the dock yard, oil berth, fishing harbor and slipways form part of the facilities within the harbor proper to accommodate shipping and to provide safe anchorage in a 42-foot depth. Extensive shore works include 20 miles of rail sidings, two cocoa sheds with a clear span of 170 feet—the largest clear-span buildings outside the U. S.—transit sheds and a 100-foot lighthouse. New harbor extensions will provide another four berths.

As part of the Tema Harbor project a new town, Tema, is being built, its ultimate population now envisaged at 50,000. Many light industries are already operating there.

Government for its mass education teams teaching home economics, has been reproduced by the British Government for distribution in British colonies.

A handbook based on this program, "The Self-Help and Building Guide," has become an internationally used textbook. The U.S. Government issues it to its International Cooperation Administration missions throughout the world.

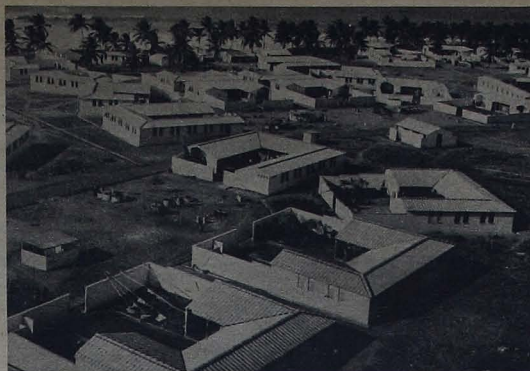
Aid, Loans, Spur Private Building

The huge demand for modern housing in Ghana's fast-growing urban centers is being met by both public and private building programs. The government assists the private building societies by making tracts of land available, laying roads and drains and putting in electricity and water.

The government provides public housing for the middle and lower income groups. Through the "Roof Loans Scheme," the government subsidizes village housing, furnishing loans for roofs on houses built by villagers. Two hundred fifty-four village housing societies have been formed, with a total membership of 25,000, of whom 5,500 have been granted loans.

The First Ghana Building Society, a private organization, advances up to 80 percent of the cost of a house to individuals.

Ghana's housing needs are estimated at 8,000 family units a year in all urban areas.



Modern new housing at the town of Tema.

Community Development Plan Helps Other Nations

It is not only the cities and towns of Ghana whose development has been taken in hand. Ghana has an extensive program of community development, reaching into the villages of the rural areas of the country.

The community development program is based on self-help; that is, on the idea of development through the initiative, labor and capital of the villagers

technical guidance to villagers ready to organize free local labor for improvement projects. The Government also offers grants to help the village groups purchase materials and equipment. In many cases, the villagers themselves contribute at least half the cost of a project.

Through the mass education classes conducted under the community development program, about 150,000 people have been awarded Ghana Literacy Certificates. There are some 25,000 women in classes throughout the country learning child welfare and housecrafts.

The "Rural Women's Work Syllabus," printed by the Ghana

Labor, Wages and Unions
Labor in Ghana has long been regulated and protected by enlightened legislation. The Labor Ordinance sets modern standards for recruitment, contracts, wages and working conditions. The Factories Ordinance follows the British Factories Acts, and similar standards of safety, health and welfare of factory workers are required. Trade unions have



Hon. R. O.
AMOAKO-ATTA,
Minister of Labour
and Cooperatives

existed for at least 20 years in Ghana. The Labor Division of the Ministry of Labor and Cooperatives provides arbitration machinery for trade disputes.

Radio Ghana

The First Development Plan saw the creation of the Ghana National Broadcasting System and the erection of modern Broadcast House. In this period, from 1952-1957 the number of radio subscribers rose from 10,000 to 40,000 and the number of radios imported from 1,000 to 20 times that each year. There



Radios Are Popular

are now about 200,000 sets in Ghana.

Radio Ghana broadcasts in English as well as local languages. Current plans are to inaugurate an International Service which will beam Radio Ghana to the rest of Africa. The International Service will also bring to the African countries outside Ghana the commercial messages which will be another new feature of the National Broadcasting System. It is intended later to expand the coverage of external broadcasting towards world coverage and to introduce television.

Hon. P. K. K.
QUAIDOO,
Minister of
Social Welfare



themselves. Ghana's achievements in community development through self-help are internationally recognized, and Ghanaian expertise in this field is sought by countries facing the same type of development problems, including the United States.

On scholarship grants, government officials from Ethiopia, Angola, Sierra Leone, Ivory Coast and Togoland come to Ghana to study community development projects. Five officers of the Dominican government were granted fellowships to take courses in community development, mass education and tropical agriculture. A district commissioner from British Guiana will also study in Ghana this year.

In 1957, Ghana sent a mission to Nigeria to advise on the organization of community development there. The Catholic Church has sent priests and laymen to Ghana for training in community development.

Plowshares Into Picks and Shovels

Ghana is one of the world's foremost practitioners of community development. The program is operated by the Department of Social Welfare and Community Development, which has rural training centers in each of the six regions of the country. Here, courses are conducted for voluntary leaders, local counselors, health inspectors and members of village development committees. Government Training Field Units provide the machines and skilled

Ghana Partner in New Aluminium Mill

A recent major development is a \$2,750,000 rolling mill at Tema which will serve the entire market in Ghana for aluminum sheet products. The mill will be run by Ghana Aluminium Products, Ltd., owned 60 percent by Aluminium, Ltd., of Canada and 40 percent by the Government of Ghana.

National Airways of Ghana Connects Europe and Africa
Ghana established its own airlines two years ago with the cooperation of BOAC. Ghana Airways domestic service connects all central points in Ghana, and in addition has a West African service, calling at Lagos and Dakar. Ghana's Britannia turbo-prop fly an Accra-Barcelona-London route and another route to London via Tripoli and Rome.

In addition to Ghana's own airlines, eight other airlines serve Ghana. The government is spending \$9.8 million for developing new airports and landing grounds. A big part of this is going to Accra Airport, which compares favorably with other international airports, to make it capable of taking the heaviest aircraft, including jetliners.

A most imaginative plan in which Ghana Airways will participate is that for an inter-African airways to facilitate transportation within the continent.

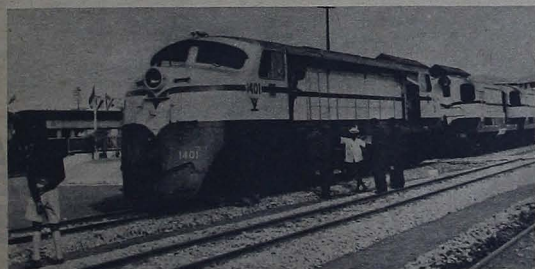
Building Skilled Labor Force

An important element in Ghana's industrial expansion, as well as the best potential, is skill-trained technicians, managers, administrators.

To meet the demands for skilled and semi-skilled workers, Ghana has the Kumasi College of Technology and a network of trade schools and institutes. These schools turn out automobile mechanics, welders, building trades specialists, cabinet makers and other technicians. New courses train men for supervisory posts such as charge hand and foreman.

Senior and advanced technical courses train professional technologists in mechanical engineering, electrical engineering and building construction. In addition to these formal programs, the government has set up many extension courses to prepare existing artisans for the trade tests conducted by the Commissioner of Labor.

With the assistance of the Ford Foundation, Ghana is taking a survey to determine precisely its requirements and resources of skilled manpower.



Diesel locomotive is unit of Ghana railways' new rolling stock.

New Star on the world horizon

GHANA'S

OWN FAST-GROWING MERCHANT FLEET

Less than three years ago it was still a dream... Today it is reality. The Independent Republic of Ghana is a full-fledged member of the family of nations.

Like all new nations Ghana needs industry, markets, machinery, raw materials, the sinews of nationhood and the lifelines to nurture them.

Out of these needs, the Black Star Line was created to carry Ghana's resources to the markets of the world, to bring home the many products essential to Ghana's development.

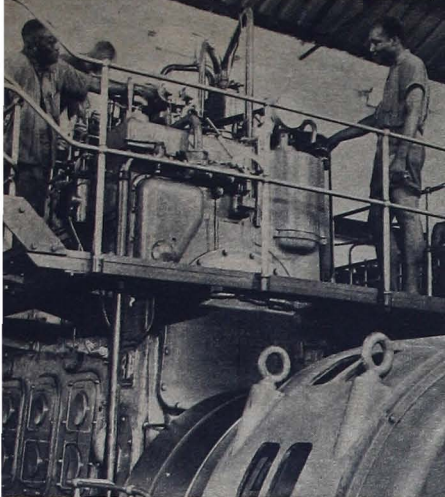
Ghana's fast-growing merchant fleet spans the Atlantic on a regular year-round schedule between West Africa, Europe, United States and Canada. Proud ships flying their nation's flag, manned by skilled Ghanaian seamen, link three continents in bonds of friendship and freedom.



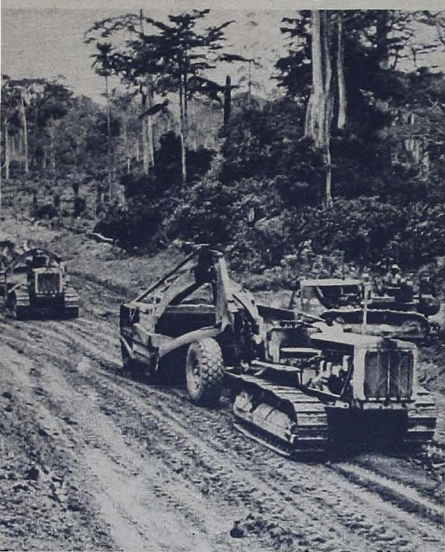
BLACK STAR LINE, LTD.

Accra, Ghana

General Agents in U.S.A.
Garcia & Diaz, Inc. • 25 Broadway, New York 4, N. Y. • phone: WHitehall 4-8400



Modern palm oil extracting machine, typical of new heavy equipment.



Team of tractors on a road construction job in interior.



Miners extract the precious metal which gave the Gold Coast its name.

"Self-Help Develops the People" is the theme of Ghana's Second Development Plan, inaugurated July 1, 1959. Self-help is what we practice. Ghana has so far financed its considerable development, and will continue to finance it, under the Second Development Plan, not from foreign aid or deficit expenditure, but chiefly from its own National Treasury.

The first and consolidation development plans, covering a period of eight years from 1951, laid the groundwork for development, emphasizing communications, public works, education and general services. The Second Development Plan, 1959-64, with a total allocation of \$980 million, accents the development of agriculture and industry.

We are determined to free ourselves from the fetters of a one-crop economy and to develop to the maximum our potential for industrialization in order to achieve our national goal: economic emancipation.

Ghana has prodigious riches in her mines and mountains, in her forests, in her waters, and especially in her people. We have taken the measure of these resources and mobilized them into producing their utmost for Ghana's economic development.

Mining

Besides gold, which has been exploited for centuries, Ghana's rich subsurface has—since a geological survey completed over the past few years—yielded manganese (of which Ghana is a major world supplier), diamonds (in industrial diamond production Ghana ranks near the top) and bauxite. The value of these minerals exported each year is

gold—\$28 million
diamonds—\$25 million
manganese—\$25 million.

Present development plans call for deeper probing into the ground, including aerial surveys. Iron ore deposits have already been found.

Ghana counts quarrying among its important mining activities, for this gives us the stone needed for city-building and road-making.

A high priority goal now is to locate processing plants for our minerals. In line with this, for example, is the opening within the last two years of a diamond washing plant. The government has set up a Commission of Enquiry which is systematically reviewing and encouraging the progress of all oil, mining and timber concessions.

Forests

Ghana's tropical forests produce fine mahogany and other hardwoods. In 1958, the country exported \$28 million in timber. Ghana supplies more than 20 percent of Britain's hardwood needs. All the productive forest reserves in Ghana will be brought under management and opened to controlled exploitation. We will thin out 825 square miles of forest, start a plantation to grow teak to timber size and promote more species of timber—for we have many—in the world's timber markets.

Fisheries

A growing industry now, this could be highly profitable, with herring, tuna and shark in our waters. Ghana has its own Agricultural Development Corporation Boatyards, Ltd., which is building additions to the fishing fleet and motorizing those now afloat. A tuna fishery survey by a major American tuna packer is determining the availability of tuna within a thousand-mile range of Tema. It will also assess the feasibility of establishing a tuna canning and freezing plant at Tema.

The new Tema harbor will for the first time enable large fishing vessels of all types to operate from Ghana, and major development of a herring fishery is certain.

Besides Tema, Ghana is building another new fishing harbor, at Elmina, and developing bays that offer naturally safe anchorage. Fishing companies are being formed which also market and distribute their products. Technical experts are teaching experienced fishermen new techniques and organizing classes for younger people.

Farm and Ranch

However much we expand manufacturing, Ghana is and will no doubt remain predominantly agricultural. The aim, therefore, is to diversify agricultural production and set up processing plants for agricultural products.

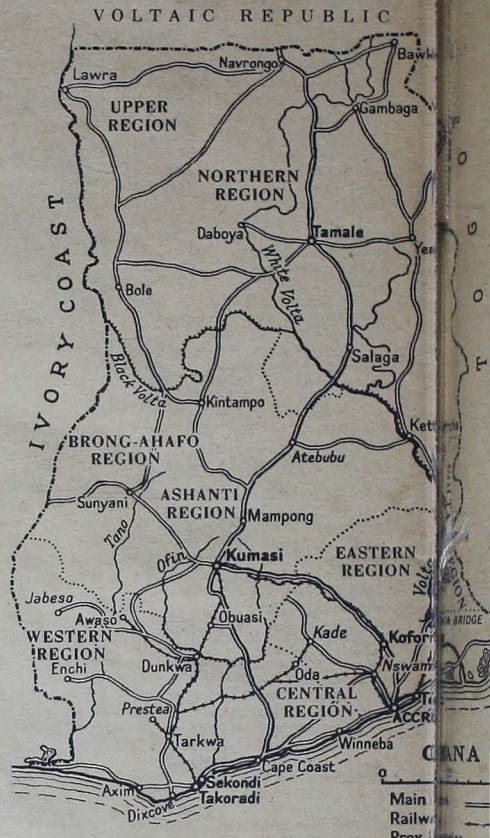
To reduce Ghana's dependence on cocoa, the government is promoting new cash crops, such as tobacco, coffee, oil palm and coconuts and is experimenting with pineapples, bananas, rubber and yams on a commercial scale.

As our standard of living rises, so does consumption of meat and milk. We are aiming to supply these products so that we do not have to import them. Through a "revolving herd" scheme, the government furnishes farmers with a bull and three cows, which remain the property of the government until the farmer returns an equivalent number of young stock.

Reminiscent of the American county agent plan launched in the 1930's, the Ghana government conducts short courses in husbandry. Farmers who attend are eligible for loans in money and livestock. Agricultural stations have been set up to give mechanical service, and the government has established an Agricultural Credit Bank. The Agricultural Development Corporation has set up a chain of 50-acre demonstration farms across the country.

"Self Help Develops the People"

We have Mobilized our Resources Second Development Plan



Hon. L. R.
ABAYANA,
Minister of Health

Public Health Services

In the last 10 years, many new hospitals have been built and existing ones modernized. Ghana's streamlined hospitals, such as the one at Kumasi, serve as models for other countries. Along with hospitals, training schools for nurses are being set up along the lines of those which already exist in Kumasi and eight other cities.

Health centers cover the areas not served by hospitals, and medical field units visit people in the more remote areas. Purified water supplies are available in all cities, Accra boasting one of the purest systems in Africa. Massive campaigns to eradicate epidemic diseases have succeeded in making Ghana safe and comfortable for newcomers as well as Ghanaians.

Develops the People" ...

our resources under the development Plan



Increasing Demand For Consumer Goods

SIX HUNDRED new factories providing a range of 100 different products is what Ghana's current development plan aims to have in Ghana by 1964, to meet the country's rapidly growing demand for manufactured goods.



Hon. F. K. D.
GOKA,
Minister of Trade

The new consumer market in Ghana results principally from two factors: cocoa earnings and the government's full-throated development drive.

Growth of the money economy is evidenced in the increasing use made of bank deposits. This can be seen in the fact that although total money supply fell by \$6.16 million in 1958, bank deposits in fact rose by \$19.6 million.

Four commercial banks operate in Ghana. Their annual reports have noted that loans are going increasingly to logging, sawmilling, building and construction, industry and manufacturing—an indication of the growing diversification of the economy.

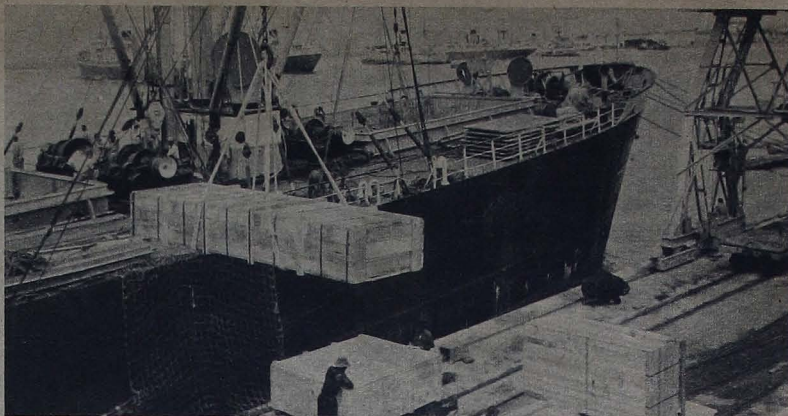
More Wages, More Demand

A consequence of this burgeoning industrialization, of course, is an increase in the number of wage-earners and in the amount of wages earned, stimulating the demand for consumer goods.

The consumer goods demand has already shown up in the government's imports bill, which gets bigger each year to satisfy the demand of Ghanaians for glassware, pottery, fountain pens, household utensils, sewing machines, watches, clocks, radios, automobiles, bicycles, record players, clothing and cotton piece goods—all of which are now imported in large quantities.

All Africa in the Picture

Manufacturers setting up shop in Ghana can look forward to a lucrative market not only in Ghana, but in all of Africa.



Dock scene at Takoradi Harbor. Imports will approach \$500 million in 1960.

Liberal Corporate, Tax Laws Benefit Foreign Investors

AS AN important part of its development policy, the government of Ghana has enacted a series of laws to encourage foreign entrepreneurs to set up business in Ghana. These measures offer substantial advantages on taxation, duties, exchange control and other areas of concern to the foreign investor.

Tax Holiday for Pioneer Companies

The Ghana income tax law grants to "pioneer" industries a complete tax holiday for a five-year period from the time they begin trade or production. This period can be extended to 10 years for exceptional reasons.

This is the rate paid by companies which leave their profits in Ghana. An additional approximate 2 cents on the dollar is paid on profits sent overseas.

No Limit on Transfer of Funds

The government permits the repatriation of funds invested in the country, and there is no limitation on the transfer of profits arising from non-resident capital investment or on the repatriation of foreign capital invested in Ghana. (The Ghana pound is at par with and freely convertible with the pound sterling.)



First Ghanaian air hostess.

Coops Planned

The Second Development Plan calls for the establishment of wholesale and consumer cooperatives, with the collaboration of an established and experienced wholesale cooperative society from outside the country.

The government also intends to expand the activities of thrift and loan societies and to create cooperative audit unions. The construction of a \$56,000 co-operative school at Accra is planned. Residential training courses would be held here for officers of both the Department of Cooperation and the cooperative societies.



Vehicle assembly plant in Tema.

His Excellency
Mr. E. AYEN-KUMI
Ambassador and
Chairman of the
Development Comm.



"Pioneer" industries are those which are not currently carried on in Ghana on a scale adequate to meet the economic needs of the country and for which there appears to be favorable prospect for further development.

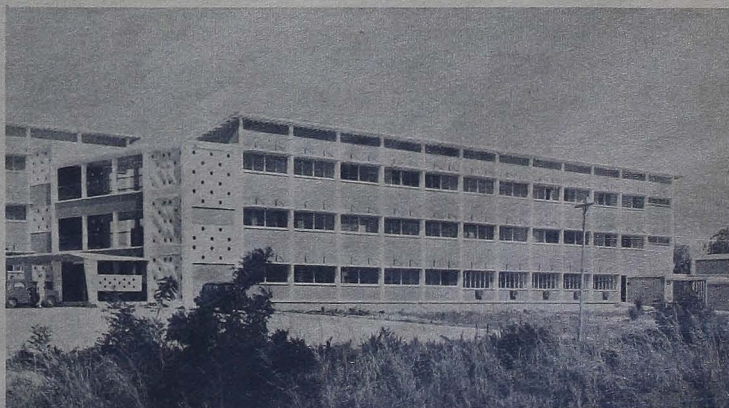
Industries listed in the "pioneer" category include manufacture of household items such as canned food and soap; of light industrial components, of metal and concrete products, and assembly plants for radios and vehicles, etc.

Rebates on Raw Materials

Industrial machinery is exempted from customs import duty. Legislation has recently been enacted which will allow refunds of duty for materials used in local industries.

Non-Pioneer Companies Also Benefit

On the recommendation of a United Nations tax expert, changes have recently been made in the tax structure of Ghana. The general rate of tax on companies has been brought down to 40 cents on the dollar.



Broadcast House, center of Ghana Broadcasting System.

Rapid Extension of Education: A Major Achievement of New State

"Impressive progress has been made in the past decade in the extension of all kinds of education in Ghana. Within this period, the framework of a comprehensive system of education has begun to take shape. Enrollment at schools has increased rapidly."

Of this evaluation of its achievements in education, made by UNESCO, the United Nations agency responsible for educational matters, world-wide, Ghana is particularly proud.

Ghana's emphasis on education comes chiefly from the deep desire of Ghanaians for learning itself. But education is a foundation stone of development, and the nation's leaders have attempted to relate its educational system to the country's economic and social needs.

Education for All

During the first and consolidation development plans, the government spent more than \$50 million on accelerating the building up of a progressive, modern education system. One of the most pressing needs was the provision of a sound primary education for every child of school-going age, and in line with this need, the government abolished fees for primary schooling and expanded teacher training facilities.

Secondary school places were increased, while the addition of trade schools and technical institutes increased by more than

Hon. A. J. DOWUONA
HAMMOND,
Minister of
Education



ten times the number of students who could be trained as craftsmen and technicians. Local facilities were also provided for higher education by establishing the College of Technology at Kumasi and by developing the University College at Legon, Accra founded in 1948.

The first and consolidation development plans aimed at giving a six-year basic primary course to all children at public expense, the intention of the course being to provide a sound foundation for citizenship with permanent literacy in both English and the vernacular.

With a substantial force of students advanced through the primary course, the Second Development Plan stresses the expansion of secondary education. Concretely, the plan envisages providing secondary school places for a large percentage of pupils in each region potentially able to enter. There are at present 40 secondary public schools and a number of private ones.

A Ghana Educational Trust has been endowed by the Cocoa Marketing Board with \$7 million for the purpose of establishing secondary schools, some of which are already in operation. Since independence, an increasing number of representatives from foreign countries and from international organizations has been based in Ghana, and the government plans to expand its school facilities to cater to this growing international population.

"Under the direct instigation of the Prime Minister, we found in Ghana a concept of education second to none, in our experience, in any part of the world. From its limited national income, Ghana has devoted and continues to devote a generous segment of its revenue to the education of its people in surroundings of dignity and functional purpose. Equally, with technological education, the equipment and the buildings compare very favorably with similar institutions of learning elsewhere."

—United Kingdom Trade and Industrial Mission to Ghana 1959

Teachers and Technicians

There are 30 teacher training colleges at present. At least four new ones will have been



built by 1964.

The requirements of industrial and governmental expansion dictate the need for a tremendous increase in technical education at and below university degree

level. To meet this need, the number of trade schools will be increased from four to twelve and technical institutes from four to six within the period of the Second Development Plan.

Soccer National Pastime

SOCCER is to Ghana what baseball is to the United States—it is the favorite national sport and commands attention and enthusiasm on a national scale.

The Ghana Black Stars, the national, non-professional team, won the West African championship in 1959. The Black Stars also play against teams from other among them Brazil, Yugoslavia, England, Germany, Austria, Czechoslovakia and Egypt.

Boxing and track and field

teams represented Ghana in the 1960 Olympics, including the star high jumper, Robert Kotey, who was the most outstanding jumper in the British Empire games of 1960.

Under the country's director of sports, Ohene Djan, Ghana's sports program will be expanded. One proposal for the future, made by President Nkrumah, is for Ghana to make an annual award of a gold plaque to the best Negro sportsman of the year.



THE PILLSBURY COMPANY... is building a flour mill in Ghana with a capacity of over one hundred million pounds a year. Our future will be intimately associated with the growth and development of this new nation. Her seven million citizens are busily building a great country.

We not only believe in Ghana's capacity for expansion, but we are so certain that Ghana will grow, produce, and prosper, that we are proud to be associated with this new nation.



Volta River Project Keystone of Ghana's Industrial Development

THE harnessing of the Volta River—a major goal in Ghana's industrialization—is nearing implementation. The complex of dams, power stations and power transmission networks projected in four stages of construction over the next decade will literally affect every aspect of the nation's economy.

As a matter of fact, the very keystone of Ghana's Second Development Plan is hydroelectric power. The government is determined to develop the hydroelectric potential of the nation to its maximum during the current plan period. The government's ultimate aim, as President Nkrumah has frequently stated, is total electrification of Ghana. For this reason, major hydroelectric plans are treated as special projects directly under his control.

Three dams included in the planning will create a 3,500 square mile lake and a fresh water fishing industry; furnish water for irrigation, opening hundreds of thousands of new acres to agriculture, and bring about new inland water transport. But these are corollary benefits.

Abundance of Power

Primarily, the Volta River Project will be the source of abundant hydroelectric power for present and future manufacturing plants, and for the production of aluminum. Completion of the power project at Akosombo Dam—the main dam—will generate 768,000 kilowatts, more than enough to meet industrial and residential demands expected in the near future. Ghana will be in the enviable position of possessing a surplus of electric power, generated by the most modern and efficient equipment on the continent of Africa, if not in the world.

However, as Finance Minister K. A. Gbedemah pointed out on a recent visit to the United States, this output would be entirely uneconomic unless a substantial part of it were used for the production of aluminum.

U. S. Firm Made Survey

In 1958 Ghana awarded Kaiser Engineers International a contract to reassess the feasibility of the Volta River Project, which an earlier study had concluded would cost \$650 million.

The Kaiser Engineers Report recommended a change in the site originally selected for the first and largest dam to be constructed. It also recommended construction of two smaller dams.

Cost Cut Sharply

The survey also concluded that installed power capacity could be increased to over a third more than the earlier plan, and that this power could be provided at less cost than previously believed. The survey indicated that some 512,000 kilowatts could be developed for \$173 million—more than enough to supply first-stage electrification needs and the 120,000 ton smelter proposed by Kaiser. Anticipated cost will be 2.6 mills per kilowatt-hours initially.

Akosombo Dam

First to be built, the 2000 foot long, 370 foot high Akosombo Dam will include a power plant



President Nkrumah inspects the Akosombo Dam site with government officials and executives of Kaiser Engineers International.

with an initial generating capacity of 512 megawatts. A 3500 square mile artificial lake, the biggest man-made lake in the world, will be formed behind the dam. The power generated will be distributed for industrial and private use through a 550 mile, 161 kv power transmission network which will be constructed in conjunction with the dam and power-house. The system will carry current from Akosombo to Tema and also to Accra, the capital. Later extensions will increase electricity for Kumasi, capital of the Ashanti Region, and Takoradi, harbor town in the Western Region.

More Power Planned

The pace of the country's development will set the time

Hon. K. A. GBEDEMAH,
Minister of Finance
and of State for
Presidential Affairs



for the move into the second stage of the Volta Program. This stage will add two generators to the Akosombo power station to increase its capacity to 768 megawatts. The third step will include construction of a dam and power station at Kpong, a few miles south of Akosombo, with a 140 megawatt installed capacity. It will also include further expansion of the power transmission system. The final step of the Volta project would be construction of a dam at Bui and a 190 megawatt power plant accompanied by the final expansion of the power line network.

The additional 574,000 kilowatts could be added for \$143,000,000, bringing the total potential to 1,086,000 kilowatts at a price of \$316,000,000. Ghana has agreed to put up \$84,000,000; Kaiser and other aluminum companies would finance the reduction plant. It is hoped that the United States or one of the international lending agencies, such as the World Bank, would supply the difference of \$84,000,000 in the first stage of the development. The U. S. has tentatively approved a \$30 million loan.

Work Started

Under a separate \$7 million contract, Kaiser Engineers sub-

sequently is constructing preliminary dam work such as access roads, housing, utilities, warehouses and so forth. The U.S. industrial concern also has been asked to prepare detailed drawings and tender documents for the dam and the power station at Akosombo, which are expected to be completed by October 1960.

Smelter Planned

President Nkrumah also has called upon Edgar F. Kaiser, President of Kaiser Industries Corporation, to accept the initiative in forming an aluminum consortium, composed of a number of major aluminum producers, for the purpose of building an aluminum reduction plant in Ghana with an initial annual capacity of 120,000 tons. The plant would cost \$100 million to \$150 million and would tap rich Ghanaian bauxite deposits and Volta River power. The ultimate capacity of the plant would be 220,000 tons. The aluminum produced would be supplied to world markets outside the U. S.

Mr. Kaiser accepted Dr. Nkrumah's invitation and has since discussed the matter with other major producers. A company has been formed and designated the Volta Aluminum Company. It was formed for the purpose of considering the possibilities of establishing an aluminum industry in Ghana and to assess the attendant problems and costs involved.

New Industrial Era

Completion of this gigantic hydroelectric project will signal the opening of a new era of heavy and light manufacturing which will have tremendous impact not only on Ghana's future, but on that of all West Africa. American firms will be working with one of Africa's greatest industrial powers.

Ghana Offices in U. S.

The Republic of Ghana maintains an Information and Trade Center at 605 Fifth Avenue, New York 17, N. Y. Inquiries concerning trade and business in Ghana may be addressed to the commercial attaché. The Ghana Consulate is at the same address.

Inquiries may also be addressed to the Economic Section, Embassy of Ghana, 2139 R Street N.W., Washington 8, D. C.

STAR-KIST INTERNATIONAL, S.A. CONGRATULATES THE REPUBLIC OF GHANA

on its emergence as a new nation

*conceived in liberty and dedicated to
the betterment of its citizens and
the entire world.*

*We look forward to working side by
side with the government of Ghana in
the development of a fisheries resource
which we hope will contribute to the
economic growth*

*of this great
new country.*



ELDER DEMPSTER LINES, LTD.

Over a Century of Service

Regularly Serving

Ghana and other West African countries

From

United Kingdom, Continental United States
and Eastern Canadian Ports

FREIGHT, PASSENGERS & MAIL

Elder Dempster Lines, Limited

India Buildings, Water St., Liverpool 2

In Ghana: Elder Dempster Agencies, Ltd.

*In New York: Booth-American Shipping Corp.
17 Battery Place*

Cocoa: Golden Crop

A record crop of 291,000 tons of cocoa in 1959 marks a high point in the spectacular growth of Ghana's leading export item. Its importance to the nation's economy can be gauged by the fact that a substantial part of cocoa revenue is earmarked annually for Ghana's continuing development programs.

Ghana is the world's largest producer of cocoa, accounting for more than 40% of the world's output. The United States is the largest consumer, using about 25% of world production. Both the Ghana Cocoa Marketing Board and American cocoa importers have long worked toward a goal of firm prices which are equitable to both producer and importer.

The Marketing Board purchases all cocoa produced for export. During the past few years, the high prices paid by the Board to farmers have

range was 29.65 to 39.85 cents per pound; in 1958 it was 36.9 to 50.2; and in 1957 prices fluctuated sharply between 21.4 and 44.1 cents per pound.

On a recent visit to the United States, Sir Tsibu Darku, chairman of the Marketing Board, told members of the N. Y. Cocoa Exchange that the Board did not want prices to rise sharply. However, he said, Ghana's goal was a stable price at a higher level.

Citing the goodwill and spirit of cooperation which have long existed between Ghana and the cocoa merchants, Sir Tsibu reported that Ghana came to the aid of the chocolate industry several years ago when disease threatened the crop and forced prices higher. A huge sum was spent to cut diseased trees and plant healthy ones. The result was the record crop harvested last year.

Billion \$ Industry in U.S.

Cocoa cultivation in Ghana started in the late 19th Century, spreading through the forest areas of the Eastern and Western Regions and Ashanti. In 1896 less than 40 tons were exported. By 1924 the figure had reached 220,000 tons. Demand, particularly from the United States, grew with production, as American firms developed new cocoa and chocolate products to please the palate of a growing population. The popularity of chocolate as a food or flavoring is indicated by the fact that it is a billion dollar industry today.



Drying cocoa beans. Ghana is world's largest producer.

Preparing to meet new and greater demands for cocoa, the Ministry of Agriculture, under the Hon. Kojo Botsio, has launched a vast technical and modernization program among Ghana's cocoa farmers.

A chain of 20 cocoa stations has been established throughout the cocoa-growing zone, their main functions being to propagate improved planting material for issue to farmers, to serve as a base for extension services, and for demonstrations to farmers on improved methods of cocoa cultivation.

Improved yield of dry cocoa per acre, and the opening of thousands of new acres annually, assure Ghana's position as the world's leading cocoa grower. Cocoa now accounts for 60% of Ghana's export income, a percentage which represents about \$185 million.

Cocoa is grown almost entirely by small farmers, with farms seldom exceeding six acres in extent. The number of farmers has been estimated at

300,000 with a labor force of an additional 250,000. Including farm families, the number of people directly dependent on cocoa is about 1 1/4 million, or about 20% of the total population.

Cocoa Basic in Financing

The export tariff on cocoa is helping to finance many objectives of Ghana's Second Development Plan, ranging from electricity and water supply to railways and housing. It also provides capital for partnership between government and free enterprise. Thus, increased income from cocoa is decreasing Ghana's economic dependence on cocoa, in itself an important goal for the nation.

Cocoa can really be called the golden crop. Most countries at Ghana's stage of development are beset with balance of payment difficulties. In Ghana's case, every year since the second world war, except 1956 and 1957, the year of independence, exports have exceeded imports.

Facts About Ghana

GHANA:
Named for an ancient West African Kingdom; formerly the Gold Coast, because of extensive gold mining.

LOCATION:
West coast of Africa, just north of the Equator. 350-mile coastline along South Atlantic Ocean.

SIZE:
91,863 square miles (about the size of Oregon)

POPULATION:
About 7,000,000 (1960 census)

GOVERNMENT:
Ghana became an independent state on March 6th, 1957, and is a member of the Commonwealth of Nations. The new Constitution of Ghana provides for a republican form of government with full democratic safeguards.

EDUCATION:
More than 5,000 primary and secondary schools; 30 teacher-training colleges; four technical institutes; Kumasi College of Technology; University College of Ghana.

CHIEF EXPORTS:
Cocoa (world's largest producer), gold, diamonds, timber, manganese. Total: \$310,000,000. (1958)

DOLLAR EXPORTS:
(1958)
\$65,000,000

DOLLAR IMPORTS:
(1958)
\$19,500,000

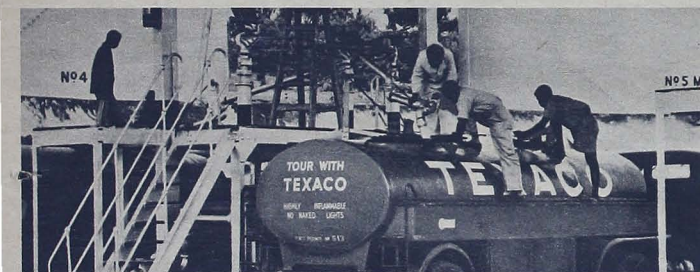
Hon. KOJO BOTSIO,
Minister of
Agriculture
and of State
for Parliamentary
Affairs



greatly stimulated the establishment of new cocoa farms.

As a result of the Board's efforts, decreasing fluctuations in the price of cocoa are reported each year. The 1959

How Ghana and Texaco are working together



Terminal at Takoradi. One of many supply points maintaining distribution of Texaco quality petroleum products throughout Ghana. The familiar,

big red Texaco tank trucks operate out of these terminals to keep car owners, transportation and Ghana's ever-growing industry on the move.



Mr. H. Acolatse, Texaco merchandising salesman. His job is working closely with and training Texaco Dealers. Operating modern service stations

(see below), they are alert in selling Texaco petroleum products and services to an ever-increasing number of car owners in Ghana.



Ghana Airport. A big construction job is now in progress at this busy airport serving all of Ghana. It is the building of a giant, new, jet runway in Accra. The lubricants and fuels helping to complete this job on sched-

ule, with minimum inventory and downtime, are exclusively Texaco. The dynamic development of this country and its constantly expanding economy call for continued expansion on the part of Texaco.

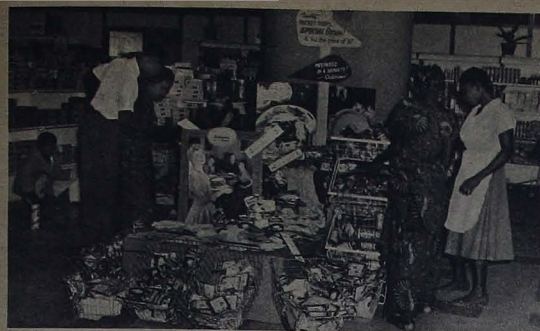


Modern Texaco Service Station. Looking very much like those on the highways all over the United States,

this is one of the many new and completely modern Texaco installations in Ghana.

TEXACO...symbol of world-wide progress through petroleum





Modern self-service supermarket, Kingsway Stores, in Accra.

Ghana Economy Can Look To Steady, Prosperous Future

By A. C. C. Baxter,
Managing Director
The United Africa Company Ltd.

NOWHERE is the demand for capital greater than in the African continent, where "winds of change" are blowing and the theme is challenging both development and expansion. The challenge is perhaps greatest in Ghana which, socially and economically has, in a sense, been on trial since the date when she obtained independence. Where Ghana led, it seemed probable that the rest of the continent would follow; and Ghana's progress in the three years that have elapsed since independence inspires quiet confidence for the future.

Although Ghana's need and desire for capital investment is great, businessmen are primarily interested in cold business facts. What, then, are the business facts about investing in Ghana?

Economy Sound

First, there is the question of stability. Ghana is stable both economically and politically. Her economic wealth has come fundamentally from sound agriculture. Wholly dependent at one time on the widely-fluctuating cocoa trade, which is her chief export and which supplies 40% of world demand, she has followed a consistent policy of control through the operations of her Cocoa Marketing Board, which has resulted in the formation of a considerable reserve of money as a "buffer" against possible future depression in world cocoa prices, and as a source for investment in Ghana's development programs. In addition to this, Ghana's economy is based upon the export of timber, gold, diamonds and manganese ore. Her economy is expanding, and each year the purchasing power of her people grows greater.

This economic stability is matched by a political stability. Ghana is a republic within the British Commonwealth, whose President, Ministers and Members of Parliament are elected by universal suffrage. Government policy is to give every form of encouragement to foreign investors. Cooperation is manifest in the consideration accorded to industrial enterprises. The need for overseas remittance of profits is acknowledged, as only if monies

are freely transferable will investors be encouraged to expand and multiply. Company profits are taxed at a lower rate in Ghana than in the U. S. A., or in the United Kingdom.

People Confident

Confidence is the keynote in Ghana today, confidence of the people in their future, confidence on the part of businessmen that their projects can flourish. The United Africa Company has very good reason to share this confidence. The Company's association with Ghana has dated from the 17th Century.

To match the changing times, its policy is no longer to remain exclusively a trading company but to initiate industrial projects. It has recently started, or is about to start, such ventures as a plywood plant, a motor assembly plant, and a cold storage plant. It has participated in setting up a brewery, and a Unilever associate is establishing a soap factory.

The Company's confidence in Ghana's future is nowhere better stated than in the speech given by its Chairman in January, 1960, to the University College of Ghana:—

"When we bring here our money and what skills we may have acquired in the past, it is not merely because we are old friends of Ghana, but because wise national policies have given us faith that this is indeed a country with a steady and prosperous future."

Investors Reassured On Financial Pacts

Ghana's Finance Minister, K. A. Gbedemah, recently assured foreign investors that "whatever change there might be in the future in the national status of Ghana, all financial obligations entered into by her would be fully honored by Ghanaians and their Government."

The Minister took the occasion to explain a clause in Ghana's new republican Constitution which provides for the surrender of the whole or part of Ghana's sovereignty in the interest of an African union. He stated that there was no cause for investors to be concerned. In addition, the Republic of Ghana and the United States have concluded an investment guarantee agreement covering convertibility and expropriation.

Ghana Latest Vacationland

FROM palm-fringed tropical beaches to game and safari country, from tribal dances to modern night clubs, Ghana has much to offer the tourist seeking a new and different vacation adventure. With a unique African heritage, Ghana is linked to the past by traditions and customs which will fascinate the visitor.

Served by Eight Air Lines

Located on the South Atlantic, Ghana is easily accessible, being served by eight international air lines, as well as by its own Ghana Airways. Modern roads and railways link the sea coast to interesting inland areas. Scenery is varied, ranging from beautiful beaches and coast line, dotted with romantic castles and forts built by the gold and slave traders of the 15th Century, to majestic forests of mahogany, ebony and teak.

In Accra is the internationally famous Ambassador Hotel with its deluxe, air-conditioned rooms and umbrella-shaded patios. Soon to be built in the capital



Historic Elmina Castle, soon to become a public museum.

city is a casino, with an open-air swimming pool, theatre and cinema, beer and tea gardens. There are first-class hotels in Takoradi and in Kumasi, while a motel is being built in Accra. The tourist can also stay at excellent government rest houses all over the country.

Sportsman's Haven

For the sportsman, experts claim that the best tuna fishing in the world is off the coast of Ghana. There is golf, tennis, swimming, skin-diving. Safari

services are available. In the 64,000-acre Mole Game Reserve in northern Ghana there are at least 26 types of game, including elephant, buffalo, hartebeest, bush bucks and civet cats.

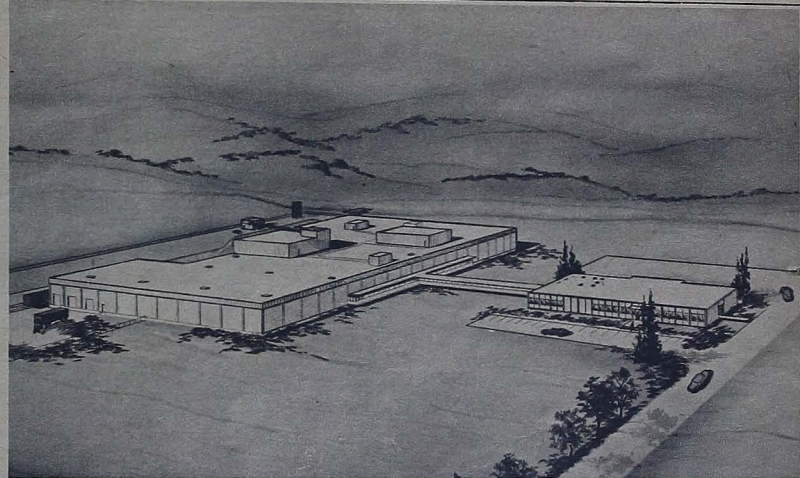
Beautiful scenic spots, historic sites, monuments, festivals, pageants will entertain the visitor. The Tourist Board, set up under the Second Development Plan, is hard at work on a score of projects. The government has decided to use Cape Coast Castle and Elmina Castle as public museums.

Pan American World Airways provides three weekly flights in each direction between Accra and New York. BOAC offers three services per week linking Accra with Rome, Barcelona and London. There are daily inter-African and domestic flights.

Today Ghana provides an exciting introduction to the great land mass of Africa and to a people who are making history. Many American tourists and businessmen have already enjoyed a stimulating and unique vacation there. Ghanians look forward to welcoming many more.



The luxurious Ambassador Hotel in Accra.



Nestlé's new chocolate plant in Salinas, California, is nearing completion with production scheduled to start early in 1961.

Nestlé's Chocolate products use more and more Ghana cocoa beans every year.

THE NESTLÉ COMPANY
INC.

WHITE PLAINS, N. Y.

Ghana is Active Participant in United Nations—African Affairs

ON March 8, 1957, two days after gaining independence, Ghana became a member of the United Nations. Since then, it has played a vigorous role in United Nations consideration of international questions in general, and African questions in particular.

The philosophy that has guided Ghana's action on African questions is best summarized by the well-known statement of President Nkrumah that Ghana's independence is meaningless unless linked with the independence of the rest of Africa.

It was in Accra, in April, 1958, that the First Conference of Independent African States decided to constitute the permanent representatives of the independent African states at the United Nations as the informal permanent machinery for coordinating all matters of common concern to the African states.

African Issues

African issues in which Ghana has figured actively include Algeria and race conflict in the Union of South Africa. Ghana's Ambassador to the United Nations, Alex Quaison-Sackey, made a moving intervention before the Security Council meeting in April 1960 on the Sharpeville shootings in the Union. The case of South-West Africa—that territory which the Union illegally withholds from international trusteeship—is re-



Ghana delegation to the 14th U.N. General Assembly.

garded by Ghana as the single most important question before the United Nations.

Speaking at the 14th General Assembly in 1959, Foreign Minister Ako Adjei called upon the United Kingdom to lift the state of emergency in Nyasaland and to release Dr. Hastings Banda and others, and he stated that Ghana was observing "with studied interest and increasing apprehension the deplorable situation in Angola under Portuguese rule."

In 1959, Ghana actively promoted passage of a resolution which expressed the General Assembly's grave concern over the intention of France to conduct nuclear bomb tests in the Sahara.

It was very largely as the result of a Ghanaian initiative that the United Nations, in 1957, established the Economic

Commission for Africa. Ghana contributes actively to the work of the ECA, and is represented on the 17-member governing council of the UN Special Fund.

Ghana is also a member of the UN Committee on Information from Non-Self-Governing Territories.

Troops to the Congo

When, in July, UN sent a force to the Republic of the Congo, among the first troops to arrive under the UN flag were contingents from Ghana, which now number about 2,500.

In cold war disputes, Ghana maintains a stand of positive neutralism, striving to judge issues on their merits. In line with this position, Ghana supports the most effective action toward universal disarmament and toward the relaxation of international tensions.

On these and other issues, Ghana in UN follows a policy—reflecting its national ideals—based on the liberation and advancement of the African continent as a whole, the maintenance of world peace and the projection of a concept of in-



Ghana troops attached to the UN Forces debark in Congo.

ternational and interracial harmony which has already produced an answering echo in the hearts of men of goodwill everywhere.

whose quiet diplomacy, devotion and effective work must forever be a source of inspiration and gratification to all of us in Africa and in the world at large.

Arts: Crafts Flourishing

THE plastic arts have a long history in West Africa. In Ghana, sculpture has found successful expression in both pure works of art and in local handicrafts. Museums all over the world recognize that some of the best African carving—sensitive symbols of a great culture and tradition—comes from Ghana.

The most striking and distinctive craft in Ghana is undoubtedly the weaving of "Kente cloth." Brightly colored silk threads are woven on simple looms into strips a few inches wide and several feet long. The patterns are traditional, and symbolize proverbs. Gold-work is also a major

historic craft in Ghana. The trade in gold dust brought into use a remarkable kind of weight, cast from bronze or brass. These Ashanti gold weights can be found in many different forms, chiefly of real or mythological animals, birds, reptiles.

The most notable product of wood-carving is the stool, traditionally used by chiefs, but found everywhere.

The government has set up an Arts Council of Ghana to promote and develop appreciation of all forms of art and, in particular, to preserve and foster the traditional art of Ghana.

United Effort for Peace

By Ambassador
Alex Quaison-Sackey

AS the President of Ghana, Dr. Kwame Nkrumah, once said, "It is our belief that international blocs and rivalries exacerbate and do not solve disputes and that we must be free to judge issues on their merits and to work for solutions that are just and peaceful irrespective of the powers involved."

It is in this spirit that Ghana has been working at the United Nations. We have great faith in the Charter of the United Nations in spite of its limitations, and we have dedicated ourselves to the task of achieving peace on earth within the framework of this world organization which can harmonize the policies of states and bring about mutual understanding among peoples.

As the Permanent Representative of Ghana to the United Nations, it is my privilege and pleasant duty to work together with devoted men and women at the United Nations in the cause of world peace, security and understanding.

His Excellency
Mr. ALEX
QUAISON-SACKEY
Perm. Rep.
to the U. N.



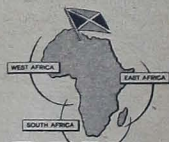
I wish to take this opportunity of placing on record my gratitude for the cooperation and assistance which I have received from all my colleagues and from my friends in the Asian and African Group. My thanks also go to the members of the United Nations Secretariat and to the Secretary-General, Dag Hammarskjöld,

DO YOU MAKE LITTLE?

Or puncheons? Or shooks? These are only part of the very profitable two-way trade that FARRELL LINES helps carry on between the U. S., Ghana, and other parts of Africa. Ghana is one of the most exciting markets in the world today—a vital, alive country eager for the industrial products of the West—rich with natural resources to sell in exchange.

Well, what do you make? Let us... the only steamship line that sails regularly to all three coasts of Africa, help you evaluate your potential in the African market.

P.S. Lxle is fiber; puncheons are casks; and shooks are shocks of sheaves.



FARRELL LINES

INCORPORATED



26 Beaver Street
New York 4, N. Y.
WH 4-7460

A major fleet under the American flag developing African trade exclusively for over 35 years

Partners in Progress

Aluminium Limited has long been keenly interested in Ghana's development. Since 1949 it has been a pioneer in the study and planning of the Volta River Project.

In 1959, Aluminium Limited, in partnership with the government of Ghana, formed Ghana Aluminium Products Limited.

The new company is already producing corrugated aluminum sheet at Tema. A second factory, under construction, will soon be producing a wide range of other aluminum products.

And now, with additional capital from Aluminium Limited and other sources, a \$2½ million aluminum rolling mill is under way. Starting in 1962, the new mill will meet Ghana's requirements for aluminum sheet products.

Aluminium Limited is proud to be a partner in Ghana's industrial progress.

ALUMINIUM LIMITED



GHANA Can Help Your Expansion



8 Good Reasons for Investing in GHANA

- ★ 1. Wide open expanding markets
- ★ 2. Big tax concessions
- ★ 3. Red tape cut to a minimum
- ★ 4. Duty refunded on raw materials
- ★ 5. Foreign Exchange made easy
- ★ 6. Priority service for new industries
- ★ 7. Essential services readily available
- ★ 8. Plenty of first-class sites

It is the Government's determination to expand the industrial capacity of Ghana. Private capital and technical know-how are welcomed from any source. And in cases where the financial participation of the Government is sought by private enterprise in establishing a new industry, it is the Government's policy to cooperate in this way where a desirable industry would not be established otherwise.

To provide administrative machinery for handling the country's industrialization programme an Industrial Promotions Division has been formed as a separate entity within the framework of the Development Secretariat.

One of its main functions is cutting red tape to the minimum. It is responsible for coordinating the activities of other Ministries with a view to streamlining the administrative procedure necessary to obtain tax relief, priority connection to water, electricity and telephone services, currency permits, import duty exemptions, immigration quotas and permits, etc.

Industrial Estates

To assist incoming industrialists to acquire land and factory sites, the Government has developed industrial estates close to the main urban centres of Ghana. Two have already been established—at Accra and at Tema. Others are planned for Kumasi, Sekondi-Takoradi and Tamale.

Policy is to give priority to industrial concentration in these five towns so that industrialists may reap the advantages of economies inherent in the siting of a large number of factories together. But at the same time, some twenty or more rural centres are likely to be developed and industrialists who prefer to do so may site up at these or in any other rural area appearing attractive to them.

Particularly attractive are the industrial and factory sites available at Tema—the vast port and development project currently being completed 18 miles from Accra. Emphasis has been on producing modern harbor facilities to be the eventual chief point of entry to Ghana; but an extensive area of 700 acres is available for storage facilities, heavy industry and general services under the auspices of the Tema Development Corporation.

Tax Holiday for Pioneer Firms

One of the major attractions of Ghana to the business investor is that firms which engage in one of the "pioneer" industries are granted a complete tax holiday for a five-year period from the time they commence trade or production. This period can be extended to ten years for exceptional reasons.

In addition, net losses incurred during the tax holiday can be carried forward and set against "post-pioneer" business profits.

The term "pioneer" is an elastic one and can be applied in effect to any industry which is not currently carried on in Ghana on a scale sufficiently large to meet the economic needs of the country and for which the Government considers there are reasonable prospects for development.

Tax concessions for "pioneer" companies can be obtained (provided, of course, that the Government is satisfied that it would be in the public interest) if the control and management of the company is exercised in Ghana. The company, in other words, must be incorporated in Ghana and resident in the country for income tax purposes.

Non-pioneer companies

The general rate of company tax for non-pioneer companies at present stands at 40 cents on the dollar, which compares favorably with conditions in any similar country in Africa.

There are also special concessions for smaller investors, in the form of lower tax rates—in some cases as little as 20 cents on the dollar. These rates apply to companies incorporated and controlled in Ghana after March 31st, 1954, whose chargeable income and directors' fees have not in the past exceeded and do not exceed \$28,000—provided they were not formed to acquire, in whole or in part, any trade or business previously carried on by another company.

THE INDUSTRIAL DEVELOPMENT CORPORATION

The statutory Industrial Development Corporation of Ghana offers an alternate method of participation in industry with the Ghana Government. It exists to help in the promotion of industry in Ghana and to assist in its development, with power to make agreements for the setting up of new industrial undertakings with firms of proved business capacity and financial standing.

Its present investments already exceed \$11 million. Its total borrowing power is \$22 million. The I.D.C. is also prepared to establish—and has in fact established—new industrial undertakings on its own, supplying the entire capital and taking full control of management.

Inquiries relating to new industrial projects should be addressed to:—

**THE PRINCIPAL SECRETARY
Industrial Promotion Division
Development Secretariat
Accra, Ghana**

Applications for industrial sites at Tema should be addressed to:

**THE TEMA DEVELOPMENT CORP.
P. O. Box 46 Tema, Ghana**

For nearly half a century Kaiser engineers have been building hydroelectric projects in newly developing areas of the world. We are proud of our present association with the Ghanaian Government in the Volta River Development, which is destined to play such a vital role in the economy of this new Republic. An international engineering firm's only real measure of achievement is its contribution to the economic development and health of a nation. Our current role is in this tradition. As in other countries of the world where we are performing engineering and construction, we welcome the opportunity of building together for the continuing growth of Ghana.



KAISER ENGINEERS & CONSTRUCTORS, INC.

Oakland, California

