

**Commercial Growth and Consumer Behaviour in Suburban Salisbury, Rhodesia** By *M. A. H. Smout*. Salisbury, University of Rhodesia, Series in Social Studies Occasional Paper No. 1, 1974, 69pp., 13 Figs, 10 Tables, 2 Appendices, Rh\$2.00.

This Occasional Paper by Smout is the first in a new series of Social Studies papers to be published by the University of Rhodesia. Unfortunately there is no preface or editorial statement sketching the aims and objects of the series. Such a statement would appear to be desirable and in its absence it is up to the reader (or reviewer) to infer what the aims and objectives are — a somewhat invidious task. In its own introduction the paper under review makes it clear that it aims at providing an explanation and description of the changes that have taken place in the composition of shopping centres in suburban Salisbury, together with associated consumer behaviour during the period 1969-1974. As such it must be regarded as a work essentially empirical in nature although the opportunities for methodological and technical discussion were obviously present. The fact that the paper chooses not to set out much detail on these latter points prompts this reviewer to regard the Paper as directed more towards general readership by intelligent laymen as opposed to urban researchers. In these terms the Paper is successful and certainly provides a good insight into the growth, structure, planning problems and way of life of consumers in this Third World City (p.53) and one that must be regarded as representing a colonial-type of enclave in a Third World country.

In the body of the text the author shows how and why the suburban shopping centre development has proceeded. This development appears to be strong and is surprising bearing in mind that the study covers virtually the whole period since U.D.I. Nevertheless, the developments must be seen against the relative perspectives of Southern Africa balanced by the relative size of Salisbury. The larger South African cities appear to have seen great developments in suburban shopping over the same period. However, Salisbury in terms of its total development is still in the little league (68 suburban centres as compared with more than 700 in Cape Town in 1970). However, the popularity of the suburban centre appears to be due to the life style adopted in the suburbs (and in this respect the white suburbs in particular). Attention is drawn to the fact that the median distance between residence and city centre is only 6 km, that parking problems are not really great in the downtown area, but that the residents 'become impatient [when visiting the Central Business District] if car parking is not available where and when it is wanted' (p.41). These factors coupled with the apparently good range of shops easily accessible in the suburban shopping centres appear to account for their growing popularity and economic success.

Some criticisms must be levelled at the Paper, notwithstanding the above comments. The section on African shopping and shopping behaviour is tantalisingly brief. The difficulties of collecting data are appreciated but it is hoped that later studies in the series will throw more light on this aspect of Salisbury's urban life. As mentioned in passing above there is only little of interest for the urban theoretician or those involved in intra-urban central place theory. These shortcomings, however, may be attributed to the aims as inferred by the reviewer.

On editorial and production matters the paper exhibits both attractive and irritating features. On the positive side is the attractive binding, clear type style, and letterpress setting, the whole printed on good quality paper. Among the more irritating features are the rather heavy reduction of some of the

Figures (e.g. 1.2) to less than a page size as compared to the rather over large Figures (1.4 and 5.1). The style of referencing by means of footnotes appears both antiquated and shortsighted, particularly as there is no full reference list at the end of the work. The greatest pity is that the discussion ends in mid-air. There is no attempt at a solid conclusion and in this respect the last chapter, on the African retail system, appears to be a mere appendix.

Nevertheless, if seen in terms of the objectives inferred at the outset of this review, the Occasional Paper is largely successful; certainly on the strength of it, a standing order for the Series would appear to be worth considering.

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**Statistics of the Roman Catholic Church in Rhodesia** By R. H. Randolph.  
Gwelo, Mambo Press, Occasional Paper, Missio-Pastoral Series No. 6,  
1976, 38pp., Rh\$0.50.

The title of this pamphlet is misleading, since only twelve of its thirty-eight pages are actually devoted to statistics of the Roman Catholic Church in Rhodesia. Relevant statistics are given on Catholic education, Catholic seminarians, Catholic priests and religious, and the Catholic population, in which figures for Rhodesia are compared with world figures and those of other specified areas. The rest of the pamphlet contains statistical tables on a multiplicity of aspects of Rhodesian society, ranging from 'Land Apportionment in Rhodesia 1890-1969' to 'Full-time Students at the University of Rhodesia 1971-1975'.

The statistical tables are not only poorly presented, but are also largely unsystematic duplication of figures from various original sources such as the *Statistical Year book of the Church 1975* and the *Rhodesian Census of Population 1969*. There is no attempt to interpret the statistics, and the graphical representations of the figures given below the first five tables are not readily comprehensible and do not clarify the statistics. Furthermore, some of the data presented are not comparable and therefore are meaningless. For example, in the Table 'Christian Churches in Southern Africa' (p.10), Section A refers to Rhodesia in 1974 and Section B to South Africa in 1970. In addition, Section A gives a comparison of European and African membership of the main churches in Rhodesia; the figures for the European population are taken from the 1969 census, while the figures for the African population are presumed to be estimates for 1974. Moreover, in the same Table 1975 figures represent the Roman Catholic population for both races.

This small pamphlet may become more intelligible if it is read in conjunction with Fr Randolph's other work in this series, *Aspects of Catholic Life in Rhodesia*, but regrettably, on its own it adds little to our knowledge. The pamphlet has no obvious framework and since there is neither an introduction nor a conclusion, the question of the author's intention and purpose in publishing this work, and of his perception of this conglomeration of statistics remains unanswered.

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