



# HAMILTON WRIGHT ORGANIZATION, INC.

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Cable Address:

HAMWRIGHT: N. Y.

## NEWSREEL CONTINUITY AND COMMENTARY

GOVERNMENT OF SOUTH AFRICA  
OFFICIAL NEWSREEL #5

HAMILTON WRIGHT  
NEWSREEL RELEASE #1086

EDITOR: This newsreel feature arranged and  
filmed by our crews is sent to you  
with the compliments of the  
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Arranged by  
HAMILTON WRIGHT SR

Filmed by  
DICK KUHNE

Still Pix By  
BOB GOMEL

485 Feet - 35MM  
Fine Grain - Silent

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For Release .  
July 14, 1961 .  
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### OSTRICH GROWERS AWAIT FEATHER BOOM!

### 25,000 BIRDS THRIVE ON SOUTH AFRICAN FARMS

### 1961 FALL HATS - OSTRICH FEATHERED!

OUTSHOORN, SOUTH AFRICA (July 00, 1961)...The world's only ostrich farm in action! Twenty-five thousand ostriches, the biggest birds on earth, provide the world with hat plumes, trimmings, feather dusters and await the day when Paris will once again decree ostrich feathers as de rigueur for ladies' hats!

At Oudtshoorn (pronounced oots-horn) more than 200 farmers are raising ostriches for their feathers--which are clipped like hair--without pain--once every nine months.

At Highgate Ostrich Farm the birds roam the farm living mostly on lucern (alfalfa). Here the ostrich is at his finest. Domesticated birds--bred especially for feathers produce a finer feather than

wild ostriches. Ostriches are kept in groups of from 50 to 100 birds-- generally of the same age group.

### FACTS ABOUT OSTRICHES

Males and females are selected for breeding purposes. An egg is laid every second day and no hatching takes place until 10-15 eggs are laid. The incubation period is 6 weeks. An ostrich egg is equal to 24 chicken eggs!

The ostrich does not really bury his head in the ground to escape the facts of life. The truth is that the ostrich bends down only to eat and drink.

A male ostrich stands 8 feet tall, weighs 300 pounds, and can run at 50 miles per hour in 28-foot strides, but this speed is dangerous to the ostrich's cardiac system. He can bear a man on a saddle quite as uncomfortably for himself as for the man. He can't fly, of course, but his wings are useful in maintaining balance as he runs and turns at a very fast speed. He lives to about 40 years of age.

When the ostrich's feathers are clipped, this is called the plume harvest. The feathers are used for hats, feather dusters, capes, trimmings, and for quill pens in offices with high stools and no postage-meters.

After the ostrich ages beyond the point of optimum feather production his meat is eaten in a stew called biltong and his skin is made into shoes, handbags, purses, wallets, and other luxury goods.

Ostriches have been raised in South Africa for more than a century. Feathers of the domesticated ostrich are far preferable to those of the wild variety. At the peak of the demand for ostrich feathers in 1913, some 750,000 birds swarmed into the corrals of the farmers.

When the male ostrich is courting, he runs, reels, spins, and falls dizzily on the ground, while head and neck slither back and forth. The ostrich is clearly not himself at this stage in life. While this is going on the female ostrich makes noises like a castanet, redolent of the Habanera from Carmen, while simultaneously doing a two-step. Nests are not built but rather kicked into shape. The egg weighs about three pounds and holds the same measure of contents as two dozen chicken eggs. The mother ostrich sits on the egg by day, the father by night. Chicks eat bugs and pebbles (full-grown ostriches eat everything from golf-balls to watches, specializing in stones to help digestion).

Once a year buyers from the four corners of the world come to Oudtshoorn to attend the ostrich feather auction. It is held in a huge airplane-type hangar with some 15,000 bunches of feathers-- in natural colors. A feather costs from \$.50 to \$1.00 each, and a pound of feathers from \$73 to \$75. About 150,000 pounds are sold each year by Oudtshoorn ostrich farmers.

OSTRICH FEATHERS DO MAKE BEAUTIFUL HATS

Pretty Miss Nicky Caras shows you some of the latest 1961 Fall Hats designed by Parisian makers from South African Ostrich feathers.

FOLLOWING IS THE PROPER SEQUENCE OF ASSEMBLY OF SCENES:

1. MS - Directional signs to ostrich farms.
2. MLS - Mass of ostriches coming toward camera.
3. MS - Of heads of ostriches passing by.
4. MS - Ostriches coming through corral.
5. Running shot of ostriches passing water hole.
6. HEAD CU - Of ostrich.
7. MS - Ostrich drinking water (2 takes)
8. HEAD SHOT - Of ostrich.
9. MS - Ostrich drinking water.
10. HEAD CU - Of same.
11. MS - Female ostrich sitting on nest of eggs.
12. MLS - Male ostrich trying to drive man off in guarding nest.
13. MS - Mother ostrich rises from nest.
14. CU - Hand holding huge ostrich egg.
15. MCU - Young ostrich leaving the nest and un-hatched eggs.
16. MS - Mass of ostriches running past camera.
17. MS - Ostrich being fed stones, which aids digestion.

18. MCU - Jar full of small stones which were removed from an ostrich's stomach.
19. CU - Of hugh ostrich foot.
20. MS - Men riding ostrich.
21. MS - Man on ostrich's back -- and around & around he goes.
22. MLS - men riding ostriches out of corral and slipping off to a three-point landing.
23. OVERHEAD LS - Selecting an ostrich for clipping.
24. MS - Of same, as man puts stocking cap on ostrich's head.
25. HEAD CU - Of blind-folded ostrich.
26. MS - Workers clipping the selected ostrich feathers.
27. CU - Of fine ostrich feathers.
28. HIGH OVERHEAD SHOT - As trays of feathers are brought in for auction.
29. MCU - Of auctioneer.
30. MCU - Of 2 bidders.
31. CU - Of man bidding.
32. MS - Man appraising and bidding on feathers.
33. CU - Of hand holding beautiful ostrich feathers.
34. HEAD CU - Of Miss Nicky Caras, South African beauty, modeling the latest fall styles in ostrich feather hats, which are being introduced for the 1961 season by Mary Jane of Paris and Johannesburg.
  - (1) Pear-shaped, "Upside Down" look
  - (2) Picture hat with flipped brim
  - (3) Riding hat--dyed brown feathers
  - (4) Turban style - feather treatment

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