

EAST AFR. PROT
UGANDA

37144

37144

374

August 05

1917

July

Last previous Paper

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112036
14

ADVERTISING OF EAST AFRICA AND UGANDA PROTS

Suggests increase of amount placed at his disposal for advertising etc and that amount be provided proportionately by the two Prots.

Mr Read,

It is impossible for Mr Longworth, for us, or for the local Government to foresee how great publicity measures may be desirable for the East Africa Protectorate after the war. I can quite imagine that it may be found advisable to secure a much wider advertisement of the Protectorate's resources and possibilities than is obtained under the present system of advertisement of the Uganda railway. The Committee on Blue Books and White Book Reports, which is now sitting, has had occasion to discuss publicity arrangements, and it is likely to record ^{the} opinion that advertisement of Colonial products and possibilities can be better secured by separate bodies such as the Malay States Agency and the Uganda Railway Agency, and that Government departments are not fitted, for various reasons, for conducting operations of this kind direct.

At present we spend £1,750 a year on Uganda Railway advertisement. The Malay States Agency, which has more especially the functions of advertising

copy of reply to Gov. etc. in 21 July 17

1450

...ment and information ...
... a year.

It may very well be desirable to have an agency common to the East Africa Protectorate and Uganda, and possibly also to Zanzibar. But, as I have said, it is still too early to try to form any definite ideas on these points. All we can do at present is to send a copy of this to the O.A.G. of the East Africa Protectorate, and to ask him to consider the subject at his convenience, with a view to the possibility of adopting different and improved arrangements for publicity after the war; and to thank Mr Longworth for his letter, and say that we are consulting the O.A.G. about it.

flab

27 7 17

*at once.
H. J. R.
27/17*

known

THE UGANDA RAILWAY.



20

TELEPHONE BY
GERARD 6666
TELEGRAPHIC ADDRESS
REGISVLY, LONDON

Please note. We have removed to
57 HAYMARKET, S.W. 1
Telegrams and Telegrams as before.

137144
REGD 24 JUL 17

Under-Secretary of State
for the Colonies,
Whitehall Street.

Monday,
July Twenty, Three,
Nineteen Seventeen.

375

The termination of hostilities, and the eventual return to normal conditions should and undoubtedly will lead to a new and far reaching policy of Imperial enterprise and, if not of expansion at least of consolidation and development.

I feel that the time is ripe to envisage the measures to be taken in the view to bring about and instal in London a more efficient and effective Representation of B.E.A. and Uganda.

I was appointed solely as the Representative of the Uganda Railway. but, as will be widely your knowledge, I have always taken a broad outlook and have never ceased to occupy myself with the general interests of B.E.A. and Uganda, and I hope and believe with no little success.

Work has been and is still being done with the very limited facilities available for the purpose of publicity, but in my opinion the

THE UGANDA RAILWAY



TELEPHONE NO.
GERRARD 8863

TELEGRAPHIC ADDRESS
DECISIVELY. LONDON

Please note. We have removed to:

57 HAYMARKET, S.W. 1

Telephone and Telegrams as before.

(2)

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The Under-Secretary of State
for the Colonies.

provision, which is supplied alone by the Uganda Railway
is far too meagre for the proper accomplishment of the object
now, and will be probably inadequate for future extension and
development and, as the matter is one of importance, I beg to be allowed
to state these observations, which are prompted by the restricted
circumstances of publicity and the continuous practice of economy in
matters connected with this department.

My suggestion is that the Uganda Railway should not alone be burdened
with the whole cost of the maintenance of these offices but that
the Governments of B.E.A. and Uganda should each bear a proportionate
share of their upkeep and development, an arrangement which would permit
of a very serious and very necessary increase in the amount at present
at my disposal for Publicity and Propaganda.

My very credible exhibition of the Country's possibilities could

THE UGANDA RAILWAY.



TELEPHONE NO.
LEONARD HULL

REGISTERED ADDRESS,
REGENTLY, LONDON

77 Haymarket, S.W. 1
Telephone and Telegrams as before.

(3)

377

The Under-Secretary of State
for the Colonies.

Established in these offices, in a small way by the doubling
of the present small allowance. Such an arrangement would in my
opinion suffice until the eventual appointment and installation
of an Agent General and an organisation on a large scale of publicity
in the manner followed by the Governments of Canada, Australia and
New Zealand.

I venture to hope that it will be recognised that this matter
is one which merits immediate attention with a view of increasing
the allotment so as to be ready at the moment peace is declared—
as before.

Your obedient servant,

D. G. Longworth

L 37144-17

Dad Uganda

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31 July 1917

draft

of Longworth by

28 July

Baker 128 f

Sir,
 I received your letter of the 23rd of July, and to thank
 you for the ~~copy~~ ^{copy} of the ~~draft~~ ^{draft} of the
~~draft~~ ^{draft} is being converted
 into suggestions
 for the future representation
 of the ^{E.A.P. Uganda} ~~draft~~ in this country.
 He is communicating
 with Messrs. A.G. of the
 E.A.P. on the subject.

Copy for 57144 Case 31 July 17

2 drafts

I am,
Yours faithfully,
[Signature]

37/1004 To Earl Uganda

So

DRAFT

oag

Earl
No 574

31 July 1907

Li

~~sent ref to 222 (now)~~

MINUTE.

- Mr. Brindley 28 July (28/7/07)
- Mr. Butler
- Mr. ...
- Mr. ...
- Mr. ...
- Mr. ...
- Mr. ...
- Mr. ...
- Mr. ...
- Mr. ...

Viscount ...
~~to 28/7/07~~
 I have the honour to be ...
 In a copy of a letter ...
 to the ...
 for the future more ...
 representation of the ...
 London, & to request you to
 be good enough to consider
 the subject, at your convenience
 with a view to the possibility
 of adopting different & improved
 arrangements for ...

Wingham 28 July 23
(37/1004)

affectionately

2 drafts

after the war



6.16

LONG

6.16