

1923

KENYA

47

4,394

RE
RE 2 AUG 23

FROM
COLONIAL OFFICE.

DATE
20th AUGUST 1923.

RE CIRCULATION

SUBJECT

Mr.

Mr.

Mr.

1st U.S. of S.

2nd U.S. of S.

3rd U.S. of S.

Secretary of State.

PUBLICITY OFFICE.

Note as to advisability of establishing,
in view of financial difficulties and of
limited benefits likely to result.

Previous Paper

MINUTES

7/21
4546

~~Mr. G. Smith
Mr. [unclear]~~

Minutes based on the
memo. with in

As Mr. D. was concerned, I thought
it well to refer the [unclear] to
Mr. [unclear]. There now had
draft typed incorporating
his proposed amendments [unclear]

almost [unclear] (The [unclear]
alterations indicate variations at [unclear])
In view would [unclear]

defects, as it were, were
fully [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear]

Comp
2/11
2/11
2/11

Subsequent Paper

8/15/23

very important
conferred in the O.D.

I am not quite clear as to
the original intention
of the letter when he reported,
to the effect that somebody else
a candidate - an
unofficial - I take
it rather to mean an
official or ex-official.
Difficulties as to party
might arise with a
second official - an
ex-official and of course
would give the position.
To my mind Kenya
is to be a party
to the difficulty
and not accept the
C.O. vote but
which will be all
the more so.
I really do not know
how far it is possible
to do so satisfactorily
I must depend to a
large extent on how far
they are prepared to feel
with view from the Colony,
although it is possible
to be useful to have an
individual who
who really knows the
local personnel and
whose knowledge is

the recent acquisition of a
year or two ago
difficult to say
unfamiliarity of local
knowledge etc. etc. at the
time of the
addition

Some of the
of the
may be difficult
the 'great business' that
sentational principle

perhaps in the end
it will be best to accept
of the
it is to suggest
attracting Kenya
officials to the

100
23/2/53

Mr. Jeffries.

Thanks for loan of Kenya
Publicity Office papers which I
return herewith.

If the proposal should
come to anything, we hope that
we may be given the opportunity
to consider how far we could offer
to provide (1) accommodation for
the office and the staff required
other than the sleeping quarters
with local knowledge. I have

already

already mentioned this, some time
ago, to Mr. Bottomley.

OW

14. 9. 23.

Reference # 1384, 43

Kenya

MR. PARKINSON.

Our South Africa Interviewer, Mr. Bromwich, who has local knowledge of South Africa and conditions and has been in Kenya, is already doing the work referred to in the marked passage of the draft. He has always been in close touch with the Kenya Department, and has kept up-to-date in regard to local conditions. In my opinion, what he is already doing meets the case, and I do not see any necessity for attaching a Kenya resident or official to this Department. It might be useful, however, if residents or officials who are home on leave could be asked to call and see Mr. Bromwich, and give him the benefit of any recent information which they may personally possess.

I would therefore suggest the following alternative for paragraph 5 of your draft:-

3 "As I understand the general part forward with your despatch under reference, the proposed Publicity Office appears to be intended primarily as an Information Bureau, but, in addition, it would serve as an advertising office and as a means of attracting to Kenya intending settlers from this country. With regard to the office in its aspect as an Information Bureau, persons desiring information about Kenya can already obtain all such information as is available from the Oversea Settlement Department of the Colonial Office. As you are aware, the Oversea Settlement Department publishes a Handbook dealing with the Colony. A revised edition of this Handbook is about to be issued. Moreover, the Department has on its staff an interviewer with special knowledge of conditions in South and East Africa who already furnishes authentic information to enquirers regarding Kenya Colony. In the circumstances, I would suggest that so far as information is concerned, all that is necessary is to continue the existing arrangement at the Oversea Settlement Department. It might possibly increase the usefulness of the interviewer, if Kenya officers and residents of standing when on leave in this country could be requested to call upon him, and give him the benefit of such recent local knowledge as may be of value to enquirers".

If these amendments were accepted, paragraph 6 of the draft might end as follows:-

"and whether this object could not equally well be achieved by making full use of the existing facilities afforded by the Oversea Settlement Department".

22. 8. 43.

could be
worked with
travel notes
interest from
to time

at Point (O.S. Dept)

views of ref^{co}, G. O. S. D.
I think you should see this
M. I think the fact is you
at return it quickly, as
it is becoming urgent.

recog^s marked passage.

I am not at all sure that
the following meant a
Kerrya 'reference' - I believe
he meant a Kerrya special.

In any case let me
know any more you wish
to offer, with them are

at Port (O.S. Dept)

views of ref^s G O F D
 I think you will see this
 M. I will be glad if you
 can return it quickly, as
 it is becoming urgent.

except marked passage.

I am not at all sure that
 the following meant a
 Kenya 'resident' - I believe
 he meant a Kenya Special.

In any case let me
 know any date you wish
 to fix, & I will see

Parsons in the 5th. In

with the command

please in the 5th. In

& suggest amendments

act

2/18/23

Sir H. Read.

On the 8th August Lord ^{Balmain} Palmer,

Lord Cranworth and Major Crowdy raised the question of the Publicity Office with Sir J. Masterton Smith. He afterwards discussed it with Sir R. Coryndon. I understand that the upshot is that, while it is of course very undesirable that we should take any action which could be regarded as obstructing European interests, it is equally essential to consider the matter very carefully from the point of view of not in any way giving preference to European interests, and also from the point of view of the financial position of the Colony. To take the latter point first, it is now beyond doubt that, owing to the Secretary of State's absolutely unavoidable ^{decision} ~~position~~ not to approve of the cut in Asiatic salaries which was proposed locally and the necessary adjustments of accounts between Kenya and the War Office— [These adjustments have nothing to do with Kenya's share of war expenditure, but concern merely the War Office advance of cash and the Treasury ^{adv} disbursements of these advances, which have raised awkward questions of exchange adjustments]— The Kenya balance is on the adverse side of the account to the extent of something just under ^{Six} ~~two~~ figures — ~~two~~ ^{the} Colony's balance sheet. The ^{Kenya} railway still shows a margin of profit which will be available for the Renewals and betterment Fund, and not so large ^{a margin} ~~an amount~~ as the General Fund had

in the case of current agreements

distributed

anticipated six months ago.

There is no need for panic yet and revenue appears to be coming in well, but there is every need for keeping down expenditure to the lowest possible figure and ~~to~~^{to} absolutely necessary and useful services. Sir R. Coryndon on his departure proposed to reassemble his local Economy Committee and expressed the fear that further reductions of staff would be necessary. (In these circumstances we have to consider the ~~question of the~~^{justification for a service} which would involve non-recurrent expenditure of £1,000 and annual expenditure of £7,070 (of which £2,500 would be borne by the railway). Clearly little could be spent during 1953, but the future burden has to be taken into account.

As regards the usefulness and necessity of the office, it is clear that the proposal is primarily one for an information bureau, secondly for an advertising ~~office~~^{office} and thirdly (that I think it is fair to suppose to only a minor degree) as a land settlement effort with the direct object of relieving present settlers from their difficulties by inducing new settlers to take up their land or part of it. [As regards information I feel that it is possible to secure that everybody who wants to know about Kenya ~~can~~ get the necessary information simply by putting on a more systematic basis the work of existing

existing agencies and particularly of the Oversea Settlement Office. They can only give the information they get, and it is desirable that there should be no ^{difficulty} ~~difficulty~~ ^{at} their being left uninformed ~~of~~ any important point. The question might be considered whether somebody in Kenya could not be employed in the Oversea Settlement Office with the definite work of keeping in touch with Kenya and collating the information received.

As regards advertising, I do not think that the old Uganda Railway advertisement work was worth the money; the gaudy posters which were exhibited may have helped a little to attract the big game shooter and the globe trotter, but they were not of ~~the~~ character to inspire confidence in the country generally. Further, as the people wanted in Kenya are men with capital who will make their homes there, it is very doubtful that any form of direct advertisement would have any attraction for them. It would not make such people wish to go to Kenya rather than elsewhere, and if they are thinking of going to Kenya, what they want is not advertisements but information. The true form of advertisement for Kenya will come from the success of its efforts towards production. Any notable advance in this direction might very well, by arrangement here, receive prominence

in the Press at home, but it is not necessary to spend 27,000 a year on that.

As regards the third point, I think that we should lay ourselves open to serious criticism, and not ourselves to any efforts which could be described as attempts to trap the unwary. The Dominion Government could please itself, but so long as the Secretary of State is in charge of Kenya, it is necessary for him to ensure that the public are fully informed of the disadvantages as well as the advantages of the Colony, and to abstain from any form of propaganda.

I suggest that a despatch, somewhat on the above lines, but of course making no suggestion whatever that the idea underlying the scheme is to ~~induce~~ ^{induce} people out for the benefit of those already there, might be sent to the Acting Governor pressing him to give very full consideration to the matter, and to report further to the Secretary of State whether he considers, in the present financial position, the expenditure proposed could be justified for an office which would necessarily be of the nature of an Information Bureau, and whether this object could not be achieved as well by increasing the usefulness of the agencies already existing for giving information.

Say that the Secretary of State would be reluctant to oppose a scheme of this sort.

if its value to the Colony could be established and if local opinion were found to be strongly in favour of the establishment of a Publicity Office ~~it~~ would, of course, be understood that an office supported by Government could only give absolutely impartial information and that the assistance of the office must be available to all irrespective of race or colour.

le

Yes.
H.S.A.

C.S. 14. 8. 23.

Mr. J. Denton - Smith.

see also minutes on $\frac{500}{11500/23}$

I concur in the action proposed by Mr. Bottomley.

H.S.A.

15/11/23

x sent in
reparations
with it
All
M.S.

Signatures.
Draft for case - which
should be seen by
him & of form.
At an J.C. 16.8.

R 27 AUG
D 38

Downing Street,

29 August, 1923.

12d.
Amad
55375

Sir,

With reference to Sir Robert

DRAFT.

63513/23. Coryndon's despatch No. 1582 of the

KENYA. CONFIDENTIAL

The O.A.G.

18th of November 1922 regarding the

proposal to establish in London a

Publicity Office for the Colony. I

MINUTE.

have the honour to inform you that this

Mr. Seel 17.8.23.

proposal was discussed with the

Mr. Parkinson 23.6.23

Governor before his departure from this

Mr.

country, and that I have given it

~~Sir G. Davis~~

further ~~careful~~ consideration since

* Sir G. Grindle 24

his departure.

Sir H. Reed.

~~Sir J. Manton-Smith~~

x Mr. Ormsby-Gore. *at once*
W.P. 25.8.23

Duke of Devonshire.

2. It is in my opinion necessary,

in examining the merits of the proposal,

to consider it in relation to the

general financial situation of the

Colony at the present time. ^{There} is now

^{no} ~~beyond~~ ^{years} doubt that, partly owing to the

impossibility of effecting any substan-

tial adjustment of the salaries of

for consen

for minute and

draft also on

Gov. 11300/23

sent on separately.

A.C.C.P.

the staff, and prior to the
 ... out of the adjustment
 of ... the Colonial Govern-
 ... the War Office, the Colony
 will be faced with a considerable
 ... at the end of the
 ... the
 ... a necessary
 ... it eventually
 ... it is
 ... kept
 ... figure and
 ... absolutely
 ... It is
therefore a matter for careful consideration
whether there is justification
to examine the possibility for a service
 which would involve non-recurrent expendi-
 ture of £1,000 and an annual expenditure
 of £7,000, of which £3,500 would fall to be
 borne by the Railway Administration.
 It is true that little could be spent in
 the remainder of the current year; but the
 future

future burden involved must be taken
 into account.

3. As I understand the scheme
 put forward with your despatch under
 reference, the proposed Publicity
 Office appears to be intended primarily
 as an Information Bureau, but, in
 addition, it would serve as an Adver-
 tising Office and as a means of attract-
 ing to Kenya persons wishing to emigrate

DRAFT.

MINUTE.

- Mr.
- Mr.
- Mr.
- Sir C. Davis.
- Sir G. Grindle.
- Sir H. Reid.
- Sir J. Masterton Smith.
- Mr. Ormsby-Gore.
- Duke of Devonshire.

from this country. With regard to the
primary purpose for which the Office will
~~Office in the aspect of an information~~
be established, I may observe that
 Bureau, persons desiring information
 about Kenya can already obtain all
 such information ~~as is available~~ from
 the Oversea Settlement Department of
 the Colonial Office. As you are aware,
 the Oversea Settlement Department
 publishes a Handbook dealing with the
 Colony, a revised edition of ~~this~~ *which*
 Handbook is ^{now} about to be issued.

Moreover

...the Department has on its
 Staff: an interviewer ^{who gives special}
 attention to ^{the} ~~investigation of~~ ^{the} ~~South and~~ ^{South and}
 East Africa ~~to~~ ^{and} ~~the~~ ^{to} ~~enquiries~~ ^{enquiries}

...information to enquirers
 regarding Kenya Colony. In the circum-
 stances, I would suggest that as far as
 this aspect of the matter
 information is concerned, all that is
 necessary is to continue the existing

...of the Overseas Settlement
 Department. ^{Any suggestion for increasing}
~~might possibly increase~~
^{would, of course, be welcomed: for}
 the usefulness of the interviewer ~~to~~ ^{the} ~~assistance.~~ ^{assistance.}
 might ^{by your Government}
 be ~~sent~~ ^{sent} ~~to~~ ^{to} ~~be~~ ^{be} furnished with special notes on matters

of interest from time to time, and ~~Kenya~~
 officers and residents of standing when on
 leave in the country ^{might} ~~could~~ be requested
 to call upon him, and give him the benefit
 of such recent local knowledge as may be
 of value to enquirers.

4. With regard to advertising, I
 am of opinion that the result achieved by
 the former Uganda Railway Advertising
 Office in London did not justify the
 expenditure.

The wife is
 of course better
 than I dislike the
 definite evidence
 as there is always
 some for view
 the giving of
 here about
 I suggest
 amendment
 all

DRAFT.

MINUTE.

- Mr.
- Mr.
- Mr.
- Sir C. Davis.
- Sir G. Grindle.
- Sir H. Read.
- Sir J. Masterton Smith.
- Mr. Oswald-Croft.
- Duke of Devonshire.

expenditure involved. Moreover, the
 type of settler now required in Kenya
 is the person with capital who is
 prepared to make his home in the
 Colony. It is very doubtful whether
 any form of direct advertisement would
 have attraction for such persons, who
 if they contemplated going to Kenya,
 would require not advertisement but
 accurate and definite information as
 to conditions there. I am convinced

that the true form of advertisement
 for the Colony will come from the
 success which attends its efforts
 towards increased production. ^{Arrangement} ~~ANY~~
^{could be made to keep the Peace of this country}
^{informed of every}
 notable advance in this direction.

...might well, by arrangement here,
 result in increased production in the form of
 this country, but such an arrangement
 would not necessitate the setting up
 of a special organisation of the
 magnitude now proposed.

5. I should recommend that
 any effort to attract investors
 should be made through the
 usual channels.

settlers to the Colony without placing them in full possession not only of the advantages, but of the disadvantages which under present conditions, life in Kenya presents. It is long since the Secretary of State for the Colonies is responsible for the administration of Kenya. I should feel compelled to advise the Government of proposals.

I will be glad if you will give the matter the careful consideration to which it is entitled in the light of the observations in this despatch, and report further whether you are of opinion that, in the present financial situation, the expenditure proposed is justified for an Office which is primarily of the nature of an Information Bureau, and whether this object could not equally well be achieved by making fuller use of the existing facilities provided by the

Overseas Settlements Department. In this connection you will not find it necessary to comment on the question of increasing the responsibilities of the Director of the Department. I should naturally be reluctant to approve any scheme

scheme such as that submitted, if its value to the Colony could be clearly established and if local opinion were found to be strongly in favour of the creation of a Publicity Office. But in the event of such an Office being created with the support of the Government, it would, of course be understood that information supplied must be absolutely impartial, and that the assistance of the Office must be available to all irrespective of race or colour.

DRAFT.

MINUTE.

- Mr. ...
- Mr. ...
- Mr. ...
- Sir C. Davis.
- Sir G. Grindle.
- Sir H. Read.
- Sir J. Masterton Smith.
- Mr. Ormsby-Gore.
- Duke of Devonshire.

(Signed) DEVONSHIRE

In this connection you will not find it necessary to comment on the question of increasing the responsibilities of the Director of the Department. I should naturally be reluctant to approve any scheme