

EAST AFR. PROT

6453



Miller, J.

RAILWAY ADVERTISING

1913

St. Feby

Last previous Paper.

62
400

Does not consider the present method of securing publicity very effective. States as to visit to Mr Longworth. Suggests publication half-yearly at least of information as to facilities which exist or are proposed, for the transport of imports and exports within the country.

~~The Report~~ Sir G. Fiddes

It is a pity I did not send Mr Longworth a copy of the 1911-12 Report. He had better have one now for possible future enquiries?

I think our best course will be to consult the Govt as to the possibility of periodical publications of items of interest. We need not send out Mr. Miller's letter - the points are, or seem to be,

- (a). Rates.
- (b). Traffic.
- (c). Developments in construction or rolling stock.

Local publication could be secured by Gazette notices for general information in supplement of the notices already issued - e.g. the monthly returns & changes of rates (see Gazette of 15. XII. 12 annexed), & separate copies of such notices might be sent to us & Mr. Longworth for disposal. The Annual Report might

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Next subsequent Paper.

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might be supplemented by a table of notes &
inf. as to further future developments, though
this is not very appropriate to the a report on
the working for a past year.

The report & the Gazette together contain
all the inf. - exact as to the future - which is
likely to be required, the only difficulty being
how it is to be presented to a public whose
interest in the subject waxes about at
subsiding to & hunting through the files of the
Gazette.

In writing to the Gov. I think it would
be worth while to ask about the 550 wagons
referred to in my minute of 2/2 or 3/8/87?

G. G. S.
25/2

H. J. R.
26/II

And then to Miller but in ^{reference} ~~reference~~
with an accompanying consideration.

at once P. M. 28

Yes.
H. J. R.
28

done

might be supplemented by a table of notes &
info as to further future developments, though
this is not very appropriate to this a report on
the working for a past year

The report & the Gazette together contain
all the info - except as to the future - which is
likely to be required, the only difficulty being
how it is to be presented to a public whose
interest in the subject is not at
all subscribing to & hunting through the files of the
Gazette.

In writing to the Gov I think it would
be worth while to ask about the 550 wagons
referred to in my minute of 24/2 or 3/87?

G.C.S.
25/2

H. J. R.
26/II

And then to Miller but in ^{agreement} ~~reference~~
with our previous conversation.

Almond P. 28

Yes.
H. J. R.
28

sent to 28

TELEGRAPHIC ADDRESS:
X ELASTICITY, LONDON.
TELEPHONE NO:
1677 LONDON WALL.

220, CRESHAM HOUSE,
OLD BROAD STREET,
LONDON, E.C.

21st February, 1913.

To The Private Secretary,
The Rt. Hon. L. Harcourt,
Secretary of State for the Colonies.

Sir,

Sir John D. Rees has allowed me to read Mr. Secretary Harcourt's letter to him of the 12th instant.

In so far as publicity of the position of the Uganda Railway would be useful, the present method of securing publicity does not appear to be very effective.

On calling on Mr. Longworth at Dewar House in the Haymarket and asking him for information about the Railway, I found that he could only produce a Report for the Financial Year 1910-11. The Report for 1911-12 had not been issued, or at least he had not seen one. Statistics of the traffic returns were, he said, sent to him, but he had no instructions and they were consigned to the Waste-paper basket as received.

I am bound to say Mr. Longworth exhibited the keenest desire to give all the information on the subject of the Railway that he possesses. He has sent me a copy of Mr. Harold Taylor's (the recently appointed Manager) speech in January last, but he does not seem to have any ^{other} knowledge of the existing position or of the prospects of relief.

I may be permitted to say that the "Financial Times" is not likely to be the best medium for informing the general Public about either the Protectorate or the Railway. So far as it may be deemed to be desirable to tell the Public anything at all about these matters, the ordinary Daily Press such as the "Times", or "Telegraph", etc., would, may I say, be more likely to secure this object.

There can be no question, I am sure, that it is the wish and intention of the Secretary of State to assist the development of the Protectorate. At the moment there is some danger that Settlers and others who are investing Capital in the country, some of them to very considerable amounts, may be deterred in their efforts or suffer heavy losses owing to the backward state of the Railway. Such persons can judge only by their own personal experiences. They know that their goods are hung up - they know nothing else - the reasons, or the remedies taken in relief.

In the case of an Indian Railway undertaking, owned as the Indian Railways are by the Secretary of State for India and worked as they mostly are by Companies under contracts with the Secretary of State for India, the Shareholders and the trading public who use the Railways are at very short intervals (half-yearly) informed of the statistical and financial position. The periodic demands for more equipment and for

"betterments" are ventilated and discussed and as far as funds permit are foreseen and met.

It can hardly be more than a mere matter of organization to provide for a similar procedure in the case of the Uganda Railway.

It is neither convenient, nor (perhaps I may be allowed to say) in the Public interests, that information should only be obtained by question and answer in Parliament. It may be practicable, I cannot say exactly how, to have some arrangement made for the publication, half-yearly at least, by which people who are investing their Capital in the Protectorate or who contemplate doing so, should know what facilities exist or are proposed, for the transport of imports and exports within the country.

The danger - as it may be ^{feared} ~~of~~ - of keeping the position a sort of secret between the authorities in the Protectorate and the Office in Whitehall, is that an ebullition of feeling on the part of the Settlers may lead to grossly exaggerated statements and hasty actions which always tend to defeat the healthy attainment of the object in view.

I have the honor to be
Yours faithfully
Robert MacCallister

4/6453 East Africa Post

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D. 4

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4th March
1913

Dear Sir,

DRAFT

J. Miller Esq
220. Prudham House
6th Broad Street
E. C.

I am ~~directed by~~ ^{directed by} the
Secretary Harcourt desires
me to thank you for the suggestions
made in your letter of the
21st of February ~~instant~~ as to the
publication of information
concerning the condition
and development of the
Uganda Railway, and
to inform you that he is
giving consideration
to the suggestions you have
made.

MINUTE.

- Mr. Downie repr 4
- Mr. Boston (by A/S) 6.
- Sir G. Fiddes.
- Sir H. Just.
- Sir J. Anderson.
- Lord Emmott.
- Mr. Harcourt.

In signature
of P.S.

CD
Pl. copy & send to
Butler for. I have kept back
the papers in connection with a
letter from the Delegation
with 3/5

24/6

J. (Dear Sir)
(Sd). F. G. Butler