

EAST AFR. PROT.  
UGANDA  
34829

23  
12

Field 77

1914

29 July

see previous Paper.

MJ  
18/2/14

Scheme for advertising Pros.

Has to note that further action is to be given to scheme of the E. Africa Investment Co. gives further views as to scope of Co. proposed operations & suggests that the document be transferred to Co. at terms specified. Proposal for establishment of institution of the nature of a general agency not likely to mature

~~in receipt~~  
Mr. Ballowley to Read

We asked for the Gov's obs'n on the main points emphasized by the B. & A. & Co., under certain headings, -

- (a) The Co maintain that, while Mr. Longworth might perform adequately the duties of advertising agent of the Uganda Railway, he is unable to advertise the Pros<sup>s</sup> generally, because his personal knowledge of the country is limited and out of date.
- (b) The pamphlet issued by Mr. L. is misleading.
- (c) It would be a great convenience if Mr. L. could work under the same roof as the Co & confine himself to the Uganda R.R.

To BIA direction file - 18/2/14

subsequent Paper

6a  
4496  
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(d) Something shd be done to remedy the present impossibility of persons in this country obtaining accurate information as to sales of land in the Prot. the nature & situation of the land &c.

Sir H. Belfield has now replied -

- (a) & (b) He agrees with the Co as to the inadequacy of M<sup>r</sup> Longworth; no inf<sup>n</sup> is placed at his disposal except such as is furnished by the Vg R<sup>y</sup>
- (c) He advises M<sup>r</sup> L's transfer to the premises of the B. E. A. J. Co, where inf<sup>n</sup> would be "thrust before the eyes of the public"; he suggests terms
- (d) It would be to the advantage of the ~~Advantage~~ Prot. that the extent of their resources, the opportunities which they hold out &c, shd be made more widely known, and that inf<sup>n</sup> shd be freely imparted to responsible persons. He suggests that the Co might be given periodical inf<sup>n</sup> either by the C. O. or by the local Secretariat

(a) & (b). I think it is clear that the interests of the Prot are not much advanced by out-of-date information. But M<sup>r</sup> L. might be supplied with more & better inf<sup>n</sup> without necessarily joining hands

with the B. E. A. I., or any other, Company.

(c) I am not sure that I agree with the Gov. about "thrusting inf" (probably over-coloured) before the eyes of the public." I think the aim shd be to secure that persons who want accurate inf. shd be able to get it without undue difficulty, not that it shd be forced upon the view of the 'profanum vulgus'.

(d) I have recently seen two callers at the Office who wanted to know about land-sales; one of them expressed surprise that there was nothing in the nature of an Agent-General's Office where particulars could be obtained. I think something might be done, but if the C. O. should be the channel through which inf. shd be promulgated.

Since we invited the Gov's views on these points I suppose we should notify him of whatever decision is taken in the matter.

A.C. 16/9/14

As regards inf. I am for those people, & any others who ask, whatever the Gov. shd do as regards e.g. land sales. This

B.S.A. Co. 57  
 incorporated  
 in the Empire  
 (W)

regard to  
 not unimportant  
 of the  
 they  
 supply  
 & as well  
 Company

in sufficient numbers  
and so should come through the CO into  
lowest hands - and probably best. As regards  
ships, the matter is especially important  
when we get a cargo of salt brought home  
for export.

The change of W. Longworth's office is  
difficult, as it is impossible to treat everyone  
alike in the matter. It would certainly  
be useful for W. Longworth to have the use of  
a number without having to rely on the  
hospitality of Shipping Officers & Cooks. On  
the other hand their display of official  
publications & their bearing the official  
agent is to the same end and ends.

- (a) give the impression that they had  
an official status, or
- (b) at least remove any impression from  
the mind of an intending settler  
that it was his money they wanted.

On this last point, however,  
I am inclined they may consider themselves,  
I fancy, that so long as any of them  
or their friends has land to dispose  
of they will consider it their function  
to draw attention of would be settler  
settlers to the advantages of purchasing  
reasonable land <sup>over</sup> the new & most  
care remote land offered by the  
Government & on leasehold terms.

But any movement in the direction

an  
impression  
I doubt

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of breaking up large estates is to the  
advantage of the community generally, and  
the more the Investment Company inclines  
in this direction the less the official  
hold a favourable attitude in the eyes of the  
public.

In view of what the Govt says, I am  
inclined to think that the experiment on  
the lines he proposes - might be tried  
for a year or a time, provided the  
Investment Co are told to make it  
clear that they have no official  
position. It should be pointed  
out to them that the Govt does not  
encourage or discourage competition  
to any Colony and that it is most  
desirable that they should ~~not~~  
discourage from settlement anyone  
who having taken up land has not  
the habit of developing it or to want  
its productivity. (The Longworth  
phrase - the land of the inferior  
settler - was very apt.)

The 15th of January 1877 was apparently  
not for a few days - we had some of the  
Govt - so that when decided for 1877 may  
be taken to be the 15th of January also. I don't  
think the people who have approached us have

much about (you see). In any case, any  
~~matter I should like to make~~  
~~it)~~

My letter to the C<sup>o</sup> should be sent to  
both G<sup>o</sup>s & they should be told to  
send home 50 copies of everything,  
including maps, likely to be of  
service in East Africa.

17/9/14

I think we ought to have a copy of this  
copy for record at the E. J. O.

(I hope the Secretary of State's name would be used in any way  
[the B.E.A. Co.]

T.C.H. 18/9/14

I would hold this up, at any  
rate for the present. I understand  
that land sales have been  
postponed indefinitely & the  
probability of would be settled &  
not likely to be great under  
present circumstances. We promised the G<sup>o</sup>  
a further 1<sup>st</sup> Inf. them that a reply  
has been received from the G<sup>o</sup>  
but that it was sent before the  
outbreak of war & that the further  
course of the matter must be  
postponed indefinitely - & send copy  
of our l<sup>tr</sup> to the G<sup>o</sup> - L.T.?

H. J. R.

21/9/14

My objection to the scheme remains;  
but in any case this will be hung up  
to the way in one

Per 21.9.14

Yrs. Dull Gov. & the B.E.A. Co  
alone

So

Th 22.9.14

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GOVERNMENT HOUSE,  
NAIROBI,  
BRITISH EAST AFRICA.

EAST AFRICA PROTECTORATE.

No. 717.

July 29th, 1914.

Sir,

*ms  
1677*

I have the honour to acknowledge the receipt of your despatch No. 612 of June 29th, 1914, and to express my satisfaction that you are now prepared to give further consideration to the proposals put forward by the British East Africa Investment Company for disseminating up-to-date information regarding the potentialities of this Protectorate and of Uganda. I hold no brief for this company, nor for any other persons who may be desirous of acting in a similar capacity, but I am strongly of opinion that it will be of advantage to the Protectorates that the extent of their resources and the means adopted for developing them shall be made more widely known in the United Kingdom; also that information which

THE RIGHT HONOURABLE  
LEWIS HARCOURT, P.C., M.P.,  
SECRETARY OF STATE FOR THE COLONIES,  
DOWNING STREET, LONDON, S.W.

which may be legitimately given by Government should be freely imparted to those who are in a position to make use of it for the benefit of the country;

2. I am in agreement with the views of your correspondents regarding the value of the work done by Mr. Longworth. However earnest may be the wishes of that gentleman to advertise the country, his efforts are impaired and their results restricted by the conditions under which he works. So far as I am aware no information is placed at his disposal other than that which is periodically furnished by the Uganda Railway, which naturally relates only to the progress made and to the facilities afforded by that administration. The rapid and regular expansion of industrial effort and commercial enterprise deserves to be proclaimed with more publicity and with more particularity than has hitherto been attempted, and the information at Mr. Longworth's disposal is too meagre to enable him to do all that is required. Moreover such information should be thrust prominently before the eyes of the public. It is useless to expect the public to seek it unless its attention is called to its existence. But

Mr.



Mr. Longworth's business premises are so situated that the outside world can see nothing, and therefore knows nothing of his official existence, and whatever the value of the information at his disposal may be it is imparted only to those who come in quest of it.

3. I do not advocate any form of preferential treatment but I entertain no doubt that the Protectorates will be well served by the use of judicious advertisement. I think that the company might be given periodical information by the Colonial Office or by my Secretariat in respect of such matters of public interest as the dates of land sales and conditions of sale, maps shewing the situation of the properties to be disposed of and the existing or proposed means of access thereto, and other matters of a similar description - the company, on its part, giving an undertaking that it will place prominently before the public any matter which the Government may entrust to it for publication.

4. If you are prepared to recognise and negotiate with the company to this extent, I advise the transfer of Mr. Longworth to  
their

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their office upon the following terms:-

That he continue to be under the direction of, and responsible to the Uganda Railway Administration;

That he receive from that Administration the same personal emoluments as at present;

That the company provide him with adequate office accommodation and facilities for the display of notices and advertisements in a conspicuous part of their premises and receive on that account a sum equal to that which is now paid in respect of his present establishment.

5. With regard to the matter referred to in paragraph 4 of your despatch, some spasmodic discussion has taken place here regarding the establishment of an institution of the nature of an Agency General, but considerable diversity of opinion has been expressed on the subject, and there is no present indication that the project is likely to mature. In any event arrangements made with your correspondents would presumably be such as would not preclude the Government from supplying similar information to other bodies

should

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should it be desirable in the interests of the Protectorates and in fairness to all concerned that such a course should be taken.

6. A copy of this despatch is being sent to the Government of Uganda.

I have the honour to be,

Sir,

Your humble, obedient servant,

A. Conway Beyard

GOVERNOR.

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E.A.P.

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24 September 1914

Gentlemen,

With reference to the letter from this Office of the 29<sup>th</sup> of June I am directed to inform you that a despatch has been received from the Govt of the E.A.P. relating to the proposals put forward for the dissemination of information relating to that Part of Uganda.

The Governor's

DRAFT.

British East Africa Investment Coy. Ltd.

[MS]  
16717

MINUTE.

- Mr. Harper 23/9/14
- Mr. Bottomley 23.9.14/1
- Mr.
- Mr.
- Sir G. Fiddes.
- Sir H. Just.
- Sir J. Anderson.
- Lord Islington.
- Mr. Harcourt.

(draft)

(P.T.O.)

despatch was ~~passed~~  
written before the outbreak  
of the war & Mr  
Warcourt <sup>considers</sup> regrets that  
in the existing circumstances  
further consideration of  
the matter must be  
postponed indefinitely.

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(Signed) H. J. READ, Esq.  
for the Under Secretary of State

Gov. 34829/1914  
E.A.P.

DRAFT.

E.A.P.

No. 867

Sir H. Belfield.

23/9/14

Bottomley 23/9/14/p

24 Sept. 1914.

Sir,

I have the honour to acknowledge the receipt of your despatch No. 77 of the 29<sup>th</sup> of July and to inform you that consideration of the proposals put forward for the dissemination of information relating to the E.A.P. and Uganda must be deferred until after the war is ended.

(Signature)  
 COURT.

(draft)