

EAST AFR. PROT.

No. *91* ⁰⁷/₀₈

C. J.

91

REC'D
JAN 2 1908

Office or Individual

(Subject)

240

1907

31 Dec

Advertising of Railway

Last previous Paper

*Submits proposals for specimens of
mountable posters*

(Minutes)

*Said copy of 1st m for with copy of this
to the file & say that it is proposed to
discuss the matter further with W. C. ...
who is understood to be due to arrive in
this country very shortly on leave of absence
- being the paper of ... on W. C.'s
arrival.*

W. C. R.

23/1

*Copy for ...
... 3 July 1876*

Next subsequent Paper

5810/08

Uganda Rly 1450

ALL COMMUNICATIONS
TO BE ADDRESSED TO THE
CROWN AGENTS FOR THE COLONIES.
THE ABOVE REFERENCE AND THE
DATE OF THIS LETTER BEING QUOTED.

TELEGRAMS: "CROWN LONDON"

91
2 JAN 09

WHITEHALL GARDENS,

LONDON, S. W.

31st December 1907

Sir,

I have the honour to acknowledge the receipt of your letter of the 29th November No. 38707 respecting the proposal to advertise more freely the Uganda Railway.

2. In reply we beg to report that we can arrange for the translation of the guide into French for a fee of £25 to £30 and we assume that the offer of the Hamburg American line to defray the cost of a German translation still holds good. If not, a German translation could no doubt be had at the same price. These editions can be produced in any style and shape that may be considered suitable, and we are in a position to place the order with a firm we cannot submit coloured designs and sketches for approval. As however the expense of preparing the design is one of the chief costs of the production we have consulted our usual printers on the subject and we send samples of work which they have done for the British South Africa and other companies. They have considerable experience of such work as they are printers to several of the large lines in this country such as the South Western, the Great Western and the London & Brighton South Coast Railways and we do not think we could do better than place the work in their hands. The estimate for producing 3000 copies of the two foreign editions

Under Secretary of State,

Colonial Office.

editions of the guide is £188 each: they could be produced as dummy No.1 with a coloured illustration on the front and back of the cover or as dummy No.2 with a plainer exterior.

3. The cost of producing the booklet with a heliochrome cover would be £250 to dummy No.3 £300 to No.4 £263 to dummy No.5. Samples of heliochrome work are sent under separate cover. The booklet would contain about 7000 words and we suggest that it would be advisable to arrange for this abridged edition of the guide to be written at once. The booklet would be produced in the same style as that of the Rhodesian brochure but with a more effective cover.

4. Turning to the question of the posters on which we notice that Mr Currie lays particular stress, we find that 6000 copies of one design including proof in colours to the Standard Railway size - double royal - would not cost more than £75 to produce. But on consulting a firm of advertising agents we find that such posters are usually exhibited on the railway lines of this country, and presumably also on continental systems, by mutual arrangement of exchange. The facilities that the Uganda Railway could offer for advertisement on its own system are practically valueless and it would therefore become necessary to rent stations on the English railways at what appear to us prohibitive charges. The cost of exhibiting 6000 posters for three months only is put at £1800. The alternative to railway advertisement is street advertisement in London and possibly in other large towns. The cost of displaying the small railway poster on street stations, as they are called, is about 2d. per sheet per week in London; and in the provinces somewhat less. There is however the serious objection that such small posters would compete on the same hoarding

hoarding with advertisements 12, 16 or 20 times as large and would not arrest attention in the same way as on a railway station where most of the bills are small. In advertising a new subject, it is of the first importance to make a display that cannot be overlooked and this we think can only be done by means of an advertisement of a striking subject liberally exhibited in much frequented centres. The cost of 1000 copies of a 16 sheet poster viz 120" x 80" would be £103. Samples of Messrs Waterlow's work of this kind are transmitted for inspection but it is not usual to show coloured proofs. The cost of exhibiting such posters on street stations in London is put at about £8 per 100 per week.

3. When we examine the financial aspect of these proposals we find that for the French and German edition of the Guide and for Mr Longworth's proposals - viz booklet posters and expenses - Mr Currie provides a sum of £1100. We suggest that this amount might be allocated as follows although it may be necessary to exceed the figures given for posters and incidentals

French edition - translation	£ 30	18,09
" - production	£188	
German edition - translation	---	
" production	£188	
Booklet	£300	
1000 large posters	£103	
Rent of street stations for 100 posters for 4 months April to July at £8 per week	£136	
Incidentals (postage distribution & commission)	£155	
	£1100.	

It is not worth while printing less than 1000 posters of one kind and the remaining 900 could no doubt be used locally or in

in India and South Africa. It is doubtful whether so small a number of posters as 100 can be profitably displayed even if confined to London but it appears to us that this is the best way amongst the various projects of distributing the limited funds at our disposal. We assume that the issue of the French and German Editions of the Guide and the booklet is decided on in principle. In any case a start might be made in this way and the General Manager and ourselves may be able to give some opinion at the end of the year as to the comparative value of the various forms of advertisement. We think that it is desirable to concentrate all the posters in one place and that London offers the best field for this purpose. We therefore suggest that the proposal to place any advertisement on the Continent or in America be abandoned for this year.

... and the ... which ... is to draw attention to the ... which it offers to the ... tourist ... the settler, but in deciding on the designs especially ... will probably be advisable to give special prominence to ... of those features only. We ... of the Secretary of State would express his ... on this point. It will also be necessary that some one with sufficient local knowledge should be empowered to confer with us and to settle the designs and other details. Even if this gentleman is in close touch with our printers and ourselves, the execution of the work will probably take at least three months; if much time is involved in settling such matters this period may be indefinitely prolonged.

I have the honour to be, Sir,

Your Obedient Servant



C.A.
91/075 East

260

DRAFT.

E.A.P. No 48

30 Jan 1908.

for
Sesler

Sir,

MINUTE 27/1

Mr. Kealt 27/1

Mr. Read

Mr. Jun

Mr. Astrobua

Mr. Cox

Mr. Lucas

Sir E. Hopwood

Mr. Churchill

The Earl of Elgin

27/1/08

I have the honour to
transmit for your information
with reference to your despatch
No 424 of the 5th of October
last the accompanying copy
of a letter which has been
addressed to the C.A. with
regard to the proposals for
advertising the Uganda
Railway together with a
copy of the reply.

It is proposed to
discuss the matter

~~E.C.A. 29 Nov 07
(20707)
C.A. 5. 21 Dec 07
(91)~~