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A WEEKLY JOURNAL

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THURSDAY, FEBRUARY 28, 1930

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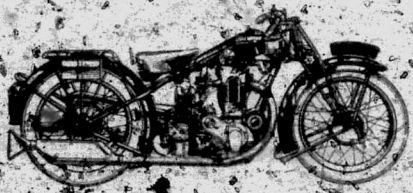


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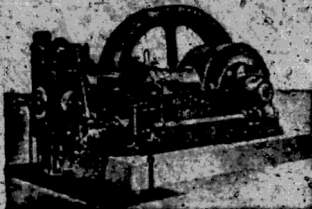
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THE PRINCE ON SALESMANSHIP OVERSEA

Was the Prince of Wales thinking especially of the recent East African tour which, at the Government banquet held last week at the Mansion House, marked the opening of the British Industries Fair, when he declared with British manufacturers, "I do not see how we are to provide resistances to our goods against the British goods, unless we can get the articles ourselves direct from the sources of their production, and I think it is a very important thing to do." The remarks of His Royal Highness, which apply with force to certain manufacturing articles, especially in large quantities by the British East and Central African Dependencies, are of great value, and from the following extracts from the Press of the day, is the salesmanship of this country, and the standard of the workman, and the quality of the goods, that we must aim at.

am in this question to-night because I am very interested. I have never tried to sell anybody any thing in my life except a few horses. My laughter. Another reason why I am very interested is because I travel a good deal, and I sometimes come up against this somewhat sad state of affairs—a British community many thousands of miles away from home who are anxious to buy things which are unsaleable because they are not known or applicable to the localities where they must be something utterly wrong for such a state of affairs to exist, and I can only surmise that local conditions and requirements have not been sufficiently studied either a quantity of the wrong type of certain articles has been sent out, which is simply scrapped on the ground, or that of the goods which our foreign competitors have sent out to suit local requirements, or they have been no orders at all. The same applies in foreign countries. I do feel it is my duty to tell our manufacturers at home if I have seen anything wrong in our marketing and selling.

Even so such an occasion of celebration as this when we are congratulating ourselves on the British Industries Fair, no good can come of putting our eyes on the back. We can celebrate our successes only when we have seen and rectified our own faults. Some of these faults undoubtedly is in our salesmanship. Some of it may be from personal experience, and some a good deal of it may be a desire, and a very strong desire, not only in the British possessions overseas, but in foreign countries, as well, to buy goods manufactured in Great Britain in preference to those of other countries, only if those goods suit their requirements (see p. 765).

I am glad to hear that salesmanship is now being studied by a representative committee, and it would be only fair for me to anticipate its report, which I am sure will include, among the requisites that it judges of essential, knowledge of the goods, knowledge of the conditions and the language of the country where the goods are to be sold there, hears, and a number of other good matters. Each of these I feel and so not many of you is of very great importance.

Now I think that a single but not a few words when you go of your goods to sell, some of you will be much more likely to buy it from the fellow who looks at it as a man. Apart from learning the local conditions and the language, because you will sell the things that are in the word of the local people. The man who can go out and do a business for you, or the man who will do it for you, is much better than leaving it to a man who is not a native of the country.

THE BRITISH INDUSTRIES FAIR PUTTING PATRIOTISM INTO PRACTICE.

London and Birmingham sections of the Fair, especially described for East Africa.

The White City, London.

Enough Great Britain's workmanship has long been better than her showmanship and her salesmanship, the British Industries Fair gives gratifying evidence, year by year, that her national showmanship is improving, for each Fair is not only larger, but better, than its predecessor.

How many Britons remember that this great national Fair is a direct product of our unpreparedness for war? When hostilities broke out the Mother Country suddenly found herself absolutely dependent upon foreign imports of essential articles such as optical glass and certain chemicals, and with characteristic absence of trumpet-blowing, their manufacture was promptly begun. So the first British Industries Fair was staged, under Government auspices, in 1915, in order to give British buyers an opportunity of seeing British supplies, particularly those whose existence had arisen only since August 1914.

The Fair has grown from strength to strength, and to-day they are some 150 exhibitors at the White City, and a further 100 at the Castle Bromwich, Birmingham, Fair, the latter every important Home manufacturer's representative, and scores of small but enterprising firms are making a brave bid for increased trade.

Reassessing the Value of Wembley.

So to the Fair is attached a reputation of the spirit of Wembley, and for that account we are glad that the general public is now admitted from 4 p.m. onwards. The main object of the creation of the Empire Shop Window is, of course, to attract trade buyers from all other countries, the Empire overseas, and foreign lands, and that it is successful in that purpose is plainly evident in anyone who spends a few minutes in the Overseas Buyers' Club, where flags of many nationalities gather, and where the accents of South Africa, Australia, the United States, and the English-speaking lands are readily recognizable. But it is also true that the general public should be encouraged to visit the British Industries Fair, and to see the new and new markets for its products, and there is no doubt that the tens of thousands of people who stream through the London and Birmingham sections in the evening hours, to the various exhibitions, are responsible for the British movement.

Small packets of coffee from Kenya, a nice variety of Highland hair, and many other articles, are freely to be seen, most of whom, however, buy no coffee. All of us take an unbridled coffee from their pocket. "Natalia" tea has since long been known to the notice of every household, and the present has no notion that the tea raft that was brought from any British possession in India, the Cape, and cigarettes and tobacco from Nyasaland, Northern and Southern Rhodesia, and Kenya, are worth to men who

to be hoped, will ask their tobaccoists to rock the brands. Such instances as these, initiated by the East and Central African Dependencies, constitute a very small portion of the vast Empire—articles, etc., indications of the beneficial results which can be obtained from the admission of the public.

The East African Stand.

Once more the splendid Empire Marketing Board's Section houses the official East African display, again under the charge of Major Corbett. Was assisted by Mr. J. S. Thomas. A magnificent stand attracts immediate attention to the centre wall of the stand, which is adorned with photographs of the Great East Africa of the Prince of Wales, and of many game trophies, specimens of native basketwork and matwork, and an immense display of local products in the raw state, and the best of East African brands of products, including the Kenya coffee, the Nairobi Coffee Company, the Kenya Coffee Company, and the Ibex coffee, and the Masailand coffee marketed in this country by Mr. J. Storey. Here too are J.S. tea, and tobacco and cigarettes branded by the Nairobi Coffee Company, the British Central Africa Company, Mr. J. Storey, Mr. Barker, Mr. Watt, the Dominion Tobacco Company, and Messrs. Robinson & Sons.

That the East African Dependencies Office has followed the practice of the other Colonies and Dominions in giving the public to appropriate branded articles is well known, and we are grateful to both the office and the little band of progressive-minded men who, working so hard to bring to the notice of the great British public the articles produced in Africa, and to supply their requirements.

We may, however, perhaps allow ourselves a word of kindly criticism, and the impression that the efforts of East Africa pioneers, which would be greatly facilitated by attention to a few elementary principles of marketing, are, in some cases, as they are, in which most of the coffees and cigarettes "sold" are unbranded, and unattended to, and before handicapped, and that some of the brands, though they are easily remembered by the East African, do not seem to be the staple home and most consequently, or classed as "hard" chosen. What is needed is to easily remain, if some which conveys, if possible, a sense of possession of the country of origin, and an article of high quality, which conforms favourably with other standards, and is marketed by companies of wide experience.

The Royal Visit.

The East African Marketing Board's Section, which has some samples of Uganda work, and has some of its own, and it is a very good thing, especially in Kenya, to have some of the

buy a few of these. Scenes depicting incidents in the life of the Prince of Wales and the Duke of Gloucester naturally aroused the special interest of Her Majesty, who, before passing on her way, remarked on the excellence of East African coffee.

"That reminds me of the day of my arrival in Mombasa and that of my time in Uganda," said the Prince of Wales as he looked at the photographs in the stand. "It was a splendid time, and I mean to go back again as soon as I can." East Africans, who know how much His Royal Highness enjoyed his tour—especially when he was spared a succession of junctions and left free to do as he chose—will hope that his desire to revisit the Dominion may soon be gratified.

The Spirit of Nyasaland.

Mr. A. J. Storey's descriptive folder, obtainable at his own stand and at that of the office, is an excellent example of the points we are endeavouring to make of it breathes the spirit of Nyasaland. On the front cover are two photographic illustrations, one of a Native child, and the other of a Native girl carrying a water-pot upon her head, the only one being Nyasaland. British Central Africa on the back cover is an outline map of Africa, an arrow pointing to little Nyasaland, an invitation to apply to Mr. Storey's London of Nyasaland products; while the inside of the folder, ornamented with striking photographs of Native carriers, contains the wording which is chosen for his full-page advertisement elsewhere in this issue. Altogether, it is unquestionably an East African business leaflet which we have seen, and was in striking contrast to the native three-colour folder produced at much expense on behalf of the Tanganyika Agricultural and Industrial Exhibition, that piece of work we criticise elsewhere in this issue.

The London Section of the Fair houses exhibitors of special interest to East Africa. A. J. Storey, the Nyasaland producer, has a stand on which are to be found six packets of six, ten, and twenty, and in boxes and a hundred, tobacco in one-ounce packets, four-ounce tins, tea in sample envelopes and pound packets, and coffee in samples and pound tins. An outline map of Africa, with Nyasaland plainly marked, shows the man in whose photographs the attention is really chosen. Trays of manufactured tobacco, briars and dark leaf, hanks of sisal, and strophanthus, groundnuts, chillies, and the like, lend local colour. Mr. P. G. St. E. F. Copping, and Mr. Evans, who were also reported satisfaction with the result

Products of Kenya.

Coffee was being roasted and ground at the stand of the Nairobi Coffee Company, which we called, and the little crowd that had gathered to watch the operation and inhale the fragrance produced many purchasers of sample packets. The exhibitor of the Kenya Coffee Company, Ltd., had a panoramic background showing an estate, a leopard skin was on the counter, and a lion's head upon the floor; and Messrs. James Lyle & Co. Ltd. had prominently their stand with coloured plates showing coffee cultivation in various parts of the Empire.

Well placed on a central gangway, Messrs. R. Chambers & Co. Ltd., the manufacturers of the only local Empire pencil on the market, had appropriately made their most prominent display a replica of the case of twelve pencils of Kenya cedar, prepared by them to the Prince of Wales during his visit to the Colony. Mr. Chambers and Mr. W. H. Gutter, sales manager, were in attendance, and were ready to learn that business in this East African article is progressing constantly, and that their first-twopenny line, the new Sterling pencil, is selling splendidly in the Mother Country.

Reports from East Africa.

In the stand of the Irish Tea State Ltd. of the biscuits of Messrs. R. & Co. Ltd., whose export manager, Mr. J. H. Harrison, can for the third year in succession, a considerable expansion in East Africa. In his case, the local agent is Mr. J. H.

Harrison, sales manager of Messrs. R. & Co. Ltd., has hung upon the top of his stand a photograph of his own of cyder at last year's Nairobi Show, written in which proudly recalls having taken to the "Renovator" and "Review" tours of the Prince of Wales, and the fact that the Kenya Agency Ltd., of Nairobi, has a satisfactory number of new orders from Kenya and Uganda during the last year. Mr. Harrison, it was pointed out, has an interest in his East African trade, which has proved that he keeps himself well abreast of local developments.

Mr. J. H. Harrison, export manager of Messrs. R. & Co. Ltd., of Yeovil, manufacturers of the brand of cheese, butter, tongue, ham, Christmas puddings, etc., has likewise made a close personal study of the market for buyers from the territories will find him a most reliable local conditions. Represented by Mr. J. H. Harrison, and Tanganyika, by Mr. J. H. Harrison, he is clearly on to give service to customers.



The Empire's Greatest Dairy Company.

Probably not 1% of our readers realise that New Zealand boasts the greatest dairying country in the world, but Mr. Carley, the export manager of the Amalgamated Dairies Ltd., whose London office is at 3, Laurence Pountney Hill, E.C. 4, wisely stressed that Empire fact at his company's attractive stand. As he believes, as we do, that the sentimental preference is a legitimate sales argument of the greatest value. We welcome his decision to appoint agents in the various territories in our field, and we refer would-be representatives to his advertisement on another page. East Africa's imports of condensed milk are to-day predominantly foreign. Why should the business not be kept within the family?

Messrs. Field & Co. (Fruit Merchants Ltd. (who market the famous "Barbary" brand of dates and a line of cardines packed for tropical export); Messrs. Barnes & Co. Ltd. (fruits and tin-lined tinned Territory products); Messrs. Samuel Baker & Ireland; Messrs. Brand and Co. Ltd. (the manufacturers of A.1. sauce, soups, tongues, condiments, and other table delicacies, and invalid foods); Messrs. Schweppes; the manufacturers of Vitrol; and Messrs. Peck Freay and Co. Ltd., the Emergen Food Co., and the manufacturers of Cow and Gate Milk Food, all of whom are represented in Kenya, had staged arresting exhibits in the food section—as had Messrs. Bartlett and Son Ltd., the manufacturers of tea-cutting, sifters, and blending machines, who are associated with Messrs. Henry Pooley & Son Ltd., the manufacturers of scales and balances; Porlick's Malted Milk, Kia-Ora fruit juices, and some of the other well-known foodstuffs always in evidence at any exhibition had attractive stands.

Messrs. Newton, Chambers & Co. Ltd., the manufacturers of "Ezal" disinfectant, who do considerable trade with East and Central Africa; Messrs. Howards & Sons Ltd., suppliers of ointments and other medicines; Messrs. Dependents, the manufacturers of Bush & Co. Ltd., the suppliers of the numerous essential oils, and the Dominion Tobacco Co., Ltd., whose marketing of Northern Rhodesian tobacco has been of especial benefit to planters in the North Jameson area, were represented near the entrance.

Sports Goods

Mr. C. C. Etherington, sports manager of Messrs. A. G. Spalding & Brothers (British) Ltd., who has just returned from a visit to the United States, South America, and South Africa, expressed regret that he had not permitted him to return via East and Central Africa, since he is keenly interested in increasing their trade in sports goods with the Dependencies. As an indication of their attention to detail, he is showing a special waxed carton in which tennis balls are now packed for tropical export, thus saving buyers the old standard extra charge of 1s. per dozen balls set out in the tin box hitherto used. It is such attention to important details which makes all the difference to the man overseas.

The Dunlop Sports Co. Ltd., the sole distributors of sports goods made by the parent Dunlop Company, made a brave show, as did the North British Rubber Co. Ltd. and the Avon India Rubber Co. Ltd. Not far away was the stand of Messrs. John Edgington & Co. Ltd., from whom many of our readers have purchased tents and camp equipment, while Messrs. Peter Smith & Co., another tent-making concern with world-wide ramifications, were also exhibiting tarpaulins, weatherproof sheets for all climates, and other lines.

Rubber and canvas sports shoes made by the Palatin Branch of the Leyland and Birmingham Rubber Company made an interesting showing.

The appearance of tent-ropes presented by the

stands in the wireless section induce surprise that more British manufacturers have not laid themselves out to secure the business which can be done in East Africa in suitable sets. Selector's Ltd. have, however, manufacturers of portable and short-wave sets particularly useful to the man overseas, were showing, as were Messrs. Mullard, manufacturers of valves, loud speakers, etc.

Gramophones for the Native Trade.

The gramophone section was likewise particularly attractive, some of the cheap coloured models appearing especially suitable for Native trade. Messrs. John R. Dallas & Sons have a range in which East African buyers ought to be interested; and for further particulars we refer them to an announcement elsewhere in this issue.

Steel shelving and steel filing cabinets, now used so much by East African stores and offices, were shown by Messrs. Harris & Sheldon Ltd., the well-known Sankay-Sheldon company, which is represented by the Kenya Agency Ltd., Nairobi, and by the Art Metal Construction Company, which recently appointed Daltry & Co. Ltd. as agents. Both manufacturers have excellent prospects of increased business if they will only tell—and keep on telling—their customers and Government departments of the undoubted advantages of their lines for tropical use. East African maps were displayed by Messrs. Geo. Phillips & Co.

The Ever-ready Company of Great Britain Ltd. exhibited electric batteries and torches suitable for big-game shooting; the Harrison Patent Knitting Machine Company, of Manchester, displayed a range of machines; several rapid ice-making devices were worth attention; British typewriters were again to the fore; and several small printing machines appeared eminently suitable for estate purposes. In the Canadian section were to be found Waterman pens.

Visited by the Prince of Wales.

Messrs. Pocock Bros. Ltd., export footwear manufacturers, of 235, Southwark Bridge Road, S.E. 1, were naturally very pleased that the Prince of Wales stopped to remark on the suitability of their mosquito boots for use in the tropical parts of the Empire. The company specialises in overseas trade, and already ships motor and plunger boots, sports shoes, and mosquito boots to the East African territories, in which they are represented by Mr. J. H. Clark, of Nairobi, as a resident agent. As the largest British makers of mosquito boots, they are especially well placed to meet demands from the field.

THE BIRMINGHAM SECTION OF THE FAIR.

Keen Interest in East African Trade.

Castle Bromwich.

An East African could come to the British Industries Fair at Castle Bromwich and place orders for almost every conceivable piece of equipment he might need, whatever his business. In other words, practically every East African interest is represented in this mighty bid for overseas trade.

So that if an omission on the story of the Fair I have spent three days amongst these 670 exhibitors, talking with all who have goods suitable for the Dependencies. Specially designed for tropical use.

Made to stand up to East African conditions, and will withstand the ravages of the white ants, are some of the remarks made to me.

We would welcome agency applications from reliable houses in Africa—is another request

that has been put to me by several exhibitors. If East Africa can be the means of linking these manufacturers with suitable representatives of the spot, it will have achieved one at least of its objects in publishing this special account of the Fair.

Hammers and hoes, metal-cutting saws and lamps, produced to compete directly with the German or American article, are to be seen in this big British "shop window."

Representation Desired.

I do hope to secure good representation in East Africa as a result of the Fair. Said Messrs. M. J. Goodwin & Co. of Croydon, another good firm of small makers we are cutting out the Germans with our "Keen" brand. Saw-benches and polishing heads are other tropical tools bearing the same brand-name. This is one of several makers to show at the Fair for the first time. These British manufacturers want East African money, but they intend to give the dependencies full value in return, and so secure repeat business.

Thos. Smith & Sons (Salthus) Ltd., Birmingham, for example, have marketed a hammer in immediate competition with the United States product. This is four tools in one—a hammer, a hatchet, a case opener, and a nail extractor. A long, neck-giving a clear view between knuckles and head, the knuckle-knocking in use. The same company showed me a spanner guaranteed not to open in the jaws, and which they have had on the market for a year only. They also are represented in East Africa.

New tools that dream wood for the handles represent an essay for Colonial trade by Messrs. John Yates & Co. Ltd., Birmingham. I inspected a new hunting knife, a new force with a detachable handle, and matchets, hoes, and pruning knives as soundly made as any foreign article asking for British oversea patronage.

We had an inquiry from Dar es Salaam yesterday, and sent our man to East Africa as a result of last year's Fair, and representative of Charles Winton & Co. of Bath markets a new bath sprayer producing a pleasant rain-like spray instead of a series of jets as with the old type shower hose. Their screwing cutting-off, and tapping machines in addition to fire fittings, used in the 1920 Fair, are familiar enough to East Africans!

An egg-grading machine, an entirely new W. and T. Avery product, was demonstrated specially for me. It is constructed with four run-ways, each accurately balanced and weighted so that with increasing accuracy each egg, no matter which run-way it is placed on, will automatically fall into its proper weight compartment. Mistakes are impossible, tried to persuade this egg-grader to make a false move; if refused to do so. The operator that tests the eggs for quality at a lamp at the head of the tracks. The capacity of the four-track model is 2,250 eggs an hour.

Ice Cream in Ten Seconds.

A food device of a different nature is an ice-cream making machine that does its work in ten seconds. Ice and salt go into a rotating container, with the custard in an open receptacle above, and power is applied. This is just one more British product in direct line for tropical use where the manufacturers, the Iceland Freezer Co., of Accrington have no East African representation. "We are keen to arrange this," they said, "and were prepared to give generous discounts."

Enamelled ware—as wash-basins—come within the same division of export. Curran's, of Cardiff, showed these in nineteen sizes and in a choice of colours. They have agencies in Mombasa, Nairobi, and Dar es Salaam.

An exporting company that has recently concluded representation in Kenya and Tanganyika is Rippington's Albion Lamp Co. Ltd. "We have a new combined boiler and cooking stove," a director told me. In this, a burner with oil from a glass bottle on the side of the stove takes the place of the usual of gas or gas beneath the burner. The advantages are that the amount of oil is always visible without having to remove the filler cap, or look inside. The oven, resting on the top of the stove, is large enough to do all the cooking for a small family. The new cooker is impervious to the climate.

One gallon of paraffin will give a 500 c.p. light for five or four burning hours in the lamps which the Albion Lamp Company showed me this week. Their wind and storm-proof lantern ought to have a good East African sale.

In all the conversations I have had, only one complaint was voiced, namely, that the agents experienced at the agents' conference in passing on offers received. For obvious reasons I cannot give names, but perhaps the better ventilation will help to put matters right.

Agents' Opportunities.

Amongst those with first-class propositions for East and Central Africa, but with no existing resources on the spot, are Cobra Ltd. (timber preservation), Dartmouth Manufacturing Company (folding camp stools and chairs), Mastabar, Bell Fastener Company, Pacific Engineering Co. (suction cleaners, Messers, pumps, Parkes pumps), Johnson, Smith, Building Ltd., Messrs. V. A. Greener.

Of these the last, a manufacturer of guns for all purposes, are best known in Africa. This is one of several firms I sounded on the question of sending such as duty-free or freight-free consignments in the endeavour to obtain a wider distribution for their goods in the territories, and it can be taken that there is a spontaneous willingness on the part of agents to meet the matter in such ways which is all to the good of Anglo-African relations.

In the way, when the King visited the heavy section of the Fair in 1928 and I was privileged to go round with the Royal party, I noted His Majesty's admiration for the Greener guns, which he examined. They are certainly beautifully decorated specimens of higher grade guns being wonderful examples of gun-craftsmanship. The firm has now widened its scope and embraces the machining of motor parts.

Timber Preservation.

The word the prophets say is to face a serious shortage of timber. If such is the case added points is lent to the Cobra system of timber preservation, which was explained to me. The preserving material—sodium fluoride and sodium di-nitro-phosphate with their respective preservative to combat the white and the other insects is injected into the cells of the wood by a hollow steel needle. Only the vulnerable parts of the timber need be treated. The preservative is highly concentrated and is diffused through the timber by the sap or moisture in the wood, and by capillary action. This process enables soft woods to be used instead of more costly ones, and makes possible the use of locally grown in place of imported timbers. It carries a 20-year guarantee against insects and rot. I understand that certain Forestry Departments in East Africa have been inquiring into the Cobra process of wood preservation.

An entirely new, noiseless super wood preservative, being shown almost for the first time, is now the Powell Duffryn Steam Coal Co. Ltd.

describe "Presotim." Specimens of wood which have been buried in ground in the tropics for ten months after being half-treated with "Presotim" and left half unprotected are on view at the Fair. The unprotected parts had been practically eaten away by white ant, but the wood treated with "Presotim" remained entirely intact. This is a decorative as well as a preservative material, and is marketed in a wide range of colours. The works are at Cardiff.

The Bull East African Needs.

The Band of Trewhella Bros. attracted many of course, and I felt again that oversea buyers and agents must be grasped at the arrangement whereby this firm, and others, occupy much the same position at the Fair each year. One of the Trewhella monkey jacks, trees can be felled in any direction, even against the natural lean of the tree, while applied to the handling of heavy logs, the same jack gives a clear lift of 25 inches; then, at the flip of the jack can be instantly lowered right down in readiness for a fresh grip. Trewhella's are represented in Kenya and Uganda by Messrs. Gabley and Roberts; by Messrs. Samuel Baker & Co. in Dar es Salaam for Tanganyika, and by the Anglo-African Trading Company in the Rhothasias.

A tyre pump that gives a 150 lb. pressure with eight hand strokes—as against nine in more expensive competing pumps—and which is collapsible for packing for export, thus saving in freight rates, are the main points of the "Phillips Pump" patent of Messrs. James Parkes. This seems to be as applicable to East African needs, with an increasing number of garages going up, as the makers are keen to have the territories using their pumps. The makers, like others, have come to the Fair not looking for overflowing order books, but to impress the Colonial inquirers with the quality of their goods and their readiness to go out of their way to meet individual requirements.

Concrete Mixers.

A specially mounted high discharge, 5 ft. 6 in. from the ground, to tip direct into waggons, is a feature of the 1920 "Winget" concrete mixer, which is also fitted with an automatic tank which empties as the drum comes over into the filling position. Pneumatic tyres, which speed up haulage—can be specified by the buyer.

In the outside section of the Fair, introduced for the first time this year, I discussed concrete mixers with a representative of Messrs. John Fowler of Leeds. "A special drive device reduces the weight on the tracker wheels and so reduces the power needed to drive the drum," said the demonstrator. The same filling drum mixer meets the needs of the small builder, as "it will mix not only concrete, but plaster, mortar, bricklayers' compp, breeze chinker, and any other mixture used for house building work."

Further variety in concrete mixers is supplied by the Goodwin open oven model. Examined also for Colonial use a Goodwin Babsy portable stone-breaker with screen for quarry owners, and contractors; a portable brick and concrete breaker for the building trade overseas, and working models of stone crushers and tar-macadam mixers. The small portable Goodwin mixer with a capacity of 5 cubic feet, and the larger model of double that capacity, both seemed especially suitable for tropical requirements; in each case the power is provided by a Lister engine.

An elevating platform auto-truck, on the market a year, was closely inspected by H.R.H. the Duke of York, together with a new auto-lighting plant as made by R. A. Lister & Co. Ltd., of Dursley,

Glos. This company have a new auto-truck mechanical sweeper and sprinkler and a new Lister rail truck to offer. The Dependencies came their way before the Fair was ninety-six hours old.

An All-British Tractor.

A new tractor to run on petrol or paraffin was being shown for the first time of the next open-air stand. The conditions under which the engine will work and, indeed, the peculiarities of the tropics as a whole, have been taken into account in its design. Messrs. Rushton, the makers, told me during an inspection. This is a road-going light-weight designed for heavy duty forestry work, lumber hauling, haulage over unmade roads, road grading, work, excavations, and so forth. The water consumption of the cleaner is 10 gallons in the hour on test. Another Rushton tractor is fitted with a producer gas attachment.

From tractors to tractor seats, Terry's, of Redditch, market a tractor seat on the same principle as the Terry cycle seat—for comfort, and in the words of the expo manager, "for the better control of the tractor and for longer work." Terry's resident agent in Kenya and Uganda is Mr. G. W. Cunningham, of Friggs and Kanda.

In looking at the show through the eyes of an East African trader, the convenience of a long distance "export" seat, the means of getting all one to give the better seat the better. An inquiry made of Mr. Meant of Smith & Co. for buyers at last year's exhibition was transmitted into, in order last autumn, seven months later, a seat contained insecticide spray gun, for use with bucket or hose, is a leading East African specialty for 1920 of this Birmingham house (represented by the Kenya Agency Ltd.). This will whitewash, spray, and disinfect, clear a car, and fill a number of other roles.

A discount of 30% is offered to agents selling the knapsack sprayer marketed by the Eclipse Spray Co. Ltd., of Smethwick. This is a new model with one, two, or three nozzles, according to need. Here is another company prepared to hear from possible resident agents in East Africa.

There is an appreciation of the conditions in which it will be used behind the steel furniture for house and office with which Messrs. Adhead, of Oldbury, are going "all out" to develop their export business. In transit the users detach their eco-nomists where freights are based not on weight but on bulk.

Among new lines are folding camp stools and chairs made by the Dartmouth Manufacturing Co., which, made of steel tubing frames and green rot-proof canvas, will, I am satisfied, stand up to climatic conditions. Export prices are from 7s. to 27s. a dozen in no less than 100 dozen lots.

Asbestos for Natives.

Native quarters built of asbestos sheets with steel framework are prohibited for the second year. No skilled labour is required, for their erection, pliers, saw, driver, hammer, pencil, and hammer being the only tools needed. They are fire and vermin proof and only an infinitesimal amount of timber is included. Provision is made in each lot for the accommodation of several services for a kitchen and verandah extending the full length of the lot. Asbestos motor and generator sets and electric lamp houses are offered to the East African market by the same makers, Messrs. Harrison Smith & Co., Ltd. Territory agents interested in handling these export lines are invited to address the makers at South Works, Birmingham.

Points made in the climatic con-

ditions of tropical Africa were a prominent exhibit by the Torbay Paint Co. Ltd. Appropriately enough, these paints are being used on the Tanganyika Harbour Contract, and I learn that the Blue Nile bridge at Khartoum, painted with three coats of Torbay paint in 1919, did not need to be re-treated until 1926.

Power Exhibits.

The power exhibits at this year's Fair are mainly remarkable for the new types that are introduced. A new atomic Diesel high compression engine, cooling by air, two cycle oil engine, comes from Ipswich. Its simplicity of design—the absence of valves, or valve operating gear, injection air compressor, mechanically operated sprayers, or other devices tending towards complication, reduces maintenance work to no small measure, while high efficiency, smooth running, and large power output for its size render it an adaptable unit for industrial purposes. This atomic Diesel engine will operate satisfactorily on a wide range of cheap grade fuels, and it is claimed that the low fuel consumption figures obtained when the engine is new are maintained over long periods of running.

The next in power unit I saw was a cold starting oil engine of 15.50 horse by Messrs. Marshall & Co. of Gainsborough. This is for driving fine shunting supplying power in mills, factories or warehouses, or for driving dynamo pumps and compressors in electric power stations, for water supply, and for irrigation. Fuel consumption is extremely low. Other oil engines and also concrete pumps were shown at this stand.

Small dam pumps, or small outputs, centrifugal pumps for irrigation work, of which a number are in use in East Africa, and cold starting heavy fuel oil engines were the centre of no little over-estimated interest on the stand of Tanganyika, represented by the Kenya Agency Ltd.

The first British vertical high speed engine to work on kerosene oil as fuel has been introduced by Blackstone of Stamford. A 35 h.p. 14 cylinder engine is fitted to a tractor for farm and road haulage work. Running cost for fuel is 9d per hour, comparing with 3s an hour for petrol-operated tractors.

Oils.

That of four oils for these and other industrial power plants I asked the Henry Wals Oil Co. Ltd. to explain, the Germ. Process lubricating oils. This combines the friction reducing properties of fatty oils with the stability of mineral oils. Germ. Process "wets" the metal surfaces to a greater degree, the makers claim, and thereby forms a strong protective film, which becomes "anchored" to the metal.

The quenching of steel by "Kwenzol" is helpfully explained by Messrs. Sternal Ltd. The value of a quenching medium depends on specific heat, conductivity of heat, viscosity, and volatility. The research behind Sternal lubricating oils would seem to constitute one of their best introductions to the East African market.

Engaged on road building in the chief East Africa towns, a system of steel mesh road surfaces is likely to bring an increasing strong appeal for the great development of motor transport is making modern road construction necessary. Has not Nairobi voted £20,000 for dawn roads? Steel strips, 12 or 14 gauge, are bent into a zigzag shape, are placed together to form squares, with pins passed through to draw the construction together. When built up these steel meshes are filled flush with the top edge with a suitable material, as asphalt or concrete. The surface is now divided into a series of small squares and is one con-

dition of interlocked steel, and therefore no particles move, without moving the entire surface. The steel structure takes the load and distributes it over a large under area. Potholes and cracking are eliminated. The makers are the Steel Mesh Road Surface Co. Ltd., Birmingham and London.

Advantages of Steel Windows.

As with all improvements there being much greater quantities of steel windows, they resist the rainy season and attacks by the white ant. As was told by the Bath Steel Window Co., whose London agents are Messrs. Rudkin & Co., Denman Street, E.C.4, and Hanover Street, W.1.

A recently made steel window with a fine, gauze screen on the outside of the frame, the steel frame is an excellent tropical introduction by Henry Hope and Sons, Smethwicks. This firm has been entrusted with several big Eastern contracts for steel windows. Mr. Hope is in Africa at the moment. His East African agent is in Nairobi.

Spotlight and searchlight torches that will pick out a big game at a distance of 250 feet were shown me by the Ever-Ready Co. These are 5-cell torches, and will provide a 500 feet range of light. The East African representatives are the Kenya Agency Ltd., Nairobi.

The Davidson's Spocco fans, of special interest to tea planters were on view, and I found this well known Belfast company to be well acquainted with the progress of tea growing not only in Nyasaland but also in Kenya, Uganda and Tanganyika.

A tank made by 60 ft. by 16 ft. deep, with a capacity of 100,000 gallons of water, in use in East Africa for municipal water supply is a good example of the pressed steelwork in which Braithwaite and Co. (Engineers) Ltd., specialists for the sea contracts. Similar tank plates scientifically buffered for shipment were being shown to Colonial visitors at the Fair. Semi-automatic sluice gates for irrigation or dam work, and pressed steel structural steelwork of all kinds has taken the company's engineers to all parts of the East. To cater for East African interests there are branches of the company in Nairobi and Beira.

A sheep in two-and-a-half minutes" was quoted as the capacity of the Wolseley sheep-shearing machine, which accommodates itself to any thickness of comb and automatically sets itself. Any number of shearing machines can be put from the same overhead lathe. The Kenya agents of this company, which are makers also of cream separators, are Messrs. Dalgety & Co. Ltd.

The best form of advertising in the world is the newspaper way.

Sir Charles Nicholson.

Advertisers get good results from East Africa. They tell us so, and that is why our advertising revenue grows and enables us to increase the size of the Journal.

But each Africa is deprived of some of its credit whenever a reader fails to mention its name in reply to an advertisement.

Please make a point of quoting East Africa.

PICTURES OF EAST AFRICA

PRIDE OF YOUTH.

A Northern Rhodesian Episode.

Specially written for "East Africa."

By An East African Campaigner.

EARLY in 1915, when I had just passed twenty years of age, I was called over one evening to the C.O.'s house. I had been on a mission to the Congo and was completing the training of a batch of Bakas (Mashukumbwa) recruits preparatory to taking them up to join the main force of Northern Rhodesian Police on the German East African frontier. The campaign on German South-West was ending with the surrender of the German forces in the neighbourhood of Grootfontein, but the rebel Maritz had escaped, and with him a small number of men. These, it was reported, might molest Northern Rhodesia on their way through to join the enemy forces in German East, which was supposed to be their objective, an ambitious one. They and, however, was the reverse of glorious, for they were founded up whilst fishing on the (Kobungu), but Maritz was not with them; he had crossed the frontier into Angola.

On return to my story.

On arrival at the Colonel's bungalow I was told that in view of the above news the posts along the Zambezi must be strengthened, and that in a couple of days I must leave with my recruits for Sesheke, take over the post there, and his garrison to a little force, build a fort, do what we could to hinder the enemy crossing the river, and then to have got out over the frontier. He asked me to put all your baggage, including machine gun and ammunition, on two ox-waggons which will arrive here tomorrow. Now, my boys, as regards these oxen, you know you must go with the lightest possible speed, losing no time on the road, but remember that the oxen and waggons have been commandeered, so don't overdo these beasts; you don't want to be faced with a bill for two complete ox teams. Use your discretion.

This was fine, wonderful! An independent command, the frontier, a fort, holding up the German Army, war, blood, victory!

I had never travelled with oxen before. I did not know how far Sesheke was, or anything about the road, but such things were details. I asked the questions, begged no advice. The main thing was that I had troops and a machine gun, and that we were going to fight battles! Such is conceit, such is youth. Probably the Colonel smiled much, but he said nothing.

Next day the waggons arrived, willing hands packed them, experienced men helping to get everything neatly stowed away. We were to start on the following morning, set in order, not to be a moment late. My kn went on the night before.

It could not have been much after midnight when I roused myself, and, still from sleeping, on a bare mat, and I was in the line, long before dawn, shouting out the men, much to their surprise. How they must have cursed me, especially when I saw the dawn was breaking, came the order that we would have to be up at 4 p.m.

Had something happened? No, the waggons were there, those wretched Germans were not to be wrapped up. Where were they going? I was going to pass over those wailing hours—spent in sitting

in the chair, then in that, then in another, walking here and there, gulping, gulping meals, and making a combed nuisance of myself.

At long last, early in the day, we were off on at last, the waggons creaking, whips crackling, oxen bellowing, oxen bellowing. We left them to plod along to the first campsite, miles out, where we would reform them. That was their mistake.

At the head of my little party, with every possible article of equipment which an officer could sling about him, looking, in fact, like the proverbial Christmas tree (for the first and last time)—Lashing through the caution, out of the main gates, and on to the road. Fortunately the road led only one way, or we might have marched away from the frontier. Up through the magnificent of Livingstone we swung, "the focus, I was convinced, of all eyes—surely admiring eyes.

I had with me a Native corporal, who knew the road. Did I ask him the way? No, sir, I was marching down the main street to fight a battle. Well, as all good things, the main street came to a wall, and we were faced by a wall of bush. I was lost a mile from the encampments, and in the town!

"Dare we march back?" No, that meant humiliation. Dare I admit that I was lost? No, for the sake of my prestige. So into the bush we plunged, and through it for a while we crashed our way. Then turning to the guide, I said, "Now lead us to the road and show your knowledge." I asked him years afterwards whether he knew that I was lost, but he swore that it was news to him, though there was a naughty twinkle in his eye.

After a longish and incomprehensible time we came out upon a fine broad road. Handling our compass, we wheeled right and marched westward. That was all right. For some time we marched, but towards dark we had still not come up with the waggons, so I had recourse again to the guide, who calmly informed me that we had struck the road just beyond where the waggons were camping, and that my officers were taking us away from there!

Keen, don't laugh, I could have wept. I tried and looked, all vainly, self-reliance, and self-confidence were gone. There was nothing for it, but to go back. My pretty equipment was now a burden, my jauntiest step a slouch, my high spirits a depression.

About 5 p.m. we pulled in, and then we had to make a waggons to get our camping kit, our food, and eat it. I had had a few biscuits, had my bed put on the ground, under a waggons. I had always had out a good bed, and a miserable attention, slept. What a day it had been, but what a lesson it had taught! I can laugh at it now, but by the time it was a bad day.

It seemed hardly to have shut my eyes before there was rattling and shouting, accompanied by stamping and howling. It was still pitch dark—3 a.m. I found that the drivers were inspanning their teams. What did this mean? Indignantly I protested. Fortunately I was well equipped, linguistically. But there was nothing to be done. The back of the journey must be broken before the sun became hot, the oxen must have a long rest in the middle of the day, and so on, complete the journey in the evening. The drivers were determined and stubborn, they had their orders. So they packed up, and we started on our way, and ourselves, waited in the night, but in the morning we were marching

My boys, but though I think some tea, and I got a scratch breakfast, which as I turned out was well. Those who have waited for dawn amongst a lot of snoring troops, and a cold morning with their faces warm blankets rolling away at the distance, will appreciate how depressing it was.

At last we struck out, soon laughing and passed the waggons, and then again made a mistake, instead of stopping where they were to camp for the noon hours, waiting for them, and getting a good noon. We went right on to the end of that day's journey. We arrived about midnight, and the waggons about midnight. The day hours we waited for those wretched, cursed carts. When they did arrive, oh! the language of those drivers. We were overmarching their oxen, they would die, they must have a rest next day, and so on. Twelve hours sitting on the roadside waiting for something to eat does not improve one's temper, so they got better that they gave, and next morning they moved on as usual.

That was my last mistake. After I took coffee from my coffar, he was kind, he was polite, he said, "I told you so," but when advice was wanted it was anticipated and discreetly given. I was not the first European he had taught and not the last, but, like all the others, I passed through the mill, fortunately unheard and unknown. I was the great and the old wise white man, but I had to stop when it came to the bush, and for many years (and still now) I sit at the feet of the African and absorb knowledge of Africa, its great mysteries, and little essentials.

We got to Sesheke on the fourth day, having done just over 60 miles, and we got no bill for oxen, so it all added all right, but believe me, it was a trial.

THE ROSE OF THE ENTERTAINER.

A Solution for Labour Troubles.

Specially written for East Africa.

By Frank Watts.

Mr. Boyd, a prospector, trader, entertainer, and rolling stone, had his habits that could be classed as regular. He admitted two only an encounter with a lion to find out what lay on the other side of a hill and always to repay a kind action.

After a brief and moderately successful period of marriage, his restless disposition had urged him to take the sea from the coast and, in the company of four carriers and a cook, follow it through bush and swamp, over mountains and through valleys until a sharp bout with malaria compelled him to halt on the edge of a danga somewhere in Central Africa.

For eight days he had done little but eat and take his temperature, and now the fever was approaching its height. Carrying and twisting under the oppressive weight of his blankets and a leopard skin, and feeling a position that promised no rest to his aching limbs, he was mildly disgusted to discover that he had three personalities. While lying on his back he was himself; a man who the left and as he came a pluggeman following his horses across a field of the foot of the Sussex Downs; a prospector in the opposite direction immediately following him with the personality of a busy city banker.

Suddenly Marion French, stopped into the dim light in his grassy *anda*. In her riding breeches and her long shirt she seemed to Boyd yet another

figure of his delirium, and all the rough, dark band on his forehead, assured him of her substance. "Pretty stiff dose?" she inquired coolly.

"Yes, without waiting for his reply, she picked up the prospector's rifle, and a wooden stool, she thrust it under his top, and strolled around the hut. Effectively gagged, Boyd continued to watch her until she took the instrument from his mouth and walked to the light to examine it.

"You had better come to the bungalow," she remarked, cutting short Boyd's attempted protest with the words, "Keep still while I get your boys to make a *machila* to carry you. And drink this."

While the boys cut a stout pole and rigged up a *machila* Marion collected his chop boxes and baggage, and so they took the path. From the bungalow on the inside her brother saw the little *safari* coming, and, noting the litter, gave orders for a bed and hot water to be prepared at once. But by this time the triple personalities had merged into a solid one. It was unconsciously Marion French, explained the client to the nurse.

"Best thing is a quinine injection," she said, mercifully busying herself among the contents of a medicine chest while Marion bared Boyd's arm.

When at last Boyd opened his eyes he wondered how he came to find himself in sheets instead of blankets, and by what strange means the grass mat of his bed had been transformed into cool white walls. A faint French accent, besmeared, he asked in a weak and helpless voice, which he scarcely recognised as his own, when he was and how he came there. French explained briefly, gave him some soda and milk, pulled down the covers over his blinds, and bade him get some sleep.

Now that the fever had left him it was a long time he was able to get up and sit on the veranda, whence he looked down on an extensive plantation, which he quickly noted was neglected and overgrown. Only the bungalow and the immediately surrounding ground seemed to be kept. Though there were plenty of house boys, he was unable to discern a single one working in the fields.

Marion explained the position to him as they sat one late afternoon watching the sun sink hurriedly behind the towering mountain that cut in the valley to the west.

"Both the *anda* the boys," he began, "The house boys stay, but any further labour waves of some excuse or other. Unless something is done, she added, "we can't keep going much longer."

"Have you any idea of the source of the trouble?"

"Nothing definite, for the boys are so close, but we suspect local village headman. Your Bob refused *ba* and that is only a surmise, but we feel that she is responsible for the wholesale desertions."

Boyd did not answer. His habit of repaying a kindness had been worrying him for some days. Marion and her brother had certainly saved him, and he had been thinking how he could meet his obligations. Her information, however, had given him a *haka*.

"Is this child outwardly friendly?" he asked. "Yes, that's part of the difficulty. He is too cunning to show any ill will, and always comes up with his people when they want chicken and fruit."

"Next time he comes let me have the rim of the stool," he said, "I'd like to have a chat with the old fellow. He is playing the game you suspect I may be able to convince him of his error. In any case, I'd like to hear the story regarding his inter-

When next the chief appeared Boyd had had his mysterious black box carried into the shed and asked French to inform the Native that his new white overseer would pay him for the articles offered.

Thus, when Funga Kamba came to the doorway of the hut, Boyd gave him a friendly greeting and offered him snuff while they bargained over the number of cups of salt to be paid.

"It is no use," said Boyd at last, "I don't know the local rates. Yours are the chicken are worth fifteen cups; I say five. You may be right, but in case of doubt I always ask my spirit son, Joe. He knows everything, as you will see."

Keeping his back to the chief, Boyd unlocked his long black box, rummaged about in its contents, and brought out a vintologist's doll.

"This is Joe," he said, turning round. "He will tell us the price."

Funga Kamba stared at the charming features of the doll and studied his face curiously.

"Now, Joe," said Boyd, placing the figure on his knee, "How many cups of salt are the chicken worth? Speak an Avellian, that the chief can understand you."

"Seven and sixpence ten as the *bwana* is having some more boys, but he won't want any *posho* for them from Funga Kamba. He says there is magic in it which makes them run away."

Boyd manipulated the wires causing the doll's head to rise on its long neck and lean towards his ear.

"Do you know,"—whispering loudly—"why the other boys went away? I do"—nodding towards Funga Kamba—"So does he. Oh! it's a very clever chief! Why if you look in his ears you will find an egg in one and a razor in the other."

The chief hastily felt in both ears, shook his head, and smiled.

"Joe is right. I can see them from here." Placing the doll on the box, Boyd strode towards the chief. "Here is the egg; and here is the razor. Why the razor is magic. Funga Kamba, you are a thief!"

The chief, too surprised to protest, glanced towards the door, but Boyd anticipated his flight and leaped forward.

"I did not take them, *bwana*. This is magic." Taking up the doll, which immediately began a throaty chuckle, Boyd asked, "Did you put those things in his ears?"

"No, had I?"

"Stop it!"

"I am laughing at Funga Kamba. It's funny. When he sits under the tree of justice his people will see a little pig looking out of his bosom!"

Funga Kamba gasped.

"Yes, a pig. One of the *bwana's* boys goes to the chief with a pig on his sleeping mat every morning; but if the boys stay the pigs won't trouble a true believer with their unclean presence."

The chief left his hut in a chastened mood, which even two cups of salt did not manage to dissipate.

At dinner Boyd gave an account of the interview.

"I have found the doll and the vintologist's tricks useful in this country when superstition runs riot and the witch doctor is rampant. Funga Kamba will see that the boys do not leave if he can't even them."

"Better stay a bit longer and see the result," remarked French.

Boyd looked across the table at Marion, and accepted the invitation.

The plan was quite successful. French had no trouble with the boys and Funga Kamba experienced no porcine visitation.

SAA SITA'S IDEAS OF SCHOOLS.

Specially noted for East Africa.

By an East African Planter.

SAA SITA shook himself, and laid down his improved umbrella—a banana leaf—outside the office.

"Well, what do you want?" I asked.

"An advance of pay, according to my rate card."

"What have you done with it before? You have had plenty of money." You said three goats last week. What have you done with the money?"

"I bought some more goats, *bwana*, and I never pay the tax till the last time they ask. There is always a chance that they will miss me."

"You will be made to work on the road."

Saa Sita grinned and shook his head. "His opinion of the Government is, I fear, not very high."

"*Bwana*, what does the Government do with all the money they get from the tax?"

"Do? Why, they make you roads, hospitals, and schools."

"Yes, *bwana*, but what good is a road to me? The roads do not go over the mountains or near my home, and I have no motor car. If I lived in the country where there are many roads, it would be a good thing, but now I pay for nothing. Hospitals, yes, they are good, but in my mountains there are no hospitals. Yet the people have to pay tax."

"To go to school? What is a school in my country?"

"A grass hut and a Native teacher who gets a small wage."

"*Bwana*, the men who use the roads, schools and hospitals should have to pay the tax. If a man lives at Mandini why should he pay for the things in Mandini's *balama*?"

"Last night I went to a big meeting. There were many men there, but nobody from the Government. Many of the men had nice clothes and were dressed like the white men, but in a hut there was beer like that the *askaris* drink. After a little time one of the men got up, a box and we all gathered round to hear what he had to say. He told us that it was wrong to pay tax to the Government, that all the land belonged to the *askari* people, and that if we refused to pay the Government they could not make us. He said that he had learnt in school and had read in the books that the country had been stolen from us by the white men. He said we were all to go to school and learn, he was not of the white men, then when we knew them we should fight them."

"They were men were very few, and we were not of the *askaris*. He reminded us, are all black men, and he said he was going to talk to them so that they would not fight against their brothers."

"I would not fight against the white men, but I would bring their guns with them. When we had killed all the white men we could fight the land again."

"The land was not ours, and we could have plenty to eat and money to buy what we would like, and if we were wanted to kill an elephant we could, and if we were hungry, we could make traps to catch the animals. We could have beer drinks and dances whenever we wanted, and the women would do all the work in the gardens, as they always did, and we should all be happy."

"The *bwana* said is not yet ready, for we are not in the ways of the white men."

"What about the *bwana*?"

"The *bwana* is not yet ready, for we are not in the ways of the white men."

"The *bwana* is not yet ready, for we are not in the ways of the white men."

"The *bwana* is not yet ready, for we are not in the ways of the white men."

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"The *bwana* is not yet ready, for we are not in the ways of the white men."

"The *bwana* is not yet ready, for we are not in the ways of the white men."

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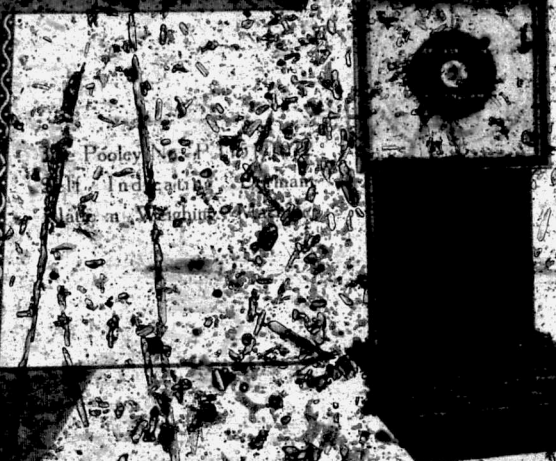
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SIR DONALD CAMERON TALKS OF TANGANYIKA



The views of the British Government on the future of Tanganyika... Sir Donald Cameron... the views of the British Government on the future of Tanganyika...

This is a business, not a political question... Sir Humphrey Legger... the Chairman of the East Africa... as the Chairman... Sir Donald Cameron... the views of the British Government on the future of Tanganyika...

Permanency of British tenure... Sir Donald Cameron... the views of the British Government on the future of Tanganyika... the views of the British Government on the future of Tanganyika...

I regard it as very important... Sir Donald Cameron... the views of the British Government on the future of Tanganyika... the views of the British Government on the future of Tanganyika...

Coordination of Public Services

The views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce...

Proposed New Railways

During the last twelve months... the views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce...

There is a proposal to make a branch from Tigi... the views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce...

Railway construction to Arusha has been... the views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce...

Barre Suez Canal Works

The results of the work... the views of the Chamber of Commerce... the views of the Chamber of Commerce... the views of the Chamber of Commerce...

They recommend certain modifications in the other section of lighterage wharf within the next two or three years. We already have a very excellent wharf which cost only £750,000 to build, the sheds, so that cargo can be handled at a rate of 300,000 tons per year, and we have not yet reached the 200,000-ton mark of traffic. So in my view there is not very urgent need for further investment of money which is not very urgent. Of course we cannot tell how the tonnage of the port will increase until the Mwanza Harbour has been opened for some longer period.

On asking about the port at Tanga, but on that I have written a report which has recently been published. This report was published on February 15, 1928, which is of course the only newspaper to have made known Sir Donald Cameron's reply to the presentations of the commercial companies.

Low Freight Rates on Cotton.

With regard to railway rates, we have endeavored to keep the cotton freight rate from Mwanza at a comparatively low figure. The people in the large cotton producing areas of Kahama, Shinyanga, and Mwanza have suffered from this very bad drought that at the time we expected them to lose the whole of the cotton and groundnut crops for 1928. Things are coming out better than we expected, but it would have been very unwise to increase the freight on cotton against them when they were in such a bad way. I am glad to say that, despite the bad drought, the total export of cotton in 1928 was a slightly greater quantity than in previous years.

The sale of the cotton and other native produce is done through the public auctions to buy British goods, and through British agents or other goods which are cheap to us. Do not put too much weight on cotton prices, goods and your import duties. It is not possible for them to buy, but a certain amount of buying and they will increase their production. In view of the work of Native administrations I can express no opinion

there, and very extended influence in inducing the people to become producers.

Lighterage and Protective Duties.

Objections have arisen to a Bill regarding lighterage work in Tanganyika. The view of the Government is that there is a sufficient number of lighterage firms already working on the wharf and on the warehouses, and that there would be more wharf services with the control than with three, four, or perhaps six firms. We cannot contemplate any other companies coming into the business. Lighterage is a public service, and we must decide if such a firm requires licences. Possibly some of the operating firms may not wish to continue under the new conditions, in which event they should be compensated. We are going to license, and if a licence is refused we shall have to pay the Government is committed to nothing more.

There has been a general feeling in Tanganyika that protective customs duties have been somewhat conducive to an increase in the cost of living. If we could have obtained the butter and cheese from Kenya which we wanted it would have been all right, but we cannot get them there, and have had to do so from South Africa and yet pay extra duty on them. Overtures were made to me several years ago to take up the matter, but I did not do it then and have not done it since, for the Government had openly embraced the policy in 1923, and I did not think it fair to Kenya to change its policy. In 1928 I was asked to send a representative body of officials to Kenya to discuss the question, but my officials were exceedingly busy, and I could not afford to send half a dozen of them to Nairobi. We had our settled convictions, and so I replied that the Tanganyika Government would support any policy designed to reduce the duties on articles protected at the present time.

Bukoba Coffee Exports.

Regarding the Bukoba coffee trade, what is required is another warehouse for the coffee and a better, not a larger, but a more upstanding plant



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SISAL BALING PRESS

points for British Manufacturers to Note.

To the Editor of East Africa.

The Prince of Wales's speech at the opening of the British Industries Fair called to my mind a feature of export trade seen through the eyes of British manufacturers. When out in the bush one has learned of articles and appliances which may make all the difference between comfort and discomfort between exertion and economy of effort in the mountain case, and probably thousands of others, in all these years has caused my eye. Sometimes it has remained in my memory—a tribute to the pen of the writer.

If advertising is necessary in this country—and I do not suppose anyone will deny that it is—then doubly needed are vast new lands with undeveloped communications, for there buying must mainly be done by post. Many manufacturers hesitate to advertise, I have been told, because of a belief that advertisements are not read. From all papers cannot be read thoroughly, but in the tropics it is the rule rather than the exception for a newspaper to be read from cover to cover, so that an advertisement in a magazine circulating in the tropics is certain to get more attention than it would in lands where people have less time for reading, and more reading matter.

Cannot you persuade more British manufacturers to advertise regularly in your columns?

London, W.

HOME FROM THE BUSY

That more advertising of the right kind will do more business to British manufacturers is a conviction which we have held and expressed for years. In the past five years, for example, we have gradually assumed the responsibility of a manufacturer or exporter, unless we believe he can sell sufficient goods to justify the expenditure, of the great majority of our advertisements, express great satisfaction with the results, and in such East Africa; in fact, no fewer than 100 national advertisers renewed their contracts last year—and those who do not will do so again. Our results have been good.

Our readers can help us to help our trade by mentioning this paper with their advertising, by mentioning their suppliers to advertise in us, by drawing our attention to the territories incidentally with increased advertising revenue we shall be able to increase the size of the weekly issues. E. A. J.

KARL PETERS IN EAST AFRICA
A German Explorer's Methods.

To the Editor of East Africa.

I have your obituary notice of the late Sir Frederick Jackson and in view of that Karl Peters, the well-known explorer, crossed Jackson's trail in Kavangoni, but you did not say that in his finding the Englishman absent from his camp, he took the opportunity of opening his boxes and reading his private correspondence. As Peters was well-armed, Jackson's men could not do so.

This very unpleasant incident should not be forgotten, for it is an example of the kind of opposition the British had to combat in this country, and illustrates the unscrupulous methods employed by the Germans. Yours faithfully, History.

London, W.

Will you please to publish in the next issue of February the following letter. I had no opportunity to do so last week, and his name was unconnected with any action regarding the matter. The first I heard of it was from Count Esterházy himself, who then travelled from Páces Salnau, and so seems strange if he gave the information that I was concerned with any order regarding his film, since I told him that I was quite unopposed to his incident until I heard of it from him on the way home.

Yours faithfully,

CHARLES DE VESSE

London, W.

The statement made in Vienna, and that when an Austrian printer was making a film entitled "White and Black" in the streets of Rome already made and sent to me to assist in the cinematographer, but I ordered the orders after the exchange of telegrams between Count Esterházy and Mr. Dundas, the then Secretary for Native Affairs. The report also alleged slavery in the Rovuma district and referred to the sufferings of kidnapped white women. The Governor of Tanganyika told *The Daily News*, which informed its readers of Africa, "I was the party who do not go out to take a film of conditions which do not exist." It was reported to me, "that the expedition was taking a sensational film at Mbandaka, and scenes purporting to show a white woman landed from an Arab slaver and tied to a post. Members of the party declared that they were taking a romantic film to show conditions before Europeans came to Africa."

I have seen a film of Tanganyika and ordered that it should not be exhibited in the territory without permission. It was not as desirable that a native should not be allowed to see a film of this sort before he goes. I also issued instructions to give effect to this, but it seems that the film expedition did not go to the wind, because the greater part of the film was reported before members reached Mbandaka. I do not know what use it has been made of the expedition, nor did I hear what happened by the expedition. It is absurd to say that there were no soldiers within two days' march of the spot. There were no soldiers there.

The history of the episode was already made public last June through the *Standard* in Vienna, for permission was given to Count Michael Esterházy and other members to make a sporting expedition to Tanganyika. This request was granted, and the news I heard was that a film was being made showing natives and a white woman in bondage.

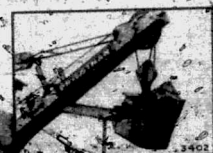
I had no thought of anti-British propaganda at the time. I supposed it was merely a sensational film, and I was told that the plot was that an Arab chief in compassion of the white woman and rescued her from her captors. It is a white woman's picture in the film, she must have been imported specifically for the purpose. It is perhaps significant that the letter sent to the British Embassy in Vienna mentioned that it was proposed to include two women in the party, the Arab slaver shown in the film must have been a white man dressed up. His ridiculous name, a suggestion that the white slaver traffic in Tanganyika, they are here and elsewhere, where the population in the district where the film was taken is a few poor natives. There has been correspondence with the author of the film, Esterházy has been repudiated. We have now a film with a Hungarian name.

The Kenya Fruit Show, which was to have been held in Nairobi this week has had to be abandoned on account of ravages by locusts.

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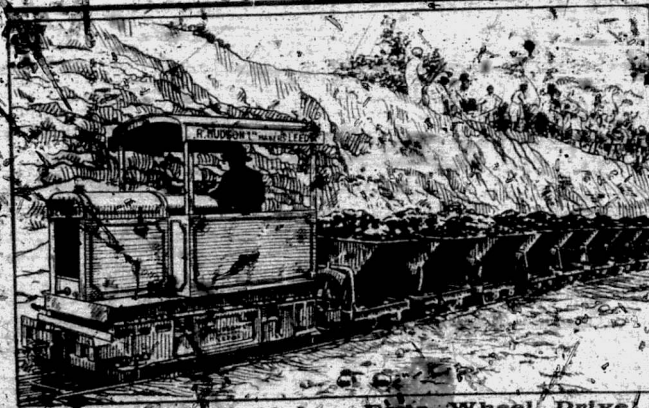
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SIR PHILIP RICHARDSON'S APPOINTMENT OPPOSED.

Protest against Action of Joint East African Board.

To the Editor of "East Africa."

You report that Sir Philip Richardson, M. P., has been invited to join the Executive Council of the Joint East African Board.

Sydney Fenner, the Chairman, would, I am sure, not intentionally wish that any interest should obtain a predominant influence on the Council, but Lord Cranworth is not by any means the only supporter of the Board who, as you have already believed, the interests of producers increasingly subordinated to those of the commercial element. The protest registered by his Lordship was not any increase of commercial representation is, I gather, merely a matter of principle and not of personality, and it is solely on the same grounds that I venture to ask whether the appointment of Sir Philip Richardson is to the best advantage of East Africa.

The last annual report of the Board declares, I find, that *by personal* of the Executive Council is under the control of the members. It is, I think, perfectly safe to say that not 10% of the members of the Board would have favoured the nomination of a man who, whatever his qualities, has never lived in East Africa, has visited it only once on a brief holiday trip, and can have but the scantiest and most superficial knowledge of its problems. Does the Board want knowledge or decorative titles at its monthly Council meetings? Surely there are in this country ex-East Africans quite capable of holding their own on the Council and keeping it in closer touch with the opinions of its members overseas.

Of the fourteen members of the Council mentioned in the annual report, four only, I believe, have been in East Africa, as settlers or merchants; I know that seven others have paid visits to the territories, some of them on repeated occasions; but to the best of my belief the three others have never set foot in East Africa, though one of them has unques- tioned experience of South Africa and Southern Rhodesia.

Let us look at the *resumes* of the Associated Producers of East Africa, represent producers, six are directors of leading companies trading between this country and Kenya, Tanganyika, Uganda, and Nyasaland; one is a director of a great company engaged primarily in land selling and mineral exploitation; two are produce producers whose knowledge of East Africa seems to be more or less restricted to the export and marketing of the produce they handle; the two others, one of whom has never even visited East Africa, I should class as independent.

You recently criticised the recommendation of the Hilton Young Commission for an East African Advisory Council in London, your argument being that there were not half a dozen absolutely disinterested men of wide East African experience and of sufficient calibre available in this country. I agree with you, but I did not expect to find the Joint Board confessing to so much that it must set outside the ranks of East Africans to fill its own vacancies. The confession is, I submit, a proof of the incompetence of East Africans, but of the tendency of such bodies as the Board to think in terms of a narrow circle of individuals who usually meet each other frequently in their business life, instead of going outside that circle for talent.

A final query has Sir Philip Richardson's financial interests in East Africa of recent years been so that he can explain what strikes the East African

of my acquaintance as a strange combination of the Board, because it is not getting the best available advice at its table, in fact to its members whose first-hand knowledge should be valued above the impressions of a tourist and unfair to Sir Philip Richardson himself, who has been placed in a most awkward position.

I assure him and you one more that there is nothing personal to him in this letter. In your last issue you described him as one of the best shots in England. From that I feel safe in regarding him as a sportsman, who will understand that I am protesting against a principle and am not in the least manner degrading him. I should like to sign my name to this letter, but as it should be secret, and as I deal with a matter arising from a poor substitute for a ballot, I prefer to preserve my anonymity.

Yours faithfully,
A. STORRETT, Subscriber.

We have received your representations on this subject and publish only the best expression of opinion which we can find on the subject. Our object is not to attack any person, but to bring to the attention of the Joint East African Board—Ed: "E.A."

AN ERROR OF THE COMMISSION.

"Zambezi" Misspelt in the Report.
To the Editor of "East Africa."

Your footnote to the letter from a correspondent who asked whether "Zambezi" should be so spelt, or whether "Zambesi" is permissible, is most interesting for the views of the late Sir Harry Johnston, and you quote it most carry great weight.

If your correspondence had appeared a couple of months earlier it might perhaps have prevented the Commission for Closer Union in Eastern and Central Africa from using the form "Zambezi" throughout its report.

I am glad "East Africa" adheres rigidly to "Zambezi." I know of no argument in favour of the other renderings of the word. If there is a sound argument in support of "Zambesi," will someone advance it in your columns?

Yours faithfully,
"EX-EST AFRICA"

STRANGE EVEN FOR A COOK!

The Appetite of a Hyena.
To the Editor of "East Africa."

Sir, I had only recently arrived in Kenya when one of the Native servants reported to me, as I thought, that the cook had eaten a lion's skin, two elephants' feet, and the motor oil-can. It seemed a strange proceeding, never for a cook, so I asked him to explain, and gathered that it was a hyena and not the cook. I asked the (cook) to sound to my ears, then I was taken to Swahili very much like "si" (lion's skin). Hence the mistake. The animal had entered the guest hut and had eaten the lion's skin completely, and left only a little crust from the elephants' feet, while the oil-can was bitten into three pieces. A few nights later the creature, or another of the same ilk, forced its way into one of my huts and made away with seven chickens, leaving the place simply strewn with feathers.

Yours faithfully,
A KENYA READER.

Kenya Colony.

PERSONALIA.

Mr. W. S. Mator is on his way back to Kenya.

John H. A. Tindorf has returned to Europe from Kenya.

Mrs. A. E. Linnaker has returned to England recently.

Lady Mary Ritchie Stuart is on her way from Tangiers to London.

Dr. J. C. Caldwell has been appointed to Tororo as District Medical Officer.

Among those away on the water for Dar es Salaam are Mr. and Mrs. A. A. Fumant.

Mrs. A. S. Millhall is outward-bound for Mombasa by the "Dunlop Castle."

Major W. B. Brooke is now stationed at Elwana Ravine as District Commissioner.

Mr. Dougal and Lady Evelyn Malcolm returned last week from their visit to Australia.

Sir Claud and Lady Pollis left London last week to return to the British Residency, Zanzibar.

Mr. and Mrs. H. P. Heath and Mr. J. H. Brockley are outward-bound for Zanzibar.

Mr. H. E. Sheehan, B.E. Provincial Commissioner, Tanganyika, has left Mwanza on furlough.

Mr. R. G. Vernon, the well-known Nairobi business man, is paying a business trip to this country.

Mr. J. E. Chamberlain and Mr. E. J. G. Williams were recent passengers from Mombasa to South Africa.

Mr. W. C. Hunter presided at the recent annual general meeting of the Lady Neill's Home in Nairobi.

Mr. and Mrs. Roberson Gibb are now on the water on their way back to England from East and South Africa.

Mr. A. D. Jones has been elected Chairman of the provisional committee of the Uganda branch of the Aero Club of East Africa.

Colonel and Mrs. S. Gore Browne recently returned to this country from Northern Rhodesia by the s.s. "Llandaff Castle."

Mr. J. W. Hinds is at present acting as Magistrate and District Commissioner of the Kaffir District of Northern Rhodesia.

Mr. B. G. Bunden, the well-known manufacturers' representative of Nairobi, recently returned to Kenya (from a visit) to Tanganyika.

Leutenants Brook, recently arrived in Kenya on first appointment to the 3rd King's African Rifles.

Mr. Donald Cameron, Governor of Tanganyika, leaves England this week by the "Llandaff Castle" to return to the Territory via the Cape.

On his return from leave Mr. A. S. Westons has been posted to Moshi as Assistant District Officer, and Mr. T. P. M. Pringle to Mpwanya.

Mr. F. Walker, Private Secretary and Aide-de-camp to the Governor of Northern Rhodesia, has left Lusaka on the termination of his appointment.

The Hon. Lady Bailey is to be entertained to luncheon on March 28 by the Geographical Section of the P. & O. Club in honour of her flight to the Cape and back.

Sir Edward Greg, Governor of Kenya, who underwent an operation for appendicitis on Tuesday last week, is progressing satisfactorily in West End nursing home.

Mr. F. J. Sheedy, M.B.E., is acting as Director of Veterinary Services, Tanganyika Territory, during the absence on leave of the Director, Colonel J. H. Call, M.C.

Bishop Taylor Smith, the Chaplain-General to the Forces, and Mr. Smit, the American millionaire sewing machine manufacturer, were recent visitors to the Station.

Captain F. F. Patmore, Chairman of the Songhor Farmers' Association, intends to oppose Mr. Conway Harvey as a candidate for the Kenya Legislative Council at the next election.

Mr. M. H. Branish, who will be well remembered by our readers in Tanganyika Territory, and who is now resident in Southern Rhodesia, was visiting Beira when the last mail left.

Dr. W. Souda, who has been engaged in research work on tropical diseases in Natal and Portuguese East Africa on behalf of Zurich University, has just returned to Europe.

Colonel French, Assistant Director of the Empire Cotton Growing Corporation, who visited the East African territories some time ago on behalf of that body, has resigned on termination of his contract.

The open polo championships of Kenya has been won by Nyeri, whose team consisted of Mr. J. C. Hagan (Junior), Captain C. C. Lyons, Captain J. H. Lyons, and Mr. R. Johnson, Lord Francis Scott to record the match.

Mr. J. A. P. M. M. General Manager of Tanganyika Railways, was prevented by illness from attending last week's special meeting of the East African Section of the London Chamber of Commerce.

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Mr. Eugene Ramsey, one of the four members of Parliament who recently visited Tanganyika, stopped at the rooms of the Empire Parliamentary Association photographs and camera apparatus taken by him in that Territory.

Moraguis Barlow, a director of the Central African Company is one of the Senators to a motion to be moved last week in favour of a special inquiry into the possibility and advisability of the sterilisation of mentally afflicted, unfit and diseased persons.

Mr. Barker Wyatt, the Nyasaland planter and trader who is now on a visit to this country, will be remembered by many of our Kenya readers as a former official of the Kenya and Uganda Railway whose service he felt to accept an appointment with the Nyasaland Railway.

The Livingstone Amateur Dramatic Society was recently formed with the Hon. L. F. Moore as Chairman and Mr. Victor May as Honorary Secretary. The committee consists of Major Placer, Messrs. A. H. Balfour Warner and G. H. Horn, and Mrs. Moffatt Thomson.

Captain H. P. Page, at present on leave, was for the last couple of years Superintendent of Police in charge of the Nairobi area, where he fulfilled his duties with marked success, as he had previously done at Nakuru. Few police officers in the Kenya highlands enjoy a wider measure of public esteem.

Members of the Colonial, Indian, and Foreign Affairs Groups of the Liberal Candidates Association met Sir Robert Hamilton, late Chief Justice of Kenya Colony, last week in order to discuss the report of the Commission on Closer Union. The publication by that Association of a statement of the Report is under consideration.

Sir James Reginald Bodd, M.P., who was in charge of the British Agency in Zanzibar in 1893, one of the members appointed by both parties to the Permanent Constitution Commission set up between Sweden and the Netherlands. The Chairman of the Commission is Count Montke, former Danish Minister for Foreign Affairs.

The announcement is made of the death of J. P. Pink, one of the best of Kenbroke House Preparatory School. Gifted to Mary Hill, eldest daughter of Mr. and Mrs. J. K. Hill of Nakuru and of Church Street, Shropshire, Mrs. Hill is daughter of Mr. Frank Watkins, the well-known and public-spirited pioneer settler of Nakuru.

The District Council of Nakuru has been constituted with the Senior Commissioner as Chairman and Commander F. J. Coudrey, Mr. L. W. James, Mr. W. H. Gibson, Mr. W. Jenkins, Major J. A. Macdonald, Lieutenant Colonel Lord Francis Scott, Mr. A. J. Simpson, Mr. J. H. Simpson, Captain P. Soames, Colonel G. S. St. John, Captain F. W. Stringer, and Messrs. J. Watkins, J. E. A. Wolfenbush, and E. H. Wright.

Congratulations to Mrs. Campbell Black, the Kenya settler, who arrived in London on Wednesday of last week, having flown the five thousand miles from Nairobi in eight days, and thus set a record for the journey, though, as he said on landing, there was no attempt to hurry the flight, two days having been spent in sight-seeing on the way. Mrs. Black was accompanied by Mrs. K. J. Wilson, Misses Wilson, and Mrs. A. W. Watkins as mechanics.

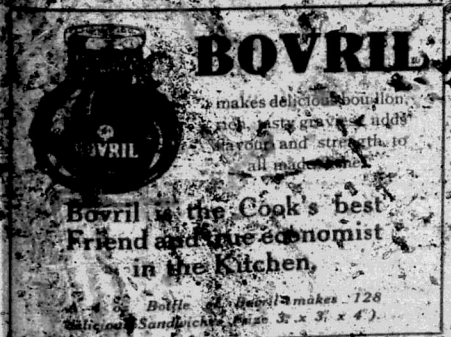
A provisional Land Settlement Advisory Board for Northern Rhodesia has been appointed by Sir James Crawford Maxwell, the Governor, who has shown considerable personal interest in this aspect of the progress of his territory. The Board is to consist of the Acting Secretary for Agriculture as Chairman, the Secretary of the Department of Lands as Secretary, the elected members of the Legislative Council for the Eastern, Midland and Southern Electoral Areas, and Captain R. E. Campbell, Captain F. Godson, and Messrs. R. H. Baxter, J. D. Frost, J. Kinnaird, and S. H. Jones.

General Sir G. Maxwell, whose death at the age of seventy took place last week, took part in the Sudan frontier operations between 1886 and 1889, being present at the action of Gamaiza, near Suakin, in 1886, and at a later date in the following year. He commanded the Third Egyptian Brigade at the battle of Firket, the First Egyptian Brigade at the battle of Ababa, and the Second Brigade at the battle of Omdurman during the campaign for the reconquest of the Sudan. He was made Governor of Suakin in 1892 and of Omdurman in the following year, receiving a brevet colonelcy and the thanks of both Houses of Parliament for his services.

The officers appointed to the Muthaiga Golf Club for 1929 are: President, Mr. Wyne; Vice-Presidents, Major J. W. Milligan and Mr. W. C. Hunter; Captain, Mr. G. Hirst; Committee Messrs. Boyd, Nichol, E. Gear, B. B. Hill, E. H. Johnstone, E. L. Lester, Moss, O. E. Pringle, R. Sandford, Nepean Stewart, and J. E. Torr. At the recent annual general meeting Major J. W. Milligan, who was Captain of the club last year, congratulated the cricket section on its success under the captaincy of Mr. Digney and introduced Mr. M. A. Wyne, who had served the first century on the Muthaiga ground and had compiled a total of 435 runs in 25 successive innings.

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HOW TO SELL TO EAST AFRICA

Largely a Matter of Understanding.

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Colonel Frank Franklyn, R.E., D.S.O.

Editor, East Africa



There is still a great need for improvement in the British method of doing business in East Africa, and it is the author's desire as a manufacturer to increase his business with the young, wide, untried progress of East African Dependencies. It shall be glad that I accept the invitation of the Editor of East Africa to contribute this note to the enclosed issue, which he is publishing and marking the British Industries Fair. The chief requirements of the part of British manufacturers and exporters anxious to do business with the Sudan, Kenya, Uganda, Tanganyika, Zanzibar, Nyasaland, and Northern Rhodesia are vision of the present opportunities, enterprise, growth in personality, understanding, and a realistic, practical and plain for the future.

Native Purchasing Power is Growing.

The vision of the future is exemplified by the remarkable case of Uganda, which a few years ago of little importance from the standpoint of British trade, has, thanks to the great success of its cotton crop, become a valuable market for the sale of manufactured commodities. Last year's export of Native-grown cotton lint totalled 250,000 bales, and it is a practical certainty that this season's crop will be at least 50% greater; in fact, the most recent official estimate is a minimum export of 200,000 bales, and the business men count confidently on a total of 250,000 bales, and a further 100,000 bales. It is even possible that 250,000 bales. To count on the increased Native purchasing power for the Rhodesia of 50% over last year's requirements, there are those too optimistic, and who are sensible about the record crop produced by Rhodesia in 1937, and the anticipated distribution of over 1,000,000 lbs. to the native peasant growers. The point here may be named of the immense importance of these British East African territories will assume for British trade when development by white settlers, by mining exploitation, and by native peasant cultivation has increased as they promise to do.

Uganda has been in demand because of the average British business man the sales possibilities which it offers are less than those of Kenya, a Colony which has received a great deal of attention at the hands of the British. Kenya likewise demands many articles which Great Britain can supply—but which, in all too many cases, are being furnished in varying proportion by foreign competitors. Kenya's demands of coffee, grown on the plantations, has fine a set of white settlers as the Empire can boast, and in the neighbourhood of 1,000,000 per annum. Her coffee exports have jumped in about five years ago to about 1,000,000 lbs. yearly, and tea growing has already roused the interests of some of the leading plantation companies in the Empire.

Importance of the Sentimental Preference.

The colonists who have transformed great areas of healthy yet uninhabited country into flourishing homesteads have used not only of agricultural equipment for their farms and factories, but also of the

many of the things which they were accustomed to in the Home country. Motor cars are a necessity, not luxuries, concrete block-making machines, for the erection of houses and other buildings have been proved an economy by many means, rifles, guns, gramophones, and now wireless sets ought to be applied, entirely, to the Home country, and would be manufactured to grasp their chances; and so I might mention through a whole long list of commodities.

The sentiment preference in favour of British goods were definitely exists in East Africa, and especially in Kenya and Nyasaland, the two most British of the Dependencies. There is a tendency, however, for some British manufacturers to think that East Africans will buy their goods just because maker and purchaser are of the same blood, but just as an English miller will not buy East African maize because of its quality and price just because it has been grown in British Colonial soil, so the East African settler and trader justly expects that his sentimental preference shall be called upon only in the case of realisable quality and service on the part of a British manufacturer. Sentiment will tip the scale, but self-interest must be the prominent factor in any transaction.

Treat the Buyer as an Individual.

Even in this country the personality of a salesman counts for much, but it counts for much more in tropical territories in which a white man is always accepted as an individual, and not as a mere unit in a great mass. That being so, the needs and preferences of the potential settler-buyer in East and Central Africa require individual study, and the Home firm commits a serious mistake in corresponding with such a prospect in the stereotyped style which may be quite suitable in the case of an inquirer in this country.

If our managing directors, sales managers, and export managers would more frequently put themselves in the place of the man at the other end, they would be more satisfied with the resulting business. Take, for instance, an alert planter who conceives the idea that a certain company can supply him with machinery to facilitate a certain process on his estate. Instead of receiving an understanding and personal letter expressing the company's ability to assist in the solution of his problem, he is contacted by a form letter, obviously one of a hundred, referring only in the name and address to which they are dispatched. Could anything be better calculated to extinguish his enthusiasm, or at any rate to convince him that he must approach some other firm if his requirements are to be satisfied? Per contra, there are few better ways of awakening that planter's conviction that he has approached the best firm in this country to help him than a friendly (but not effusive) intimation that he may count on them to do their best.

Often by the way, complaint is made by East Africans of the failure of engineering houses to send adequate directions to the assembly of machinery. To the expert, to send such directions may not appear necessary, but the planter some thousands of miles away, being only a amateur doing his best in difficult circumstances, may lose weeks or even months through such a simple oversight, or which is just as bad from the standpoint of the supplier, he may have the machine in such a way that, not being well adjusted, it yields only a poor performance, and thus creates an "unenviable reputation in his own neighbourhood" that of his past ours.

Catalogues should be Priced.

As far as catalogues go, foreign competitors almost invariably price their catalogues, but they are still far ahead of British houses which

appear reluctant to follow suit. In some trades, I know, it is especially difficult to quote prices, because costs of material are so fluctuating and considerably. Nevertheless, it is with a wide experience of overseas trade must agree that it is highly desirable to quote prices, even though it be necessary to state that, on account of such factors as changing prices of the raw material, they are subject to variation without notice, an explanation which, from the point of view of the possible buyer, usually encourages his confidence, for he feels that price changes are just as likely to be in his favour as in his detriment.

How often trade is lost through the non-pricing of catalogues was strikingly illustrated some little time ago at the Nairobi office of H.M. Trade Commissioner for East Africa, at which, not without considerable difficulty, a good collection of up-to-date British catalogues had been assembled. Again and again when a visitor had found a machine which appeared to meet his needs, we had to tell him that the price was unquoted and on more often than not, on immediate request was to be given the name of a firm selling a competitive article. If British firms would produce better catalogues, price them and keep in more constant touch with their actual and potential customers, both by advertising in the press and through the mail, it would be better for them and for the country as large.

East Africa wants British Goods.

For years past Great Britain has been about holding her own in the trade of East Africa, but, as the latest trade report from the territories show, the United States, Germany, India, and certain other countries are maintaining and are even increasing their competition in certain lines. But there is no need for us to visualize any decrease of Great Britain's share. On the contrary, if our manufacturers and exporters, large and small, will study the needs of the market and exercise such little human factors as are indicated above, they may expect to augment their trade with portions of the Empire which are certain in the next few years to increase immensely their consumption of manufactured commodities.

"Buy British" is the slogan of the British Industries Fair. No portion of the Empire is more ready to buy British than East Africa, provided only that the territories be offered the right articles at a reasonable price and with service comparable to the needs of the particular case.

TANGANYIKA'S TRADE IN 1928.

A cable received from Dar es Salaam by H.M. Eastern Africa Dependencies Trade and Information Office gives the official figures of imports into Tanganyika for 1928, £3,737,358, being £63,000 above the value of 1927. Domestic exports, however, increased by £78,062 to £1,872,723, the main products exported being 251,170 tons of cotton (100,608 centials), coffee (208,022 centials), sundries (26,505 tons), hides and skins (10,845 cwt.), grain (282,703 cwt.), gold (1,014 1/2 mics) to tons, and diamonds (24,508 carats).

The percentage of this import trade, falling in various countries, was as follows:

	1928	1927
	per cent	per cent
Great Britain	36	38
India	12	12
British Empire total	48	50
Germany	21	19
Holland	10	10
Japan	5	5
United States of America	1	1

TANGANYIKA'S FORTHCOMING EXHIBITION.

A Poor Piece of Propaganda.

It has now been decided that the Tanganyika Agricultural and Industrial Exhibition, now scheduled for Dar es Salaam, shall continue from September 2 to 11. This is the first such exhibition under the British administration, and we trust that British manufacturers will be adequately represented. Further particulars are obtainable from H.M. Eastern Africa Dependencies Trade and Information Office, Royal Mail Building, Cockspur Street, London, S.W.

As mentioned in our description of the London Section of the British Industries Fair, there is available at the East African stand a leaflet inviting manufacturers to show their goods at the Dar es Salaam exhibition and visit it themselves. The primary object of the leaflet is to discover new exhibitors out of the sixty lines of close-set small type. Only three are occupied in the mentioning articles which British manufacturers might supply. Those mentioned in the case of European and Asiatic consumers are motor cars, agricultural machinery, decorators, and coffee machinery, while Natives are asked to purchase bicycles, gramophone records, clock radios, razors, medicine, etc. — just that, nothing more. A business house seeking to increase exhibitors to a privately-organised trade fair play would have issued a folder of an entirely different kind, and with the object of increasing the interest of manufacturers in many lines, would have particularly dealt far more than nine items. Instead of leaving space to generalities, lists of the export products, and particulars of shipping figures, useful though they be as a guide to the merchant, such an advertiser would have focused attention on the one vital subject of the benefits of participation in the exhibition.

Uninformed and not even Accurate.

This effort of the Tanganyika Government falls completely in its object, and it will not be fair to accuse British businessmen of apathy if they do not show their goods, for this leaflet it does not deserve to be dignified by such a title as unbusinesslike, uninspired, and certainly not calculated to arouse anyone's enthusiasm, it might have been written by someone without any knowledge of Tanganyika beyond that gleaned from a few Government reports. The figures are not even accurate, for such a statement as the following: "Railway extensions, including completion at Mwanza and Moshu-Arushi, and further construction on a larger scale, such as the Duma-Ele, and Tanganyika Central-Arushi link line, will depend an assistance received from the Home Government." The reference to a "Duma-Ele" line is inexcusable, and the suggestion that the link between the Tanganyika Central Railway and the Kenya and Uganda system, that the way of Mwanza is mere speculation which has no possible influence on potential exhibitors.

It is to be regretted that the Government has done what lies in its power to make the success of the Tanganyika Exhibition and can therefore not be accused of indifference or wishful success. That we express our disappointment is considered a pity of this disappointing leaflet. To issue a folder in connection with the Dar es Salaam exhibition was a wise and enterprising move, but that it should have been an effective instrument should surely have been a prime consideration. If conditions were unfavourable indeed with the less expensive but immensely more effective piece of sales literature of Mr. A. J. Storey of New Zealand.

EXHIBITION.

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DAIRY PRODUCTS

The goods are of the finest quality and compete in price with any other first-class milk on the market.

Applications for Territorial Agencies will be welcomed. Will Applicants please send, in confidence, the fullest possible particulars of their experience, the areas which they cover by regular personal visits, and a list of all their present agencies to


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**THE MOST DURABLE
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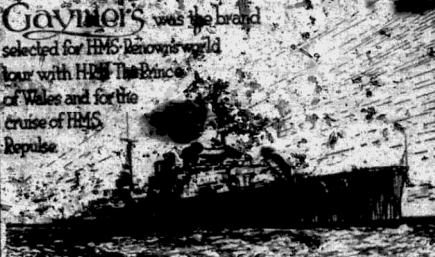


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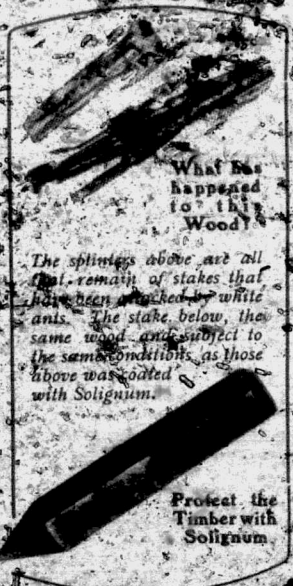
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Solignum versus White Ants



What has happened to this Wood?

The splinters above are all that remain of stakes that have been attacked by white ants. The stake below, the same wood and subject to the same conditions, as those above was coated with Solignum.

Protect the Timber with Solignum.

DEAR SIR,

It may interest you to know that a friend from Kenya Colony, East Africa, staying with me recently was admiring your Solignum on my poultry houses when the conversation happened to turn to the preservation of woodwork, and there I was very interested to learn from him that the only satisfactory method he had discovered of treating building posts was with Solignum. These the white ants would not touch, whereas they speedily destroyed all others.

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(Signed) J. STEPHEN HADGE,
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Buy only advertised goods: only good quality can stand advertising.

"EAST AFRICA'S" BOOKSHELF.

SOME HUNTING HINTS FROM INDIA.

Musings of an Old Shikari.

THOUGH Colonel A. I. R. Glasford's fine book, "Musings of an Old Shikari" (The Bodley Head, 18s.), deals with the author's adventures during his long service in India, his experiences were in many cases common to those which fall to the lot of the African hunter, and so the volume makes good reading for the African sportsman. The author's conclusions are available.

Experience has familiarised me with the marvellously acute eyesight and hearing of the big cats. Particularly, it seems, the spotted tiger. I had found that the sense of smell to be quite superior to that of man. Experimenting at intervals as circumstances permitted, I came to the conclusion that in a fairly good light the leopard is able to detect, but apparently not to identify, so small a movement as the winking of the human eyelid, as far distant as about thirty yards. As for hearing, I have known the attention of these beasts arrested at twelve or fifteen yards or so by the mere sound of swallowing.

This opinion confirms that of the most experienced lion and leopard hunters in Africa. In the light of his findings—and his scientific use of experiment will be noticed—Colonel Glasford advocates the use of a pit, rather than of the machan or tree shelter, for leopard shooting, which appears a novel idea.

"If you want to fool the sneakiest of these that ever crept, to float over their wonderful ways with their prey—and with each other—watching them almost within arm's length, it can be done from a rooted tree top."

Another point of common interest is the health preservation in tropical conditions.

"It may seem unkind to banish from one's compound the children of one's servants—but these are by far the most dangerous neighbours the white man can have. A fact which East Africa was at pains to emphasise in a recent letter on the Prince of Wales's plea for an intensive campaign against malaria in Kenya. His tribute to the old-time Briton in India who had to "live on the country" and had not the advantage of modern medical discoveries is well deserved.

Returning to India in later life, the author found the motor car in common use.

Extraordinary is the lack of effect of the motor car on wild animals. One could think that its appearance and speed would cause instant and abject flight. But that is not the case; the direct opposite is the rule. From my own few experiences, I judge that those whose opportunities have been greater must have some very interesting happenings to relate.

The few animals—*Felida* and *Cervida*—that I have met while motoring by day (and once four wolves in the open country near Saugor) took practically no notice of the car until they were wounded or saw the occupants. In this case I drove to within six paces of a leopard crouching himself on the roadway, and again at Saugor surprised another that leapt on to a low wall and crouched there, within six feet of the passing car. But shooting under such circumstances is utterly most undesirable, and should be forbidden, as, to name only one objection, a wounded animal cannot effectively be followed on.

That is a verdict which will be endorsed by all true sportsmen.

Colonel Glasford has a graphic style and a never-failing sense of humour. The illustrations are his own and are delightful; the coloured frontispiece "Jungle Dawn" is particularly charming. The many settlers in East Africa who spent their early days in India will especially welcome this book, which will appeal also to all lovers of sport in the tropics.

A TALE OF LIFE IN TANGANYIKA.

Who wrote "Dangerous Cross-Roads"?

UNPROMISINGLY unpretentious, I think, a fair verdict on Laurence Kirk's novel, "Dangerous Cross-Roads" (Hutchinson, 7s. 6d.). The authoress—the writer is assuredly a woman—starts with the comprehensive disclaimer that "the descriptions of Dar es Salaam do not pretend to be accurate" in every detail. No reference is made to any Governor, High Commissioner, or Resident, past, present, or future, nor to any person whatsoever, whether they are dead, living, or unborn. Then she enters the Government House, Dar es Salaam (which she calls a "Residency") with a Governor, Sir Humphrey Gilmore, who drinks port in the hot weather; a private secretary in bed with fever; an A.D.C. suffering from prickly heat; a charming gubernatorial slaughter, Peay (who is allowed to read the confidential reports on the Civil Servants); and generally teases in, all and sundry in Tanganyika Territory to adorn her tale.

In one respect the Governor is unique; not possessing a motor car, he has to go about on foot or in a rickshah. But members of a League of Nations Commission visit Dar es Salaam and see His Excellency most reprehensibly dining in his daughter's Austin Seven, duly report it to Geneva, which tells the Foreign Office, which passes the word to the C.O., and so Sir Humphrey is officially hauled over the coals, and when he retaliates tactfully, supplied with an automobile suited to his office and dignity. It will be seen that the story is not without its humour.

For two things the reader will be thankful: first, that there is no attempt to interlard the conversations with bad Swahili, though the faithful servant does call his mistress "mama"; and secondly, that there is no Native rising or half-caste terror. The hero, David Justice, is quite a decent District Commissioner, who has the unique experience of waking up one night and finding a lion licking the skin of his hand. As a hot story that strikes one as quite original. On the whole it is a jolly book which will be read with amusement. Local residents will no doubt get a good deal of fun out of it trying to see if any caps do fit after all. Greatly daring, I hazard the guess that the authoress is the wife of an official.

INVALUABLE TO EAST AFRICANS.

An Appreciation of "Eastern Africa To-day."

THE "Nyasaland Times" writes:—"Eastern Africa To-day," published by East Africa at 6s. post free, compiled and edited by F. S. Johnson, is the most comprehensive volume dealing with all the East African territories and Northern Rhodesia that has yet been published, and the up-to-date and authoritative source of its contents will serve as a useful guide to those who are seeking information regarding settlement, as well as being an indispensable reference book to those already intimately acquainted with prospects and conditions in East Central Africa. It is magnificently illustrated and has the added advantage of describing in detail individual districts of the various countries—descriptions that are informative and enlightening, even to those who are in the countries concerned. The book is well written and so good, which is a matter for knowledge and interest to all who are interested in Africa generally.

Subscribe to "EAST AFRICA."

HOW COFFEE IS GROWN IN BRAZIL

Comparisons with East Africa

As Mr. John Sillit at stated in his paper on coffee read before the British Empire Producers' Organization, reported in (1914) *The Economist*, 21, Brazil supplies the bulk of the coffee obtained in the world, and East African coffee planters will therefore be interested to know the methods adopted in Brazil to grow its enormous crop, which may reach a weight of 1,615,000,000 lb. In the January number of *The Tea and Coffee Trade Journal* of New York these methods are detailed, though the technique of the best estates only is apparently selected.

The figures involved are terrific. A census gives the total number of coffee trees in Brazil as 2,257,000,575, of which 1,480,983,000 are in the State of Sao Paulo. The largest group of estates has 15 million trees, and the next largest 10 million. The largest single plantation is of 98,000 trees, with 4 million trees planted; the next largest has 25,000 acres, with 44 million trees. The average yield in Sao Paulo is 75 lb. to 4 lb. per tree, though it is said that 6 lb. per tree is not unknown. The estates employ from 600 to 2000 labourers. The coffee belt ranges from 4,000 to 4,000 feet above sea level, with temperatures from a mean of 60° in winter to 72° F. in summer, though extremes of 32° F. and 97° F. have been recorded. Two types of soil are recognized—*terra roxa*, a dark, peaty, occurring chiefly in the *campo*, and *massape*, yellow, dark red, or even black, which, with a covering of sand, makes excellent coffee soil. In 1909 it was not unusual for an estate to yield a profit from 100% to 250%; ten years later the average returns dropped to 12%.

There are two seasons in the coffee belt—the wet from September to March, the dry from April to August. The trees suffer from September to December, and each flower lasts about four days, provided it is not injured by wind or rain. Frost has done damage in the southern areas. The harvest begins in April or May, and extends into the dry season. Shade, the usual wind breaks are rare, the plantations often show huge expanses of bare trees stretching away to the horizon without a tree. The trees are allowed to grow as high as ten or twelve feet, the pickers using ladders to reach the higher branches. Chemical fertilisers are not being employed to remedy soil exhaustion.

Methods in vogue

Brazil's planters follow the nursery propagated method of planting and cultivate, prune, and spray their trees liberally. Transplanting is done from November to February. Machinery is used on the larger estates, and the transport is done by locomotives and trolley railroads. On at least one estate the cherries are carried direct from the trees to the drying stations by means of streams of water running in conduits.

Two systems of preparing the coffee are in vogue—the dry and the wet.

In the *massape* district the *terra patias* are in the form of terraces, and on the top terrace is a big tank into which runs a stream of water. The berries arriving from the pickers are dumped into this tank and are carried by channels to the *patio*. There they are taken from a stream in a truck and spread out to a thickness of about three inches. After a few days they are turned on a wooden spade until the light stage is reached. They are then collected into small heaps, and at last into one large heap, which is covered.

When it is almost dry, it is put into the *alugha* (granary) and left to age for at least 150 weeks before hulling. Some planters leave a good part of their

top in the parchment for almost a year. The treatment has a favourable effect on the coffee, which retains its green colour and certain drawbacks are eliminated in this method. The berries are dipped into tanks full of water and allowed to soak for twenty-four hours. As soon as they are nearly dry they are water into the rollers of the pulping machines. The products known as "washed" as opposed to "unwashed" coffee, and generally command a higher price. The coffee dried in the pulp. Pulping machines are especially the large estates—of the cylinder and the disk type, and have a capacity of from 400 to 4,000 lb. per hour. The larger ones are, of course, power driven.

After fermentation and washing the coffee (still in parchment) is spread on a thinly silted ground for drying. Drying machines are becoming popular, as they dry the coffee in twenty-four hours, as against the ten days required in the sun. The last steps in the preparation are picking, polishing, and grading, all of which are done by machinery, and are done by steam or electricity, the latter source of power being rapidly more popular. Italian labour is rapidly supplanting that of Indians and Negroes.

COMBATING THE LOGUST PLAGUE

Of the measures taken in the vicinity of Nairobi to combat the locust plague, the Kenya correspondent of *The Daily Express* has telegraphed—

The district around Nairobi has been deafened by wild and fearsome noise in consequence of the sudden invasion of a swarm of locusts in the coffee plantations here. The men for miles around turned out to help, including thousands of Native labourers and the children in residence in the convent school.

Petrol tins and metal containers were used as drums to frighten the locusts, and on top of the incessant banging the tall, thin, church bells, added to the weird effect. The noise was kept up all through the night. Smoke screens were made, and tractors and motor cars raced along the roads with exhausts wide open. These measures, which are being repeated daily, will it is hoped, vanquish the locusts before they can do irreparable damage.

LORD DELAMERE MAY RESIGN

In consequence of medical advice, and the conclusion of his term of office, an early exit Lord Delamere is supposed to wish his seat in the Kenya Legislature. His resignation suggests an alternative that a substitute be appointed during Lord Delamere's probable absence from the Colony on holiday. Lord Delamere is expected to visit Mombasa, and his final decision is awaited. —*Times*.



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with
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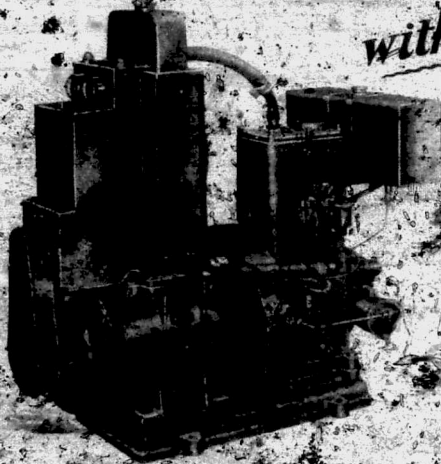
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PRESS VIEWS OF THE REPORT

Mr. J. N. O'Leary, Bishop of Salisbury

The Nation, which published its views on the reportable title, "God or Mammon in East Africa," characterises as the stewardship of God "the policy which regards the Natives and their education for self-government as the primary duty of the Government," and labels as the stewardship of Mammon "that which regards the white immigrants as the legitimate owners of the African territory with a right to exploit the labour of the inhabitants." God, its readers are told, will support in British West Africa, and Mammon in Kenya. The reviewer, who has a distrust of Mammon's aims, cannot even believe that any ruler can be found who can be trusted to represent Natives' interests.

A well-meaning tribune has been administered by Mr. J. H. O'Leary, the missionary member of the Hilton Young Commission, who says in a letter to "The Nation":

"The report says down certain principles which I believe to be essential to the welfare and progress of East Africa. I do not intend any support that I can to the principles contained in the report. It is my hope that discussion and reflection may bring public opinion in Kenya to see that these principles, far from being inimical to the real and permanent interests of the white settlers, are necessary to establish those interests on a secure and enduring basis."

"But while I believe certain things to be right, and, if they are right, to be the only sure foundation for the prosperity of East Africa, I should greatly hesitate to impute any human judgment on a problem so difficult as that of East Africa, or any system of government even that of West Africa, conducted by fallible human beings with the aid and aid of God. I should be equally loath to subscribe to the opinion that the rule of Mammon prevails in Kenya to a greater extent than in other parts of the world. The settlers in Kenya are people, else they are not, so far as my knowledge goes, more than people elsewhere, are concerned to safeguard their own interests. But, as in other parts of the Empire, there is found among them a public spirit and an intelligent and responsible opinion, and it is to this spirit and opinion that any policy which is to meet with real success must make its appeal."

"The world is not so made that nothing but truth can be found in West Africa, while in East Africa there is unbelieved gloom, or that truth, freedom and virtue are the monopoly of public opinion in England while the qualities are absent abroad in East Africa. I believe to be of the highest importance that public opinion in Great Britain and East Africa should be helped to understand the real meaning and value of the British Empire, as a whole and as a means of welfare for East Africa, which have been laid afresh by the report, and my reason for writing to you is that these extremely simplified views of the problem do not seem to me to help in the endeavour to find a just and right solution."

"Thus, as we believe, the first occasion on which one of the Commissioners has replied to criticism of the report, and we are glad that Mr. O'Leary should have expressed the essential inadequacy of the terms made against Kenya's British settlers."

Trusteeship and the Transfer of Jubaland

Mr. J. H. O'Leary, Bishop of Salisbury

"The report states that the transfer of Jubaland to responsible government in the white community in Kenya can be allowed, because the Imperial Government are trustees for the Natives, and as such they neither transfer their duties to the white population, nor share their responsibilities. This is an utter nonsense."

Natives, as stated in 1923, the Imperial Government has transferred a large part of Kenya to the Italian Government notwithstanding objections of the part of the Natives. If their conception of trusteeship will permit unconditional transfer, or another Power shall move, will it not allow their own subjects, resident in the Colony, to be associated with them in carrying out the trust?

The report seeks to create one uniform Native policy for Uganda, Kenya, and Tanganyika. In Uganda Native development is centuries ahead of Tanganyika in politics, landholding, and industry. The Uganda Natives have built up a system for themselves. In Kenya, where Natives are in contact with white settlers, they are learning through imitation and environment, and enjoying it. In the Reserves they are either being overloaded with inappropriate teaching at missions, or, as in a great part of Tanganyika, not developing at all. One's fears that the state's development of Natives in different districts, not so widely separated that the application of a uniform policy, however flexible, could result in retarding the progress of the more advanced.

The Committee's proposal is that in the event of a change of policy by a Governor-General should be empowered to override legislation passed by any of the three territories, and to initiate legislation in a similar manner. As your editorial points out, a Government Council would be almost indispensable. The settlers know what they are doing, and they are not to be misled by a "Mussolini" who is not impossible in the first appointment of a Governor-General, and they selected a man with the eyes on the future of the Empire and our policy towards Native races, which have been expressed by Lord Curzon, what prospect would there be of the scheme working without friction? What chance would there be of the capital and ideas which have been included for the development of the Empire being neglected there?"

Opinion of the Guardians' Press

"Although the results of their investigation are not the most favourable, political problems in the British Empire, the four members of the Commission have achieved substantial unanimity, except on two matters, in which the chairman, Sir E. Hilton Young, is in agreement with the other two members. These are, in brief, a different view of the general situation. Considering that these three have seen the independence of Sir Reginald Mass, Sir George Curzon, and Mr. T. G. O'Leary, we do not feel that the unanimity of the report is substantially impaired by the chairman's partial and rather tentative wise proposals, since the chief of the chairman's wise proposals would be to give a very small majority of white settlers a greater power over the destinies of the Native minority than the three other Commissioners could right have done."

As to the final report of the result, in which all the members of the Commission speak with one voice, we are struck by the broadly and friendly and impartial way in which the facts are presented, the best interests of the Natives and the immigration operations without being in any way unduly favourable to the Natives, and the very careful and balanced way in which the British and the other countries are dealt with, as well as the very consistent and wise proposals for dealing with a most delicate situation."

The final report is a very good presentation of the facts of the situation, and the background of the whole of British Africa, and in the conclusion, a statement of the Committee's conclusions, which

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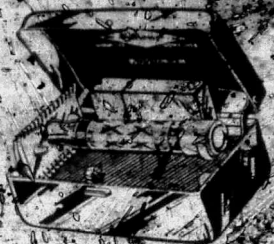
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perspectives, many facts and problems which the local settlers appear obscure and insoluble. We welcome illuminating, and still more important, the existing differences in degree of civilisation between the immigrant and Native communities appear temporary and relative rather than absolute and final. The report repeatedly underlines the fact that the ultimate capacity of the Native peoples for civilisation is an unknown quantity, that the impact of alien culture upon these primitive African societies is a very recent event, and that already this impact has set on a process of rapid social change, and that it is impossible yet to forecast how far this process may go before the effects of the impact have worked themselves out. The absence of partisanship and the genuine concern for the welfare of both Natives and immigrants appear in the report and impartial tone in which the Report is written throughout.

In their constructive proposals for dealing with the problem of two intermingled communities differing greatly in numerical strength and type and degree of civilisation, the Commissioners show imagination and resourcefulness.

The Craze for fancy Constitutions

Review says of what it regards as an extraordinary report:

The craze in Downing Street for fancy constitutions is a serious menace. Dyarchy threatens to ruin India, the recently suggested constitution for Ceylon is likely to wreck an audacious attempt to combine the theory and the practice of self-government. Now we have the East African Commission with fantastic recommendations for a kind of 'craze wony' for Kenya. Faberzavik and Canada subject to a fancy franchise based on a 'civilisation test' (designed to exclude Natives), the Natives who are given the vote in theory and to the general control of a kind of pinchbeck Mischoliti to be called the Governor-General of East Africa, who will exercise on the spot the autocratic powers of the Colonial Office. The English Press comments that this report may well mark the beginning of a new era in Colonial Government. It may indeed. With all our experience we have had more than our share of Colonial wars and troubles. The reason is not far to seek. We do not govern from here and yet do not allow our commitments on the spot to govern. We invent fancy schemes which weaken ourselves and yet deny the requisite authority to hush on the spot.

The Rev. John White, a Southern Rhodesian Missionary who delights in a good fight, says in *The Methodist Record*:

Already the forces of reaction are mustering to fight the vital principles of this report. Their opposition is a clarion call to all advocates of a liberal and humane settlement. We must be vigilant. The hour is big with destiny for our African people. We do not want to be unfaithful to any section of people in these Dependencies, but in God's name we must demand that justice shall be done.

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Lord Lugard, Lord Davidson, of Lambton, Lord Curzon, Lord Cecil, Lord Oliver, Lord Reading, and Lord Southborough have issued a public appeal on the subject of the Hilton Young Report, which concludes with the words:

The questions to be determined in East Africa are second in their importance for the future of the Empire only to those of India, and it seems undesirable that any proposal of constitutional or administrative change in East Africa should, after being embodied in a Draft Bill or draft Order in Council, be submitted for consideration and report to a Joint Select Committee of the two Houses of Parliament, or that some other equally effective means should be adopted to ensure that they are subjected to careful public scrutiny.

CONFLICTING VIEWS IN KENYA

The Mombasa Chamber of Commerce has protested against the action sent by the elected members of the Legislature as not expressing the views of the commercial community and has again urged co-ordination of essential public services in Kenya, Uganda and Tanganyika, including a complete Customs Union.

Kenya settlers and Indians both protest against Sir Edward Grieg's proposal for the temporary appointment of a member of the Indian Civil Service to the Kenya Executive Council for the purpose of settling the Hilton Young report. The settler claims that it is against the spirit of the Constitution.

The Secretary of the Kikuyu Central Association, Johnstone Kenyatta, an English-speaking Kikuyu, is on his way to England with the object of securing an interview with the Secretary of State for the Colonies.

Results of the depredations of locusts about 1,000 Natives, mainly in the Embu, Meru, and Port Hall districts of Kenya, are without food, and Food Control Boards therefore being established to arrange for the feeding of famine-stricken areas. The Board is to be given powers to expend up to £20,000, the ultimate being that repayment for the relief provided shall be made by Natives through employment in public or private work.

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Camp Fire Comments.

The Price of Pawpaw.

Some while ago, writes A. J. L., you published a Comment on the pawpaw and the possibility of establishing a market in the fruit. Now I see in a Sunday newspaper, that pawpaws are fetching half a guinea each in London! Does this mean that the difficulty of transportation has been overcome, or that one or two have unexpectedly survived the journey and are "show" specimens, as pineapples used to be a generation or so ago?

Clove-smoking.

Sir Claud Hollis's statement that the Javanese are now adding cloves to their tobacco and smoking the mixture, and that Zanzibar has found in the habit a new and profitable market for her staple, is an interesting one. What will mankind not dare? The Oriental palatine, one knows, enjoys pungent stimulation, but burning cloves must be about the limit. There seems an opening here for the blasé European to try a newer experience, or essay a novel sort of stimulation while doing Zanzibar a bit of good. Perhaps the Empire Marketing Board will have a printer on the subject.

The "Diviner" Again.

The latest divining instrument comes from Germany, and is described as consisting of a metal support shaped like an old-fashioned gibbet (*schabotten*), from the arm of which hangs a glass cylinder about the size of a tin slice of shaving soap. The secret lies in the contents of the cylinder, which are, according to the report, to be "divined" which, from the report, seems always to have been a metallic ore coal deposit. Tested on a radium mine near the river Aller, in the Harz de Dome, the instrument is said to have given quite accurate results and correct information as to the depth and richness of the seam. Apparently, the indications are the swinging of the cylinder in a circle when the hole below ground is struck. A special test of these wonderful instruments is, surely, the degree of influence of their discoverers. The instruments a scientific correspondent, who draws our attention to the above report. With such a power in his hands, the diviner ought to be contented to find money-making, and not ever seems to be of their getting rich. Evidently thinking of the Nyasaland case which we recently cited, he adds: "Can't imagine a mission padre descending to exploit the pecuniary side of the gift, but to use it, and certainly not a German experimenter."

The reports which have appeared in all the London newspapers of a skeleton of primitive man having been discovered at Springbok Flats, seventy miles north of Pretoria, are of great interest in view of Mr. E. S. P. Leakey's researches, writes a regular contributor. "If, as is alleged, the bones are of the Cro-Magnon type, the existence long ago of a non-negroid race much farther south than Kenya seems to be established. But the buffalo—*Bubalus bumbi*—whose bones are stated to have been found actually so near to a human skeleton that it is concluded that the two perished in a mutual conflict, is of even greater interest." Our report says that the beast's head measures twelve feet across between the horn sockets. "If by 'horn sockets' is meant the insertion of the horns into the skull, the animal must indeed be a record. Even if the writer meant 'spread of horns' it will take some beating." Some big game hunters will be sorry they live about 10,000 years too late to add such a trophy to their collection.

"Dope" by Bullet.

Bullets are of many kinds, writes an old *Shikari*. There is the old-fashioned lead bullet, the Snider with its boxwood plug, the dum-dum, the soft-nosed, the Army nickel, the explosive as exploited by the late Sir Samuel Baker, and the tracer for the detection of raiding Zepelins. Next come the mercy bullet, or the *hannu* hypodermic. It contains drugs, is designed for the capture of wild game without injury to them, and is claimed to hurt no more than the brushing of a horn. No longer need Elmer U. Thruster, collecting for the State Zoological Gardens of Potomac, U.S.A., arrive in Mombasa with a battery of lethal weapons sufficient to arm a whole British platoon. He will sally forth with a bandolier of "mercy" cartridges, plunk the vivacious rhino in the short ribs, and pick him up as limp and docile as any shaghated sailor chipped by the Golden Gate. And this is no hunter's yarn; at least, we are assured by the Press that the authorities of the Pretoria Zoo have actually commissioned the inventor of the new bullet to go on safari and bring home the goods. What happens when the effect of the drugs wears off? Even a shaghated sailor recovers in time, and, like the great little Captain Owen Kettle, who once suffered that indignity, may prove an awkward customer. A rhino, even more so, and the same.

The record horn of the African buffalo (*Syncebus*) is given by Messrs. Rowland Ward measuring 10 ft. 3 in. outside, with for the Indian buffalo (*Bubalus sinuatus*), though there is a record of a measurement of 8 ft. for an Assam specimen. *E.T.*

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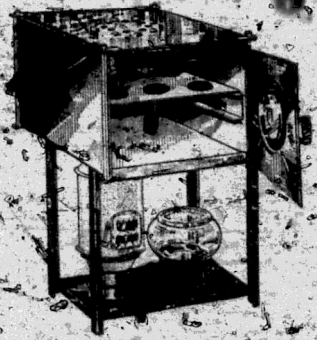
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TRADE OUTLOOK MUCH MORE HOPEFUL

Reasoned Optimism of Deputy Trade Commissioner

Points from a Recent Report

The outlook in East Africa is much brighter than it has been for some time past.

Kemp, Deputy Trade Commissioner in Nairobi in his "Report on the Trade and Commerce of East Africa" for the year ending 31st December 1921 in Stationery Office, has pointed out the outstanding features of East African commerce during 1921 and 1922 as in his opinion the "defining of markets and land and the restriction of credit facilities" and the "sale of goods will be."

Credit Facilities

In the last few reports published recently that deal with the effects of the construction of long credit facilities in this area generally, it is a direct inducement to the excessive import of goods and a restriction of the area of importation by encouraging "hot" trading, whereas the transactions on the part of those whose financial convenience should not have allowed them to be considered as much "small traders." The effect of the "feeding" of such traders by over-keen sellers is only too obvious. The seller is anxious to protect his existing credits by repeat business with the buyer, the latter in turn insists upon regular long credit terms in respect of the repeat orders that he is induced to give, and thus the vicious circle continues until, some time as a sudden contraction of general purchasing power leaves accumulated credits with little prospect of settlement.

"Sporadic attempts have been made some time ago to ameliorate the situation, but, as is commonly experience, they were almost certainly foredoomed to failure. A recent trade conference, the first of the kind in Uganda, has notably decreased the amount of outstanding accounts, and in Kenya matters have also improved. With the improvement in Uganda, the clearing of the old excess of imported goods, and a fairly bright outlook in the near future, the Mombasa market has assumed a far more steady tone than for some years past. Coincident with this improvement there has been some tightening up of terms. Financial arrangements in Zanzibar remain as difficult as ever, and in Tanganyika the position has definitely become worse. The "feeding" of small traders, coupled with a very moderate credit limit, has resulted in an accumulation of outstanding rights through the trading system.

Apart from the improved situation in Kenya and Uganda, the bright spot in the picture is provided by reports that foreign banks are pressing their nationals to restrict their credits allowed to traders and so liquefy static outstanding debts.

"Mention was made in the report of the draining by the Mombasa Chamber of Commerce of a generally recommended import certificate in the relatively stagnant circumstances of a busy season, its use by the commercial community has so far been insignificant. Its general adoption can hardly be looked for until a sellers' market occurs. Nevertheless, in Uganda, Nairobi, Mombasa, Dar es Salaam, and Nyasaland local governments are anxious to devise some means of trade protection that will tend to help the petty trader within his financial limits, and will, moreover, reduce the "terms" as between him and the wholesaler. In many cases, where sixty days' terms should be sufficient to cover the normal distribution, up to 120 days, often with freely granted extensions, has been fixed. Very undesirable also is the practice by which the signature and return of promissory notes has been delayed, with the practical effect of extending the term of the paper.

The Importance of Cheap Prices

The importance of price is still generally the dominating factor which East and Central African buyers must consider, this being particularly evident in the exports of cotton piece goods, consumed almost entirely by the Native population.

"In the "Trade" here, there has been a clear division of the trade of goods, as opposed to cloth goods. In the latter, and particularly the edge tool trade, British manufacturers have continued to lose a considerable amount of ground to Germany in particular, but in the former, the quicker delivery and a narrowing margin of price differences has helped Great Britain to gain generally to maintain, and in some instances to increase its share of the trade. The question of credit facilities

is now under consideration. These cultural influences, and the various means of restricting the credit terms offered by the leading agents of Europe, since manufacturers are likely to be decreasing, and United Kingdom manufacturers are thought to be gaining the upper hand in the trade, it is interesting to note that the Deputy Trade Commissioner has requested manufacturers to submit proposals to the effect of asking the Government to consider the question of such a restriction upon the credit terms which have hitherto been offered to the trade in East Africa.

The influence of mortgages upon the form of the percentage of mortgages was brought out and stated by the Deputy Trade Commissioner. The development of capital has had a great bearing upon the trade, and it is interesting to note that it has now under consideration for the purpose of inducing British investment to take more interest in that form of investment, and result in British manufacturers securing an increased share of the business of the trade.

Generally speaking, British manufacturers seem to be maintaining their position in the East African market, but attacks on that position by Japanese and Central European manufacturers must be carefully anticipated and watched. Hitherto Continental goods have been shipped via the Rhine, and Hamburg, or America, and have often been imported as direct by sea transport from Mediterranean and Adriatic ports. These direct shipments, coupled with those from the Far East and America, have done much to reduce the local business, and are among the most important assets to competitive power possessed by foreign manufacturers concerned.

Consideration of the possibility of granting some form of preference for British Empire goods in the tariffs of Eastern Africa is at present in little more than a "provisional" stage, but it cannot be too strongly emphasised that it will be a mistake for British manufacturers to expect too much here from any reason that might take place. Apart from political difficulties, the revenue needs of the various territories must be the dominating consideration, and in present circumstances, where revenues largely depend upon indirect taxation, any measure of preference could be but relatively insignificant.

Care urged in Appointment of Agents

It is necessary again to bring to the notice of British manufacturers the serious need for care in the appointment of resident agents. One of the bad results of loose credit facilities has been that petty traders have been encouraged to become direct importers, often by being appointed resident agents for a particular line of goods; doubtful distribution inevitably follows, and as such small traders' general policy is one of making wide "low price" overtures and exaggerated statements, as to the possible consumption of goods, it is most important to exercise discrimination in selecting agents, and that British technical journals are not free from the criticism that undue prominence is often given to the inquiries made by parties of little commercial substance.

In connection with these remarks, a certain amount of publicity was given to a resolution of the East African Judicial Conference, August, 1921. The conference was largely composed of unofficial representatives of the various East African territories, and the resolution read as follows:

"That in spite of the natural sentiment and desire to purchase British-made goods to the territories, this Conference wishes to draw attention to the increasing importation of foreign-made goods, and considers that it is largely of British origin. It is suggested that British exporters to study the requirements of the colonial markets, to adapt their goods to the requirements of such markets, and to supply each kind of goods in conformity with the requirements of the local market, and instructions relating to their manufacture."

With all due emphasis upon the importance of the importance of such a resolution, it is not to be taken too literally, and it is most important to exercise discrimination in selecting agents, and that British technical journals are not free from the criticism that undue prominence is often given to the inquiries made by parties of little commercial substance.

In this connection, attention may also be drawn to the fact that the practice of asking for

recommendations as to the appointment of agents without giving any details of prices, discounts, commissions, and other information without which it is almost impossible to induce a possible retailer to take any interest in the inquiry.

Detailed Commodity Reports

From the interesting details given of various individual trades we have prepared the following summary:

Custom Made Goods.—The custom made goods market is better than it has been for the past five years. Imports in unbranded goods in Kenya, Uganda, Tanganyika, and Zanzibar are now fairly well stabilised in the proportion of 20 to 30 per cent. to India. In special case goods, a few firms share in this class of trade being desirable for the simple reason that Great Britain has a good deal of ground to be regained. Great Britain has fully maintained her position in what is called hand made goods, but as printed goods increased competition from India and Japan has affected both British and Dutch firms, the relatively good quality offered by Japan have done much to upset the exclusiveness of the reputation that Manchester had hitherto enjoyed. In dyed goods Holland and India have competed strongly, continental business having been much facilitated by long credits.

Cement.—Germany, Belgium, Italy, and Japan are competing Germany's share in about the same order as British, but Belgium, Italian, and Japanese being considerably lower.

Iron and Steel.—A narrow margin between British and Continental quotations has enabled Home manufacturers to gain a certain amount of ground from Belgium and Germany in several classes of iron and steel manufactures, particularly in bars, rods, angles, and sheet and they have quite held their own in both finished and unfinished hollow ware, especially where long credit offers by wholesalers have not influenced trade in foreign sources. The exception has been cheap offers of Belgian wrought steel hollow ware, although very little has so far been imported.

In the increasing trade in tubes, pipes, and fittings, British manufacturers have again held their own, and also maintained their position in the market for wire. Recent legislation making compulsory the fencing of farms provides a largely increased market for fencing posts and fencing wire, and also for water pipes.

German Rice Cutting.

Cutlery, Hardware, Instruments, and Implements.—This heading provides interesting reading for British manufacturers and exporters. Germany has consistently gained ground in cutlery wares, edge tools generally, and builders' small wares, her general metal wares have not been quoted at 45 per cent. cheap edge tools at up to 75 per cent. below competing British prices. The Kenya and Uganda regions, now separately distinguished, ploughs, harrows, etc., show that over 50 per cent. of these items come from the Germans. The reason seems to be that American manufacturers anticipated British manufacturers to the extent of providing the tools, accessories to meet the changed needs of mechanised agriculture.

Machinery.—Import statistics show that the United States, Australia, and Canada have progressively increased their proportions of imports, largely at the expense of the British market.

expense of the British market. The same is true of agricultural machinery, which is being displaced by the easy purchase terms offered to farmers, and in the case of goods of Empire origin efficient sales organisation has backed up the demand for types that have proved their worth in the Dominion. Types taken by British manufacturers to meet the new demands of mechanised industry will, it is hoped, rectify the balance somewhat in favour of Great Britain, but it must be recognised that the publicity afforded by the Government's advertising campaign provides an impetive strength which a British manufacturer of an all-round range of implements and machinery finds it difficult to meet. The electrical and industrial machinery and in general combination of British manufacturers are holding their own.

Cycles.

Bicycles.—It is pleasant to report that British manufacturers have naturally secured a monopoly in Kenya. Constantly increasing demand is to be noticed, not only for the native's desire to possess a bicycle, conspicuous and very increase in his income is usually represented by the purchase of that article at an early date.

Motor Vehicles.—British and Italian manufacturers have made slight gains against the dominating strength of American producers in the market for motor cars and lorries. British manufacturers are supreme in motor cycles, but the imports naturally do not expand at the same rate as those of motor cars. The increasing provision made for road construction in East Africa points to a further increase in the sale of mechanically propelled vehicles.

Tractors.—The practice of giving buyers easy purchase terms had much to do with the dominating position which American manufacturers have attained in East Africa, but the tightening of terms following moderate crop seasons has enabled other manufacturers to compete more strongly. It is still impossible to state that United Kingdom manufacturers, with a few possible exceptions, have produced vehicles with any prospect of largely increasing their share in this class of imports. Legislation has been enacted in Kenya whereby users of kerosene oil in connection with agricultural industry (tractors, etc.) can secure a reduced import duty.

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