

that he sees his alteration  
had to avoid a report  
from the process that  
time difficulties have been  
occurred before proceeding  
with the two letters

Am to

EAST AFR. PROT.  
7553

7353  
MAR 12

Smith B.S.

Date  
1912

11 Feb.

of previous Paper.

5741

Railway Advertising

Submit explanation of heavy excess during  
1911-12. Inquired as to amount allowed  
for 1912-13.

Copy sent to 1 Adm. 9/28  
copy down in 181 24 April 1913

Mr Butler

Not a very satisfactory letter. I do  
not seek to what Mr. Curran's letter  
of 15 Aug 1911 has to do with it  
his longwinded was informed of his  
"change of policy" long before the beginning  
of the financial year 1911-12 and should  
have cut his cloth accordingly.

Ask him to state the exact  
amount by which he now estimates  
that he is over allotted for 1911-12 with to

of subsequent Paper

8180

\*

over scheduled; and, as for the future,  
I'll have that £500 has been ~~estimated~~  
provided in the Sale for 1942 is for  
taken to them in advertising the Railway,  
and that can be taken to spread  
this sum over the whole year.

And has a copy of the L.C. for 1942.  
H.B. 18/3

~~Mr. P. D. King~~ Sir G. Fiddes

2/18/3

March 18

H. J. H.

18/III

\* I would not say this as it is endorsing in  
advance an offer which he doesn't say he  
has committed.

Alone 19

THE UGANDA RAILWAY.



G O  
7553  
MAR 12

TELEPHONE NO.  
GERARD 6624  
TELEGRAPHIC ADDRESS  
CISIVEL LONDON

DEWAR HOUSE,  
HAYMARKET,  
LONDON, S.W.

To The Under Secretary of State,  
Colonial Office,  
S. W.

Monday,  
March eleventh,  
Nineteen twelve.

Sir,

In reply to yours of December twenty eight, No., 40713, relating to the expenditure of the £500 allotted. I beg to state that the Coronation which attracted many visitors, offered an unprecedented opportunity for advertising; and in taking advantage of that, and the numerous Exhibitions, accounts in a degree for the money being spent more quickly.

Then the change of policy: that of exploiting British East Africa from an agricultural point of view, and inviting settlers, increased the business of this office most amazingly.

The enclosed copy of a letter of Mr Currie's to the Crown Agents will explain itself.

I am extremely anxious and should be grateful for information regarding the coming year, as my method of distribution requires the renewal of many contracts at the conclusion of the present month.

Your obedient servant,

*D. L. Longworth*

refs.

Copy of a letter from the Manager of the Uganda Railway,  
to the Crown Agents.

Dated 25th. August 1910.

Gentlemen,

I have the honour to state that His Excellency  
the Governor has decided that in future all "Posters"  
designed with a view to advertising the Uganda Railway  
should also refer to the agricultural attractions of the  
East Africa Protectorate.

Will you please inform Mr. Longworth and ask  
him to bear this in mind when designing new Posters.

Any new issues of the Railway Hand Books should  
also contain references to the agricultural possibilities,  
and materials for this are being collected and will be  
sent to you in due course. On receipt I shall be much  
obliged if you will hand them over to Mr. Longworth and  
in the meantime no new issue of Hand Books should be made.

I have the honour to be,

Gentlemen,

Your obedient servant,

(Sgd.) Herbert Currie.

Manager,  
Uganda Railway.

O.D.  
MAR  
1912

7553 Lat

395

21 March 1912

Dear Sir

I am etc to ask the

DRAFT

J. S. Longworth Esq

receipt of your letter of the  
16th of March relative to  
the Expenditure of the

MINUTE.

Mr. ~~1875~~ 20/3

Mr. Read 20

Sir G. Fiddes.

Sir H. Just.

Sir J. Anderson.

Lord Emmott.

Mr. Harcourt.

sum of £500 provided  
for advertising the Uganda  
Railway for the year 1911-12.

2. As regards the  
closing ~~1911~~ financial year

I am to inform you that  
£500 has been

provided in the Estimates  
of the 1912-13

for 1912-13 for expenditure  
on advertising the Railway.

Copy to 1 April 1912  
Copy to 181 April 1912

5/6 10/11