

EAST AFR. PROT.
UGANDA
15061

C. O.
15061
25 APR 14

Agency of Br. Africa
& Uganda Ltd.

Interview.

1914

23 Apr.

Last previous Paper.

M.I. 12542.

Request, at an early date to submit
Scheme for advertising the Protectorates in
London & to discuss question of representation
of the two Prot. at forthcoming exhibition at
Birmingham.

~~Mr. G. Fettes~~ Mr. G. Fettes

See minute on M.I. 12542 p. 4.
? ask: receipt - say that at an
interview wh. Capt. Riddell had
with the Asst. U.S. & members of
the E. A. Dept at the C.O. on 7th
April he was imp^d definitely that
the B.P.S. sh^d not accept the
suggestion that the Gov^t. of the
E. A. P. should employ the British
East Africa Investment Co. Ltd^s
for purposes of advertisement in
this country - & say that B.P.S.
regrets that he cannot see his
way to reconsider that decision
within

Also 1 margin
copy sent for the 60 cans
copy sent for the 265 y.

Last subsequent Paper.

16717

either in relation to the Co. just
mentioned or any other Co. with
financial interests in E.A. - & as
to (c) of their letter say that

the Govt. of Cal. is arranging for
an exhibit at the International
Cotton Linn & Tropical Products
Exhib. but that the Govt. of
Yonkers will have no exhibit.

& that as
interests
therefore
no unconf
purpose

ACCP

27/4/14

H. J. B.

27/4/14

P.S. 28.4.14.

E 28.4.14.

at once

THE AGENCY OF BRITISH EAST AFRICA & UGANDA LIMITED.

C. O.

15061

25 APR 14

DEWAR HOUSE

HAYMARKET

LONDON.

296

23rd April 1914.

To the Under Secretary

To the Colonial Office.

Sir,

We the undersigned representing the above Company, the Association of British East Africa & Uganda, and the general trading interests of these two Protectorates through the big merchant houses and steamship lines, have the honour to request that you will lay before the Rt. Hon. the Secretary of State for the Colonies this our application for an interview, to enable us (a) to place before him a scheme for co-operation as regards advertising the two Protectorates in London, (b) to arrange if possible, a means to avoid the overlapping of advertising as between the Government and the business interests of the Protectorates. We enclose the basis of the scheme which we submitted in person to H. B. the Governor. This scheme was fully discussed and received the support of H. B. the Chief Secretary, the Land Officer and the Manager of the Uganda Railway.

(c) To obtain from the Secretary of State a statement of his policy as regards the exhibition of the two Protectorates at the forthcoming exhibition of Tropical Products at the Agricultural Hall at Islington in June.

As regards Clause B. we understand that the arrangements made by H. B. the Governor of British East Africa have been cancelled and that the Exhibition of Tropical Products arranged by H. B. the Governor of Uganda have been vetoed altogether.

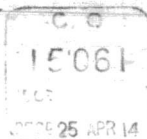
As we represent large business enterprises in the Protectorate many of which are being held up pending the ratification, alteration, or refusal of H. B. the Governor's recommendation we would respectfully request that an interview to discuss these points may be accorded us, at the earliest opportunity convenient to H. H.'s Secretary of State.

We have the honour to be

Sir,

Your obedient Servants.

Widdowson Cap^v
Cannock



NAIROBI.

January 26th 1914.

SIR,

The British E.A. Investment Co., was formed last year in London and is a Registered Limited Liability Company. Its objects are:-

The attraction of Settlers and Capital to British East Africa.

The dissemination of all available information, vide pamphlets, with regard to land, agricultural conditions, methods of growing and shipping produce.

In fine - all those objects which in many of the Colonies are undertaken by an Agent General's Office.

The Company has now rented Office at 168 Piccadilly (present premises of "The Car" vide photo enclosed) which Offices will comprise the whole of the ground premises, including a show-room and shop-front, and also large additional office space in the basement.

The Manager of the Company is Capt. G.H. Riddell M.V.O. and Mr. H. Oakley Smith is Secretary, with a suitable staff.

The British East Africa Investment Co., is desirous of submitting the following business proposition to H.M.'s Government in the Protectorate.

1.

1. THAT the Government should subsidise the Company to the extent of the amount at present expended in the advertisement Office of the Uganda Railway at Dewar House.

2/ THAT the Company take over the services of Mr Longworth at his present, or some other agreed salary. Or 299
alternatively that Mr. Longworth be paid direct by the Government.

3. THAT the Company provide Mr. Longworth with accommodation in their Offices, in which we shall work exclusively for the Uganda Railway under their direction. Or alternatively that he shall work directly under the Government.

4. THAT the Company shall advertise, according as the Government may direct, all auction sales of unalienated lands, and shall further supply all enquirers with every available information in this connection.

5. THAT the Company shall keep and distribute through their office all the information and memoranda that the Government may desire.

6. THAT should Capt. Riddell's position as Manager at any time fall vacant, the approval of the Government to any new appointment be obtained.

7. THAT the Company give prominence in their Showroom to all such maps, pictures, photographs, samples, etc., that the Government may desire.

The Company submit to E.M.'s Government that the latter would obtain the following very substantial advantages from the proposed arrangement:-

:- a. AT their present expenditure they would obtain in lieu of the present somewhat inaccessible and out of the way offices, a ground office in the very centre of London. 300

b. IN addition to equally commodious premises they would obtain the advantage of a magnificent showroom and shop-front.

c. IN addition to the work at present done in their own Office they would obtain the best form of advertisement for their sales of unalienated lands, and the free services of an expert adviser in all questions arising thereon, which prospective purchasers might bring.

d. IT is submitted that co-operation in this matter between H.M.'s Government and prominent Settlers and business men is in itself a desirable event from both sides.

We venture to hope that the above, or some similar proposition may be favourably considered by H.M.'s Government.

I have the honor to remain,

Yours faithfully

(signed) Cranworth

for

The British East African Investment Co.

W.A. / 15061 East Africa }
upwards }

301

Ans'd: 16/7/14

DRAFT.

The British East Africa Investment Co. Ltd

1 May 1914

Gentlemen
My Lord.

MINUTE.

- Mr. ~~Adair~~ 29/4/14
- Mr. ~~Adair~~ 29/4/14
- Mr. ~~Adair~~ 29
- Sir G. Fiddes. 30
- Sir H. Just.
- Sir J. Anderson. 30
- Lord Emmott.
- Mr. Harcourt.

Copy for C.A.P. 6/5 can be sent
Copy for Uganda 26.5 of 29 June 14 16/7/14

I am etc. to ack: the receipt
of your letter of the 23rd of April
requesting an interview with
the S. of. to discuss a
scheme for co-operating
regards advertising the
E. Africa upwards Ptes in
London between the Govt.
& the business interests of
the Ptes.

2. Reply later to
state

state that at an
interview which Captain
G. H. Kiddell had
with the Assistant Under
Secretary members of the
E. African Dept. at the
C.O. on the 7th of April
he was inf. definitely that
the S.P.S. could not
accept the suggestion
that the Govt. of the E.A. I
shd employ the British
East Africa Investment
Co. for purposes of
advancement in this
country.

3. Mr. H. reports that
he cannot see his way
to consider that
decision either in
respect of the British

E. A. Investment Co. or
any other Co. which may
have financial interests
in E. Africa, & in their
view an interview ^{would} ~~was~~
serve no useful purpose.

4. With regard to
~~the~~ the further point which
you desired to raise
at the interview, viz.
a statement of the S.P.S.'s
policy in respect of
the representation of the
E. Africa or Uganda
Boas at the forthcoming
International Cotton,
Fibres & other Tropical
Agricultural Products & Allied
Industries Exhibition,
I am to inf. you that

~~That it has been decided~~
that the Govt. of the East
~~will~~ is arranging for an
exhibit, but that the
Govt. of Uganda will have
no exhibit.

(Signed) H. J. READ.

For the Under Secretary of State.