

EAST AFR. PROT
Uganda.
16717

C. O.
16717
REC'D
Regd 7 MAY 14

27/10

British East Africa
Investment Co. Ltd.

1914

6 May

Last previous Paper.

No. 15061

Scheme for advertizing E.A.P. & Uganda.

Submits further representation regarding
position & objects of Co. & regrets Co. decision.

W. B. Stanley.

The talk about non-representation
need not trouble us much: the matter
is now really in the hands of the
local people who started the
agitation.

Now am I clear that all this
advertizing is really necessary to
the E.A.P. at this stage.

However, assuming that advertisement
is desirable, paragraph 4 may be
considered to modify to some extent
our previous objection.

That is accused by these
people of doing nothing in the way
of running a competent bureau of
info. in London: but after all these

Mr. C. 16 May 14
To Mr. B. A. Investment Co.
Cops for E.A.P. 612 cons
Cops for above desk to for W.A. 265 of 29 June 14

Next subsequent Paper.

18424

to those who spent by agents
 railway in advertisement here or in
 E.A. - there is the E.L.O. about
 think W.D. Macpherson has seen
 those papers & I wd suggest
 that in the first instance before
 replying to this that we did get
 his views

22/1/14

W.D. Macpherson

[We are sending E.S.O. particulars
 of best land sale - paper will go by air. That
 is the point on which we have been settled
 remains a keeping E.S.O. informed].

One of these people's main points is the
 advantage of a Piccadilly address over a
 Haymarket "3 pair back". I don't suppose they
 have ever heard of the Broadway, Westminster.

As to para 4, Capt. R. told us this when
 he called, & also made it clear that the
 investment to see out landowners, & that the
 numbers are; and although the pamphlet
 he showed us was cautious (more cautious
 indeed than W. Longworth's, bowdlerized
 version of it) I am not inclined to rebuke
 them to encourage to emigrate people whose
 careers will certainly come to root in
 Downing St. & not in Piccadilly.

I entirely agree
 T.C.H.

22/1/14

Mr Read
 They ignore the E.S.O. - but what is more important
 they are not aware that it is the settled policy of
 H.M.G. neither to encourage nor to discourage
 emigration. As a matter of fact there has been

Mr Read.

They ignore the Emigrants Information Office
 which publishes a pamphlet giving general information
 in regard to the East Africa Protectorate, but no
 pamphlet in regard to Uganda: this because the enquiries
 regarding - Uganda - which is certainly not a country
 for the ordinary British settler - are not sufficiently
 numerous.

The enquiries regarding these two Protectorates
 which reached the Emigrants' Information Office last year
 numbered about -

East Africa Protectorate	personal	108
Uganda Protectorate	personal	33
East Africa Protectorate	written	92
Uganda Protectorate	written	30

I send on a copy of the East Africa Protectorate pamphlet
 which wants early revising (see my despatch on 27685 and
 my further minute on that paper). It will be seen from
 pages 16 and 17 that the pamphlet makes it plain that any
 one who goes out with a view to farming should have
 £1000 clear in addition to his travelling expenses etc.
 The country is therefore not suited for the ordinary
 British emigrant without capital. Again this Company
 does not appear to be aware that it is the settled

policy of His Majesty's Government neither to encourage
 nor to discourage emigration. As a matter of fact there
 has been a distinct growth during the past year or two
 of the view - which has always prevailed in some quarters
 that emigration should be actively discouraged.

It is true that the Dominion Governments do
 spend a lot of money in advertising the Dominions in
 this country, but His Majesty's Government do not subsidise

dise them, as they have been asked to subsidise the British East Africa Investment Company. On the contrary they do their best to counteract exaggerated advertisements by issuing from the Emigrants Information Office plain and unvarnished statements respecting the Dominions (and the Colonies and Protectorates which are suitable for emigrants): and if anyone overcolours the picture and induces people to emigrate by false information, there is the Merchant Shipping Act which can be and has - in the recent Argentine case - been set in motion.

In their interim report, paragraph 34, the Dominions Commissioners write "The real attractions of the Dominions..... are so great... that it is quite unnecessary to misrepresent or to overcolour the picture". This remark presumably applies also to East Africa in the case of suitable emigrants and I do not see how one can have much doubt that an agency - whose object would be to advertise - must tend to overcolour the picture.

It would be deplorable if we came to loggerheads with these people, who seem to represent some of the best settlers in the Protectorate; and I suggest that it is very desirable that the position should be fully explained to them, if this has not already been done -

East Africa - and still more so Uganda - is in the experimental stage; its suitability for white settlers is ? still unproved, and capital is essential. The Company must be given to understand this clearly.

T.C.M.

11/5/14.

Dr. G. Fiddes.

You & Mr. Riddell & I have already seen Capt. Riddell, who signed this letter, & given him to understand that there wd. be no reversal of the decision. This scarcely seems to be a case for an interview with the S. D. S. Perhaps Mr. J. Anderson or Lord Sumner wd. see the rep^y of the Co.?

H. J. R.

11/2/14

P.T. 11.5.14

Lord Sumner.

Will you see him?

H. 12.5.14

Mr Harcourt

I can sit in a chair & listen to what they have to say. It is not desirable to add to any friction existing but I confess I still strongly suspect the motive is a land boom & that is the worst possible thing for the E. A. P. at this stage.

E 12.5.14.

I should be grateful if you could see him.

H. 12.5.14

P.T.O.

Mr. Read
If before Whitsuntide 19th, aft^r 20th
21st, 22nd 26th or aft^r 27th are
all ~~free~~ available. Otherwise from 10th
or later.

E 13.5.14.

Lord Emmott

Any time on the 22nd or 26th
w^l suit me.

H. J. R.
14/V/14

Mr. Read
Offer 12 0^c or 30^c either day please
E 14.5.14.

Mr. G. Fildes.

339

On the 23rd of May Lord Emmott had an inter-
view (at which I was present) with Lord Cranworth, Lord
Arthur Hay, and Captain Riddell, who explained that
they were anxious to advertize the Protectorate with a
view to attracting settlers in greater numbers and of
better quality. Apart from the question of Government
subsidy their chief points were

(a) Mr. Longworth might be adequate as advertizing
agent for the Uganda Railway but that he was ^{quite} inade-
quate as advertizer for the Protectorate generally,
because his personal knowledge of the country was
limited and out-of-date.

(b) The pamphlet of information regarding the
country issued by Mr. Longworth was misleading and was
really a rechauffée of a pamphlet written by Lord
Cranworth, minus all the passages which placed the
country in an unfavourable light.

(c) It would be a great convenience if Mr.
Longworth and their agency could be under one roof.

(d) At present it is impossible to give persons
in this country accurate information regarding dates of
the Government sales of land, and regarding the nature,
position, &c., of the land itself, with the result that
many good settlers are lost to the Protectorate.

(e) They were not out for hoodle and were willing
to submit to any restrictions which the Colonial Office
cared to impose.

Lord Emmott gave a non-committal reply and
promised

regard to (d) he thinks that something can be done here and, personally, he sees no objection to our obtaining the desired information and communicating it to the Company or to any other agency which would be likely to bring it to the notice of intending settlers.

H. J. D.

13/VL/14

Sir Henderson

Granted that W. Longworth is inadequate, my objection to letting in these people - directly or indirectly - is the same as ever.

(c) is the true mind of the thing and after reading I am opposed to it.

And for the rest I submit that C.A.P. is not suffering from want of

attention that we are getting better
 price in fact as we can provide for
 them

P.S. 15. 6. 14

I agree with Mr. Redden to have Mr. [unclear] in the same building would only mislead the public.

14. 15. 6. 14

P. T. O.

In part the big land
 was cannot get
 own price fast
 enough for these
 plus high cost
 etc.

By some mischance for which I must be to blame I do not remember having read Mr Reads last two paragraphs before, altho I certainly read the rest. The matter is of no importance, however, for I have only to alter the emphasis on one or two points.

My idea as to (a) & (b) was to bring the statements to the notice of the Govt & ask if they desired change. I took the advertising to be their "show" rather than ours.

As to (c) I certainly sh^d mention the matter to the Govt; but ~~certainly~~ without pressing it in any way. I admit the difficulties

On (d) I have a more definite opinion. I understand that there is a feeling of some strain between the white settlers & Govt. Contemptuous rejection of all their proposals is just the way to add to the feeling if it exists. I imagined it was to tone down asperities rather than augment them that I was asked to see these gentlemen. No more than Sir G. Fiddes & Sir J. Anderson am I keenly desirous of exploiting the C. A. P. too quickly; but if promising to realize notices of land sales available to ~~them~~ ^{by the Govt} & others interested in the country (for we must treat all alike) is to be ^{by the previous minutes} ~~refused~~ ^{refused} on the grounds given, ~~no good will be done & a good deal of annoyance will be caused.~~ ^{no good will be done & a good deal of annoyance} It seems to me a point of minor importance on which we ought to meet them.

I agree with A. Gannote

By some mischance for which I must be to blame I do not remember having read Mr Reads last two paragraphs before, altho I certainly read the rest. The matter is of no importance, however, for I have only to alter the emphasis on one or two points.

My idea as to (a) & (b) was to bring the statements to the notice of the Gov^t & ask if they desired change. I took the advertising to be their "show" rather than ours.

As to (c) I certainly sh^d mention the matter to the Gov^t; but ~~certainly~~ without pressing it in any way. } Admit the difficulties

On (d) I have a more definite opinion. I understand that there is a feeling of some strain between the white settlers & Gov^t. Contemptuous rejection of all their proposals is just the way to add to the feeling if it exists. I imagined it was to tone down asperities rather than argument - then that I was asked to see these gentlemen. No more than Sir G. Fiddes & Sir J. Anderson am I keenly desirous of exploiting the C. A. P. too quickly; but if promising to make notices of land sales available to ~~them~~ ^{the Gov^t & Co} & others interested in the country (for we must treat all alike) is to be ~~definitely~~ ^{by the previous minutes} refused on the grounds given, ~~by them~~ ^{no good will be done & a good deal of annoyance} ^{will be caused} it seems to me a point of minor importance on which we ought to rest there.

I agree with L. Gummote

6.10.6.11

British East Africa Investment Company, Limited.

341



EAST AFRICA HOUSE,

168, PICCADILLY,

LONDON.

May 6th, 1914

Sir,

We have the honour to acknowledge receipt of your letter of the 1st. inst., and note the rulings therein contained.

We beg to call your attention to the following facts:-

- a) That representative deputations of settlers have twice visited the then Governors of the B.E.A. Protectorate during the last three years to invite the Government to formulate and promote some scheme for the adequate advertisement of the two Protectorates in London on the lines of the other Colonial Agencies.
- b) That these deputations understood from their Excellencies that the main objection to this being done was not lack of sympathy, but lack of funds.
- c) That, having regard to the urgent necessity in the present state of the development of the two Protectorates for a competent Bureau of information in London, and to the fact of the Government being unwilling to act, a combination of big landed and commercial interests was founded under the title of the B.E.A. Investment Co. Ltd. to act in this capacity.

British East Africa Investment Company, Limited.

EAST AFRICA HOUSE,
168, PICCADILLY,
LONDON.

342

191

This combination when formed and established approached His Excellency in B.E.A. on terms already known to you, and received his unqualified approval, and we further understand he wrote favourably to the Colonial Office as regards his desire to co-operate.

We wish it to be clearly understood at the Colonial Office, and to this end we write this letter, that this concern, although it is a limited liability company, in order to facilitate the ordinary course of business, and to limit the liability of its subscribers, has not as its ideal the paying a dividend to its shareholders who are all agreed that any profit that may be made, after the present expenditure is covered, will be used for additional advertising, and we are willing, if invited by the Colonial Office, to enter into any undertaking required to this effect as a basis of negotiation.

We regret extremely that the Rt. Hon. the Secretary of State for the Colonies does not see his way to grant us an interview to discuss matters which are of the utmost importance to the welfare of the white settlement in the two Protectorates, and we wish respectfully to point out that while we are as a white community governed without representation, directly from the Colonial Office, we

British East Africa Investment Company, Limited.

343

EAST AFRICA HOUSE,
168, PICCADILLY,
LONDON.

191

have no other course open to us except to appeal to them for a hearing in matters which vitally affect us.

If such requests from responsible quarters among the white settlement are refused it must inevitably lead to a widening of the breach between the unofficial and the official classes in the Protectorate, the closing of which has been the aim and object of both sides during the last few years.

We have the honour to be

Sir

Your obedient servants,

For British East Africa Investment Co. Ltd.

H. Pittall. Capt.

The Under Secretary Of State,
The Colonial Office,
Downing Street,
S.W.

C
R. 16 MAY
D. 1914

Ms. 16717/1914

Uganda

344

16 May 1914

Ans'd 18/4/27.

Sir Gentlemen,

I am directed by Mr Secretary Harcourt to acknowledge the receipt of your letter of the 6th of May and to inform you that Lord Emmott will be pleased to see ^{your} ~~the~~ representatives of the B. E. A. Investment Co. of your company on the subject of your proposals for the advertisement in London of the E. Afr. & Uganda Protectorates

DRAFT.

Captain G. H. Riddell
British East Africa
Investment Company, Limited.

MINUTE.

- Mr. Harper 15/5/14
- Mr. Postleby 15.5.14 f.
- Sir G. Fiddes.
- Sir H. Just.
- Sir J. Anderson.
- Lord Emmott.
- Mr. Harcourt.

at 12 o'clock or 3 o'clock on
either the 22nd or
the 26th of May.

2. I am to
request you to furnish
an early reply stating
which day and hour
is chosen.

M. 1 / 1677 East
Uganda

345

[Signature]

DRAFT.

The British East Africa
Investment Co².

29 June 1914

Gentlemen.

MINUTE

- Mr. *deed* 19/6/14
- Mr. Read 23
- Sir G. Fiddes. 24
- Sir H. Just.
- Sir J. Anderson. 25 (1677/114)
- Lord Emmott.
- Mr. Harcourt.

With ref. to the letter
from this Dept. of the 16th
of May, I am etc. I
to inform you that he
is now in communication
with the Gen. of the East
on the subject of the
~~proposals~~ statement
which you
submitted with regard
to advertising the East
Africa & Uganda Pts. in

provision

(+ visit from
our staff)

this country. At
your interview with
Lord Emmott on
the 25th of May.

insert at x
above

2. A further letter
will be sent to you when
a reply has been received
from the Gov of the East

2

U.D.
R. 25 JUN
D. 1914

M. I. / 16717

Cap
Wanda

346

DRAFT.

East No. 612

Ans 30829

Gen. Sir H. C. Bellfield

29 June 1914

MINUTE.

- Mr. Read 23
- Mr. Sir G. Fiddes 24 (11/25/14)
- Mr. Sir H. Just.
- Mr. Sir J. Anderson 25
- Lord Emmott.
- Mr. Harcourt. 20

Li.

with of my Dis. No 321

of the 3rd of April last, I have
the honor to inform you that
I have been in communication
with the British East Africa

From B.E.A. Investment Co. 23/6/14
15061/14

To ditto 1 May
15061/14
From ditto - 6 May
16717/14

Investment Co. Ltd. since
writing that Dispatch, on
the subject of the advertise-
ment of the E. Africa &
Wanda plc in London.

F to Wanda
herewith

Copy for Wanda 29 June 14

I enclose a copy of the
letter from the Co.
correspondence with

with the Company prior
to an interview which.

Lord Cranworth, Lord Arthur
Hay & Captain Riddell
were granted an interview
on the 23^d of May.

2. I understand that the
Company desire to advertise
the E. African Ptes with a
view to attract settlers in
greater numbers of
better quality. Apart
from the question of a Govt.
subsidy, the chief points
which they made were
the following:-

(a) Mr. Longworth might
perform adequately the
duties of advertising agent
of the Uganda Railway,
but he is in their
opinion quite unable
to advertise the Ptes

generally, because
personal knowledge of the
Country is limited &
out of date. ... 347

(b) The pamphlet of
info. issued by Mr. Longworth
is said to be misleading,
being in fact a
summary of a pamphlet
written by Lord Cranworth
with the omission of all
the passages which place
the country in an un-
favourable light.

(c) It would be a
great convenience if
their agency & that
of Mr. Longworth could
be housed in the
same building.

(d) At present it
is not possible to give

persons in this country
accurate inf. regarding
date of the Govt. sales of
land & the nature, position
etc. of the land itself, with
the result that many good
settlements are lost to the Govt.

(c) The Company do not
^{aim at}
~~wish to~~ making money &
are willing to submit to
any restrictions which the
Colonial Office ^{may wish} ~~could~~ to
impose.

3. Have already inf.
you in my dis. referred to
above of the objection
which I feel to any
partnership between the
Govt. & a private company;
but I am naturally
willing to refer
it to careful consideration

any proposals which may
be submitted by
the unofficial population
for cooperation with
the Government, in the
first instance I should
be glad to receive your
observations on the ~~first~~
three points lettered
(a) (b) and (c)

above, & in particular
to be informed whether
^{Govt.}
you wish to make
any changes ~~in~~
the advertising arrange-
ments ~~now~~ now in
the hands of Mr.

Langwith. With
regard to (d), I am of
the opinion that
~~if~~ ^{if} the matter could
be

DRAFT.

MINUTE.

Mr.

Mr.

Sir G. Fiddes.

Sir H. Just.

Sir J. Anderson.

Lord Emmott.

Mr. Harcourt.

be arranged without
difficulty, it will
be desirable to try
to meet the wishes of this
Company or any other
agency which may be
interested in E. Africa
by communicating to them
full info as to forthcoming
land sales.

4. I may add that
I gather from the E. African
press that there is a
movement on foot in the
Mta for the establishment
of an Agency-General or
Joint Institution for
E. Africa, with Mr. Geoffrey
Williams as Agent General;
I also understand
that

(Lead
79th)

that Major Leggett is
inclined to start an
~~similar~~ agency of this
nature. You will no
doubt bear this in mind
when replying to this
dispatch, as it is
obviously important
that if the Govt. should
decide to cooperate
in any way at all with
the unofficial population
in this matter, care must
be taken to favour no
individual or organisation
at the expense of
others.

5. I am sending a
copy of this conveyance to
the Prof. of Uganda
for his info.