

EAST AFR. PROT.
57/11

C.O.
5744
REC'D
RIG 24 12

rnor 74
uard
Date.
912
January
Previous Paper.

RAILWAY ADVERTISING

States as to the good work done by Mr Longworth. Considers that a place should be found for him in any scheme which may eventually be decided upon. Thinks separate office should for the present at any rate be retained.

40713/11

Mr G. Fiddes
Concern in the view expressed in the last para: - I send copy to Mr Longworth to the C.A. for info. 27/11

H. J. R.

29/11

Mr Read

1. What does correspondence mean in last para?
2. The hand and 40713. - Some things wrong again with our machinery for annex?

W. 1/3

Mr Muller

Re Mr G. Fiddes' letter

Previous Paper

4563

L/300 is provided in the 15/11/12 estimate under the Railway Act for Advertising.

Of this, \$200 goes to longworth on salary, &
\$200 to expenses of advertising; the rest
presumably is spent locally. The same amount
of \$1200, is provided in the 12.13 draft bill
and I presume that it is intended to
spend it in the same proportions.

Act 2; please see Mr. Nathan's recent article.)

A remainder should be addressed to his agent
immediately.

13B 4/3

W. B. Smith, Esq. J. F. Fiddler

As to (1), in the absence of any
definite plan for a bureau run by the
C.A., we cannot tell whether it would
be possible to effect any saving on the
provision of \$1200 if the C.A. did the
advertising instead of Mr. Longworth.

13B

March 4

H. J. K.

4/11

at once W. J.

↓ other
fuller
whether
advertising
be equal
effectiveness

W. Bate

Can you give an
Explanation of Lu. 2. Address

Query no 2

#315 $\frac{2}{3}$

W. Bate

This paper was duly
noted for remembrance more than
a month ago, but the bundle
was in circulation with the

African papers resp. proposals
for Railway advertisement
bureau in London, & was not
available although several
enquiries & searches were made.

I eventually recovered the papers
from Paul Sept. on the 27th of
Sept. & immediately minutes for
reference (v. ship. att. to 40713)

Chiff.

2/3

GOVERNMENT HOUSE
 NAIROBI,
 BRITISH EAST AFRICA

EAST AFRICA PROTECTORATE

January 31st 1912

No. 74

Sir,

With reference to your letter No. 641 of November 3rd last, I have the honour to say that I still hold his opinion of the work done by Mr. Longworth in advertising the Uganda Railway and I think that a medal should be found for him if any are ever awarded to be decided upon.

2. Mr. Longworth has been very successful in obtaining publicity for the railway and places of popular resort throughout the world which he represents. He is energetic and well liked personally and his office in the Haymarket is centrally situated and has become quite a rendezvous for persons seeking information about East Africa. I do not think that anything approaching the same results could have been produced by any one else for an equivalent expenditure, nor in my opinion would an office in the city be of nearly so much use as one in the West End for tourists and sportsmen.

3. Other Administrations possessing Government Railways which might attract tourist traffic

as

THE RIGHT HONOURABLE

LEWIS HARCOURT, P.C., M.P.

SECRETARY OF STATE FOR THE COLONIES,

DOWNING STREET, LONDON, S.W.

as for instance the Sudan, have found it desirable to have separate offices and I think we should be well advised to retain ours at any rate for the present.

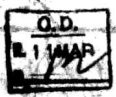
I have the honour to be,

Sir,

Your humble, obedient servant,


GOVERNOR.

Qw 5741.12 357
EAP



13 March 1912

DRAFT.

EAP
no 423
OAG

MINUTE.

- Mr. Kennal $\frac{9}{3}$
- Mr. Butler
- Mr. Fiddes.
- Sir H. Just.
- Sir J. Anderson.
- Lord Emmott.
- Mr. Harcourt.

Sir,

I have to ack the receipt
of Sir P. Girouard's Desch no 7th
of the 31st of Jan & to inform
you that I concur in the
view ~~which~~ ^{to be effect} expressed in
the last para. that it is
desirable for the present to
retain a separate office for
advising the War Office
that

Copy to March 1912

to C. here with