

DOMESTIC

EAST AFR. PROT.
No. 29152

C. O.
29152
REC. 5 AUG 07

Name of Individual
August 29
1907
13 Aug.
Last previous Paper.
C.A.
25393

(Subject)

Advertising of advantages of Br. R. Afr.

Submits proposals for, including his appointment as advertising agent & the opening of an office in London for the Alganda Ry.

(Minutes)

Mr. Antikors See also C.A. 25393
I have had 2 or 3 interviews with Mr. Longfellow, chairman of the latter of advertisements for the general manager of the East African R.R. has strongly supported the project in the recent Nairobi incident, & seems to be doing his best to assist the development of the Proj. I am all in favor of advertising the Railway and then to do at present. Quite recently I had a visit from an American who was anxious to make the round trip of the Railway & then to the Nile but he had been unable to get any info. in N. York on the subject & did not know where to go for it & looked

Copy to Mr. 48 29 Aug 07
Copy to Mr. 18 29 Aug 07

Work on subsequent Paper

we can develop some sort of a tourist
traffic it will help the Post along
in these hard times.

Mr. Stanley has an illustrated guide book
of the Wagon R.R. (copy sent) & some
hundreds of copies have been handed over
to Cook's. Mr. Langford has some framed
pictures of the Wagon R.R. at Cook's
Office & with painstaking energy, several
were hanging there in the Wagon R.R. Office,
the public rooms of hotels & other places
where they were likely to be seen. He
counts on them, I think rightly, that the
book is a bad shape & looks more like
a kindergarten work than anything I
have seen. It is a guide book taken on the road
the style of the book is his letter, but if
possible of a more artistic design. He
also suggests that the posters might be
replaced by the Wagon R.R. might
be an improvement on those for the
Wagon R.R. & Wagon R.R. of which are
attached. I do not know whether any
commercial arrangement could be made
with the Wagon R.R. Company in the
country - possibly in Canada, America,
or even for the display of posters of the kind
at their railway stations, but an extensive
advertisement of the kind would probably
help matters along.

I would send copy of the
the specimen guide books & put
to the front & say that it would seem
desirable to advertise the railway
more fully & ask him to consult
the General Manager on the subject
- & the concern sent copy of
CA # 574 with copy of 24393
3503

& ask whether he wishes a
of having a French translation
of the guide book for distribution
in January & America & a French
translation for France - & suggest that
the book should have a more artistic
and a lot of illustrations
give better for the pocket work
with illustrations that will
the price to suggest.

27/8

113/1
24/8

without
the -
as to be got out
low form
rather than
some of the
240 -
number had
future copies
to avoid any possible falling

also of the 210 handbooks which
might result from
free distribution.

If anyone, & especially a
foreigner, is interested by the
information ^{given} about the Railway
in the present handbook, he
will certainly want further
inf= about the country
generally & it would be
a lot of correspondence
the guide combined. ~~but~~
simple inf= under both these
heads.

? suggest this - the 84 to the 50-

1882

I think that it would
be better to keep the
two questions distinct
for the present. Until
the prospects for ^{and} white
settlement have improved we
do not want to advertise
the country too freely. The
risk of loss of traffic we may
safely try to attract
at once.

G. V. R.

the text
with the foot
the night
names
expression
reader
not so
a French
German

H.M.S.

[Handwritten signature]

[Handwritten signature]

29152

REC'D

SO. COCKS & HUNTER 07

S.W. 106

13th August 1907.

To His Excellency The Under Secretary of State for the Colonies,
Colonial Office, London.

Sir,

The writer was from 1893 to 1904 editor of the
Cairo Journal "The Sphinx", and was in a great degree responsible for the
popularity of Cairo as a health and pleasure resort. The past two years
of time and attention have been devoted to establishing "The Globe
Trotter" a journal published in Nairobi and whose policy has been that
of Guide, Philosopher and friend to the settlers in British East Africa,
a new and hitherto little known country. With my individual efforts
I am dissatisfied owing mainly to the lack of sufficient means to carry
out my ideas in connection with the Bureau of Information which I have
conducted for two years at a personal loss and I beg to ask the attention
of the recipient of these lines to the urgent necessity of giving pub-
licity to the advantages offered by British and virgin soil to prospec-
tive settlers, big game hunters, and the numerous travellers in search
of unbroken paths. As a suggestion as to methods I have not wish to offer
that is new or original, but consider it sufficient to refer to the
lines of the Union Pacific, Canadian Pacific and other famous lines some
of which can be compared with the Uganda Railway which, as an attraction

the best is that superior in most respects.

I beg to annex (No 1) an approximate estimate of the proposed expenditure, together with specimens of lithographic work and reading matter, the distribution of which I will take upon myself.

I propose to be known as Press or Advertising Agent for the Uganda Railway & nominal salary, to be increased according to the progress made in British East Africa. The privilege of using the Government printing Office in Nairobi at odd times would be an advantage, enabling me to write from time to time articles in newspaper, in pamphlet form for universal distribution.

I would venture to suggest the establishing of an office of the Uganda Railway in London which would supply information relating to British East Africa, supplemented by such facts as would naturally be referred to the office by myself and others. Such an office would be equally desirable in the event of British East Africa being represented at the forthcoming Franco-British Exhibition - I should be pleased and very glad to take an active part in arranging for a creditable representation of this strange Colony - British East Africa.

The latter amount of money spent in giving publicity to the Uganda Railway is having a telling effect on their competitors in the East, and on the other hand, retaining the progress of British East Africa - a result which I can only attribute to the enterprise of the British South Africa Company.

For me to swell up, or draw out, or otherwise between the two countries would be disastrous in the extreme, as people are interested

are familiar with recent official reports, which are trepitious to
British East Africa.

Your obedient servant

D. G. Longworth

ANNEX No. 1.

Proposed expenditure £1000 (one thousand) to be included in General Publicity, to cover a period of one year and to be apportioned as follows:-

40,000 Copies of Booklet similar to the enclosed, Say.....	£250.
6,000 Posters of three special designs similar to the enclosed, Say.....	£125.
For expenses entailed in obtaining interviews and articles, review of the booklet in the Press, etc.....	£75.
For printing of the above for judicious distribution, Say.....	£50.
For advertising in a few well-selected mediums, Say.....	£125.
Postage and forwarding expenses, Say.....	£125.
Cost of proposed distribution and exhibition of booklets and posters, Say.....	£175.
Incidentals.....	£75.
	<hr/>
	£1000.

Annex No. 2.

The question of the opening in London of an enquiry and information Bureau for British East Africa and of the Uganda Railway with an exhibition to show the products of the country, etc., etc., is mainly one of rent. It would be useless to open such an office in a wide street. But arrangements could possibly be made with one of the big Companies who have premises near in Cockspur Street, which would allow of a proper representation and window exhibition; costs including counter room, clerks' services, light etc., etc., for say £1000 per annum.

29152

2AD

111

Yndy 28 August 1917

DRAFT.

D. G. Longworth Esq

Sir

I am directed by the Secy to acknowledge the receipt of your letter of the 13th inst. and to acquaint you that his L^{ship} has referred the question of converting the

MINUTE

- Mr. Lamb 23/8
- Mr. Bland 23
- Mr. Just.
- Mr. Andrews
- Mr. Cox.
- Mr. Lucas.
- Sir P. Hopwood
- Mr. Churchill.
- The Earl of Elgin

the resources of the Vg. Rly. & E. A. to the Govt. of the 2AD for his ~~own~~ ^{conson} ~~conson~~

See further minute

23/8
23/8

etc
WJ

L
29152

E.A. Prot

112

(Handwritten mark)

29 Aug 1907

(Handwritten signature)

29 August 1907

DRAFT.

E.A. Prot 4/17 2-476
Gov^t

Sir

MINUTE.

- Mr. Lamb $\frac{23}{9}$ *(initials)*
- Mr. Peas 23 *(initials)*
- Mr. Just.
- Mr. Antrobus.
- Mr. Cox.
- Mr. Lucas.
- Sir F. Hopwood.
- Mr. Churchill.
- The Earl of Elgin.

2 8/16

I have the honor
to acknowledge the
for your courtesy the
accompanied copy of a letter
which has been received
from Mr. H. D. G. Langworth
making certain proposals
for advertising the
Vigantia Rfly and the
remains & prospects of
the E.A.P.

Copy to Mr. Peas 29 Aug 1907

Langworth 10 Aug 1907
Inquiring your books &
papers in SR.)

25 July 1907

25 July 1907
E.A.P. (200)
(200)
[Stamp]

It is desirable
in my opinion that the
beneficial work
by the Rfly should
be more fully advertised
than it is at present.

and with ref to my
sup n: 532 of the

2) of August 1906,
I would invite your
attention to the

enclosed copy of
comp^s with the Lt
for the Col's relation

to the suggestion that
for a foreign edition
of the Fly Hand book.

- a review

1890
1891
Col. Light 9 - Aug 1907
(25393)

3. What I longed

for on such a small
the year 1890-91
the Fly on the subject,

and ascertain from
him whether he considers
it desirable to have

an French & German
edition for circulation
on the Continent.

4. In the event,
I would suggest
that the book should
have an inner article
that it
cover, and I think be
of a size suitable for
the pocket; but
~~the present of~~

Yours