

DEPARTMENT

EAST AFR. PROT.
No. 107

11836
4 APR 08

6/4

No. 115

1908
7 Hch

not previous Paper.
9810

Railway. Advertising

To avoid delay involved in sending
for Mr. C. C. ... in England suggest
consulting ...
Copy news by ...

Keep till the 16th of April ... if
nothing has been heard of ...
then, ...

30/1
Ans'd 13 July 1897/61

... has not ...
I ask him to call.

10/5
...
...

116761

Am Ellis

nothing has been heard
of or from Mr Longworth
but the bank has
received
I shall call

Mr. Lobb

Mr. Crickshank
called this morning. but
I had forgotten about this.
As he is going north soon
you had better send a
message to the Photo Club
immediately asking him to
call you tomorrow

M. J. / 6
Tate

Governor's Office,
Nairobi,
March 9th 1908.

EAST AFRICA PROTECTORATE.

No. 115

(Incl. 1)

C. O.
11836

My Lord:

In reply to Your Lordship's Letter of 27th of January 1908, I beg to draw the attention of Your Lordship to the fact that in the event of Your Lordship's proposal to discuss the question of advertising the Uganda Railway with Mr. Cruickshank being adhered to, it would not be possible to take any steps in the matter before June and half of what is apparently considered to be the best season for advertising viz: April to July would be lost.

2. Should it be deemed desirable to consult some one having the necessary local knowledge I would suggest Commander Whitehouse or Mr. Longworth, who will, I understand, be in England about the middle of April.

3. As regards the Crown Agents' letter of December 31st to Your Lordship's Office, I have the honour to transmit herewith a memorandum by the Manager of the Uganda Railway with which I agree.

I have the honour to be,
With the highest respect,
My Lord,

Your Lordship's most obedient,
humble servant,

H.M. PRINCIPAL SECRETARY OF STATE
FOR THE COLONIES,
DOWNING STREET,
LONDON, S.W.

Mr. Currie
Mar. 6th

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In Despatch No. 75 of 24.4.1908

MINUTE PAPER.

11836

Rec'd
4 APR 08

With reference to ~~Secretary's~~ Minute Paper No. 688/1908
and minutes ① and ②.

This General has answered my letter No. 5/200
of 11.1.1908.

I agree with the General's minute. If we
wait until Mr. Cruickshank goes home nothing can be done until
and not moreover when Mr. Cruickshank gets home he will not
want to be kept in London for several weeks over this business.

As regards the Crown Agents' letter of 31st
December I am of the opinion that the object of our advertise-
ments should be to attract the tourist. The sportsman and the
settler can be left to look after themselves for the time
being. The design for the poster should therefore be such as
to catch the eye of the tourist.

I am doubtful whether the Crown Agents' propo-
sals regarding sheet posters in London will help us much but
there can be no harm in trying. I would prefer to see 6,000
posters distributed over the world through Messrs. Cook &
Son's agencies to be placed in their offices and agencies
and through their agencies in Hotels, etc. I am under the
impression that Messrs. Cook and Son being our agents are pre-
pared to do this.

The final decision as to whether small or large
posters or both should be used I must leave to the Crown
Agents to decide. They are in a much better position to con-
sult experts than I am.

As regards some one with sufficient local
knowledge and artistic taste in London I can only suggest
Commander H. Whitcombe who is I believe back in England. He
would probably be prepared to do what is required for a small

MINUTE PAPER.

With reference to _____

Yes or if Mr. Longworth's services are to be utilized he tells me that he expects to reach London about the middle of April.

I appreciate waiting until any of the Railway men get home.

sd/- H.A.F. CURRIE.