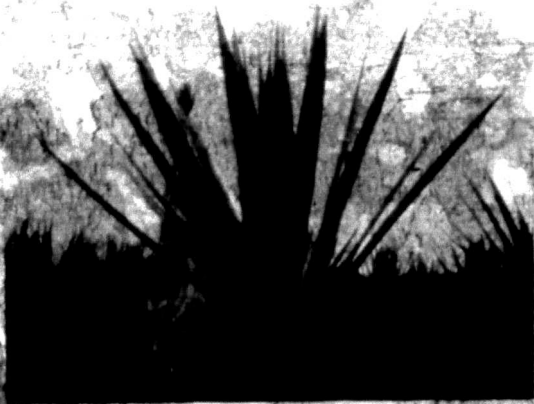




An Experiment: Sisal planted in coral rock, proving its suitability for rocky areas.



Sisal, showing some of the leaves cut off. About thirty leaves are cut annually for five to seven years, each leaf weighing about 2 lbs. and yielding 4% to 6% of fibre.

1 lb. per annum. With the price of rubber at one-half the price it is to-day, an acre should give a gross return of £40 per annum. The cost of collecting the rubber, marketing and general management of the plantation, should not exceed 4s. to 1/2 per lb., leaving a clear profit of £11.10s. per acre per annum, on an investment of under £5 per acre. The East African Estates have several hundred acres already planted.

**Sisal.** This valuable plant, which does best on the coral rock, is entirely immune from insect attack, and practically indifferent to the vagaries of both drought and rain. The photograph gives an admirable impression of a maturing sisal plant, with the lower leaves cut off. Sisal is easily propagated by means of bulbils or suckers growing at the root. From 1,000 to 2,000 of the former may be obtained from a single plant.

The cost of clearing, planting, and weeding up to the time of yield (2 1/2 to 3 years) is much the same as rubber cultivation—£4 to £5 per acre.

Sisal plants give about 30 leaves per annum for five to six years, the weight of the leaves averaging over 2 lbs., the length being from 4 ft. to 6 ft. The yield of fibre is from 3 to 4 1/2%. 750 plants to the acre give an average of, say, 3 ton of rich fibre per acre. The cost of decorticating the fibre and marketing depends to a great extent on the size of the plantation, and the economical working of the machinery. If worked on a large scale this cost should not exceed £10 per ton. The price of sisal varies from £25 to £35 per ton. A profit of from £7 to £8 per acre per annum may reasonably be expected. The East African Estates have a large area of very suitable land for sisal cultivation.

and as several hundred acres have already been planted with unusually good results, sisal growing on the Company's property is no longer an experiment. During the first two years after planting, catch crops such as beans, maize, and other payable crops may be planted between the rows.

**Cocconut** may be said to be indigenous to East Africa. There is no more certain crop in the whole Protectorate. Cocconut trees take from six to eight years to reach maturity. The cost of planting works out as follows:—

Clearing land	30/- per acre
Planting	10/- " "
Seed	4/6 " "
	44/6

All cocconuts are planted at a greater distance than rubber—only 70 trees to the acre—catch crops can be grown continually from the first year onwards.

Cocconut plantations in British East Africa are generally let to the owners at a rental of 8/- per tree per annum, thus yielding a clear yearly revenue of 44/13/4d. per acre, the tenant realising an average of 49/6s/8d. per acre per annum, out of which he pays the rent and cost of marketing the nuts. The demand for cocconut is steadily increasing, and the price of copra (dried kernel of the cocconut) is consequently on the up grade. It is difficult for those who have not paid much attention to the product of the cocconut tree to realise the immense future of this industry. Cocconut trees have been grown on the land now held by the East African Estates from time immemorial, and finer trees and heavier crops are not to be found in any part of the world.



The Company's Cocconut Nurseries.



Cocconut tree plantation by the side of the estate on the Coast.



A footpath through the Company's Palata at the Coast.



Natives at Garu.

Coming now to the question of taking up land on the coast. It may be worth while to point out to the intending planter that though he can lease land from the Government at a small rental, he does so at his own risk; that is to say, with no guarantee that the land selected is specially suitable for the cultivation of rubber, fibre or cocoanut, and it may be necessary to wait for a considerable time before the Government is able to lease any of the coast land, owing to the native claims and other matters, which often mean months and months delay. On the other hand, he can lease from the East African Estates at a rental varying from a few pence to a shilling per acre per annum, either on the ordinary or deferred terms. That is to say, he may either pay at a fixed rate from the first, or nothing for the early period of his contract and at a higher rate afterwards; or he can purchase a short or long lease at a price of a few shillings to a few pounds per acre.

The advantages of leasing from the East African Estates are several. Probably the most important are:—

1. Elimination of risk. The Company has tested its soils, &c., and is able to advise through its representatives in London and on the spot as to the localities best adapted to the special requirements of the particular inquirer.

2. It has established an experimental station where its officials have spent any length of time in examining at first-hand the various methods of cultivation and nature and habits of the different tropical trees, and the most advantageous way of establishing a plantation. This interval will also afford time to master the native tongue to learn the control of natives, and to arrive at a wise selection of the plantation site. This last matter is of the



Native Women crushing Corn on the Company's Estate.



Sowing Corn on the Company's Estate.

highest importance. It is impossible for any stranger to grasp at once the varying advantages of one block of land over another.

The Company will provide free accommodation for *bona fide* intending planters during their stay at the Company's experimental station, *if desired*. This arrangement will greatly help the intending planter to ascertain if the climate suits him before risking his capital. Further particulars of the accommodation, &c., can be had on application.

3. The Company's plant for handling fibre, rubber, &c., and its preparation for market, will be available for lease-holders of the Company, who are thus saved not only the enormous initial outlay of providing decorticating and other machinery, but also the heavy loss of running such plant part time only. No individual planter would have for many years a sufficient area in yield to keep a private factory working continually.

Nurseries established by the Company, from which plants and seeds can be obtained, will be available for those who may wish to buy from the Company, and skilled local advisers to overcome initial difficulties.

A good road runs through the centre of the Estate from Mombasa to the Company's headquarters and beyond. The Company's Estate is fringed for 60 miles on one side by the sea, and excellent shipping facilities exist, by the large liners and local sailing ships; while the railway is near enough to provide opportunity for a run up-country when required or desired.

Labour is plentiful throughout the Protectorate. In the Highlands the usual wage is from 5/- to 7/- per month.

and on the coast, where the quality of labour is considered superior, the rate of wages is from 70/- to 75/- per month, in addition to food, which costs about 14d. per day.

The cost of living on the coast should not exceed £2 10s. per month, including the wages of a servant.

A prospective settler is advised not to take an extensive wardrobe. Clothes of the make and quality most suitable can be locally obtained at a lower cost than in England. Khaki or white drill suits cost 11s. to 12s. Customs dues are moderate, and all agricultural implements enter free of duty.

The Uganda Railway (of which not a yard is in Uganda) is a great standby to the up-country settler. The total length from Mombasa (the port of British East Africa) to Kisumu on Lake Victoria Nyanza is 284 miles, and the complete journey occupies 46 hours. A small quantity of luggage is carried free, other baggage at fairly moderate rates. There are 42 stations, so that the whole Highlands are within reach of the road to the sea, while rest houses, provided by the railway at most of the stations, enable the traveller to break the journey, if he so desires.

There are churches of the different denominations, schools, public and private, and all the social advantages of a thoroughly English community.

It must be remembered that the great body of white residents are of good social standing, men educated at Eton, Harrow, Winchester, at Oxford and Cambridge, and now become K. U. M. holders in the best sense of the word. Hence those amenities of life almost necessary to the Briton—the cricket, football, golf, polo, tennis, the race-



Native laborers waiting for employment on the Estate.



Settler clearing a Water Course on the Estate.

course, shooting, swimming, boating, the debating, musical and dramatic societies, and good social clubs where men foregather for intercourse, billiards, cards, and the like—are all not only represented in East Africa but run on familiar home lines.

Mr. Roosevelt, at the Guildhall on the 31st May last, said—

"In the Highlands of East Africa you have a land which can be made a true white man's country. While there I met many settlers on intimate terms, and I felt for them a peculiar sympathy, because they so strikingly reminded me of the men of our own western frontier in America—of the pioneer farmers and ranchmen who built up the States of the great plains and the Rocky Mountains."

Big game is abundant, as the Show Bungalow bears evidence. Messrs. Newland, Tarlton & Co., of Nairobi, and Fox, Piccadilly, London, who kindly undertook to exhibit the trophies in our Bungalow, gave all information regarding big game in East Africa and the outfit of the sportsman. Fifty different species are included among the game for which licences to kill are issued. A sporting licence costs £20, and is valid for a year. A settler's licence costs £10, and is valid for his own land.

The Government has established large game reserves where no game is to be hunted or killed.

As for routes from England to British East Africa, there are three or four, but the "all British route" should command the custom of our own people—from London or Marseilles to Aden by P. & O., and thence by British India Line to Mombasa. For comfort and convenience it is not



Making a new Road to the Company's Model Village.



A Road on the Company's Coastland.

possible to better this route, quite apart from patriotic considerations. The writer has travelled by all the different routes.

A new monthly service of first-class mail steamers of the Union-Castle line carrying cargo and passenger traffic, is now in operation between London and Mombasa, via Cape Town, Durban and Zanzibar. The E. S. India Line run cargo steamers from London to Mombasa via Aden.

In conclusion, to the man disposed to migrate from the Homeland to something wider, yet still within the Empire, and to invest his capital or his labour, or both, in land, there is probably no country able to offer greater attractions than British East Africa. In the years to come, the opening for small men, those with but a few pounds in hand, or no more than their muscles and their energies for capital, will increase more and more, but to-day it will not be wise for such settlers to venture themselves save to certain employment, of which there is but little. But to the farmer with £1,000 upwards, and the planter with double that amount or more, the opportunity is perhaps bigger to-day when competition is not acute, than it will be a decade hence.

Inquiries of every kind, and relating to any part of East Africa, will be gladly and fully answered at the offices of the

#### EAST AFRICAN ESTATES LTD.

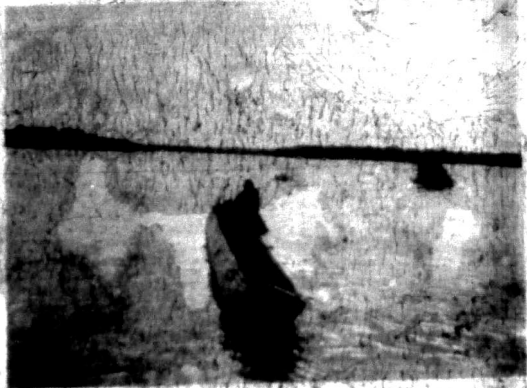
CARLTON HOUSE,

LONDON, W.

where maps, specimens of soil, crops, &c., and figures relating to temperature, rainfall, &c., are all available.

GWEN THOMAS,

LONDON, June 22nd, 1910.



A View of East from the sea,  
a harbour in the centre of the Company's property which extends from Mombasa  
to U. E. Africa, a distance of about 50 miles.



A View from East side of sea.



Bungalow of the East African Exhibits  
at the Royal Agricultural Show, Liverpool,  
June 21st to 25th, 1910, erected by  
Messrs. HOULTON & PAUL, LTD., Norwich,  
for The East African Estates Limited.