

## EMILE EDOUARD MOREAU CBE (1871-72)

Emile Moreau was born in Oise, France on the 11 July 1856.

Emile was the son of Auguste Moreau, a Frenchman, and his English wife Mary. Though born in France, Emile finished his schooling at Framlingham, where he was a Pembroke Scholar in 1871-72. After school he appears to have lived life very much as an Englishman.

At Framlingham, he was among that hardy generation which helped to excavate the original College swimming pool, and he was no mean sportsman, playing First XI cricket in 1872.

In 1873 he took a steamship to India, where he joined the family firm of Bird & Co (founded in 1860 by his uncles Sam and Paul Bird), working in Calcutta, Benares and Ghazee-pore. In 1886 he and T K Bannerjee, an Indian businessman, started the bookstore chain 'A H Wheeler & Co.', which later spread to have its book stalls in a great many small and big railway stations in India, especially in the north. The company's name was borrowed from a then-successful London bookstore, Arthur Henry Wheeler's.

He came to know Rudyard Kipling and, in 1889, became his first publisher – no small achievement. "Soldiers Three" was the first of seven books published by him through A H Wheeler & Co.'s Indian Library and sold at a cost of 1 Rupee per volume. The other volumes were: "The Story of the Gadsbys"; "In Black and White"; "Under the Deodars"; "The Phantom Rickshaw and Other Eerie Tales"; "Wee Willie Winkie and Other Stories" and "The City of the Dreadful Night".

His business career soon extended multi-nationally, with directorships spanning India, Java and Malaya to the East, and Trinidad to the West.

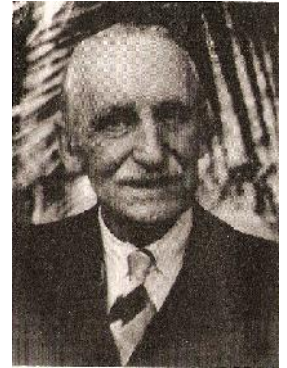
At the start of WW1 he returned home to join the Ministry of Munitions, where his international experience soon took him back to India to organise the distribution of propaganda across the nation. His contribution to the war effort was recognised by the award of a CBE in 1919.

He kept in close touch with his old school, giving The Moreau Cup for Gymnastics in 1909, scientific apparatus in 1920, and additions to the Library in 1922. He also gifted £1000 to the Wallace Scholarship (founded by **Charles William Wallace 1870-71**). He was President of the SOF in 1919 and 1920, and became a Trustee. He also became a member of the Corporation of the College and a Governor in 1920, and remained one until his death in 1937. While on the board, he gave £4,000 (the equivalent of about £200,000 today) to help with building improvements and, as if this weren't enough, he left bequests to both the College (2/7<sup>th</sup> of his estate) and the Society (1/7<sup>th</sup> of his estate) in his Will, totalling the equivalent of well over half a million pounds in today's terms.

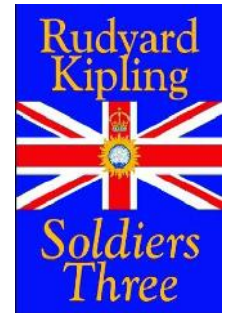
He left the use of the funds in his bequests very much to the discretion of the Trustees of the respective organisations. Over the years, successive OF Trustees have employed the income for a host of purposes in support of OFs and the School (creating the Library at Brandeston Hall, jointly with **Roy Denby (S23-30)**, for example). There is now sufficient capital and income in the SOF Trust to allow the Society to address Moreau's particular desire to help deserving OFs in establishing themselves in their chosen careers. It is with this aim, and in Moreau's memory, that the Trustees have recently established the Moreau Leaving Scholarships.

In developing the scheme, the Trustees have combined his wish that such scholarships should extend over a three-year period, with a desire to ensure that those winning awards should best exemplify the qualities of an ideal OF. The Society also wants to be sure that Scholars will commit themselves to support the fundamental objectives of the Society. Up to two scholarships will be awarded each year with a value of £800 per annum for each of three years, subject to the scholar continuing to meet the conditions of the scheme to the satisfaction of the Trustees. More details on the Scholarships can be found at

<http://www.oldframlinghamian.com/staticpages/index.php?page=20050531101040143>



E. F. Moreau, CBE, 1871-72.  
A generous benefactor to the School & SOF.



The name Moreau is a familiar one to Framlinghamians of every vintage but, in some respects, the fact that one of the Houses is named after him makes us take him almost for granted. We shouldn't; apart from his productive and eventful life, he was probably the most significant individual benefactor to the School and the Society, both of which continue to make use of his bequests to this day.

He died on 20 February 1937, aged 80.

The May 1937 Framlinghamian includes the following notice of his death :-

**Emile Edouard MOREAU (1871-72), C.B.E., a Governor of Framlingham College and a great benefactor, died at Fairlie Place, Withdean, Brighton, on the 20th February, aged 80. During the war he was controller of the distribution in India of vernacular propaganda, and served also in the Ministry of Munitions.**

Born at Noyon, Oise, on 11th July, 1856, the son of Auguste Moreau and grandson of James Bird, the Suffolk poet and dramatist, Mr. Moreau first went to India more than sixty years ago. He became very widely known as an East India merchant, and from 1891 to 1911 was a partner with Lord Cable in Messrs. Bird and Co. of Calcutta, and also became senior partner in Messrs. A. H. Wheeler and Co., of Bombay, Allahabad and Calcutta, and in Messrs. Arthur H. Wheeler and Co., of London. He had interests, in addition, in a number of companies in the Far East, including Alor Pongsu Amalgamated Estates, Ltd. ; Bandjarsarie (Java) Rubber Co., Ltd. ; and Bedong (Malaya) Rubber, Ltd.

In a tribute to Mr. Moreau on Speech Day last year, Mr. Eaton White said of him that " his life was a lesson teaching that adventure and public spirit had not come to an end."

Few of Mr. Moreau's friends in his latter years knew that as a young man he had published a number of Rudyard Kipling's early books. In a letter which appeared in " The Times " on the 26th February, Mr. Edward E. Long wrote: " I met Moreau first when I was director of Eastern propaganda, during wartime. Later, when I was staying with him at Withdean, Brighton, he showed me a contract between himself and Kipling, dated 7th March, 1889, relating to the publication of ' Soldiers Three,' ' Wee Willie Winkie,' ' Under the Deodars,' ' The Story of the Gadsby's,' ' In Black and White,' and ' The Phantom Rickshaw,' and signed by Kipling in a very characteristic manner. The two men met first when Kipling was on the staff of the ' Pioneer ' in Allahabad. Moreau had noted Kipling's stories in

'The Week's News,' the weekly edition of the 'Pioneer,' and offered to publish them in book form, taking all the risk, and paying him £200 and a royalty of £4 a thousand copies after the sale of the first 1,500 copies, for the entire right of publication of the six books. Kipling consented, with the £200 went on a trip round the world via the Far East and America, and arrived in London to find himself famous. Moreau had sent a set of the six books to London and they had been taken to Messrs. Sampson, Low, Marston and Co., whose reader, Andrew Lang, at once recognised their merit. Many years later Moreau sold to Kipling all his publication rights except those for India, which Messrs. A. H. Wheeler and Co. still hold."

A letter in "The Times" on the 2nd March, by Mr. J. F. Parker, questioned that Messrs. Wheeler were Kipling's first publishers, and mentioned an edition of "Departmental Ditties" at Lahore in 1886, and another at Calcutta in 1887. In a second letter (4th March) Mr. Long replied to this criticism, and added: "Mr. Moreau, for his firm, Messrs. A. H. Wheeler

" 'Departmental Ditties,' 'Plain Tales,' and the six paper-backed books that I had sold to get me funds for leaving India in '89."

An O.F. who recently examined a set of these early Kipling editions writes: "They are rarities now, and collectors' pieces. Emile Moreau planned and published a series which was called 'A. H. Wheeler and Co's Indian Railway Library,' and the first six numbers were:—1. Soldiers Three. 2. The Story of the Gadsby's. 3. In Black and White. 4. Under the Deodars. 5. The Phantom Rickshaw and other Eerie Tales. 6. Wee Willie Winkie and other Stories. Another Kipling volume was added after an interval; it was 14. The City of Dreadful Night. They were announced as: "In specially designed picture cover. Price—One Rupee. Now procurable at all Railway Bookstalls or from A. H. Wheeler and Co., Allahabad.'"

Mr. Moreau had been a Governor of Framlingham College since 1920, and among the most recent of his many benefactions to the school was a gift of about £4,000 towards the cost of the structural alterations carried out under the direction of Professor A. B. Knapp-Fisher. He was a trustee of the Society of Old Framlinghamians, and President in 1919 and 1920, and on his 80th birthday he and Mrs. Moreau received a congratulatory deputation from the Society. His bust, by Mr. Edwin Whitney-Smith, was in the Royal Academy Exhibition last summer, and has since been set up in the hall at Framlingham to commemorate his great services to the school.

The funeral took place at Patcham, Sussex, on the 24th February. The Rev. P. E. H. Stott, vicar of Patcham, officiated, and the mourners included:

## The Moreau Bequests

### **A Splendid Endowment—A Magnificent Example**

MR. E. E. MOREAU'S £268,000 ESTATE.

Mr. Emile Edouard Moreau, C.B.E., of Fairlie Place, Withdean, Brighton, the distinguished Old Framlinghamian, who was a Governor of Framlingham College, and who died on 20th February last, left estate of the gross value of £268,612 0s. 2d., with net personality £261,088, 13s., on which estate duty of £99,662 7s. 5d. has been paid.

Amongst the bequests are £8,000 2½ per cent. Consols to Framlingham College, less any amount given during his lifetime, and £2,000 2½ per cent. Consols to the Society of Old Framlinghamians.

Subject to certain specific bequests and to life interests and on the death of the annuitants he left the residue of the property as to 2-7ths to the Royal Sussex County Hospital, Brighton; 2-7ths to the Royal Alexandra Hospital for Children, Brighton, 2-7ths to Framlingham College, for leaving scholarships or for general purposes, and 1-7th to the Society of Old Framlinghamians, for general purposes. *East Anglian Daily Times, 23rd April, 1937.*

By the above it will be realised that both the School and the Society of Old Framlinghamians will receive handsome incomes from the estate of one of her sons. Moreau always had the welfare of the School and the Society very much at heart, and of this he has given abundant proof in his Will.

In December 1937 edition there was further mention of his generous estate to the College and Society :-

## **THE MOREAU BEQUESTS**

### **Big Legacies to Framlingham**

Particulars of the bequests made to the School and to the Society of Old Framlinghamians by the late Emile Edouard Moreau, C.B.E., who was a Governor of Framlingham College, and a past President of the Old Framlinghamians and a Trustee of the Society, are now available, although the full

extent of the benefactions cannot yet be stated, and owing to the nature of the estate it will be some time before any accounts can be prepared.

Mr. Moreau died at Fairlie Place, Brighton, on the 20th February, in his eighty-first year, and left estate in Great Britain of the gross value of £268,612 0s. 2d.; net personalty £261,088 13s. Estate duty amounting to £99,662 7s. 5d. has been paid. He possessed, in addition, estate in India and elsewhere.

The gross value of an estate is the total of all assets possessed by the deceased before deduction of liabilities. Net personalty is comprised of all property such as money, shares and leaseholds, after deduction of debts and funeral expenses, and excludes realty (freehold property), any charges on which must be deducted before arriving at the net realty. Estate duty is payable on the total of net personalty and net realty.

Mr. Moreau appointed as one of his executors and trustees Mr. C. H. Scott, a past President of the Old Framlinghamians, and a Trustee of the Society.

## **Scholarships and General Purposes**

The will was made on the 27th March, 1934, and contained the following bequests:

To the Society of Old Framlinghamians—£2,000 2½ per cent. Consols free of all death duties, to be applicable for the general purposes of the Society; and the testator desired, but did not stipulate, that the capital be kept intact and the income only expended.

To Framlingham College—£8,000 2½ per cent. Consols free of all death duties, to be applied at the discretion of the Governing Body for the general purposes and benefit of the College. The testator declared that this legacy

The payment of two-sevenths of the fund to Framlingham College for providing leaving scholarships from the College or for the general purposes and benefit of the College; and

The payment of one-seventh of the fund to the Society of Old Framlinghamians to be applicable for the general purposes of the Society.

As from the death of the last surviving annuitant the Trustees were directed to hold capital and income of the residuary estate upon trust:

As to two-sevenths for Framlingham College for providing leaving scholarships from the College or for the general purposes and benefit of the College; and

As to one-seventh for the Society of Old Framlinghamians to be applicable for the general purposes of the Society.

## **How the Money will be Spent**

### **MR. MOREAU'S WISHES.**

The will then embodied Mr. Moreau's wishes as to the manner in which the bequests to the Society and the College should be used. He desired, but did not require, that the capital of the funds should be kept intact and the income only expended, "it being my wish," he stated,

"As to the income from the £8,000 nominal of Consols bequeathed to Framlingham College, amounting to £200 per annum, I do not wish this income to be used for merely providing leaving scholarships of £66 per annum for three years—so if an additional leaving scholarship from the College is desired I would like this assured income of £200 to be kept intact until from my residuary estate the College receives sufficient with this £200 to offer a scholarship of at least £100 and preferably £150 for three or four years. Although providing for such a course to be pursued I do not make it compulsory on the Governors if the capital represented by such £8,000 of Consols could be used for any purpose of much greater benefit to the College—such as the building and equipping of a new Junior School house—but I do stipulate that if the capital represented by such £8,000 nominal of 2½ per cent. Consols is so spent—that when the income to the College from my residuary estate exceeds £500 per annum there shall be a leaving scholarship of at least £150 per annum tenable for three or four years to be called the Moreau Scholarship.

solicitor, doctor, or chartered accountant—this is no stipulation that such a scholarship should be awarded yearly whether wanted or not as such income from my residuary estate might be of greater service to the College in providing entrance bursaries or for any other purpose connected with the welfare of the College in its maintenance or improvement which would include supporting the College Officers' Training Corps or games fund.

## **A Benevolent Fund for Old Boys**

“As to the income accruing to the Society of Old Framlinghamians from my residuary estate I desire half the income therefrom to be accumulated in a Benevolent Fund to be created to aid Old Framlinghamians who have fallen on evil days and are deserving of assistance from such a fund, the other moiety to be used in any way for any purpose which assists the Society or the College, but when such a Benevolent Fund amounts to £500 and the calls on it do not amount to a moiety of the yearly income accruing to the Society from my residuary estate it would be only necessary to maintain this Fund always at £500 so then any balance of this moiety can be applied to the general purposes of the Society.”

In a codicil dated the 10th October, 1934, Mr. Moreau stated that he had recently sold £4,000 2½ per cent. Consols, and paid the proceeds of sale amounting to £3,255 6s. 6d. to the Governors of the College to assist the College in carrying out the purposes for which the bequest in his will of £8,000 2½ per cent. Consols was intended; and that that sum, in accordance with the provisions of his will, would be deducted from the bequest. He directed also that his gift of £3,255 6s. 6d., which was made on the 1st October, 1934, should be retained by the Governors in full, and that all death duties payable in respect of it should be borne by his residuary estate.

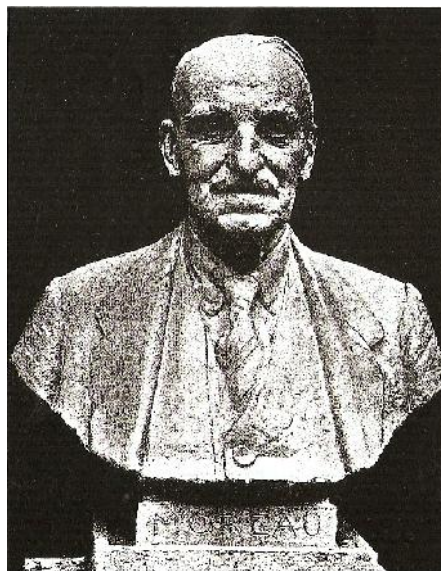
The transfer of £2,000 2½ per cent. Consols, being Mr. Moreau's legacy to the Society of Old Framlinghamians for the general purposes of the Society, was arranged by his solicitors during the summer.

The effect of the provisions as to the Society's benefitting from the income of the residuary estate is that, provided there is sufficient income to leave a surplus after providing for the annuities, the Society takes an immediate benefit to the extent of a one-seventh share of one-half of the surplus income after deduction of legal and administrative expenses; and that the income payable to the Society will increase as each annuitant dies, down to the death of the last annuitant after which the capital of the estate is to be

The magazine went on to report the sad death of Mrs Moreau just 7 months later.



The following pictures are of a bust of Moreau by Whitney-Smith in the Library.



*Bust of Emile Moreau by Mr. Whitney-Smith*

In 2004 the Indian Railway Minister (Mr Laloo Prasad Yadav) has decided to break A H Wheeler's monopoly on station platforms. In the middle of his railway budget speech he said "Wheeler, Wheeler, Wheeler, why do we have a Wheeler bookstall everywhere? The English have left this country long back."! What he seems to have forgotten is that there is nothing English about Wheeler but its name! For more details see the following story <http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2004/07/09/wheeler09.xml&sSheet=/news/2004/07/09/ixworld.html>

In August 2015 we were contacted by Anu Kumar for any more information we had on Emile Moreau. He had just written the following extensive piece on his life:-

***The many lives of the mysterious Emile Edouard Moreau, founder of AH Wheeler and Co  
The man who started the railway station bookstore chain led a multifaceted life.***

At a time when booksellers everywhere appear a threatened breed, the life of Emile Edouard Moreau, who set up A H Wheeler and Co, the chain of railway bookstalls that endure to this day, appears as a fascinating example of a man with interests that spanned continents, and yet about whom there remains much that is mysterious. This story tries to piece the gaps in Emile Moreau's story, locating his life at a most interesting juncture in world history.

In 1877 (though the date is variously given as 1874), when he was a young man of around twenty, Emile Edouard Moreau set up what would be the first of the A H Wheeler bookstalls at the Allahabad railway station. The East Indian Railways, which had commenced operations from Calcutta northward in 1854, was then expanding its operations from Allahabad to north India; the line from Allahabad to Jabalpur had already been constructed in 1867 and so for the first time Calcutta and Bombay were connected by rail via these two cities.

Moreau was at that time as a young employee of the managing agency named Bird & Company at Allahabad. His two uncles, Paul and Sam Bird, brothers of Moreau's mother Mary, were partners in the company. Bird & Company was a leading labour contractor, supplying workmen to the railway company. It would soon have interests in coal, jute and other industrial enterprises.

Moreau had come to India a couple of years before this. His father was a Frenchman named Auguste Moreau, and his mother was Mary Bird. Emile Moreau (not to be confused with a famous French author of the same

name) was born in Oise in France, on July 11, 1856. At 15, he enrolled at the boarding school for boys Framlingham in Suffolk, and, when 17, took a steamship to Calcutta, where his uncles were already established.

### **The Family Tradition**

Moreau's grandfather James Bird, who had died in 1839, had also been a bookseller. He was evidently a local poet of some repute in Yoxford, Sussex where he also encouraged other writers such as the Strickland Sisters who later moved to Canada. After the early 1850s, railway bookstalls were no longer a new feature, at least in Europe. As far back as 1852, Louis Hachette (whose name would go on to be used by the famous publishing house) had the idea of a railway library on trains plying from Paris to other regions in France. His railway library used an innovative colour scheme distinguishing books for different clientele and readerships.

Moreau's familiarity with the railway station at Allahabad, where he lived as an employee of Bird and Co, meant that he soon noticed the demand for reading material, especially from first class passengers. As the story goes, when a friend of his, A H Wheeler, concluded that he had far too many books in his home library, Moreau volunteered to sell them from a wooden almirah at the station.

Encouraged by the results, he set up, with a few others, the A H Wheeler and Co (named after his friend, who had moved to London by then), in Allahabad. According to this report from the London Gazette, the company began as a partnership Moreau set up with Arthur Henry Wheeler and also Arthur Lisle Wheeler, along with two others, W M Rudge and the Armenian Tigran Ratheus David; it had offices in Allahabad and London.

In the late 1880s, A H Wheeler and Co (or Wheeler's) found fame and controversy in equal measure. Moreau soon developed bigger plans as well, such as publishing. The railways had expanded and Wheelers bookstalls were a familiar feature at railway stations across the United Provinces, the North West Provinces and beyond in the very first decade of their existence.

### **Publishing Rudyard Kipling in India**

In 1888, still in Allahabad, Moreau made a business proposal of sorts to Rudyard Kipling, who then wrote for *The Pioneer* and also the *Civil and Military Gazette* (newspapers published out of the city), contributing stories and narrative sketches for its weekly editions. Kipling's first novel, a collection of his writings called *Plain Tales from The Hills*, had already been published by the Calcutta-based Thacker and Spink & Co, and, as the story goes, it was Moreau who offered to publish his stories in book form.

Over the next couple of years, several of Kipling's early novels formed part of Wheeler's Indian Railway Library Series. The other books, beginning with *Soldiers Three* were *Wee Willie Winkie*; *Under the Deodars*; *The Story of the Gadsbys*; *In Black and White*; *The Phantom Rickshaw and Other Eerie Tales* – which has the famous story, *The Man who would be King*. Later, the Library Series also re-published Kipling's *The City of Dreadful Night*. These were sold for one rupee each.

In the agreement signed between Wheeler's and Kipling (March 1889), the books were published by Wheeler's, with Kipling receiving an "advance" of £200. Other details included the promised royalty of £4 for a thousand copies, accruing after the sale of an initial 1,500 copies. It was with this £200 that Kipling set out on a "world tour" via East Asia and the USA.

It was during this time, first in Japan, that he discovered, much to his consternation, some pirated editions of his own work. In New York he was somewhat distressed to find his early works being published in America (then under the old copyright laws, which would be changed in a few years' time), which also entailed that an author first published elsewhere (meaning outside the country) received no royalty.

Kipling reached London and found more fame than he had bargained for. As one story goes, Moreau had sent copies of *The Indian Railway Library Series* publications to the British firm of Sampson Low, whose reader and editor, Andrew Lang, saw merit in the works. The other version is that Kipling, introduced to publishers through old acquaintances from India such as Stephen Wheeler, former editor of the *Civil and Military Gazette*, now had his own ideas regarding the publication of own works.

Soon the agreement between Wheeler's and Kipling was to be reworked; all publication rights Wheeler's had on

Kipling's work outside India were sold back to him; Wheeler's continued to retain the Indian rights. In his memoirs, Kipling apparently mentioned his early encounter with Moreau, describing him as someone who "came of an imaginative race, used to taking chances".

Kipling's views on copyright matters also clashed with those of his editors at the *CMG* and *The Pioneer*, and their publishers, Sir George Allen and Pioneer Press. A later book from Wheeler and Sampson Low, titled *Letters from Marque*, was suppressed after publication. It included *The Smith Administration*, a collection of Kipling's satirical sketches of the government commission's efforts to find out how "natives" were faring in British India.

### **The Trial of Henry Vizetelly**

In 1888 the trial of the publisher Henry Vizetelly in London, according to provisions of the Obscene Publications Act of 1857, also had reverberations in British India. As one of the largest book chains in British India, Wheeler's found themselves in some unlikely spotlight. By this time, the book trade had picked up impressively in India; around the 1880s book imports from Britain made up, as Deana Heath has written, as much as half of what was sold within India. By 1894-95, book and newspaper imports from Britain numbered nearly 5 million units, filling up 500 mailbags a week.

Vizetelly, a writer himself and a long-time admirer of Emile Zola, had published English versions of three of Zola's novels (where the translator's name appears as "unknown"). This came to the notice of the National Vigilance Association, a pressure group that took upon itself the responsibility to "purge" literature of anything obscene and prurient. Following the NVA's allegations, Vizetelly was prosecuted for translating Zola's *La Terre*, *Piping Hot* and *Nana*. Initially he was fined, but in a second trial, Vizetelly, then aged 74, was sentenced to three months' imprisonment including hard labour. It was a sentence that broke his health, as his son Ernest Vizetelly (who later translated and published bowdlerized versions of Zola's novels) said afterwards.

At the time Wheeler's was already selling many of Zola's works in its stalls, and though police officials and some educational officials such as the Reverend A Neut, the principal of St Xavier's College, Calcutta, asked for suppression of sales, other officials in the Indian provinces chose to either disregard this, or else realised the futility of such suppression (since literature, as some said, in the local languages was easily available and more pernicious). When Lord Northbrook, the returning viceroy, asked that booksellers be warned, the officials in the central provinces and elsewhere pleaded that contracts between the government and the railway companies forbade such interference.

The debate, however, was interesting at several levels. In England, the NVA found nothing objectionable in the original French versions of Zola's novels that were in wide circulation. The NVA and several others evidently believed that French was more a language of the elite, who could be trusted, but with the spread of education guaranteed by Britain's Education Act of 1870, they were worried about what the public at large in England was reading.

At the turn of the century, Wheeler's became almost indispensable in the expansion of the railways, winning the sole rights for running advertisements in publications on the railways' behalf. Publishing in regional languages grew apace – for instance, the Naval Kishore Press was set up in 1858 and published works in Hindustani and Urdu, and there were also a growing numbers of texts relating to religion and mythology in this period – and as railway travel became both popular and necessary, Wheeler's stalls were a necessary conduit to the pastime of reading.

### **Moreau and British propaganda during World War 1**

Once World War I began, Moreau found himself greatly sought by British government, especially by the Ministry of Munitions, under which the propaganda department functioned. Britain's war propaganda department was set up around September 1914, only after realisation dawned about the efficacy of the German propaganda department; it operated from London's Wellington House. The department's functioning remained largely secret, and its activities would only come to light two decades or so later, in the mid-1930s.

Moreau's knowledge and experience of the east made him indispensable, and it was Edward E Long, the official in charge of eastern propaganda, who looked him up at Fairlie Place, the home he had built for himself in Brighton, England in 1906. Spread over vast acres, it shared its name with the headquarters of East Indian

Railways, later Eastern Railway, in Calcutta. Perhaps by now his interest as publisher had waned after the incident with Kipling, but he remained a partner at Wheeler's in London and also at Allahabad.

The propaganda department had numerous writers working for it, including Rudyard Kipling, Arthur Conan Doyle, GK Chesterton, John Masefield, John Bunyan and others (there seem to have been no women in the list). The department was set up initially to disseminate propaganda to neutral countries and the British Empire, but soon it targeted the enemy too.

By June 1915, the department had distributed 2.5 million books, in at least 17 languages. In particular, the Bryce Report, written around this time, relating to German atrocities on Belgian citizens in late 1914, was translated into at least 30 languages

Though translations into European languages came faster (depending on skills available during the period), the rise of a local bureaucracy in the Indian sub-continent and increased numbers of "natives" in the ICS perhaps helped in multilingual war propaganda in India as well. Propaganda was also effectively done by disseminating newspapers in local languages and making an endeavour to publicise the British war efforts among the more "moderate" newspapers whose editors were invited to London (in an early example of embedded journalism).

Among the first newspapers for the war effort in British India was *Al-Hakikat*, published in Hindustani, Persian and Arabic. This was chiefly to counteract the powerful German propaganda in west and central Asia, which also targeted India. Later the *Al-Hakikat* was written in Turkish too.

Soon after, the *Satya Vani* began to be published in Bengali, Hindi, Gujarati and Tamil. In still another improvisation, the *Jang-i-Akbar* was introduced, and this was written in Hindi, Urdu and also in the Gurmukhi script to address readers in the United Provinces and Punjab. It was the Wheelers bookstalls and other local distributors that ensured widespread distribution of these papers. Numbers in the space of one year reached 40000, and soon provincial governments demanded more. It was for his services, and much of it is really not known, that Moreau was also awarded a CBE by the British government.

### **A global businessman**

Towards the end of the war, i.e. in 1917, A H Wheeler split into two distinct branches: with Arthur H Wheeler and Co. operating in London and A H Wheeler and Co. in India. Moreau, however had numerous other interests. He travelled widely, and served as director of companies with interests in rubber, in Java and in the Malay states, and also oil (in the Trinidad Oilfields, where a road in the village of Marac is named after Moreau).

His interest in rubber technology even led Moreau to write a book himself during the time he served as director in a rubber company in Java owned by the Netherlands. It was a book published by Arthur H Wheeler (in London), comparing different ways of rubber tapping.

Despite all his travelling, Emile Moreau lived very much in the style of the "nabob"s of old at Fairlie Place, owning, it is believed, several limousines. He lived here till his death 1937. It remained a private residence till well after World War II, after which it became a school offering secretarial and other vocational training for women.

Little is known of his family life, but he remained devoted to this institute, Framlingham College (a residential school), till his death in 1937. Not only did he serve on the governing board for many years, but he was also its most generous individual benefactor – instrumental in setting up sports facilities for its students and instituting scholarships that carry his name and are provided to this day.