

11/18/20
Revised

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PRESENTING MEXICO TO THE WORLD.

In recent weeks I have learned to appreciate the true greatness of the Republic of Mexico. President-elect Obregon, and the other great statesmen, together with the splendid type of business men, all of whom honored us by visiting Dallas and attending the State Fair of Texas, taught me to appreciate and love the citizenship of Mexico.

The very excellent exhibition of the products of the Republic of Mexico, at the State Fair of Texas gave me an insight to the richness of the resources of that great Republic.

Having come to know the peoples and the products of the great Republic of Mexico, I can foresee a great era of continued progress and prosperity for that country. Having devoted my life's work to advertising and selling and having formed a real love and affection for Mexico, I find myself imbued with a zealous desire to be of service to the country and contribute my part to assist the country in the program of development now before it.

In short I am possessed of a desire to so advertise Mexico to the world that the greatness thereof will be sold to the world to the extent that the Nation will attract great numbers of farmers to till its fertile acres and great abundance of capital to develop its vastly rich resources. I know that the desired result can be accomplished with the proper sort of advertising, and in this I am pleased to set forth the plan which I have worked out.

In the first place I am convinced that in the past Mexico has not received the kind of advertising and publicity that her greatness justifies. In fact much of the advertising has done Mexico, that I now know, a real injury, and I, like many others, did not know the full extent of the injury until I was privileged to learn of the rare qualities of citizenship and richness of resources.

Through the agency of picture post cards, and pictures circulated by our photograph-new agencies, many of us, in the past, gained an improper conception of the country. This is probably explained by the fact that these pictures are brought out, or sent out by foreigners who are always looking for the quaint and the unusual.

Instead of showing the great industries and farms and modern implements of civilization, these pictures have been of quaint and ancient bits of architecture, small cottages of peons, wood carrying donkeys, and many others such, the like of which could be duplicated in many parts of the United States. They have been interesting, no doubt, yet, psychologically wrong.

The people in Mexico know the greatness and richness of their Country, but very few of those outside have a full appreciation of it. I believe that with the proper sort of advertising and publicity, every phase of Mexican endeavor could be presented to the world in such a manner as to obliterate the adverse opinion and establish the true greatness of Mexico in the minds of the people of the United States and other countries.

The Simple Plan which I have worked out would be comprehensive in its scope and be along the following lines:

GOVERNMENT

The people generally know but little about the Government of the Republic of Mexico, and I believe that in advertising the country this matter should be stressed. A picture of your great President should be used, together with a signed statement from him outlining his policy and extending a welcome to the world, and especially the investors of all nations. This booklet, or chapter of one large booklet would build good will universally and stimulate interest in the development program now under way in Mexico. It would assist your great President in carrying out his far-seeing plan for the general development of the Nation.

INDUSTRIAL

A booklet, or chapter of a large booklet, should be devoted to the great industries of Mexico. This should show views of the large industrial plants throughout the Republic. The story would deal with the industrial development of the country, past and present and great potentialities. This would not only carry great weight as to the possibilities, but also educate the people of the world in what to expect in the way of Mexican manufactured products. It would also lead to the further establishment of industrial plants where they are needed in Mexico.

MINERALS

Since Mexico is so rich in minerals, a booklet or a chapter of one large booklet, should be devoted to the mining industry in the great Republic. This should show views of the mines, the great mining towns and camps and the smelters. There should also be maps showing the location of the mines and then a complete, terse story of the mining industry with a thread of romance running throughout. This would give a brief history of mining from Cortez down to the present time.

AGRICULTURE

A booklet, or a chapter of a complete booklet on Mexico, should be devoted to the great agricultural pursuits of that country. This should have many views of farms, ranches, and the products. The pictures of the various products should be printed in their natural colors. The great fertile areas should also be photographically reproduced. The accompanying story would deal with the agricultural development of the country, the use of modern machinery, the tilled areas, the untilled, yet available, areas. Maps should also be used showing the location of such lands, the seasons, rainfall and maximum and minimum temperature.

COMMERCE

A booklet, or section of a booklet should deal with the facilities of commerce in Mexico. This booklet would show the principal harbors, waterways, and railways, together

with their connection with the other parts of the world. In this connection a large map showing the water fronts and the lines running to other parts of the world, should be used. The story would deal with export and import, policies and the opportunities.

MUNICIPAL

A booklet, or section of a booklet should be devoted to the leading cities of Mexico. It should have views of modern buildings and thoroughfares, street railways, electric light plants, and other public utilities. It should also show representative merchandising houses, homes and schools. It should contain a story of the leading publications of the country, their circulation, advertising field, as well as their hopes and aspirations. The story would deal with city development, education and kindred topics.

SCENIC

It is generally known that Mexico is one of the most beautiful and picturesque countries in the world. This should not be over looked in advertising the country. Show the beautiful mountains and valleys, and watering places. Write it in such a way as to appeal to the tourist. In the Country can profit by the example of some of the European nations who have enjoyed great prosperity from tourists. Mexico should attract many tourists, and the proper kind of advertising will do it. This would also touch briefly on the hotel accommodations.

" OUR NEEDS "

A booklet or section of a booklet should deal with the needs of Mexico. If Mexico needs a larger export business let it show how she is prepared to take care of it. If Mexico needs more foreign capital to develop her natural resources, this would set forth the opportunities. In fact anything that Mexico needs from the other parts of the world, could be set forth in this section or booklet.

INTERNATIONAL EXPOSITION

Should the Government of Mexico decide definitely to hold the great International Exposition as has been intimated, this advertising could be linked up with it to the end that a great number of exhibitors would be secured and a large number of tourists would be attracted to attend the Exposition.

The writer having served as Director and first Vice President of the Associated Advertising Clubs of the World and President of the Southwestern Division of the Associated Advertising Clubs of the World, has an intimate acquaintance with, and knowledge of, all the leading Advertisers and Advertising men of North America and is therefore in good position to secure their heartiest interest and co-operation, and could bring to bear influence toward the securing of such exhibits since this feature would come under the organized and progressive advertising department work.

NATURE OF ADVERTISING

One large and profusely illustrated booklet, covering every phase of the great Republic of Mexico, should be published. Supplementary, the subjects covered in the large booklet, should be divided into smaller booklets, treating each subject specifically and individually.

The circulation of the large booklet and smaller booklets is very important, since the proper distribution of the booklets will decide, very largely and ultimate result of the campaign.

The Mexican Consuls throughout the world and especially in the English speaking countries would, I believe, afford the most satisfactory vehicle of distribution. The help of the Consuls would insure that the booklets would receive a thorough and effective distribution, thus making possible the accomplishment of the greatest good.

Newspaper and Magazine campaigns should be developed after the booklets are written and published. These campaigns would call attention to the greatness of the Republic of Mexico and solicit requests for the booklets. This would undoubtedly result in the several Governmental departments receiving many thousands of requests from interested individuals and concerns, for the booklets.

In suggesting this plan I call special attention to the somewhat similar plan employed by the Interior Department of the Dominion of Canada to develop the Canadian Northwest, and her Industrial life. This campaign has been exceedingly successful, I can assure

you, resulting in great areas of Canada being put under the plow, great industries built where needed, and the securing of capital for far reaching and profitable development work.

In the working out of a three years campaign, Mexico, with her incomparable richness and unprecedented opportunities, right next to us, can be developed so rapidly that she will astound the world with her progress and accomplishments.

I hope I may be pardoned in offering the above suggestions, but they are from the heart from whose abundance the mouth speaketh, inspired by a people whom I have learned to love in a manner equaled only by my love for my own countrymen.

If I can be of service to your great country and your wonderful people, I shall deem it a cherished honor and a coveted privilege. I am yours to command,

Very Cordially and Sincerely,

Fred E. Johnston

President.

JOHNSTON PRINTING & ADVERTISING CO.