

AMERICAN CONSULAR SERVICE

Nogales, Sonora, Mexico,

October 8, 1920.

Señor Alvaro Obregon,

Nogales, Sonora, Mexico.

Sir:

I have been thinking that it might be possible to extend the use of garbanzos by a comparatively small amount of trouble. The people of the United States in general know nothing about garbanzos and those who do appreciate them as an article of diet ~~are~~ probably unable to purchase them in their local market. An institution located near Chicago, Viz., "Zion Institutions & Industries" Zion, Illinois, which claims to be doing a business of over three million dollars a year and which is now endeavoring to enter the foreign trade field might undertake to create a market for garbanzos.

Permit me to suggest that if your New York representatives could arrange with a popular restaurant organization such as "Childs" to put one or two garbanzo dishes on the bill of fare, that
your

your representative could then advertise in the newspapers that this novelty was to be obtained at Childs, that it was nutritious, palatable and low priced, and that the garbanzo could be purchased by any one desiring to try them at certain grocery houses whose addresses could be given. Should this experiment prove satisfactory it could be repeated in other cities like Boston, Philadelphia, Washington, Chicago, New Orleans etc.

Another method of introducing garbanzos would be to have "demonstrations" by young women in grocery stores in the large cities. A small portion of the cooked garbanzos could be given to persons visiting the stores and their attention directed to the merit of the garbanzos in aiding them to reduce the cost of living.

I am, Sir,

Yours very respectfully,

Francis J. Dyer
American Consul.

610.

FJD/BB