

C. L. FISHER, PRESIDENT
D. E. NIRDLINGER, VICE PRESIDENT
JOHN L. TAIT, VICE PRESIDENT
A. J. GUTWEILER, SECRETARY
JOHN YOUNG BROWN, JR., TREASURER

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GENERAL OFFICES
ADVERTISING BUILDING
1627 LOCUST ST.
OLIVE 6130

FISHER-RUEBEL-BROWN

ADVERTISING AGENCY

St. Louis, Mo.

August 11, 1920.

Gen. Alvaro Obregon,
Mexico City, Mexico.

Dear Gen. Obregon:--

In the belief that the next few weeks will find you chosen by popular vote to be chief executive of your country, and having in mind the knowledge, through general repute, that you are keenly and intelligently alive to the wonderful possibility of Mexico as a country of myriad natural resources, I beg to bring to your attention a proposal for the speedy turning of those resources to account as a rich national asset. During the past two years I have had the matter up with officials and others of more or less importance in the life of Mexico, but conditions have not been favorable for the enterprise contemplated. Diplomatic representatives of the country now at Washington have also been apprised of it, and I have a rather reassuring letter from one of them.

In a word, the proposal is to give to Mexico, through intelligent advertising and publicity throughout the better part of the world, the benefits which are her's by reason of the natural resources referred to, and the eventful new era that will have its dawn at the time of your inauguration as president, the choice of a nation aroused to the value of harmony, peace and progressive policies, a nation determined, through you and an equally representative body of lawmakers, to take its proper place among the foremost people's and countries of the world.

There can be no more effective means devised to hasten the establishment of Mexico firmly in the confidence and esteem of her fellow-nations, in the old and new worlds, and her development along all lines of national and individual endeavor, than intelligent, judicious and sympathetic advertising and publicity. Nor has there been a time better suited to the start of such a campaign than will be marked by the administration of which you are scheduled to become the head.

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For the regular advertising, my proposal contemplates use of the most widely read and influential newspapers and magazines, first in the United States and the leading countries of Europe, later extending the field to countries of lesser consequence but essential to complete a comprehensive scheme of world-winning.

Concisely stated, the contents of the advertisements thus put to work for Mexico will set forth, with adequate attractive illumination, the detailed resources of soil, climate, minerals, timber, etc., also the basis upon which foreign interests may share in the benefit of these gifts of Nature. They will also carry the message of what the reawakened sentiment and courage of your nation means to itself and to the world, and narrate, as the course of progress lengthens, the nation's headway in self-development in every desirable direction.

My plan for the publicity is to see to it that not only current news having to do with the internal development referred to obtains adequate distribution and publication, but to prepare and distribute special news and feature stories for use in daily newspapers and magazines. In this I would serve as a sort of official news dispenser, and work in closest harmony with your administration. Indeed, the entire campaign is designed to carry sanction of your administration.

For the regular advertising there would, of course, be need of financial backing, to pay for space in the newspapers and magazines used. My plan is to carry it through four or five years, to fix fast in the world's mind and conscience the fact that Mexico has "arrived" to take her place among leaders of the international sisterhood. To merely "stab" at such an important undertaking, to do a meager volume of desultory, half-baked advertising would be unworthy of your great nation and a waste of money and effort. It should be an example of what Mexico designs to make her national characteristic, that of going the whole length when the best that is in her is challenged. It is that sort of policy that will win the world for you.

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Careful estimate of the cost of such advertising, continued over four or five years, is approximately \$1,000,000, or, say, \$200,000 to \$250,000 a year. For the results which will be achieved the aggregate sum named will be a mere trifle.

As you probably are aware, my services for such a campaign will entail no expense upon your country, and the only charge I will make for the publicity is such expense as arises from necessary travel to obtain data for use in the advertisements and publicity, photographs, etc. In other words, there will be no salary charge, compensation coming through regular and standard commissions from newspapers and magazines in which the advertisements appear. These commissions are paid to advertising agencies but in no case to advertisers, so that it does not fall upon the advertiser. This is the basis of all advertising.

Throughout the period of this advertising campaign it is my plan to spend all, or practically all, my time in Mexico, mainly at the capital, so as to be in close touch with your administration. In such an event it will naturally be my pleasure to co-operate with you and your fellow-officials in any way that may be desired by you and possible for me. As far as it may be desired and practicable it will give me genuine satisfaction to be in fact a part of your administration, contributing as largely of counsel and energy as can be utilized by you to advantage.

Should you desire to investigate as to my personal and professional character and fitness for the tremendous enterprise herein proposed, I have only to invite you to proceed in any way that suggests itself to you, and also to go as far as you please. It may be that you can obtain a start by inquiring of Mr. Wm. F. Saunders, secretary of the American Chamber of Commerce at Mexico City, but I deem it proper to say that my acquaintance with Mr. Saunders is limited. It is probable, I believe, that Mr. C. I. Luque, representative in St. Louis of your Department of Commerce, is shortly to be in your city, if not already there, and with him I am pretty well ac-

MEMBERS

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
NATIONAL OUTDOOR ADVERTISING BUREAU

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quainted. In my own behalf, will state that I am a newspaper man of long experience and on representative daily newspapers, including the Commercial Appeal at Memphis, Tenn., and the Globe-Democrat and Post-Dispatch in St. Louis. For three years past I have been publicity manager for the advertising agency shown hereon.

Trusting that the proposal will meet a strongly responsive chord in your mind as the really great means of creating a new Mexico, which I am sure is your foremost ambition, and that it may be my privilege and pleasure to work with you to that end in the manner suggested, also with very best wishes for you and the favored nation which I anticipate you are to lead in a march of development such as the world has not hitherto witnessed, I beg to remain,

Sincerely yours,

F. Y. Anderson.