

"Message From Señor Alejandro Le Blanc"

As Given on Original Drawing Made by Him and Presented to the California Avocado Association

PLAN

Of the place where is situated the original avocado tree known by the name "Fuerte"; as well as the site which, in days of yore, was occupied by its predecessor of the same class. And certain lines which form a part of the same map, of the house number 24—Avenida 3 Poniente (of the ancient Street "Real"—or "Las Uvas"—number 5; and later called "Manuel Buen Rostro"—number 2), of the City of Atlixco, of the State of Puebla in the Mexican Republic, which property was in the possession of my mother, dona Mathilde Dion Dumont, (this property today being in liquidation),

And which the undersigned will try to arrange in an illustrative, simple, and thoroughly unpretentious manner (since there is no object), except the Special Object of Dedicating it particularly to the Archives of and for its Development by all the Cultural Societies of Avocado Trees and other Technical Parties who may be interested, located outside of the Country of Mexico but Principally in the State of California of the American Union (United States of America), which Societies, with a certain amount of Justification, have Always Distinguished, in a very Marked Way, from among the Various Types of Avocados Cultivated and Propagated in this Territory, that variety which is known by the name of "Fuerte," due to its resemblance, in a figurative sense, both to the physical aspect of the Tree itself which seems like "The Herculean Distension, or Athletic Contortion of a Healthy Acrobat", as well as to its "Food Fruit", full of Goodness, Quality, Productivity, and other Qualities Necessary to Command the Esteem and Interest of the scientific-commercial world, and who succeeded in Introducing it with Fortunate Results, to an Extensive Cultivation and Propagation through Men of Science and Enterprise, both in an Official capacity and as Individuals, in the United States of America, and my obligation and Disinterested Personal Contribution is toward them, in the genuine Spirit of Cooperation in the Natural Orders that the Human Race tries to Investigate and solve.

All of this has to do with the Anticipated Arrival to this City of Atlixco of the Announced Great Courtesy Visit in which will Participate the Honorable Cultural Societies of the Avocado of the United States of America, and they have planned to fulfill this mission through Mexican Territory during the days from the 8th to the 24th of April of the present year 1938, with a Stopover in this Pleasant and Congenial City of Atlixco during the 17th day of April, on which day will take place the Celebration of Various Acts of a Solemn Character, Semi-Official, since by the Acceptance of the Polite Invitation which very Courteously was diligently brought to the attention of the Honorable Members who form the Honorable Body of Representatives of Both Governments, both on the part of the United States of America, as well as on the part of the Republic of Mexico, they will Suitably Serve to Supervise the Development of the Announced Acts of the Program,

During which all the inhabitants, both those of the Region of Atlixco, as well as those of the State of Puebla and of Mexico in General, by means of their Honorable Representatives, shall participate and listen to the very cordial and courteous words of appreciation which, in such an Appropriate manner, are being brought by all these Honorable Scientific and Industrial Delegations of the Avocado Industry to this Beautiful Region where they Obtained a Raw Material of Excellent Quality with which to Augment the Economic Resources of a Great People and who, now as well as on Previous Occasions, are Turning Their Steps, in a Pleasant Tour, toward this same City of Atlixco, and Bringing Greetings from Distant Lands in an Act of Noble Appreciation at the Foot of the Veteran Lonely Old Tree.

This being a small task executed by the Author who has signed his name at the bottom of this map, and he has no objection whatsoever in the convenient use that is made of this as a "form" in the Completion of Guide-Books and Tourists' Itineraries, or even in Special instances as a "mural" design, or inserted in some of the Annual Editions which are Published by the Members of these Cultural Avocado Societies for their own Convenience, as well as for all those persons who have a great interest in Collecting some particulars and details which signify one more Page in the Economic History which is being Developed by a Great People who are Founding their Destinies with High Hopes in the Foundations of their Industry and of their Work, Integrating a Great Nation full of Peace and Happiness to a Future Worthy of their Coming Generations;

As well as for all those persons who feel an awakening attractive desire to spend Repeated Visits to this Place (for me poetic, because of having spent my childhood here) called Atlixco, not only in an Official Capacity, or even a Semi-official Capacity such as on this First Occasion on which is Awaiting Adorned with Enthusiasm to Receive such Illustrious as well as Worthy and Honorable Visitors, but also for a Personal or Commercial purpose, or just a plain Pleasure Trip, and in the Future Every Visitor can Recall and Cherish the Fragrance of this Beautiful and Suitable Place which is in Reality a Zone and Region privileged in its Natural Resources and contrasts, benign in its Climate, hospitable in its familiarity, poetic in its Atmosphere of Seclusion, deserving in its Nobleness and of unforgettable Gratitude that its own fate imprinted on it in order that it may offer these qualities to all travelers who may arrive at this city, and which has been called very dearly "Atlixco."

Many thanks for such Honorable Distinctions, which those of this Land will Cherish so dearly, toward the one who writes this in an attempt to pay back with simple words of devotion, esteem and appreciation, with his best wishes for Well-Founded Prosperity, for all the people of the world; and for the useful interests that this small work may render, the undersigned author remains very grateful.

And by means of the very attentive management of the present Directors and other Associates of the "California Avocado Association" of Los Angeles, State of California, United States of America, I take the liberty of making a gift of my present original specimen, of which no copy has been made, to the Honorable Members and Integral Directors of the Cultural Society of the Avocado "California Avocado Association" of Los Angeles, State of California, United States of America, in order that they may put this to better use and service and that they will be kind enough to distribute copies made from this original, among their Associates and the industry in general, and with the object of

making manifest, by means of this message, my confessed appreciation and estimation for those persons and visitors who have come from outside my country on a visit of study and admiration, and among which my memory enables me to name:

Messrs. Carl B. Schmidt	Mr. and Mrs. J. Roy Smith
Wilson Popenoe	Mr. and Mrs. Walter Eaton
Robert W. Hodgson	George B. Hodgkin
A. D. Shamel	Carl V. Newman
Knowles A. Ryerson	John Vincent Newman
J. G. France	Paul Russell

and other ladies and gentlemen whose names may accidentally be omitted and other names which it is impossible for me to remember at the moment, and you will always find this humble servant at your disposal.

(Signed) SEÑOR ALEJANDRO LE BLANC

Original in Spanish Translation, March 25, 1938, by Albert Grego