

Official Proclamation by Mayor of Atlixco, Mexico, Posted Throughout That City, on March 14, 1938

TO THE PEOPLE OF ATLIXCO!

An unusual act, perhaps unique in the contemporary universal life, but most assuredly without precedent in our national history, will soon take place with its international consequences and reverberations and with deep significance from all points of view, but principally from the standpoint of attraction for the tourist, with great profit for this historical, beautiful and rich city. I refer to the visit to this City that the Avocado Growers of California, U.S., (California Avocado Association, 4803 Everett Avenue, Los Angeles), Will make the proximate Sunday, April 17.

The reason why the California Association of Avocado Growers will visit Atlixco, preferably is the following:

The great American people, which in almost everything can be taken as a model, with its everlasting spirit of enterprise, has for many years dedicated itself to create, produce and improve all classes of articles, products, species, etc., which it formerly had to import from other parts of the world, principally those fruits which were not indigenous to their country and which were consumed on a large scale, such as the avocado which was introduced into California in 1856, but which did not thrive until Judge Ord of Santa Barbara, California, brought three trees from Atlixco in 1871 which became definitely acclimated to that land; and in its intelligent and constant investigation and experimentation, it sent various agents to scout the parts of the world in which avocados are produced, in search of the better varieties, in order to try to acclimate them completely to the fruit-bearing region of California.

ATLIXCO — PRODUCER OF THE BEST AVOCADO

Nine years of patient investigations by Dr. Popenoe of the American Department of Agriculture, selecting from among the forty varieties coming from all parts of the earth where this fruit is produced, those which deserved supremacy, resulted in the region of Atlixco remaining as the producer of the best avocado in the world. In 1911 there came to Atlixco Mr. Carl Schmidt, who was sent by the California growers "West India Gardens", in search of the best that there was in the region, and after judicious observations, he selected an avocado tree which exists in the house of Sr. Alejandro Le Blanc, on the ancient road of Buenrostro, which today is 3 Poniente number 24, and from there he took the grafting twigs which, brought carefully to California, gave origin to the variety known by the name of "Fuerte" which, because of its resistance to the severe frosts of that clime, because of its large size and exquisite, butter-like taste, has given millions of dollars to the innumerable growers and producers of avocados of those lands; and these (the growers), in a sudden impulse of spirituality and gratitude which, for being unusual and praiseworthy has no precedent, and which stands out all the

more in times in which strife, economic strife especially, is blind and implacable, come from the distant land of Los Angeles, in pilgrimage, (excursion) to render reverent homage to the tree from which they had derived their riches, and on Sunday, April 17, they shall place upon the tree a commemorative plaque, and shall present gold medals with the Aztec hieroglyphic representative of the avocado and with appropriate inscription, to the owner of the avocado tree, Senor Le Blanc, and to its discoverer, Carl Schmidt.

According to data furnished by the Superintendent of the Promotional Department of the National Railways of Mexico, there will be more than 125 persons on this extraordinary excursion and it is needless to point out to the people of Atlixco what this signifies for the City through the favorable consequences which can be produced for the future, if **in an intelligent manner**, without stinginess, nor niggardliness of discernment and action, we unite and all of us contribute to the act of receiving with dignity, as is proper, those persons who come from remote and strange lands to honor a tree, do justice to a region and to get to know what we are and what we can and should be.

This is the purpose of this notice, which has been sent to each and every person who lives in this City, inviting them to contribute unstintingly and without haggling, toward taking care of the increasing expenses which must be incurred in order that our visitors may obtain a good impression of Atlixco which later on will mean constant excursions of people who, either in groups or singly, will come to visit the tree which the growers of avocados are coming to honor and venerate; which individuals or groups shall amply remunerate then what we spend now to entertain them properly.

For the relative tasks there has been designated an organizing Committee composed of Messrs. Luis Carbajal, Gonzalo Perez, Ignacio Arriola, Carlos Ponce Reyes and Ruperto Torres, under the chairmanship of the undersigned, and this Committee and I **supplicate our neighbors:**

- I. That they clean, adorn and paint the fronts of their houses in order to give the City a better aspect.
- II. That they repair the sidewalks which are in bad condition.
- III. That they remove from the pavement any loose rocks.
- IV. That on the proximate Sunday, April 17, at 9:30, the City be well cleaned and washed, and the front of each and every house be adorned with our sacred National colors and with the colors of the American flag, red, white and blue.
- V. That all commerce, without exception, cease from 9:00 o'clock in the morning.
- VI. That everyone prepare to give warm acclaim and applause to those that come to honor one of our citizens.
- VII. That everyone, also without exception, contribute to the best of their ability, but always as much as they possibly can, to meet the greatly increased expenses incurred as a result of the reception which we are preparing, the program for which will be published shortly.

Donations will be accepted in the Miscelanea of C. Carlos Ponce Reyes in the Portal Iturbide.

Would that this extraordinary excursion may arouse us from our usual indifference and inertia, and may enable us to profit from the eloquent teachings which are to be derived from it, impelling us, for our own convenience, to imitate them:

First—In their great practical spirit of enterprise and pecuniary generosity which have made it the richest country in the world.

Second—In their great spirit of cooperation and solidarity which have made it the strongest nation in the world.

Third—In their great sentimentalism and spirituality which have gained for them the respect and estimation of the world.

Fourth—And in their spirit of union and discipline which have converted it into the most feared power on earth.

GABRIEL CUEVAS

Atlixco, Puebla, March 9, 1938

Translation—March 23, 1938, by Albert Grego



Directors of the California Avocado Association, showing bronze tablet later placed beneath parent Fuerte tree in Atlixco, Mexico. Photo taken March 10, 1938. Left to right: A. W. Christie, Whittier; Carter Barrett, Whittier; O. A. Murray, Santa Ana; J. Eliot Coit, Vista; Dean F. Palmer, San Diego; F. D. Halm, La Habra; H. B. Griswold, La Habra. Two directors were absent—James G. France of San Diego and Albert J. Thille of Santa Paula.