

POOR PUBLICITY.

It is becoming quite apparent that while Montana obtained a great deal of publicity from the Dempsey-Gibbons fight at Shelby, that much of it was not of the kind which will materially help any section of the state. In fact, it is a question whether the unfavorable publicity that has resulted—aside from that having to do only with the financial failure of the fight—does not more than offset the favorable mention that was obtained.

The answer is that mighty few of the men who came to Montana to see the fight were the kind of men who are at all interested in agriculture or in livestock. The fields they may have seen in southern or central Montana made no impression upon them, had no appeal to them. They saw them in every other state through which they passed, and they were largely men who are not interested in the price of land. The record low prices of Montana lands and figures showing the record yields of that land in grain and hay meant nothing to them as a comparison.

But those figures would have meant something to a Minnesota Iowa or an Illinois farmer.

Then the out-of-state newspaper men who came to Montana for the fight came for the fight alone. If one of them did now and then send to his home office a story about Montana, it, for the most part, dealt with the number of bank failures we have had in the past three years, and pointed out that there are fewer painted farm houses here than there are in Ohio.

The only article which was at all complimentary to Montana and its resources read like this great state had just been discovered by the writer, and that its publication registered the greatest newspaper scoop of two decades. All of these things must force the conclusion that, as a publicity effort, the Shelby event was nothing but a prize fight.

Some other Montana organization is going to have to carry a different line of information to a different class of people than those who were interested in the fight, if Montana is to gain in citizens and in wealth.

Dempsey Fight A Loss For Montana

Clipped By:



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