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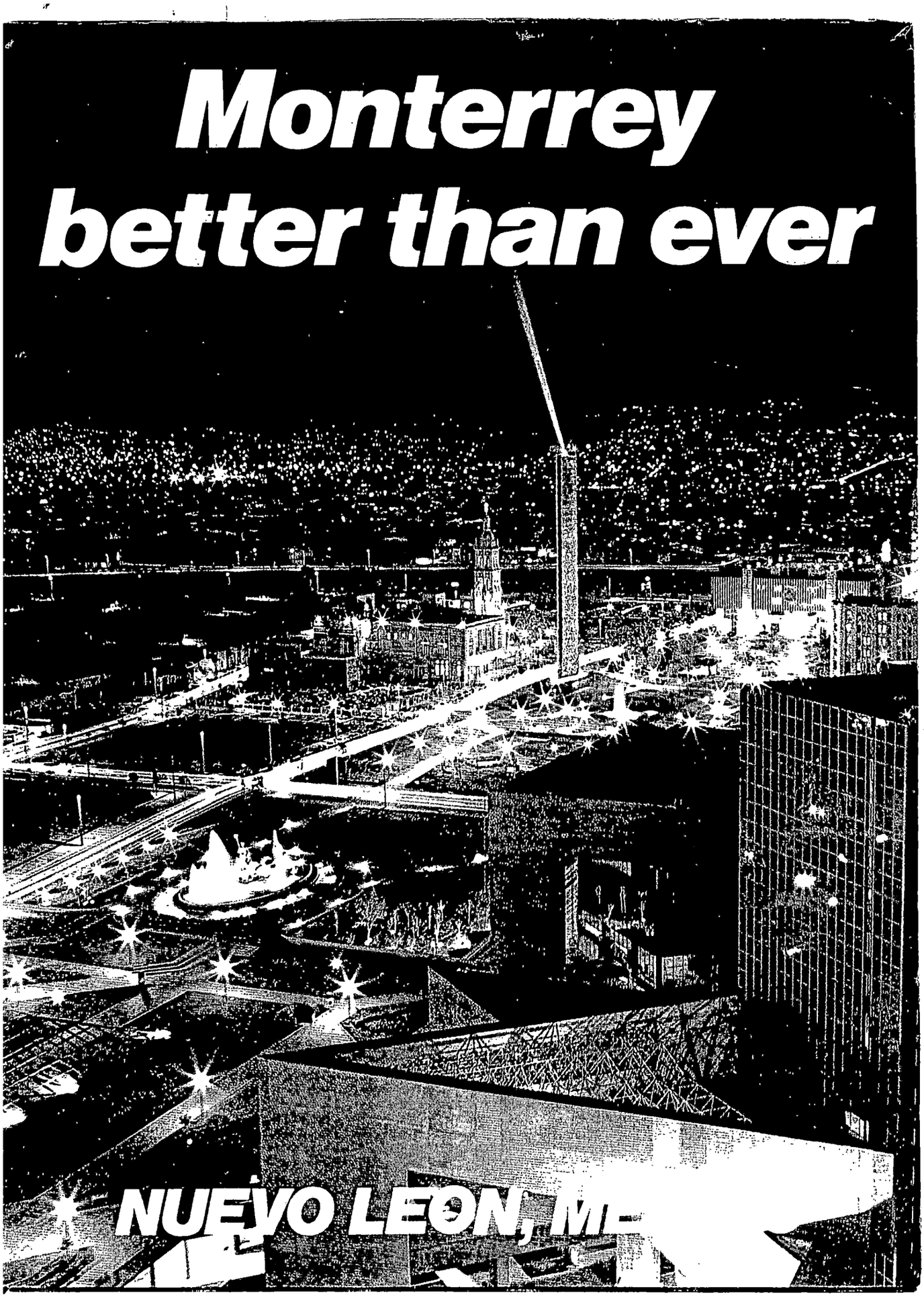
Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Backup Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13739
Folder ID Number: 13739-004

Folder Title:
Government Palace Remarks, Monterrey Mexico 11/26/90 [OA 7563] [3]

Stack:	Row:	Section:	Shelf:	Position:
G	26	21	1	6

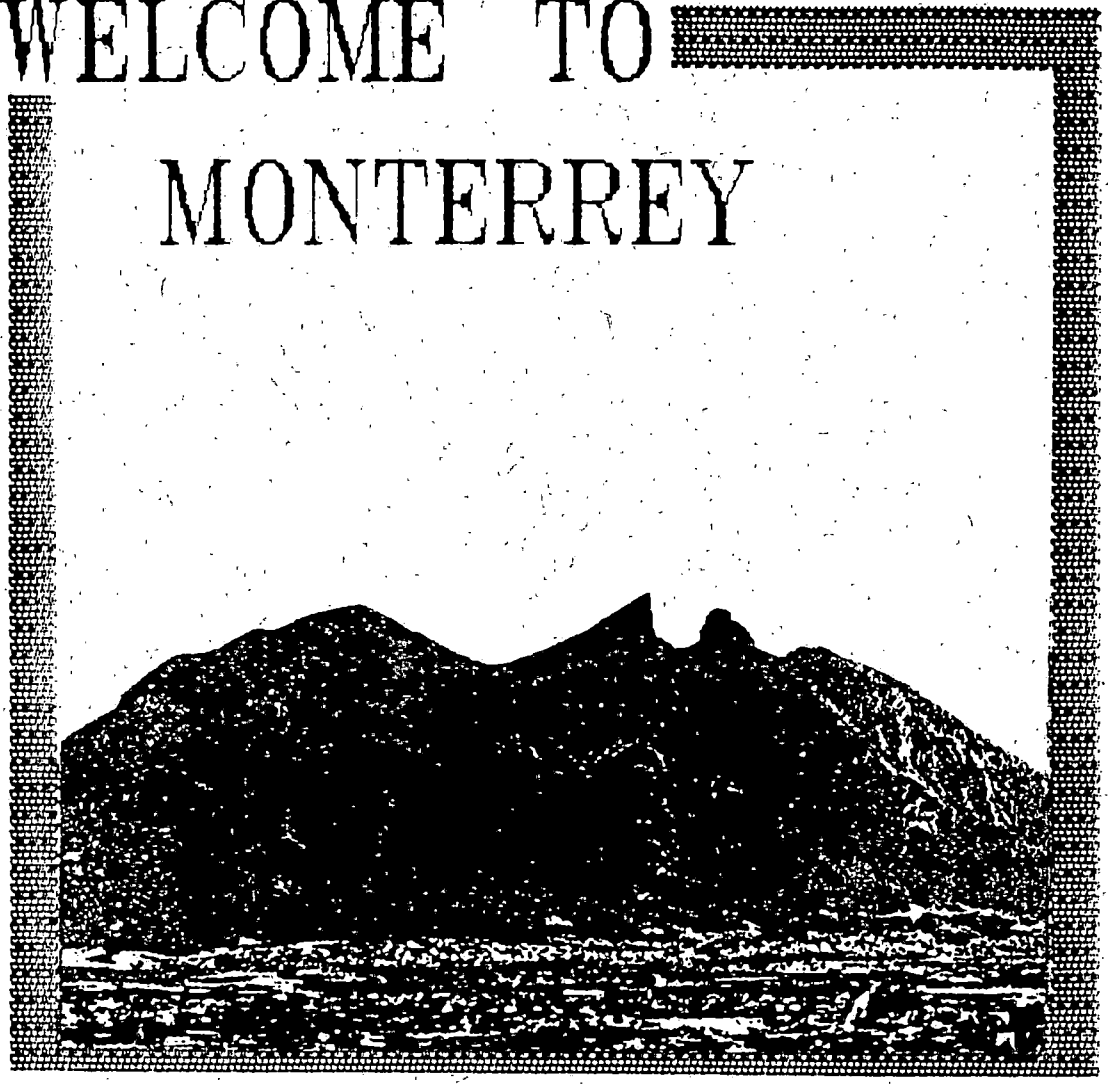

Monterrey
better than ever
NUEVO LEON, M-

State Government of Nuevo Leon
Secretary of Industrial and Commercial Development
Tourism Department
P. O. Box 2884
Monterrey, Mexico
(83) 44-43-43 & (83) 40-10-80

LCFPI-7/87

PRINTED IN MEXICO

WELCOME TO MONTERREY



Consulate General

Community Liaison Office

UNITED STATES GOVERNMENT AGENCIES

ORGANIZATIONAL DIRECTORY

Consulate Switchboard	45-2120
Duty Officer - William Mozdzierz (after 5 PM)	35-1367

DEPARTMENT OF STATE	EXTENSION	DIRECT LINE	HOME
Principal Officer			
John E. Bennett	400	43-7124	56-0825 35-5590
Administrative Officer			
Ann Kelleran	413	40-5704**	78-9647
Communications Officer			
Herman Ellington	426	45-7749	38-4803
Consular Section			
Anne Koenig	484	42-8506 42-5433	Ancira 43-2060 Rm. 470
Economic Officer			
Paul Trivelli	466	--	35-9914
Regional Security Officer			
Edward A. Lennon	391	--	38-2407 38-3932
DRUG ENFORCEMENT ADMINISTRATION (DEA)			
Ismael Fuentes	408 45-7251	44-5078 42-8497** 44-5261**	45-2120
IMMIGRATION AND NATURALIZATION SERVICES (INS)			
Mike Miera	443	43-7263	35-2150
U.S. CUSTOMS			
Dale Wisley	423	40-1943	38-2825
U.S. FOREIGN COMMERICAL SERVICE			
Dawn Cooper-Bahar	495	42-5172 42-5705** 42-7785**	78-5762
U.S. INFORMATION SERVICE (USIS)			
Robert Gibbons	490	42-3690	56-9444

**Direct telephone after 5:00 PM

EMERGENCY NUMBERS IN MONTERREY

		TELEPHONE
American Embassy, Mexico City		91-5 211-0042
American Consulate Monterrey		45-2120
After hours Consulate guards		42-4943, 40-3605
Cardiology Ambulance		42-1212, 75-1616, 75-2222 75-1212, 75-1177
Green Cross (Cruz Verde)		71-5050, 71-5259, 71-5311 71-5102, 71-5154, 71-5206
Doctors (Post Medical Advisors):		
Dr. Justo Cardenas Centro Profesional Delta Av. La Clinica 2520	Office: Residence:	46-4817, 46-2222 56-0251
Dr. Omar Diaz de la Garza Centro Medico Ingles Sertoma 203 Desp. 303	Office: Residence:	48-7320, 48-7463 56-3299, 35-2394
Hospitals:		
Hospital San Jose Ignacio Morones Priety 3000 Pte Col. de los Doctores	Switchboard:	33-3600 47-1010 to 19 47-3010
Hospital Jose A. Muguerza Hidalgo 2525 Pte.	Switchboard:	46-0100 to 09 46-3464 to 69 46-9091 to 95 33-1142, 33-1022 33-1202, 33-1082
Judicial Police Garza Garcia		43-8301 to 06 38-2694, 38-2695, 38-0946
Monterrey		42-4546, 43-8046, 43-8047 43-8049, 45-3838, 45-3826
Police Red Cross (Cruz Roja)		75-1212, 75-1616, 42-1212 75-2222, 75-1177
Regional Security Officer		38-3932, 38-2407
Transit Department: Garza Garcia		38-2695, 38-2694, 38-0943 38-0933
Monterrey		70-0050, 70-0102, 70-0048 70-0250, 70,0597, 70-1144,

CROWNE PLAZA: 44-6000, 44-9300

CONTROL ROOM Room 1232

HOURS OF OPERATION

	Control room	Accommodation exchange
Sunday	1700 - 2200	1700 - 2100
Monday	0700 - 2200	0700 - 0900, 1200 - 1400, 1600 - 1800
Tuesday	0600 - 1400	0600 - 1400

CHECK OUT PROCEDURE

Tuesday from 0600 - 0900

Suites: at Plaza Club desk

12th floor rooms: at Control Room if using a credit card, otherwise in lobby

11th floor rooms: by elevators on 11th floor if using a credit card, otherwise in lobby

Coffee and pastries available on 11th and 12th floors near check-out areas

CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA
MONTERREY, N. L., MEXICO

October, 1990

THE STATE OF NUEVO LEON

PROFILE

Area: 24,926 sq. miles; about the size of West Virginia

Geography: dry plains in the north and east; the Sierra Madre mountains (maximum altitude 12,100 ft.) cut the state from NW to SE; high plateau in the south

Climate: cold winters/torrid summers; largely arid and semi-arid

Population: 3.09 million; annual growth rate of 2.1%; 82% resides in metropolitan Monterrey which boasts a population of 2.52 million -- Mexico's third largest urban area

Work force: 1.07 million: Manufacturing-25%; Commerce-11%; Agriculture-8%; Finance-3%

Gross Domestic Product: Nuevo Leon accounts for 6% of the national GDP and ranks third in GDP per capita; major components of state GDP: Manufacturing-36%; Commerce-24%; Finance-8%; Agriculture-2%

Major Industries: steel, cement, glass, petrochemicals, food processing, maquiladoras

Major Agricultural Products: cattle, citrus, poultry, sorghum

BACKGROUND

The state of Nuevo Leon originally formed part of the New Kingdom of Leon, conquered by the Spanish in the 1580's and encompassing much of present day northeast and north central Mexico. Monterrey, the state capital, was founded in 1596. Throughout the colonial period the state was best known as a small mining and trading center. Textile and grain mills were established in Monterrey in the mid-19th century and the city accumulated considerable wealth in trade with the Confederacy during the American Civil War. But it was not until the construction of the US-Mexico railway through Laredo, Texas, to Monterrey in 1892 and the subsequent expansion of embryonic beer, glass and iron manufacturing facilities in the 1890's (the origins of the "Group of 10") that the city embarked on the path that

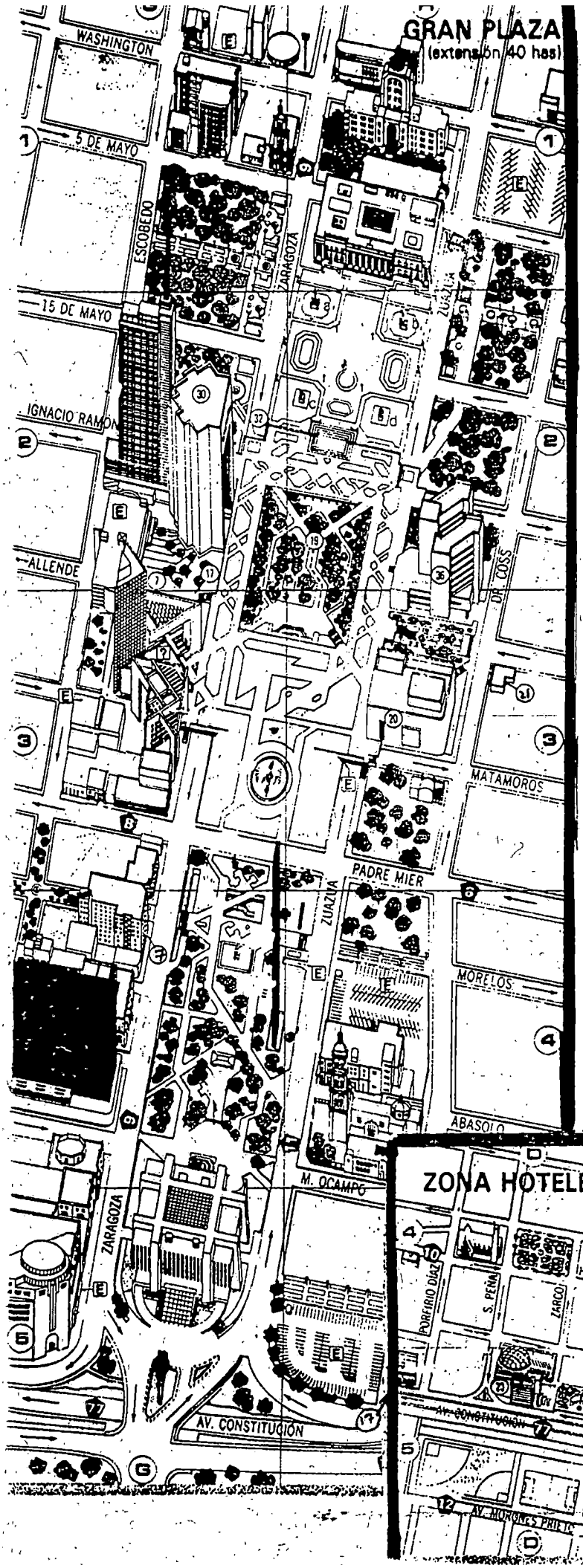
would lead it to become Mexico's second most important industrial center. The area's harsh climate, scarcity of water resources and distance from Mexico City have influenced the character of its people and the nature of its economy. Today Nuevo Leon is a highly urban and industrialized state which enjoys a reputation for entrepreneurship, pragmatism and modernization.

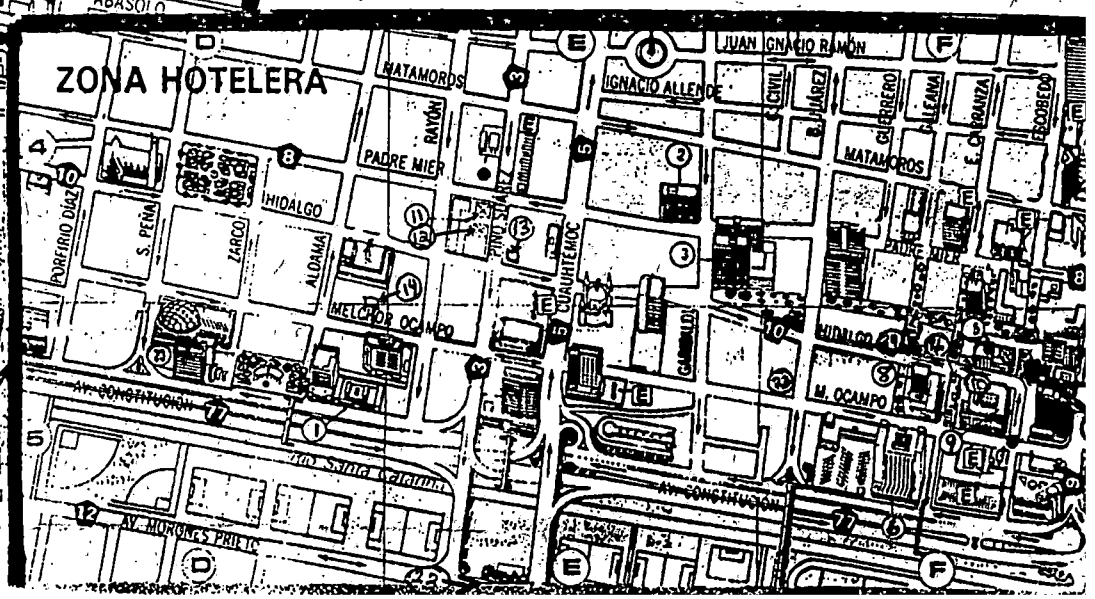
POLITICS AND ECONOMY

With a generally conservative electorate, Nuevo Leon provided President Salinas (whose family roots are in the northern part of the state in the town of Agualeguas) with a decisive win. This solid support for the PRI carried through to the November 1988 municipal elections when the party carried 48 of 51 local governments, leaving the PAN but with two of the seven municipalities comprising metropolitan Monterrey. The PRD enjoys little support in Nuevo Leon, although it too won a small municipality in 1988 and the party's state president, Lucas de la Garza, has national stature.

Some 53 of the country's top 500 businesses are headquartered in Monterrey. Besides being a major manufacturing power, the city also ranks as Mexico's number two banking center. The state is home to more than 75 maquiladora operations which exported $270 million worth of goods to the United States in 1989. Monterrey is well known as the seat of the "Group of 10," ten diversified industrial conglomerates. The largest, Grupo Alfa, is third in size only to Pemex (the national petroleum monopoly) and Telmex (the national telephone company) among all Mexican industrial groups, with annual sales of roughly $2.0 billion. The views of the city's business leadership are heard at the national level, carrying even to the office of the President.

Monterrey has long served as a major rail and highway juncture given its proximity to two major border crossings: Nuevo Laredo and Reynosa in Tamaulipas state. The state is deeply involved in border issues, particularly those involving transportation. Construction of Nuevo Leon's first direct border crossing, linking the small town of Colombia with Dolores, Texas, is underway and should be completed by mid-1991.





RESTAURANT AND ARTESANIA GUIDE

1. U.S. Consulate

HOTELS

2. Jolet
3. Rio
4. Royalty
5. Colonial
6. HOLIDAY INN CROWNE PLAZA
7. Monterrey
8. Ambassador
9. Ancira

FAST FOOD

10. VIPS, Hidalgo 401 Pte.
11. Kentucky Fried Chicken, Padre Mier 351 Ote.
12. Denny's, Next to Kentucky Fried Chicken
13. McDonalds, Hidalgo 333 Pte.

LUNCH

14. German Club, Ocampo 455 Pte.
15. Los Pilares, Hidalgo 485 Ote.

DINNER

16. Louisiana, Hidalgo 580 Ote.
17. El Rey del Cabrito, Constitucion 817 Ote.

-not on map but excellent

18. El Tio, Hidalgo 1746 (48-7735)
19. Residence, Degallado 605 Sur. (45-50-40)
20. La Scala, Mirador 203A (45-5966)

ARTESANIA

21. Casa de las Artensanias
22. El Bazar, Morones Prieto near Garza Sada
23. Centro Plaza de las Artesanias
24. Carapan Arts & Crafts, Hidalgo at Galeana

PREVENTIVE HEALTH MEASURES

General:

Monterrey is a growing industrial city with a population of three million. Its industrial output is second only to Mexico City. Steel mills, glass factories, breweries, and textile mills are the primary industries. At our altitude of 1700 feet there are some smog and pollution problems between mountains. We recommend that you initiate your exercise program gradually.

Monterrey, like most of Mexico, has a high incidence of hepatitis, tuberculosis and parasitic infections. Occasional cases of typhoid may occur. Travellers diarrhea with E-coli and shigella may occur. Occasional cases of dengue fever occur.

Diarrhea:

Some diarrheas are non-infectious and self-limited, resulting from changes in food, water, or altitude combined with fatigue and emotional stresses of departure and arrival. This type of diarrhea often clears up on a liquid/bland diet (with particular avoidance of fats and alcohol). The most important consideration in treating diarrhea is to replace the lost fluids by drinking water, caffeine-free tea, broth or carbonated caffeine-free beverages. Useful drugs to relieve excessive diarrhea and cramps are kaolin and pectin mixtures - Kaopectate and Pepto Bismol. Pepto Bismol, taken in doses of one ounce each half hour until eight (8) doses have been taken, has been found to limit the course of diarrhea caused by E-coli organisms, which are the leading cause of "travelers diarrhea" - el turistica. If diarrhea is accompanied by blood and mucous, or persists for more than three days, or is accompanied by fever, medical care should be sought. A stool analysis usually is required.

Many locally-available drugs for diarrhea, such as Enterovioform or Mexaform, although effective in reducing diarrhea, are extremely dangerous and should be avoided. Only prescribed medications should be used. Lomotil should be taken only if prescribed by a physician.

FOOD AND BEVERAGES

Do not be deceived by general appearances of cleanliness in restaurants. Although the appearance of cleanliness and sanitation displayed in the dining room is an important factor to consider in selecting an eating place, it is the sanitation and cleanliness exhibited in the kitchen which is of paramount importance. Unfortunately, the customer has no access to this area and must rely only on the reputation of the restaurant.

If well-cooked hot food is eaten, most intestinal infections can be avoided. Raw fruits should be eaten only when they have unbroken skins and they are peeled. Raw vegetables and salads should be avoided, as they are often contaminated with parasitic protozoan cysts or worm eggs.

Dairy Products

Unless dairy products are known to be hygienically prepared and properly refrigerated, they should be avoided. (Even when refrigerated, custards, cream pastry, potato salads and shellfish are excellent vehicles for pathogenic organisms and should be avoided.)

The safest dairy products are those which have been sterilized. Locally this is often referred to as ultra pasteurized and such milk is sold under the name "Alpura" in plastic boxes. This is equivalent to the long-life milk encountered in other parts of the world.

The next level of safety in dairy products are those which have been pasteurized. It is strongly recommended that NO dairy products be used that have not been at least pasteurized.

Meat and Seafood

Eating raw and under-cooked local beef, pork, sausage or seafood can lead to trichinosis, tapeworm or fluke infections. Smoking, salting, pickling or drying meat or fish is not effective.

SEAT BELTS/AUTO SAFETY

Seat belts are strongly recommended to be worn at all times while in any moving vehicle, but are required when driving in a USG vehicle. Drive defensively at all times in Mexico.

CONVERSION TABLE

Helpful metric measures for overseas living.

BASIC UNITS

METER: a little longer than a yard (about 1.1 yards)
LITER: a little larger than a quart (about 1.06 quarts)
GRAM: a little more than the weight of a paper clip

KILOMETER: 1000 meters somewhat further than 1/2 mile (about 0.6 mile)

AIR TEMPERATURES - DEGREES CELSIUS

Below 0 - freezing
0 - 10 - cold
10 - 20 - cool
20 - 25 - mild
25 - 30 - warm
30 - 40 - hot
Over 40 - very hot

BODY TEMPERATURES - DEGREES CELSIUS

36 - subnormal
37 - normal
38 - feverish
39 - very feverish
40 - dangerous

Bares y Restaurantes

Lobby Bar: Con música viva, de cuerdas, para disfrutar de su bebida preferida.

Café: Para desayuno, comida y cena; ofreciendo variedad de platillos, así como buffets para cada ocasión.

Club Bar: Para el hombre de negocios que desea disfrutar de un momento de relajamiento y enterarse de la actividad financiera mundial.

Restaurante Gourmet Wall Street: Con la mejor cocina internacional, ofreciendo los platillos más selectos, para el paladar más exigente.
Atención personalizada, en un ambiente de exclusividad.

Para Reservaciones Fiesta Americana:

Desde el interior del País	91(800) 90-100
En Monterrey	91(83) 565-622
En México, D.F.	91(5) 566-6600
En Guadalajara	91 (36) 253-434

ó llame a su agente de viajes.

FIESTA AMERICANA MONTERREY

Un Amanecer en la Hotelería Regiomontana ...

MARIONI D'RYB, S.A. / editora el sol, s.a. de c.v.

Monterrey

FIESTA AMERICANA MONTERREY

Un Amanecer en la Hotelería Regiomontana ...

Descripción

Fiesta Americana Monterrey, destaca por su edificio de arquitectura y diseño modernista ofreciendo:

- 307 Modernas Habitaciones, incluyendo:
- 1 Suite Presidencial
- 1 Suite Gobernador
- 18 Jr. Suites
- 56 Suites Ejecutivas.

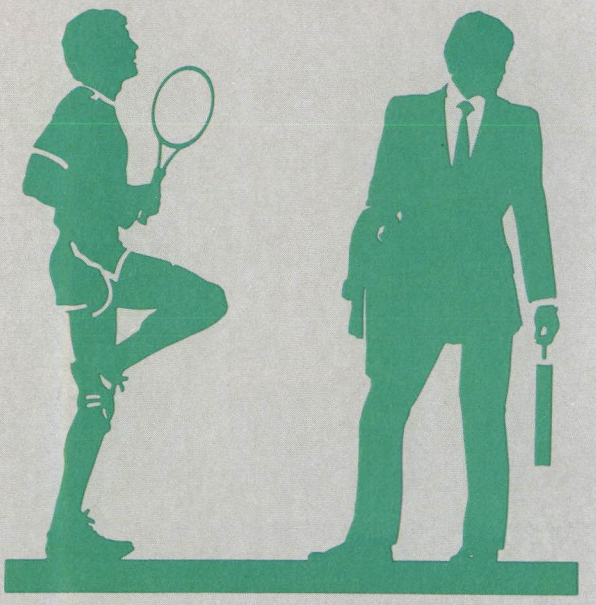
Bajo un moderno concepto de privacidad y exclusividad, en los pisos 8, 9 y 10 se encuentra el Grand Fiesta Club con un programa especial de amenidades, desde su llegada hasta su salida.

Localización

A unos pasos de las principales corporaciones que involucran la actividad financiera, industrial y comercial más importante de la ciudad, se encuentra el Fiesta Americana Monterrey.

En Residencial San Agustín, entre las avenidas Lázaro Cárdenas y J. Vasconcelos, a 30 minutos del Aeropuerto Internacional y a sólo 15 minutos del centro de la Ciudad de Monterrey.

Atractivos



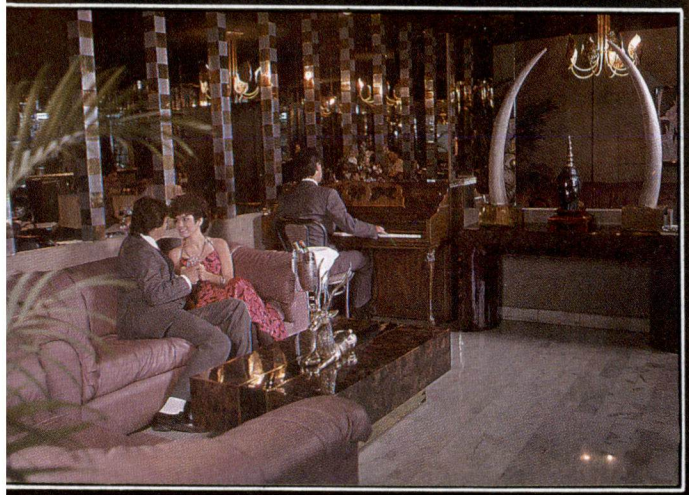
Espectacular vestíbulo y atrium, con amplias facilidades para eventos especiales, en su área de convenciones, albergando grupos desde 10 hasta 600 personas.

Además, cuenta con instalaciones recreativas para deleite de sus huéspedes y visitantes como son:

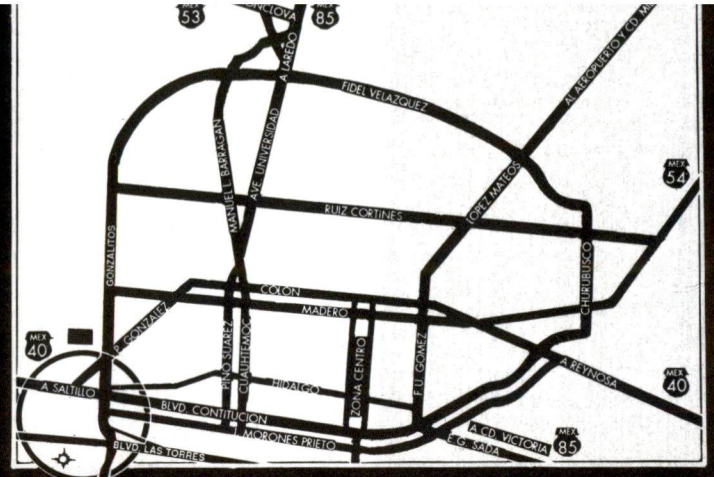
- Alberca techada y climatizada
- Jacuzzi
- Club de salud con gimnasio para damas y caballeros.
- Canchas de tenis

Fiesta Americana Monterrey se encuentra a una distancia conveniente de los mejores clubes deportivos del área, (golf, raquet, tenis, etc.)

ROOM WITH INTERGRATED HIDROMASSAGE.



LIVE MUSIC IN OUR LOBBY BAR.



Hotel – suite
Antaris

Río Danubio 400 Ote. Col. del Valle
Garza García 66220 N.L.
Monterrey – México
Tels. 91(83) 78-99-66 / 78-93-32 / 78-92-27
Telex: 38-2013 PTDNME

- 30 ROOMS WITH TWO QUEENSIZE BEDS.
- 14 JR. SUITES WITH KINGSIZE BEDS.
- A/C, HEAT.
- STEAM, HIDROMASSAGE (GUEST REQUEST)
- REFRIGERATOR, PHONE, BATHTUB.
- T.V. SATELLITE SYSTEM (24 HRS.)
- SAFETY BOX IN EVERY ROOM.
- DIGITAL CLOCK WITH AM/FM RADIO.
- WALL TO WALL CARPET.

DISCOVER

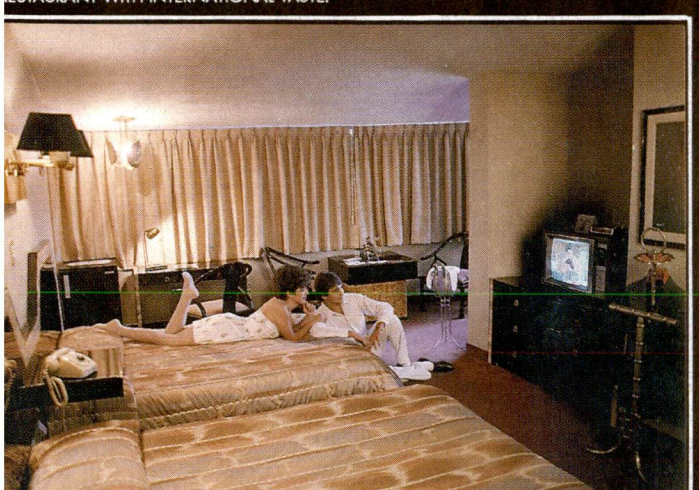
★ ★ ★ ★ ★

Hotel – suite
Antaris

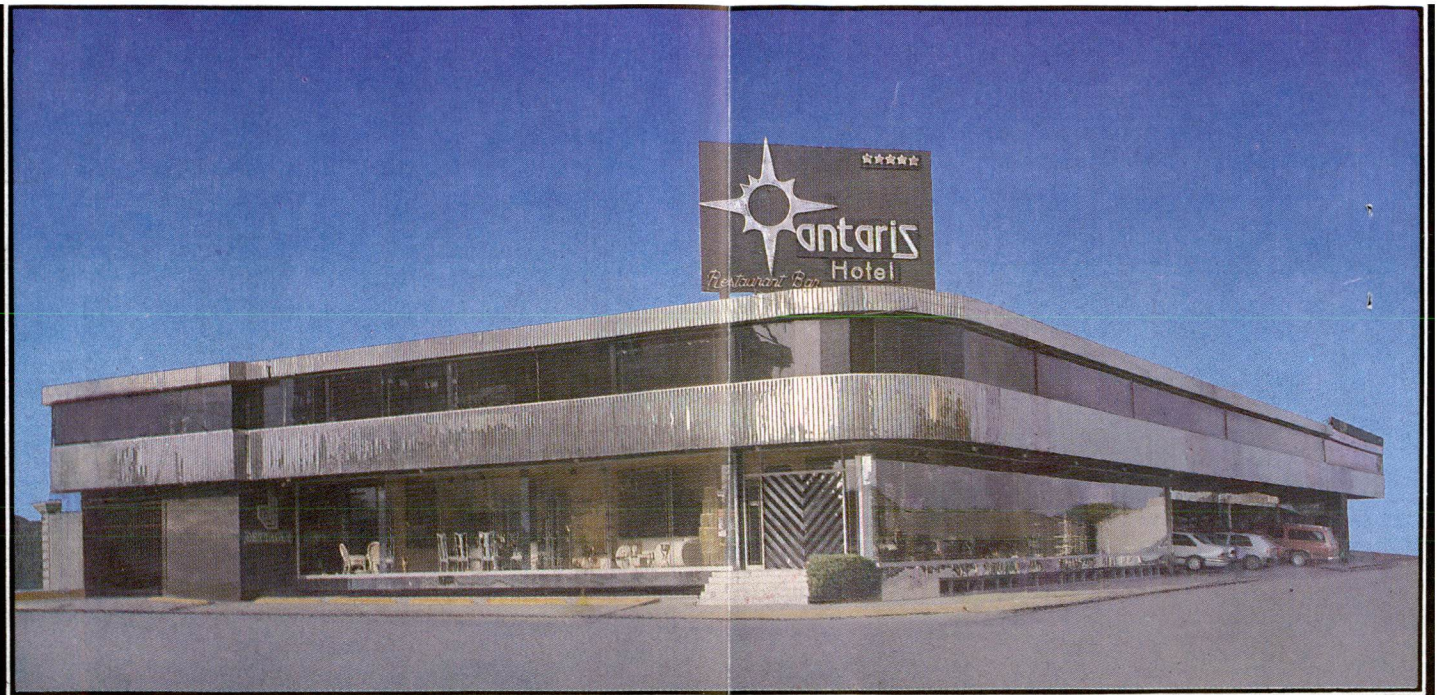
TOTAL ELEGANCE AND EXCLUSIVITY

4 JR. SUITES WITH KING SIZE BEDS.

ESTAURANT WITH INTERNATIONAL TASTE.



30 ROOMS WITH 2 QUEENSIZE BEDS.



HOTEL SUITES ANTARIS, THE EXCLUSIVE, THE ELEGANCE ONLY FOR YOU.

Hotel – suite
Antaris

Comfort, distinguished, elegance and personalized attentions. All in one united and complete atmosphere for you to enjoy.

Our 30 guest rooms with 2 queensize beds, love seat, 14 jr. suites with kingsize beds, love seat, are equipped with a/c, heating phone, steam, hidromassage (guest request), refrigerator, safety box, color T.V. satellite system (24 hrs.), dressing area, marble finishings.
In other words, all of our rooms, are designed to offer you the maximum service, that's the Antaris way.

GUEST SERVICES
For your business or pleasure stay, Hotel suite Antaris has for you laundry and dry cleaning same day services, Telex, L.D. phone service, Restaurant, Bar (live music), conference and banquet rooms up to 100 persons with all facilities.

PRIVILEGED LOCATION
A great part of the Antaris's charm is due to the fact that it is located in the beautiful Colonia Del Valle, in the heart of the most exclusive residential area.
The only hotel located infront of the Galeria and Mall Del Valle commercial complex with more than 70 establishments, like banks, travel agencies, 2 cinemas, boutiques, ice skating, beauty parlors and large variety of exclusive fine stores.
Antaris is located at the foot of the beautiful Sierra Madre mountains, where you can visit Chipinque Meza, at an altitude of more than 4,500 ft. and enjoy the unique panoramic view of the metroplex area.
Our location, service and attention: SUITE category is our distinction.

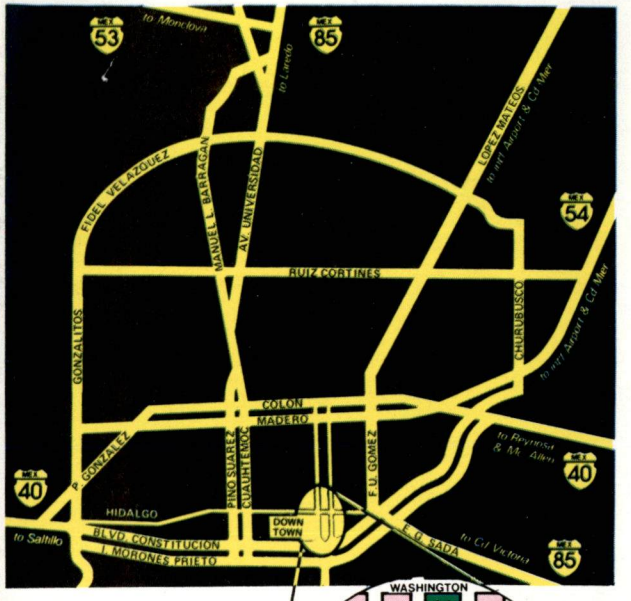
BUSINESS
Antaris offers you private meeting rooms, for your business affairs. Up to 100 persons, with all facilities even a Xerox copier. On your visit, elegance and exclusivity is unique at the Hotel Suite Antaris.

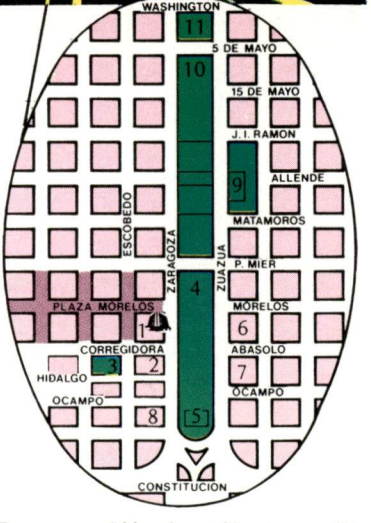
TOURIST ATTRACTIONS
Monterrey the nearest fun center in Mexico only 140 miles from the Texas border has a large variety of places and things to see. Like the Alfa Planetarium Center with it's Unimax system and museum. The Gran Plaza, the biggest plaza in the world, with more than 100 acres of gardens, monuments, historical buildings, the Cathedral, water fountains, the commerce beacon with it's green laser beam, that shines by night around the city; under ground shopping center and parking lot. The Horse Tail Falls, La Boca lake, Santiago Village, The Garcia Caves, with more than 60 million years old, the largest caves in America. The Bishop's palace, the Government's palace, the Cuauhtemoc brewery makers of the famous Carta Blanca, Tecate, Bohemia and Indio beers, Krystaluxus the biggest crystal factory in Latin America, and with the very best in gastronomic delights national and international. An the new Plaza Mall "San Agustin" located 5 minutes from Antaris. This and much more is what Monterrey offers you, so on your next visit, remember, that we at the Antaris will be proud to have

In Monterrey Mexico...
there is a key waiting at the

HOTEL MONTERREY

Best Western





1.- Hotel Monterrey.
2.- Old City – Hall.
3.- Hidalgo Plaza.
4.- Gran Plaza.
5.- New City – Hall.
6.- Casino Monterrey.
7.- Monterrey Cathedral.
8.- Circulo Mercantil Mutualista.
9.- Grand Theatre.
10.- Governor's Palace.
11.- Old Federal Palace.

Hotel Monterrey – Zaragoza and Morelos – Monterrey, N.L., Méx.
P.O. Box 349 Phones. 43-51-20 & 43-88-20 Telex 382562.

Toll Free Reservations in U.S.A. 1-800-528-1234.

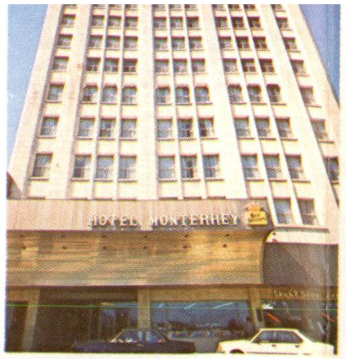
Desquite
impreso por editora el sol, s.a., monterrey, n.l.

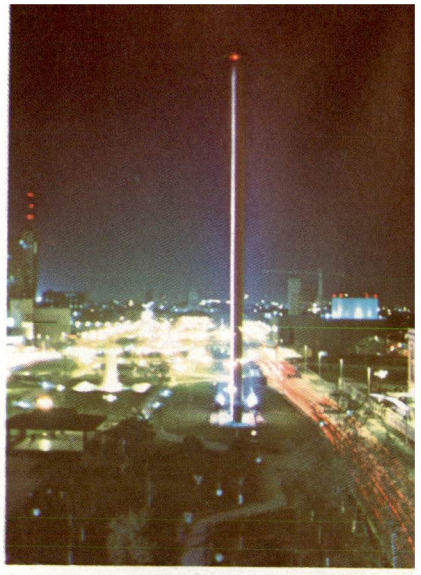
In Monterrey Mexico...
there is a key waiting at the

HOTEL MONTERREY

Best Western

Best Western





The hotel Monterrey...

The Hotel Monterrey Best Western awaits the opportunity of making your stay at the "Great City of the North" pleasant and enjoyable. 200 comfortable rooms fully carpeted, Color T.V. with U.S.A. Movie Channels, Mini-Bar, air conditioning, F.M. Radio, Direct Long Distance Dialing and the Most Modern Fire Security System in the City.

"MIRAPLAZA" RESTAURANT: A modern restaurant with a beautiful atmosphere, where you can enjoy delicious buffets, plus authentic Mexican and International dishes.

"LOS FUNDADORES" LOBBY BAR: A quiet place where you can enjoy your favorite drink. Live music.

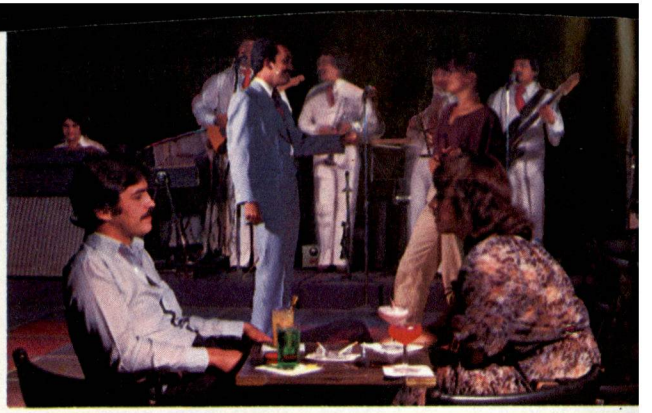
"EL CID" NIGHT CLUB: Where the fun starts when the sun sets, and you can wine and dance till your heart desires.

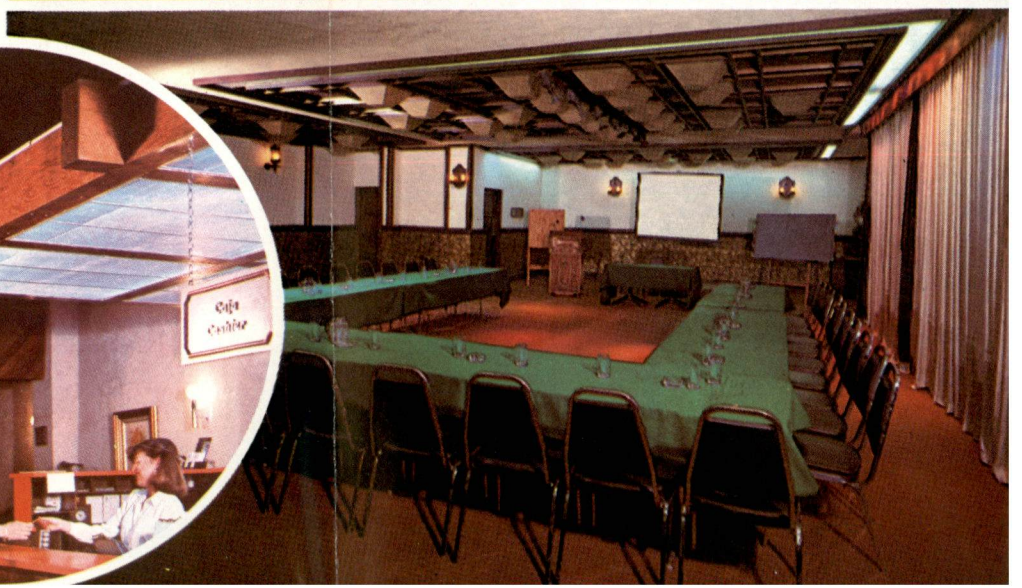
CONVENTION FACILITIES: Large and well – equipped Seminar and Convention rooms with capacity of up to 600 people.

PARKING AREA: Ample free indoor parking inside the building.

Outside the main entrance of our Lobby is Morelos Shopping Mall, where you will find more than 100 smart shops and stores.

Your room key awaits at the Hotel Monterrey.



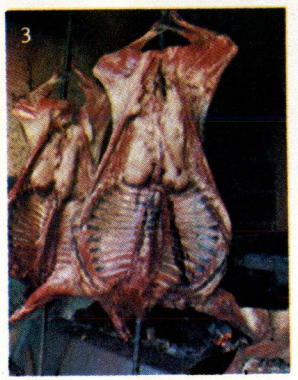


As guest of the HOTEL MONTERREY, you will be in the heart of Monterrey's downtown, surrounded by three beautiful Plazas; "La Gran Plaza" with its modern City-Hall and the Cathedral; the most Romantic Hidalgo Plaza and the modern and busy Plaza Comercial Morelos Shopping Mall where you can take advantage of Mexico's Shopping Bargains.

Monterrey...

Traditional, dynamic, provincial, industrious, progressive and in constant evolution, as Mexico's third largest trading center with important shopping Malls.

1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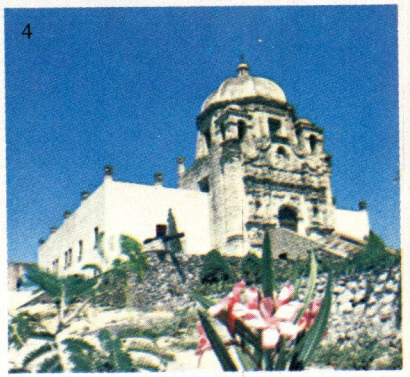
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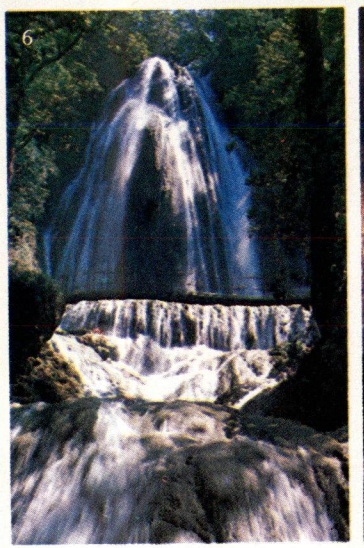
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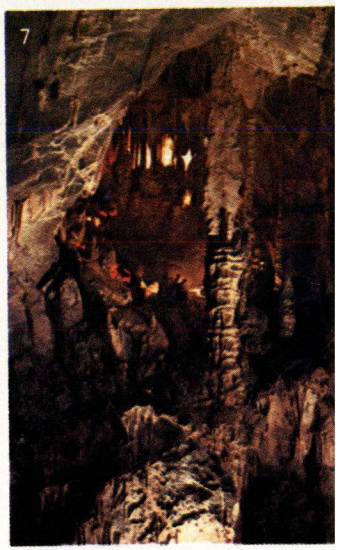
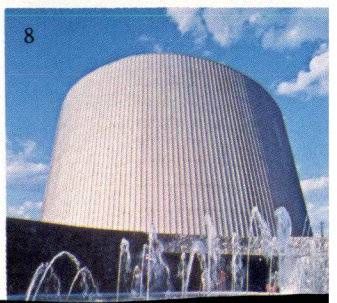

7

5

1.- Neptune water Fountain.
2.- Panoramic view Gran Plaza.
3.- Monterrey's traditional baby kid.
4.- The Bishop's Palace.
5.- Saddle Mountain.
6.- Horsetail Falls.
7.- García Caves.
8.- Planetarium.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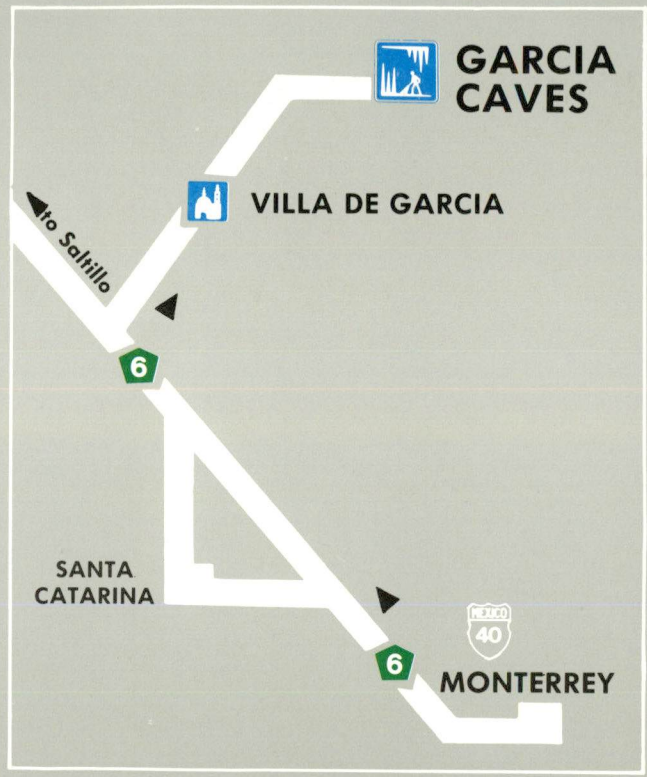
CONCEPCION GRAFICA: ROBERTO ORTIZ LE JEUNE, FOTOGRAFIA: FAUSTO TOVAR: IMPRESION GRAFO PRINT EDITORES, S.A.

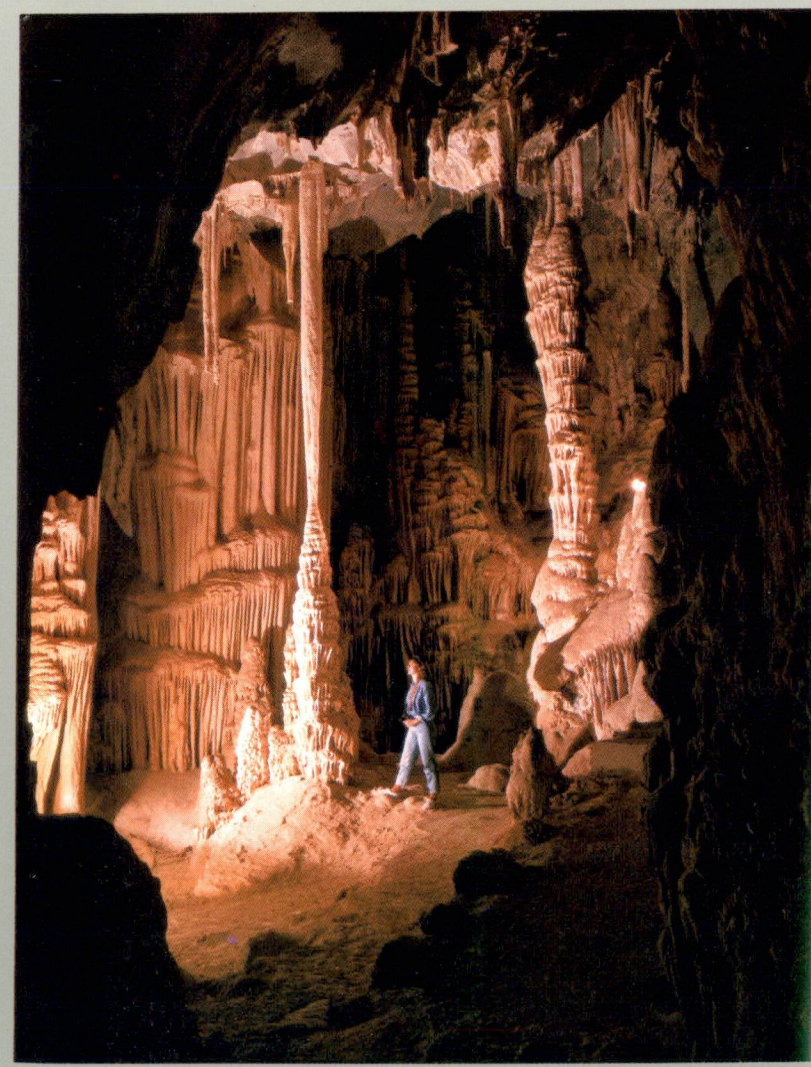


LOCATION: South west of Monterrey, at Friar's Mountain.
DISTANCE: 30 miles (50 kms) from Monterrey
ACCESS: Urban-tourist routes 6
ALTITUDE: 3700 feet above sea level (1110 meters)

NUEVO LEON STATE GOVERNMENT
SECRETARY OF INDUSTRIAL AND
COMMERCIAL DEVELOPMENT
TOURISM DEPARTAMENT
P.O. BOX 2884
PHONE (83) 40-10-80 Y 44-43-43
MONTERREY, NUEVO LEON,
MEXICO

GARCIA CAVES

MONTERREY/MEXICO

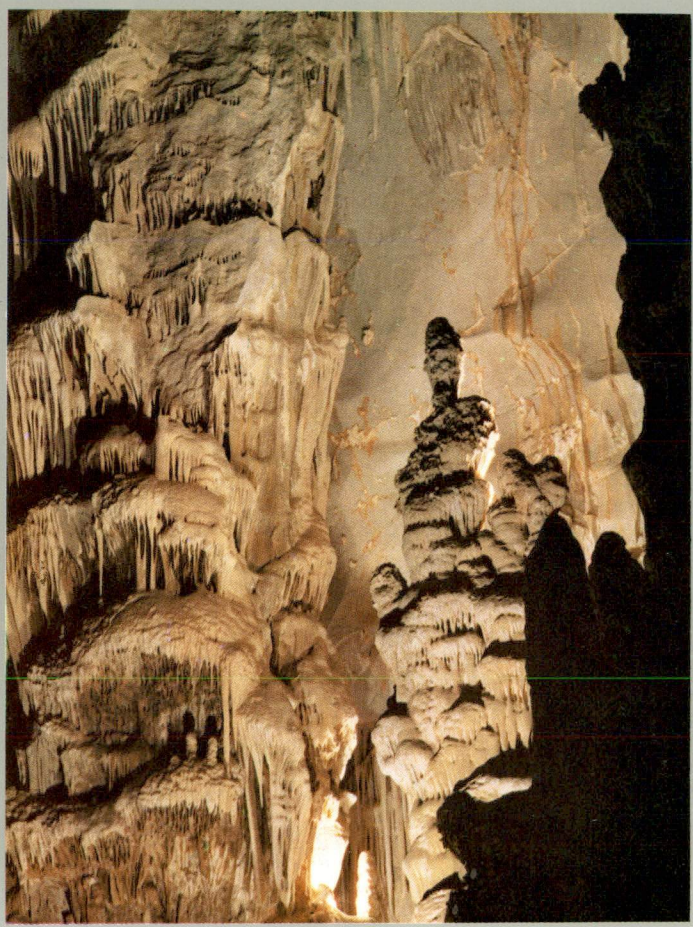


6-4/88 G.T.F.

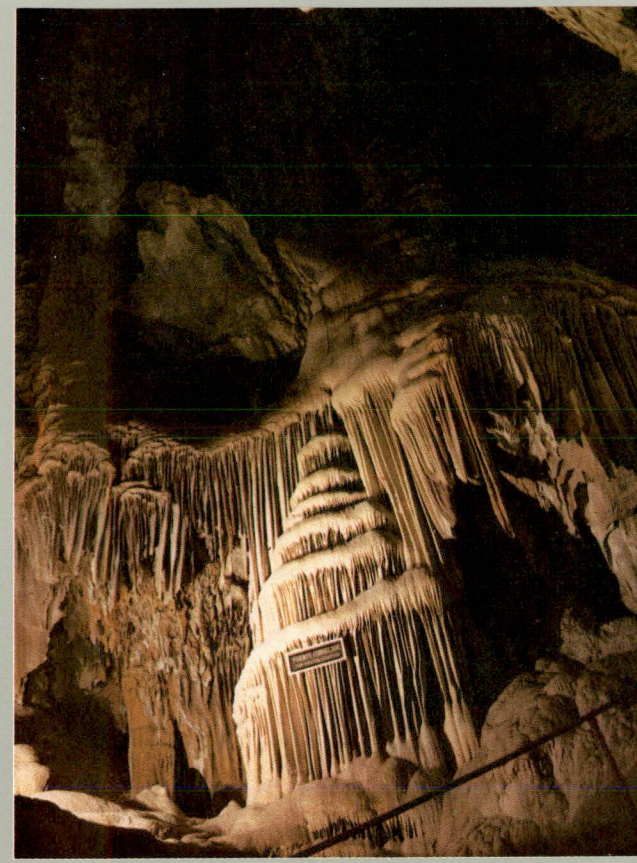
GARCIA CAVES

Sixteen rooms, a mile and a half journey in ninety minutes of viewing Nature's most spectacular designs is what GARCIA CAVES is all about. Having taken 60 million years of patience to form this work of beauty, the visitor arrives in minutes via a 2500-foot ascent via tram up the side of Friar's Mountain. Some of the rooms are illuminated for phototaking or picture postcards may be bought at the gift shop in the restaurant. A swimming pool is also available for the visitor. The caverns lie 30 miles (50 kilometers) from Monterrey.

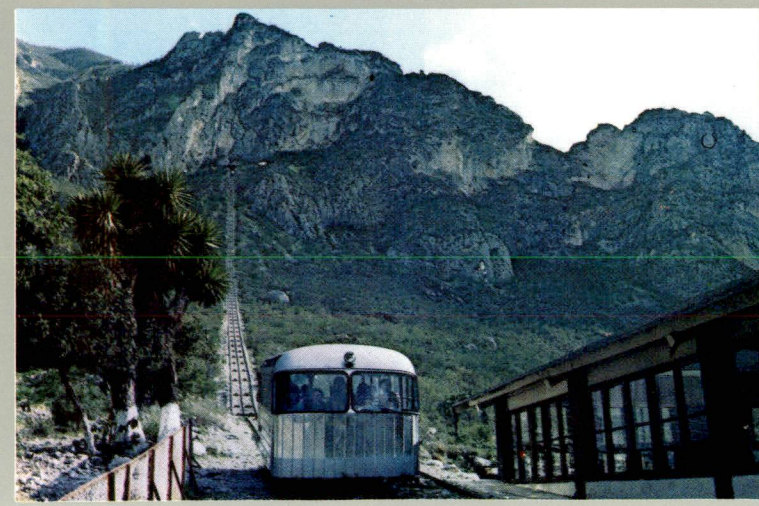
The Roman



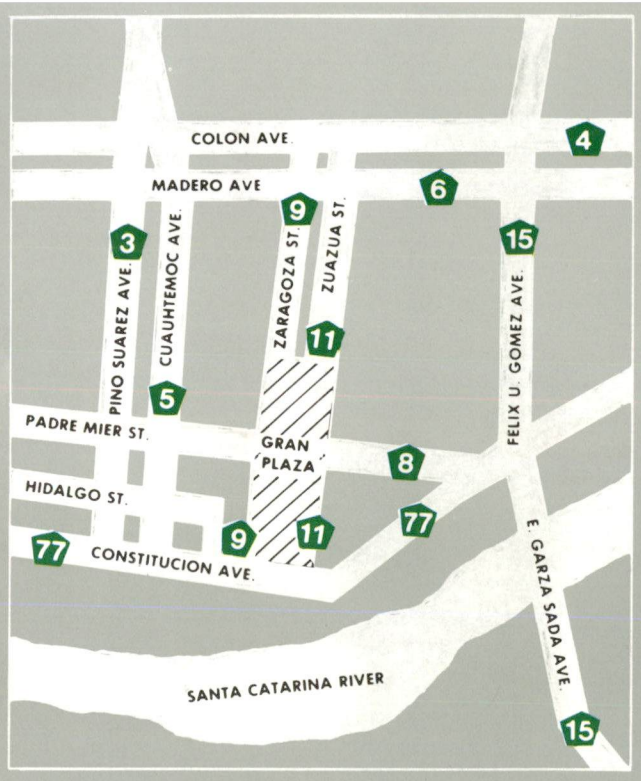
The Frozen Cascade



The tram and the ''Indian's Profile''



CONCEPCION GRAFICA: ROBERTO ORTIZ LE JEUNE, FOTOGRAFIA: FAUSTO TOVAR: IMPRESION GRAFO PRINT EDITORES, S.A.



LOCATION: Downtown Monterrey
EXTENSION: 100 acres/40 hectares
ACCESS: By way of urban routes 8 9 11 77

GOBIERNO DEL ESTADO DE NUEVO LEON
SECRETARY OF INDUSTRIAL AND
COMMERCIAL DEVELOPMENT
TOURISM DEPARTAMENT
P.O. BOX 2884
MONTERREY, NUEVO LEON,
MEXICO
PHONE (83) 40-10-80 Y 44-43-43

GRAN PLAZA

MONTERREY/MEXICO

6-4/88 G.T.F.

THE GRAN PLAZA
With almost 100 acres of extension and considered the WORLD'S BIGGEST CIVIC SQUARE, it begins at the State Exeecutive Office (1), a turn-of-the century building constructed in red quarry stone; concluding with world-famous artist Rufino Tamayo's Homage to the Sun (2) flanking City Hall (3). At the nerve-center, the Neptune Fountain (4). On both sides of the Plaza, cosmpolitan as well as modern buildings house the City Theater (5), the Cathedral (6), the Mercantile Bank Building (7), Nuevo Leon Museum of History (8), the Casino Club of Monterrey (9), the State Legislature (10), the federal administrative offices (11); and the crowning effort of the city's businessmen, THE LASER BEAM TOWER (12).
11
1
10
4
5
12
8
9
6
3
2

CONCEPCION GRAFICA: ROBERTO ORTIZ LE JEUNE, FOTOGRAFIA: FAUSTO TOVAR: IMPRESION GRAFO PRINT EDITORES, S.A.

LOCATION: South of Monterrey, in the Sierra Madre Range.
DISTANCE: 25 miles (40 kilometers) from Monterrey
ACCESS: Urban-Tourist Route 15
ALTITUDE: 220 feet above sea level (633 meters)

NUEVO LEON STATE GOVERNMENT
SECRETARY OF INDUSTRIAL AND
COMMERCIAL DEVELOPMENT
TOURISM DEPARTAMENT
P.O. BOX 2884
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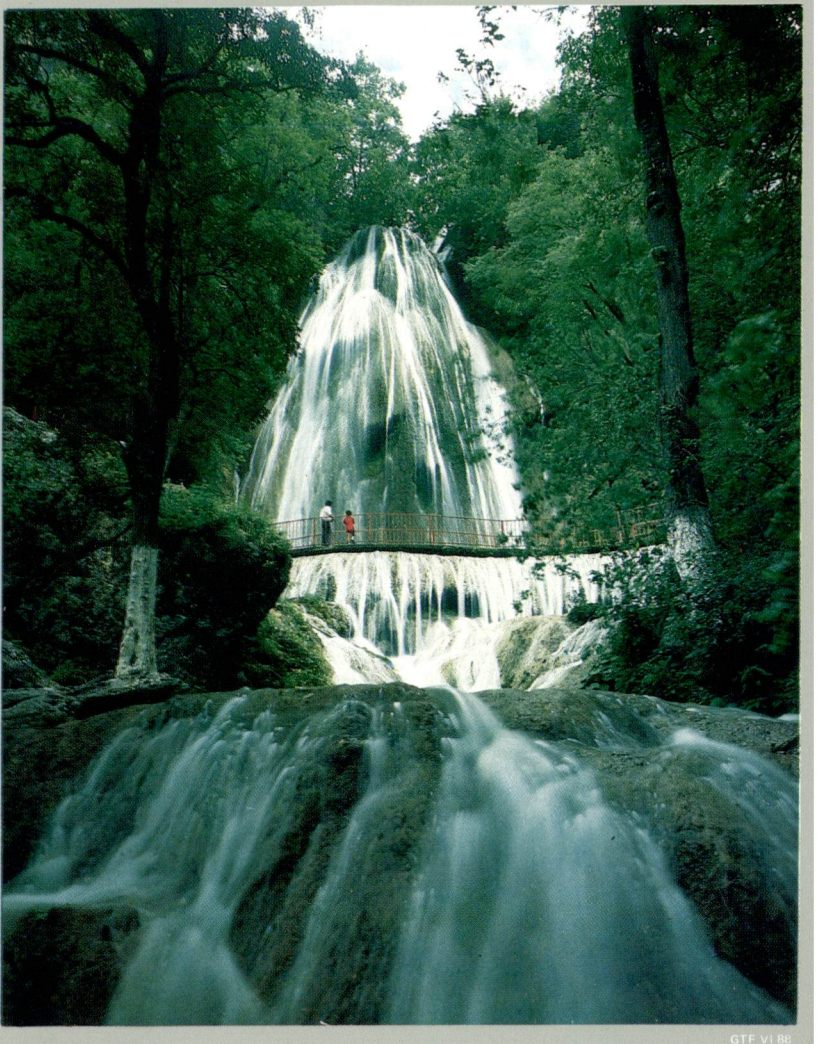
MONTERREY, NUEVO LEON,
MEXICO

HORSETAIL FALLS

MONTERREY/MEXICO



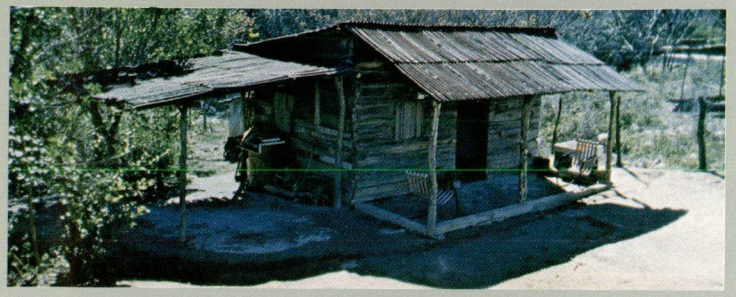
GTF VI 88

HORSETAIL FALLS

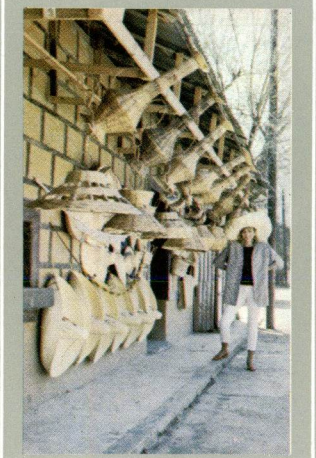
Is located in Santiago Village, 25 miles (40 kilometers) to the south of Monterrey and is a formidable cascade of mountain water falling some 80 feet forming part of a beautiful countryside scene being reached by foot paths or rented saddleback ride. Together with the falls there is a wide variety of comfortable activities and fun for the visitor. Santiago itself retains its simple, old fashion charm, of a beautiful colonial village.

Horsetail Falls

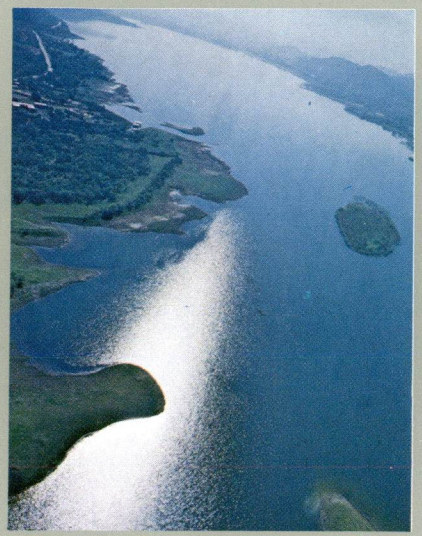
Typical mountain house



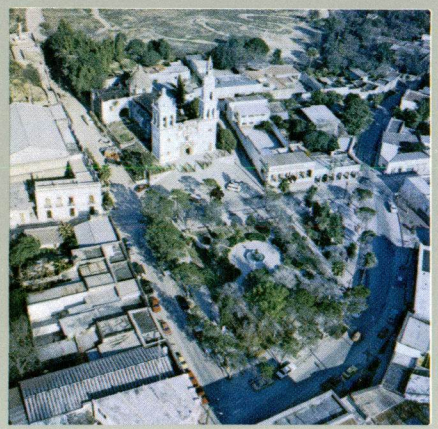
Handicrafts



La Boca Dam



Aerieal View of Santiago Village



Fiesta Americana Monterrey

DIRECCION: José Vasconcelos 300 Ote.
Residencial San Agustín
San Pedro Garza García, N.L.
C.P. 66220

TELEFONO: 91 (83) 565622

FAX: 91 (83) 356606

TELEX:

UBICACION: En la Col. del Valle
a 30 minutos del Aeropuerto
y 15 minutos del centro de la
ciudad.

HABITACIONES Y SUITES: 307 unidades incluyendo 1 Suite Presidencial, 1 Suite Gobernador, 56 Suites Ejecutivas, 18 Jr. Suites, 126 con cama king size y 86 con camas dobles. Control individual de temperatura, teléfono, TV a color, recepción vía satélite, radio FM, programación de videos en su habitación, servi-bar, caja individual de seguridad.

NUMERO DE PISOS: 10

HORA DE SALIDA: 1:00 P.M.

ENTRADA: 3:00 P.M.

TARJETAS DE CREDITO: Banamex, Bancomer, American Express, Diners Club, Visa y Mastercard.

LINEAS AEREAS: Aeroméxico, Mexicana, Continental, American Airlines, Litoral.

RESTAURANTES Y BARES

Café: 7:00 AM – 11:00 PM
Desayuno, comida y cena.

Restaurante de Especialidades **Wall Street:**
12:00 hrs. a 21:00 hrs.
Comida – cena

Lobby Bar: 10:00 AM a 1:00 AM

Club Bar: 10:00 AM a 1:00 AM

Servicio de Cuartos: 24 horas.

Un Amanecer en la Hotelería Regiomontana ...

FIESTA AMERICANA MONTERREY

FACILIDADES PARA BANQUETES Y CONVENCIONES

	CAPACIDADES				DIMENSIONES		FACILIDADES	
Salón	Auditorio	Banquete	Cena/Baile	Coctel	Escuela	M²	Teléfono	Clima
	600	600	500	700	500	600 m²	Sí	Sí
	300	300	250	350	250	300 m²	Sí	Sí
	300	300	250	350	250	300 m²	Sí	Sí
	70	70	N.A.	70	70	70 m²		
	70	70	N.A.	70	70	70 m²		
	50	50	N.A.	50	50	50 m²		
	20	20	N.A.	20	20	30 m²		
	10	10	N.A.	N.A.	N.A.			

OFICINAS PARA RENTA: 8
AMUEBLADAS, CON TELEFONO

SERVICIO A HUESPEDES: Agua purificada, lavandería, Agencia de viajes, arrendadora de autos, cajas de seguridad, silla de ruedas, estética unisex, gimnasio (club de salud), niñeras, tabaquería, Doctor a solicitud las 24 hrs. máquinas de escribir, fotocopiadora y servicio postal.
Alberca techada climatizada, cancha de tenis.

ESTACIONAMIENTO: Servicio de Valet.

N.A.= No Aplica

Para hacer su reservación llame sin costo
al Centro de Reservaciones Fiesta Americana
Desde el interior del país: **91(800) 90-100**
En Monterrey: **91(83) 565-622**
Fax: **91(83) 35-66-06**
En México, D.F. **91(5) 566-6600**
En Guadalajara: **91(36) 253-434**

Un Amanecer en la Hotelería Regiomontana ...

FIESTA AMERICANA MONTERREY

MARIONI D'RYB, S.A./editora el sol, s.a. de c.v.

MEETING FACILITIES:

MEETING ROOM	MEASUREMENTS (SQ FT)			CAPACITY								
	Wide	Lenght	Height	Banquet	Ball Room	Buffet	Coctel	Audito-rium	"U" Shape	School	Imperial	Russian Table
NUEVO LEON	21.90	41.40	4.25	900	800	800	1,200	1,200	150	900	--	--
NUEVO LEON I	13.80	21.60	4.25	270	200	250	350	350	60	200	70	--
NUEVO LEON II	13.80	21.60	4.25	270	200	250	350	350	60	200	70	--
NUEVO LEON III	13.80	21.60	4.25	270	200	250	350	350	60	200	70	--
COLIMA	7.26	8.46	2.93	40	30	30	40	50	25	40	30	--
DURANGO	7.26	8.46	2.93	40	30	30	40	50	25	40	30	30
GUERRERO	7.22	8.42	2.93	40	30	30	40	50	25	40	30	30
JALISCO	6.52	11.70	2.88	70	50	50	80	100	40	70	50	
OAXACA	6.07	6.73	2.93	30	--	--	35	40	20	30	25	25
SONORA	6.07	6.62	2.95	30	--	--	35	40	20	30	25	25
VERACRUZ	6.92	8.68	2.92	50	30	40	80	80	30	60	40	40
OFICINA EJECUTIVA	3.60	5.40	3.00	8 PERSONAS								

GENERAL FACILITIES: Underground parking lot for 400 cars, baby-sitter, laundry and dry cleaning newstand, purfied water, handicap facilities, cribs, mail box, travel agency, car rental, wake up service, free safety security boxes, fotocopier, telex, fax, executive center.

TAX: 15 o/o

AIRLINES: Aeromexico, American Airlines, Continental Airlines, Mexicana de Aviacion.

RESTAURANTS:

GAZEBO cafeteria

Open
24 Hours
365 days of the year

Maximilian's
RESTAURANT
The finest International Cuisine.

Open Monday to Friday
1:00 P.M. to 1:00 A.M.
Saturday 7:00 P.M. to 1:00 A.M.

MONTANA
Steak House
The Best on Meats

Open from Monday to Sunday
from 1:00 P.M. to 1:00 A.M.
Live Music Country in the night

NIGHT CLUB:

Scaramouche

The Best Live Shows in town

Open from Monday to Saturday
from 9:00 P.M. to 3:00 A.M.

BARS:

LOBBY BAR

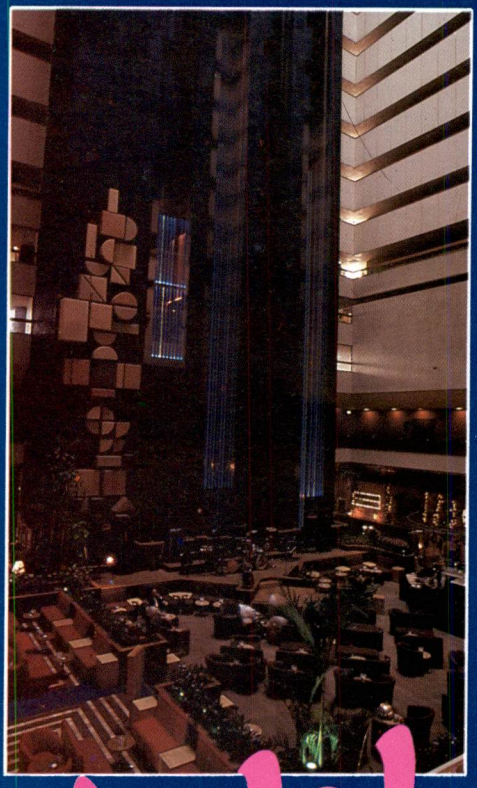
Open from Monday to Sunday
from 12:00 P.M. to 1:00 A.M.

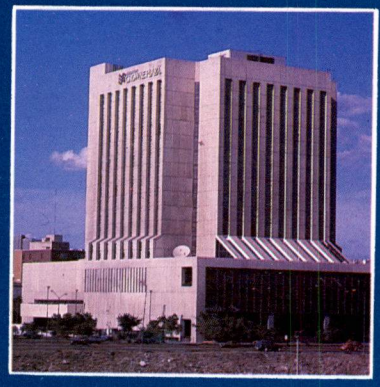
MOMBASA
Video Bar.

Open Monday to Saturday
from 9:00 P.M. to 4:00 A.M.

HOLIDAY INN
CROWNE PLAZA®
MONTERREY, N.L.

...THE BEST OF ALL in Monterrey





HOLIDAY INN
CROWNE PLAZA®
MONTERREY, N.L.

Located in the heart of the business district of the city, CROWNE PLAZA is much more than a five star hotel, it's a place where business and pleasure get together.

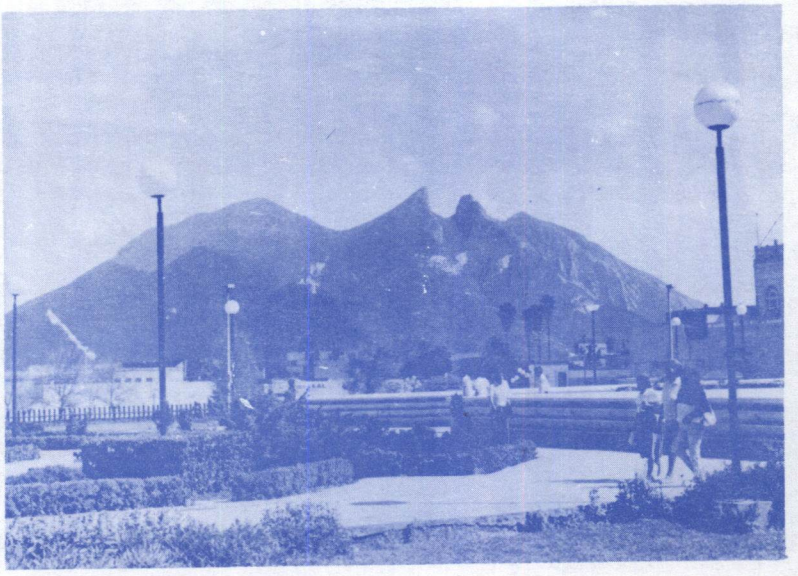
Because either for business, pleasure, fun or a good weekend the best choice is CROWNE PLAZA Monterrey.

To be just as you wish with the quality and comfort that can only be found at a CROWNE PLAZA.

Vivelo!

ADDRESS:	Ave. Constitución 300 Ote. C.P. 64000, Monterrey, N.L. México.
TELEPHONE:	(83) 44-60-00 and 44-93-00
TELEX:	382009 PDTSME
FAX:	(83) 44-30-07
HOLIDEX:	MTYPL 2379 AB
LOCATION:	Downtown on Ave. Constitucion right in the heart of the business district of the city, only 25 minutes drive away from the Mariano Escobedo International Airport.
ROOMS:	400 of luxe rooms, with color T.V. and paid cable T.V. channels, AM/FM radio with alarm clock, long distance direct dialing and A.C. individual control in each room. 223 units with two twin beds. 286 standard, 64 superior with balcony, 41 std. Plaza Club, 7 Jr. suites 1 master suite and 1 presidential suite.
PLAZA CLUB:	Two concierge floors, 14th. and 15th. give the guest the highest level of service and courtesy. 50 de luxe rooms decorated with a touch of class, private elevator, front desk for check in and out at the 14th. floor's lounge, free continental breakfast, cheese, bread and wine in the afternoon.
FLOORS:	15
CHECK OUT TIME:	1:00 P.M.
CREDIT CARDS ACCEPTED:	American Express, Diners Club, Master Card, Carnet, Banamex, Bancomer
MEETING FACILITIES:	18 meeting rooms for up to 1200 people
RECREATIONAL FACILITIES:	Solarium health club with a fully equiped work out room for men an women, indoor air conditioned swimming pool and whirpool, steam room and massage tennis court.

Enjoy Nuevo León...



IS BETTER THAN EVER

YOU DON'T NEED TO GO FAR AWAY, OUR STATE OFFERS YOU ALL,

AMAZING NATURAL BEAUTIES: LIKE HORSETAIL FALLS, THE GARCIA CAVES, CHIPINQUE MESETA AND THE BEAUTIFUL ROCKY FORMATION IN HIDALGO, AMONG OTHERS.

RECREATIONAL CENTERS: THE PASTORA ZOO, NIÑOS HEROES PARK, THE ESTANZUELA PARK; THE SABINAL PARK IN CERRALVO; THE BUSTAMANTE SPRINGS, IN BUSTAMANTE.

COLONIAL ARCHITECTURE: THE LINARES CATHEDRAL; THE CRISTOBAL MISSION IN HUALAHUISES AND SANTIAGO VILLAGE.

ENJOY OUR DELICIOUS AND TRADITIONAL TIPICAL FOOD: "CABRITO", "MACHACADO" AND "ASADO DE PUERCO".

MODERN MALLS AND SHOPPING CENTERS...

AND A WIDE VARIETY OF THEATERS SHOWS, NIGHT CLUBS, DISCOTECHES AND OF COURSE THE MUNICIPALITIES FAIRS.

ALL THESE AND MUCH MORE IS WHAT NUEVO LEON OFFERS YOU.

FOR MORE INFORMATION CALL OR VISIT TOURIST ASSISTANCE AND INFORMATION OFFICES:

INFOTUR DOWNTOWN: MATAMOROS AND ZARAGOZA STREETS, AT THE GRAN PLAZA PH.-(83) 45-09-02 AND 45-08-70.

INFOTUR NORTH: FEDERAL HIGHWAY 85 (LAREDO-MONTERREY) AT THE NORTHERN AIRPORT.

PH (83) 45-76-81- AND 45-78-69.

INFOTUR EAST: FEDERAL HIGHWAY 40 (MONTERREY-CADEREYTA FREEWAY) 31 KMS. (FIRST EAST-WEST TOLL GATE).

SECTUR

SERGIO MARCOS

STATE AND FEDERAL
TOURISM DIRECTOR

P. O. BOX 2884
MONTERREY, NUEVO LEON, MEXICO

PHONE: (83) 45-67-45
TELEX 382180-STNLME
FAX (83) 40-21-96

Robert Lee Earle

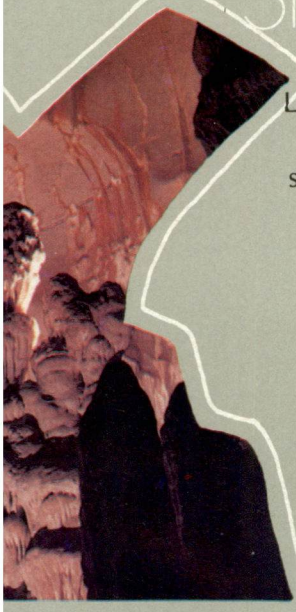
MINISTRO CONSEJERO
PARA ASUNTOS CULTURALES E INFORMATIVOS

EMBAJADA DE LOS ESTADOS UNIDOS

D.F.
211-0042

GET TO KNOW IT !

Step by Step



Leaving the metropolitan area you'll get to know step by step the magic-filled places of natural beauty and historical importance you'd have thought unimaginable.

aves

' 40, you'll find the famous Garcia over 60 million years ago. A natural

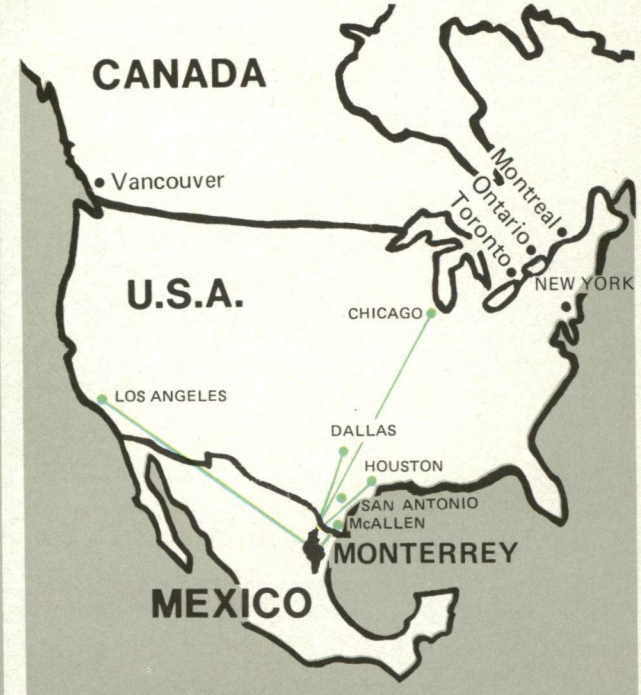
Villa de Santiago

Santiago Village

Twenty-three miles south of Monterrey. A fascinating place with rivers, lakes, waterfalls and varied greenry. Walking, you'll enjoy its narrow streets, antique houses, traditional square, and Cathedral which is a valuable monument built in the XVIII century. You can also visit Horsetail Falls. delight yourself on fresh fried fish from La Boca lake or buy handicrafts at reasonable prices at roadside stands.

ENJOY IT !

With its People



Airlines Serving Monterrey:

- Continental
- Mexicana
- Aeromexico
- American Airlines

*Direct non stop flights to Monterrey

U.S.A./MEXICO

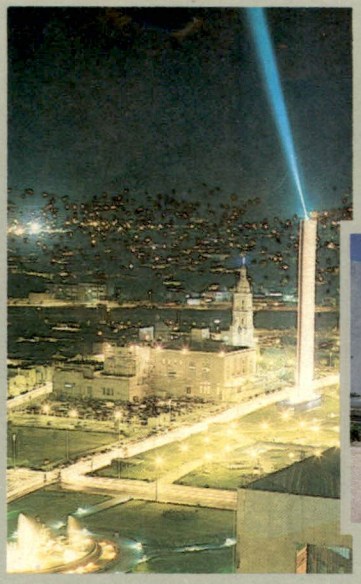
VACATIONS IN TWO NATIONS

DISCOVER IT IN MONTERREY

The capital of the state, a great city with more than three million inhabitants, is located just 145 miles from the Texas border.

Monterrey is surrounded by an impressive range of mountains and is distinguished by 'Saddle Mountain, the emblem of the city, Chipinque Mesa from where you can get a panoramic view of the city and surrounding mountains at 4,000 feet.

To the west, Huasteca Canyon, with its spectacular formations and folds that have been the subject for thousands of artists and photographers.



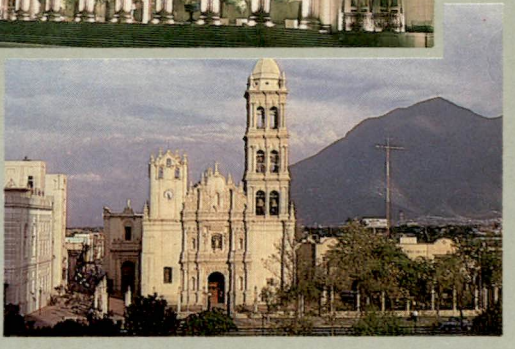
Museums

The Bishop's Palace, an ecclesiastical colonial-renaissance construction, is located on the hill of the same name which dominates the city. The monument is illuminated by a modern system which makes it glow into an historical jewel.

The Monterrey Museum, located in a turn-of-the century building, continually offers national and internationally recognized art collections. Next to it, a few steps away, you'll be in Mexico's. . .

Hall of Fame, where sports idols have been eternalized. In front of both museums you'll find the Cuauhtemoc Brewery and beer gardens where Bohemia, Carta Blanca and Tecate beers are made.

Alfa Cultural Center, one of the most visited, is a great museum of science and technology that has four levels of exhibitions and cinema theater with a 180^0 screen using the Omnimax projector, only found in the biggest cities of the world that will be an unforgettable experience.



Hotels and Restaurants

Monterrey has at your disposition first-class hotels that belong to international chains: Westin, Intercontinental, Holiday Inn, Crowne Plaza, Best Western.

In restaurants you'll be able to select from a wide variety of gastronomic fare, including the famous regional dishes cooked over mezquite charcoal such as roasted kid, fajitas, steaks, ribs, or to have a plate of real jerky served with eggs; and for dessert it's a must to taste our delicious regional candies.

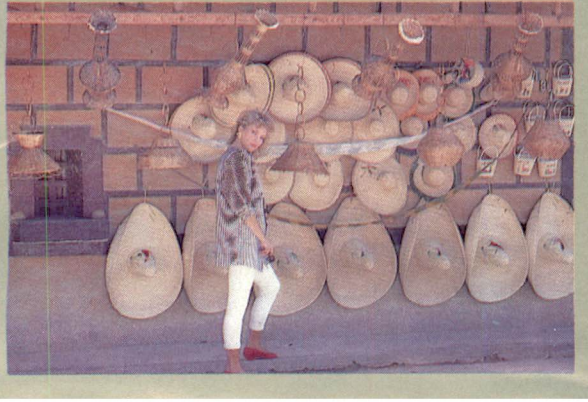
If you have international tastes, you'll find elegant restaurants serving German, Italian, French, Argentine, Japanese, Chinese or Arabic cuisine.

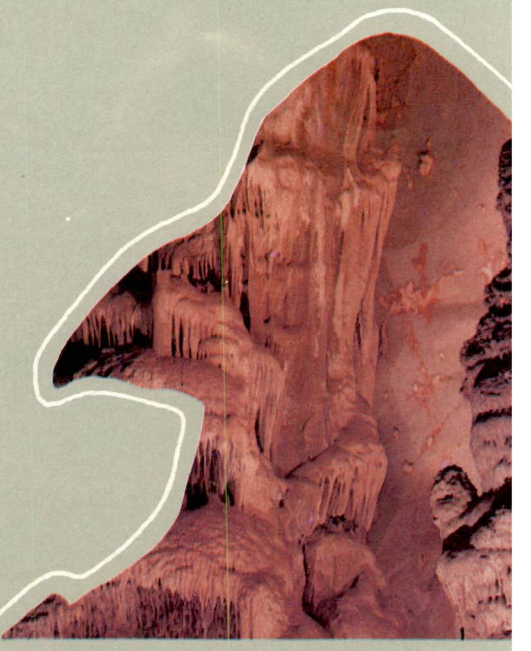
Handicrafts

If you'd like to acquire a souvenir, Monterrey has a great variety of centers such as:

The House of the Artisan, located at the Gran Plaza, complete with regional and national art work and handicrafts.

The Center of Art and Artisans, located in the downtown area (Juarez and Hidalgo streets), has more than 30 artisans from all over the country whose works exhibit their creativity and craft.





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Twenty-five miles southwest of Monterrey on Highv
Caves, the biggest of the American continent, forme
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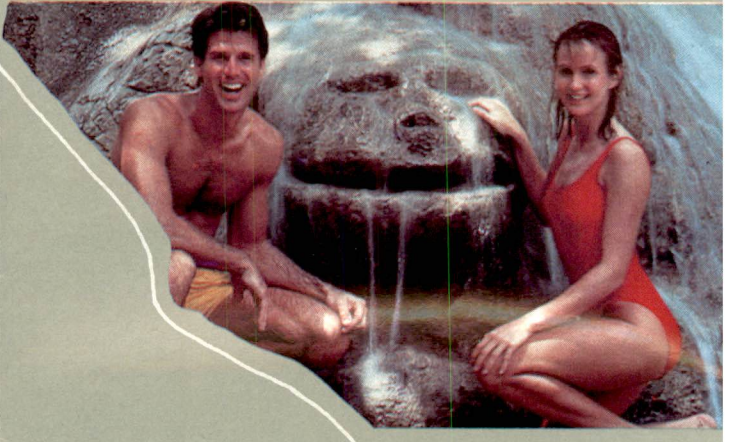

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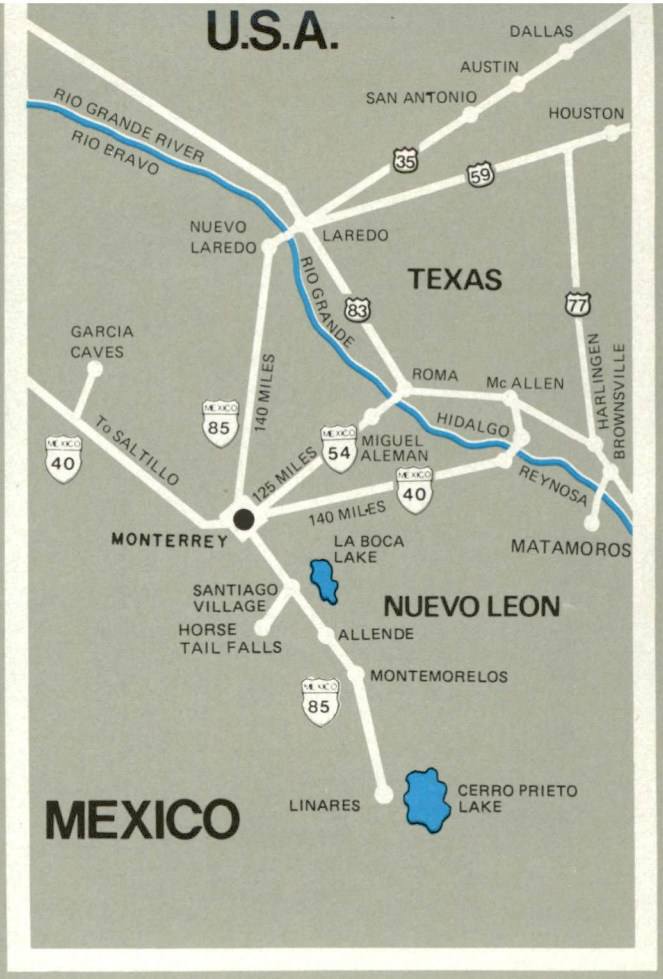
STATE OF NUEVO LEON



NUEVO LEON STATE GOVERNMENT
SECRETARY OF INDUSTRIAL AND
COMMERCIAL DEVELOPMENT
TOURISM DEPARTMENT
EDIFICIO KALOS 4o. PISO
AVE. CONSTITUCION/ ZARAGOZA
P.O. BOX 2884
MONTERREY, NUEVO LEON; MEXICO
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011 (52) (83) 441-169

CONCEPTO GRAFICO Y PRODUCCION: ROBERTO ORTIZ LE JEUNE/ ROSARIO OTERO

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NOW. LET'S GO DOWNTOWN,

The Gran Plaza

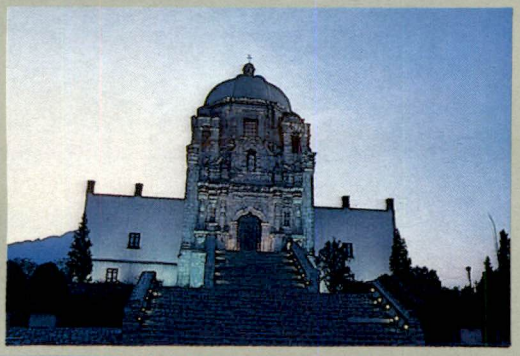
Considered the biggest civic square in the world, at the Gran Plaza you'll be in the heart of the city and will enjoy its:

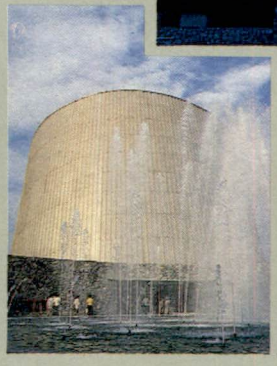
- Gardens
- City Theater, with its modern architecture, where cultural and artistic events are presented daily
- Fountains, the Neptune Fountain is one of the biggest in Mexico
- Fuente Monterrey and statue of Diego de Montemayor, Spanish founder of the city in 1596
- The XVIII century-built Cathedral
- Statues
- Parks
- Public library
- Dulces Nombres Chapel, an architectural antique saved by urban planners
- The traditional Zaragoza Square
- Government buildings, including City Hall
- 'Homage to the Sun' sculpture by world-renowned artist Rufino Tamayo
- The Commerce Beacon, as high as a 20-story building with its laser beam crossing night skies in all directions
- Under the Gran Plaza, a modern commercial center and parking lots for hundred of cars
- The tourist information center (INFOTUR), ground floor of the Congress building.

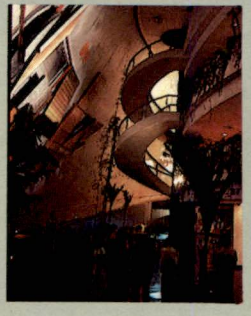
011 (52) (83) 45-0870 or 011 (52) (83) 45-0902

once used to be the main railroad station at the begining of the century.

The Centenario Museum.







Churches

Varying in antiquity and architectural styles, the most prominent are:

- The Cathedral, from the XVIII century.
- Dulces Nombres Chapel, uncovered and saved during the construction of the modern Gran Plaza Civic Square development.
- The Purisima, the first modernistic-styled church in Latin America.
- The Basilica of Guadalupe, daily giving effect to the faith and traditions of the country; especially in November and December, you'll see the folklore-dancing multicolored matachines indians giving praise to the Virgin Guadalupe, the patron of Mexico.
- El Roble, one of the most beautiful in Monterrey.

Night Life and Entertainment

You'll be able to see the best in national and international shows, theatrical plays, opera, ballet and musical events as a great city should be enjoyed by the visitor.

With videobars, discotheques and many night clubs, the "night-lifer" won't be disappointed.

Sports

Monterrey and surroundings have the installations for practicing and viewing your favorite sport:

* Professional Baseball
* Professional Soccer
* Golf
* Tennis
* Boxing and Wrestling
* Rodeo
* Mountain climbing
* Hunting and Fishing
* Swimming
* Collegiate football
* Off-road
* Car racing
* Bull-fights
* Basketball

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The Nuevo Leon State Tourism Department is pleased with your visit to Monterrey. We hope you enjoyed it.

We invite you to visit us again very soon, and remember. . .

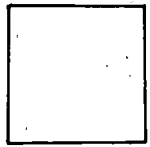
MONTERREY IS BETTER THAN EVER!

INFOTUR
(83) 45-09-02
45-08-70

STATE TOURISM DEPARTMENT
(83) 44-11-69
44-43-63

P.O. BOX 2884
Monterrey, Nuevo Leon
Mexico

VISTA NOCTURNA DE LA GRAN PLAZA
NIGHT VIEW OF THE GRAN PLAZA 6/87



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11590 México, D.F.
Infomation Module
Mazaryk No. 172
11570, México, D.F.
Tel: 250-01-51, 250-01-23.
Tourist Information Module
Zaragoza and Matamoros sts.
(83) 450-870 450-902
Monterrey N. L., Mexico

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Secretaría de Turismo de México

Come. Feel the warmth of México

Nuevo León

* Caverns and Water Falls
* Vacation Centers
* Hunting and Fishing
*Hotel and restaurants

A state of beauty that encompasses destinations like Monterrey, Garza Garcia Zaragoza and much more. Feel the warmth of it all.

© Secretaría de Turismo de México

NOTES:

With this practical booklet, Mexico's Secretariat of Tourism invites you to discover the natural beauty and the historical, architectural and cultural riches of the State of Nuevo León.

To help you on your way, we have organized a series of interesting itineraries. Some are Day Trips. Others take a bit more time.

A list of reasonably priced hotels and restaurants is included at the back. We have also included a map which shows the location of each place covered and gives you an idea of the distance between points.

"An Adventure Within Your Reach in the State of Nuevo León" is a project carried out by the Secretariat of Tourism, in close collaboration with the Government of the State of Nuevo León.

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ITINERARY No. I
(Day Trip)

NOTES:

MONTERREY, (Zona Centro, Gran Plaza) (Central Zone, Grand Plaza)

Monterrey is 594 miles north of Mexico City on Highways 57, 45, and 40. It is 140 miles from Reynosa on Highway 40; 167 miles from Ciudad Victoria by Highway 85; and 53 miles from Saltillo on Highway 40.

It is capital of the State of Nuevo León and one of the most important industrial center in the country. It is known for producign steel, glass, beer, and food processing, among other things. Cerro de la Silla, a mountain that looks like a saddle, is a landmark that symbolizes local excellence.

The Zona Centro and the Gran Plaza are where the majority of public and commercial buildings are located. Morelos Shopping Mall, which is also known as the "Zona Rosa" (Pink Zone) is in the Zona Centro in the middle of town. Gran Plaza is a huge architectural feat that encompasses 40 hectares, one of the largest complexes of its kind in the world. It houses the Palacio Municipal (Municipal which has two important monuments —one dedicated to Diego Montemayor, the city's founder, and the other to General Ignacio

NOTES:

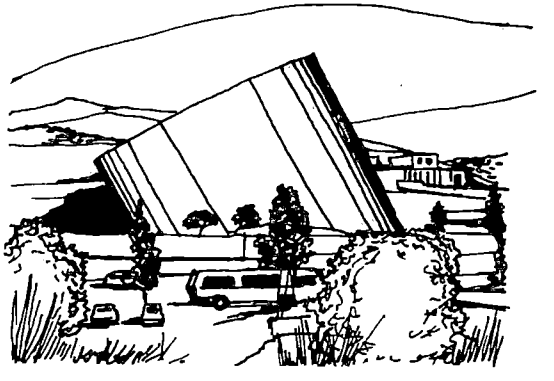
Zaragoza. Rufino Tamayo's beautiful sculpture "Homage to the Sun," connects the Plaza to the Government Palace. The Neoclassic Palace, built in 1908, is made of rose stone and has beautiful Corinthian columns at the entrance. The modern Teatro de la Ciudad; the Supreme Court and 19th century Zaragoza Plaza, which has a unique bandstand, are also worth a look, as is the 18th century city Cathedral which houses a collection of colonial artifacts.

Mariano Escobedo Park has childrens' games and a Zoo (Open 10:00 a.m.-5:00 p.m. daily except Tuesdays). Purísima Church, is contemporary with an onix door, bronze scuptures, a parabolic dome, and beautiful stained glass windows. Purísima Plaza has the city's oldest fountain and is ideal for strolling. Virgen del Roble Church which has an arcade with columns, mosaics, and a bronze door.

Nuevo León's regional cuisine is delicious. Barbecued baby goat and "machaca", made with shredded dried meat are the specialties.

ITINERARY No. II
(Day Trip)

MONTERREY, GARZA GARCIA



GARZA GARCIA

Garza García is 11 miles from downtown Monterrey, in the eastern part of the Sierra Madre Mountains. Its elevation is 4,900 ft. Chipinque Plateau is a popular spot to visit. Located in a wooded area, it has facilities for camping and lookout points where you can see panoramic views of the city.

The Alfa Cultural Center is here. It was built to get people interested in science, technology and art. It has one of the best planetariums in the world and a multi purpose theater with a hemispheric screen where computerized multi media programs can be presented. It also has permanent Astronomy and Physics exhibits. The Center is open to the public from 3:00 p.m.-7:20 p.m. daily except Mondays.

The Automobile Museum in the suburb of del Valle at the corner of Río Suchiate and Vasconcelos Streets, is also worth a visit. It has a large collection of antique cars.

ITINERARY No. III (Day Trip)

MONTERREY, PARQUE LA PASTORA, CAÑON DEL HUAJUCO

PARQUE LA PASTORA

Parque La pastora (Shepherd's Park) is southeast of Monterrey in the town of Guadalupe. It's a pretty place with campsites, a children's play area, and picnic facilities. The State Government plans to develop it into a recreational park.

Other pretty places can be visited along the way to La Pastora. Parque España (Spanish Park) is another enjoyable spot. It has a pool, tanks with underwater vegetation and a zoo. Parque Canoas, also has a pool and a place where you can take boatrides. Other interesting places are: the Instituto Tecnológico y de Estudios Superi-

APROXIMATED DISTANCES FROM MONTERREY TO...

	km
Agualeguas	128
Apodaca	19
Allende	59
Anáhuac	224
Aramberri	295
Bustamante	100
Cerralvo	96
Galeana	205
Garza García	10
General Terán	101
Hidalgo	36
Hualahuises	122
Iturbide	177
Lampazos	179
Linares	134
Montemorelos	82
Sabinas Hidalgo	99
Santa Catarina	16
Villa de García	41
Villa de Santiago	36
Zaragoza	308

The State's main crops are: maize, sorghum, wheat, and lettuce. It also produces oranges, tangerines, graperfruit, avocados, apples, pears, peaches, nuts, plums and apricots. Its impressive industrial activities include the production of steel, beer and building materials.

ores de Monterrey, one of the most pretisious educational institutions in the country and one of Mexico's most modern universities.

CAÑON DEL HUAJUCO:

The best approach to this impressive canyon is 22 miles from Monterrey on Federal Highway 85, after La Boca Dam. This is an ideal place to enjoy camping and watersports. Small, typical restaurants around the Dam offer fish, grilled meat, and other dishes. The Canyon is extensive and offers a great variety of things to see and do. Typical restaurants, recreational centers and campsites can be found throughout the area.

ITINERARY No. IV (Day Trip)

MONTERREY (MUSEUMS)

This industrial capital which is also known as "La Sultana del Norte" (Sultan of the North) has interesting cultural centers. Among them are:

The Monterrey

Museum in the northern part of the city, which was one of the first things that a renowned brewery built. It has a valuable collection of 20th century Latin American art. It also has a theatre. Entrance is free, It is open Tuesday through Friday from 9:30 a.m.-500 p.m.; and Saturdays and Sundays from 10:30 a.m.-6:00 p.m.

Monterrey's Baseball Hall of Fame, an exhibit that records great moments in the history of baseball in Mexico, is in the Cuauhtémoc Brewery Gardens. Admission is free Tuesday-Friday when it is open from 9:30 a.m.-6:00 p.m. Saturdays and Sundays, it is open from 10:30 a.m.-5:30 p.m.

La Casa de la Cultura (House of Culture) built in the old Gulf Train Station, is in the northeastern part of town. It is open to the public every day from 9:00 a.m.-7:00 p.m.

The Bishop's House is now the Nuevo León Regional Museum. Like Cerro de la Silla, it is one of the city landmarks. It was constructed in the 18th century, practically torn down in a battle, and later restored to its original state with a cupola made of branches, a Baroque façade and a colonial arch. Its location at the top of a hill, makes it one of the city's best lookout points. The Museums is open from Tuesday-Saturday from 10:00 a.m.-1:00 p.m. and from 3:00 p.m.-6:00 p.m. and on Sundays from 10:00 a.m.-5:00 p.m.

You should also visit one of the crystal factories where you can see the works of art that have made this industry famous in Monterrey. The Ciudad Universitaria de Nuevo León (Nuevo Leon University) and the Arch of Independence, erected to commemorate Mexico's Centennial are also worth a look.

SUMMARY

Nuevo León is in the northeastern part of Mexico. It is bordered by the United States and the State of Coahuila on the north; the State of Tamaulipas on the east, the states of San Luis Potosí and Zacatecas on the south and the state of Coahuila on the west.

It covers 65,103 sq. km. It lies wihin four geographical regions: the eastern Sierra Madre; the Great Plain of North America; the Coastal Plain of the Gulf of Mexico; and the Central Mesa. Its hydrologic streams empty into the Bravo, San Fernando y Soto la Marina Rivers which flow into the Gulf of Mexico.

The State is named after the Spanish kingdom of León. Its capital, Monterrey, is 597 miles from Mexico city.

In the beginning, Monterrey was inhabited by various groups of peoples. Among them were the: coahuiltecas, tobosos, calapazas, borrados, huachichiles, parnes, janambres, pasitas, cadimas, hualahuises, aguaceros and malincheros. All of these small groups belonged to the Chichimeca indian tribe.

In 1577, Captain Alberto del Canto founded the towns of Villa de Santiago de Saltillo and Santa Lucía and discovered, Extremadura Valley, which is Monterrey today. In 1596, Diego de Montemayor founded the metropolitan city of Our Lady of Monterrey, capital of the state of Nuevo León. It became a sovreign free state in 1824.

Zuazua and Mariano Escobedo, soldiers; José Silvestre Aramberri, enginer and politician, Miguel F. Martínez, educator; Rafael Garza Cantú, doctor and professor; Pablo A. de la Garza, lawyer and soldier; Felipe Guerra Castro, poet and journalist; Pablo González, revolutionary; and Antonio I. Villarreal, teacher.

FOOD AND BEVERAGES ESTABLISHMENTS IN OTHER MUNICIPALITIES

NAME	ADDRESS
BUSTAMANTE	
R. Ancira	Independencia No. 108
APODACA	
R. La Noria	Zaragoza No. 401
R. San Martín	Carr. a Miguel Alemán km 18
R. La Fe	Carr. a Miguel Alemán km 10
R. Wing's	Aeropuerto Internacional
R. Regio	Av. López Mateos 6255
CERRALVO	
R. El Paso	Morelos Ote. No. 617
R. La Ermita	Ocampo No. 201 Nte.
VILLA DE GARCIA	
R. Patronato Villa de García	Grutas de García
GALEANA	
R. Gema	Constituyentes No. 1
R. El Retiro	5 de Mayo No. 17
LINARES	
R. Pollos Pepe	Av. Monterrey 105 Pte.
R. Mariscos Chávez	Jesús R. Garza s n
R. Aguila	Hidalgo 102 Nte.
R. Bonanza	Hidalgo 317 Pte.
R. Country	Carr. a Victoria km 3
R. El Pastor	Tamaulipas y Manuel Acuña
R. Landy	Carr. Nac. km 15
R. Le Carrusel	Hidalgo Sur 102
R. Mario y Manuel	V. Carranza e Hidalgo
SABINAS HIDALGO	
R. Ancira	Carr. 85 km 100
R. Bonanza	Carr. Nac. km 95
R. Café del Norte	Carr. Nac. km 120
R. Café Magnolia	Carr. Nac. No. 340
R. Don Luis	Carr. Nac. No. 1075 Nte.
R. El Palenque	Carr. Nac. 85 km 100
R. El Mesón	Carr. Nac. No. 750 Nte.
R. La Parada	Cuauhtémoc y Galeana
R. Los Jacales	Carr. a Laredo No. 1030
R. Royal	Carr. Nac. km 100
MONTEMORELOS	
R. Ponderosa	Carr. Nac. km 205
R. Jaguar	Zaragoza No. 306
R. Kasino	Carr. Nac. km. 205
R. Merendero Loma Linda	Carr. Nac. km 193
R. Principal	Carr. Nac. km 217
R. Pilo	Zaragoza 507 Ote.
VILLALDAMA	
R. Villaldama	5 de Mayo No. 59
R. Nuevo León	Allende No. 115 Ote.
SANTIAGO	
R. Balneario Xochimilco	Carr. Nac. km 250
R. Bahía Escondida	Falda del Cerro La Ermita
R. Balneario San Pedro	Carr. Nac. km 244
R. Café Las Palomas	Abasolo No. 1
R. Cola de Caballo	Mesa de la Hacienda Vista Hermosa
R. El Charro	Carr. Nac. km 245
R. El Escorial	Carr. Nac. km 269
R. Juárez	Juárez 107 Nte.
R. Merendero Tino	Carr. Nac. km 255
R. Santa Cecilia	Juárez No. 107
R. Villa San Angel	Carr. Nac. km 250
R. San pedro	Carr. Nac. km 244

ITINERARY V
(Day Trip)

MONTERREY, SANTA CATARINA, VILLA DE GARCIA

SANTA CATARINA

Santa Catarina is 10 miles west of Monterrey via federal highway 40. Huasteca Canyon is one of the town's principal attractions. Its steep walls and towering pinnacles are part of eastern Sierra Madre Mountains in Cumbres de Monterrey National Park. You can see an impressive natural arch and interesting prehistoric stone carvings on one of the peaks.

Scenically beautiful Huasteca Recreational Center is nearby. Its sports facilities are open Tuesday-Sunday from 9:30 a.m.-6:30 p.m.

Residents celebrate their principal Fiesta honoring the Virgen de San Juan de los Lagos, on August 10-15.

VILLA DE GARCIA:

Villa de García is 25.4 miles from Monterrey via federal highway 40 to Saltillo. Take the turnoff at km 25. This place is popular because García Caves, one of the State's natural jewels, is here.

The caves are 6 miles from the town of villa García, on Fraile Hill. It is thougth that they were discovered by Juan Antonio Sobrevilla in 1843.

You begin to enjoy it when you go 2460 feet up in a cable car, and see the spectacular panoarmic views. One on top, you can visit the caves, that consist of 16 rooms spread over an area of about 1 ½ miles. The tour takes about 90 minutes, and you see extraordinary stalactites and stalagmites. Some of them have names like "El mirador de la mano" The hand's lookout point), "El nido de Aguilas" (the eagles' nest); "El Salón de las nubes" (the cloud room); "La octava maravilla" (the eight wonder) and others. Petrified snails and shells embedded in the walls indicate that these 50-60 million year old caves were once submerged.

There is a pool and a recreational center at the cable car base. It is open Tuesday-Sunday from 9:00 a.m.-4:30 p.m.

Villa de García has other attractions such as: the 19th century church of San Juan Bautista (St. John the Baptist) whose façade has Ionic columns and the 19th century Church of Cristo Rey (Christ the King) which has a Baroque entrance way. Nearby, there are Zones such as Nacataz, Iscamole and Cueva Ahumada, where you can see ancient petroglyphs and paintings.

ITINERARY VI
(Two Day Trip)

MONTERREY, HIDALGO, BUSTAMANTE, LAMPAZOS, ANAHUAC

HIDALGO

Hidalgo, a peaceful, picturesque town, is 22 miles from Monterrey via federal highway 53. Potrero Chico, its recreational park, has a pool and facilities for picnics and camping.

FAST CHICKEN	Revolución y Chapultepec
CHICOS CHICKEN	Ruiz Cortines y Alfonso Reyes
BARS AND NIGHT LIFE	
EL CID (H. MONTERREY)	Corregidora 119 Ote.
HAWAII	Hidalgo 426 Ote
EL JORONGO	Escobedo 920 Sur
1900 (H. ANCIRA)	Hidalgo y Escobedo
MAXIM'S	Hidalgo 432 Ote
RENO CLUB	Hidalgo 455 Ote.
LOS FUNDADORES (H. MONTERREY)	Morelos y Zaragoza
EL MEXICANO (H. IOLET)	Padre Mier 201 Pte.
CAMELOT	Pino Suárez 441 Sur
EL JAGUAR (H. HOLIDAY INN)	Av. Universidad y 18 de Diciembre
SAHARI'S DISCO (H. RAMADA INN)	Jorge del Moral s/n, San Nicolas de los Garza
KAM KUM	Hidalgo 426 Ote.
AJA DISCOTEQUE	Enrique C. Livas 201-A Pte Col. Cumbres
CHARLESTON BAR	Hidalgo 432 Pte.
CICERO'S	Emilio Carranza 1013 Sur
EL BAR DE GIL	Pino Suárez 467 Sur
LA MILPA DE VALERIO	Gómez Morin 200 Col. del Valle
SCARAMOUCHE (CROWNE PLAZA)	Av. Consitución 300 Ote.
BACCARAT	Grijalva y Mississippi, Col. del Valle
HEAVEN	Orinoco entre Tamazunchale y Grijalva, Col. del Valle
LA BELLA EPOCA	Enrique C. Livas 201 Pte. Col. Cumbres
PISTACHIO'S	Tamazuchale entre Mississippi y Orinoco, Col. del Valle
KOKOLOCO	Pino Suárez entre Padre Mier e Hidalgo
MOMBASA (CROWNE PLAZA)	Av. Constitución 300 Ote.
EL MESON DEL GALLO	Padre Mier 831 Pte.
LA NUBE DEL ANGEL	Hidalgo 1485 Pte.
EL JUGLAR	Vasconcelos 351-14, Col. del Valle
OCEAN CLUB DISCO	Calzada del Valle 400 local 135, Col. del Valle
SALON ANCIRA (H. ANCIRA)	Ocampo 460 Ote.

LODGING ESTABLISHMENTS IN OTHER MUNICIPES

NAME	ADDRESS	PHONE
LINARES		
H. Plaza Mila***	Hidalgo Sur No. 100	2-00-25
H. Country**	Carr a Cd Victoria	2-24-99
H. Guidi*	Morelos Ote 201	2-03-34
MONTEMORELOS		
H. Casino**	Carr Nac km 206	3-26-26
H Motel Casas*	Zacatecas Sur 516	3-25-60
SAN NICOLAS		
H. Holiday Inn*****	Av Universidad No 101	52-33-90
H. Ramada Inn*****	Jorge del moral s n	52-22-70
H. Royal Courts***	Av Universidad No. 314	76-27-10
H Dorado****	Carr a Laredo No 901	52-40-50
H. Amega**	Carr. a Laredo 316	52-52-95
H. Alamo**	Av Universidad No. 100	52-00-45
SABINAS HIDALGO		
H. Don Luis**	Carr. Laredo No. 1075	2-07-40
H. Alamo	Carr Nac. 535 Nte.	2-09-68
Buauhtêmoc No. 300		
BUSTAMANTE		
H. Ancira	Independencia No. 108	
CERRALVO		
Motel el Paso**	Morelos Ote. 617	5-02-96
H. Plaza**	Jiménez y Ocampo	5-04-31
ARAMBERRI		
Motel Maria Luisa**	Zaragoza No. 1	
GARZA GARCIA		
H. Antaris	Rio Danubio Ote. 400	
H Chipinque****	Meseta de Chipinque	78-11-00
VILLA DE SANTIAGO		
H. Cola de Caballo***	Carr a Laguna de Sánchez	5-02-60
H. Bahia Escondida	Falda del Cerro La Ermita	
H. Villa de San Angel***	Carr Nac. km 250	5-04-26
GALEANA		
H. Gema*	Constitución No. 1	
H. El Retiro*	5 de Mayo No. 17	3-00-19
ITURBIDE		
H. Iturbide	Juárez No. 12	

MC. DONALD'S	Gonzalitos Sur 411
MC. DONALD'S	Eugenio Garza Sada 3276 Sur
MC. DONALD'S	Hidalgo y Cuauhtémoc
KING'S BURGER	Orinoco 116 Ote. Col. del Valle
KING'S BURGER	Ocampo 401 Ote.

REGIONAL

EL NORTEÑO	Av. Madero 3509 Ote.
EL PASTOR	Av. Madero 1067 Pte.
LOS GALVAN	Av. Colón 206 Pte.
LOS ARCOS	Pino Suárez Nte. y Madero
LAS CAVAS	Garza Sada 2624 Sur, Col. Tecnológico
EL REY DEL CABRITO	Av. Constitución y Dr. Coss
EL PASTOR	Av. Gómez Morín 313 Col. del Valle
EL CABRITERO	Zaragoza 142 Sur
LOS CABRITOS	Villagrán y Aramberri
EL PASTOR DEL NORTE	Madero 3126 Pte.

SEA FOOD

TAMPICO	Cuauhtémoc 118 Sur
LA VENTANA	Pino Suárez 117 Sur
VILLA RICA	Ocampo 814 Ote.
LA RANITA	Villagrán 107 Nte.
EL PUERTO DE ALVARADO	Madero 1746 Ote.
RICKY'S	Ruiz Cortines 2626-A
EL PIRATA CAMARONERO	Dr. Coss 507 Sur
VILLA DEL MAR	Villagrán 549 Nte.
FORNO ALEXANDER	Hidalgo 115 Ote.
LA JAIBITA	Villagrán 321 Nte.
EL PUERTO	Venustiano Carranza 476 Sur
SUEZ	Villagrán 763 Nte.
PUERTO BARRIOS	Tapia 1010 Pte.
SI, AQUI ES	Orinoco 173 Ote. Col. del Valle
SI, AQUI ES	Madero 1475 Pte.
OCTOPUSSY	Orinoco 215-B Col. del Valle
ALMAR	Isaac Garza y Porfirio Díaz
ALMAR	Eugenio Garza Sada 2132 Nte.
GUACAMAYA	Av. Roble 507 Ote. Col. Valle del Campestre

FAST FOOD

AUTOCAFETERIAS MODERNAS	Central de Autobuses
ULTRAMARINOS LA FAYETTE	Grijalva 206 Ote. Col. del Valle
MR. GATO	Calzada del Valle y Río Rosas, Col. del Valle
ACA LAS TORTAS	Moll del Valle local 14
LAS ANTORCHAS	Av. San Pedro y Río Amazonas, Col. del Valle
GARABATO SNACKS	Moll del Valle local 20
MOSTOS	Vasconcelos 669, Col. del Valle
GAZERO (CROWNE PLAZA)	Av. Constitución 300 Ote.
VITRALES	
(AMBASSADOR-CAMINO REAL)	Hidalgo y Emilio Carranza

CAFETERIAS

VIP'S	Av. San Pedro y Mississippi, Col. del Valle
VIP'S	Eugenio Garza Sada 1711 Sur
VIP'S	Av. Universidad y Colon
VIP'S	Hidalgo 402 Ote.
SANBORN'S	Escobedo 920 Sur
MARTIN'S	Av. Lincoln y Gonzalitos
MARTIN'S	Av. Universidad y Fray Bartolomé de las Casas
FUENTE BENAVIDES	Paseo de la Victoria 2200, Col. Cumbres
FUENTE BENAVIDES	Prolongación Madero 103 Ote. Col. Linda Vista
FUENTE BENAVIDES	Eugenio Garza Sada 2410, Col. Roma
FUENTE BENAVIDES	Hidalgo 1587 Pte.
FUENTE BENAVIDES	Madero 3350
FUENTE BENAVIDES	Juárez 405 Sur
FUENTE BENAVIDES	Pino Suárez 602 Sur
FUENTE BENAVIDES	Mississippi 129, Col. del Valle
FUENTE BENAVIDES	Morelos y Escobedo
FUENTE BENAVIDES	Margarita Maza de Juárez y Avenida 801, Guadalupe, Nuevo León
FUENTE BENAVIDES	Colón y Guerrero
FUENTE BENAVIDES	Insurgentes 2500, Galerías Monterrey
TOK'S	Insurgentes frente a Galerías Monterrey
WING'S	Aeropuerto Internacional Mariano Escobedo
WOOLWORTH	Colón 607 Pte.
WOOLWORTH	Padre Mier 133 Ote.
SEARS	Padre Mier y Juárez
BONA	Serafín Peña 812 Sur

CHICKEN

KENTUCKY FRIED CHICKEN	Eugenio Garza Sada 669-A Nte.
KENTUCKY FRIED CHICKEN	Simón Bolívar y Hermosillo, Col. Mitras Sur
KENTUCKY FRIED CHICKEN	Aramberri 777 Pte.
KENTUCKY FRIED CHICKEN	Universidad 825, Col. Anáhuac
KENTUCKY FRIED CHICKEN	Calzada Fco. I. Madero 3310 Pte.
KENTUCKY FRIED CHICKEN	Padre Mier 451 Ote.
KENTUCKY FRIED CHICKEN	Juárez 108 Nte.
KENTUCKY FRIED CHICKEN	Eugenio Garza Sada 590, Col. Contry
KENTUCKY FRIED CHICKEN	Colón y Cuauhtémoc
KENTUCKY FRIED CHICKEN	Madero 4446, Col. Lindavista
CHURCH'S POLLO FRITO	Pino Suarez 1210 Nte.
CHURCH'S POLLO FRITO	Orinoco 188, Col. del Valle
CHURCH'S POLLO FRITO	Av. Universidad y Munich, Col. Cuauhtémoc
BONANZA	Eugenio Garza Sada 2105 Sur, Col. Contry
BONANZA	Juan Escutia 845, Co. Obrera
BONANZA	Av. Universidad 600
BONANZA	Simón Bolívar 1829 Nte. Col. Mitras Centro
BONANZA	Tapia 1549 Ote.
POLLO ASADO CAMPERO	Av. Universidad 101, San Nicolás de los Garza
POLLO ASADO CAMPERO	Cuauhtémoc 916 Nte.
POLLO ASADO CAMPERO	Félix U. Gómez 1022 Nte.
POLLO ASADO CAMPERO	Juárez 510 Nte. Guadalupe Nuevo León
POLLOS SUPREMOS	Revolución y Chapultepec
POLLOS SUPREMOS	Aramberri y Amado Nervo
POLLO LOCO	Pino Suárez y 15 de Mayo
POLLO LOCO	Eugenio Garza Sada 2788
POLLO LOCO	Gómez Morín y Missouri, Col. del Valle
POLLO LOCO	Eugenio Garza Sada 4160 Sur
POLLO LOCO	Prolongación Madero 4401 Ote.
POLLO LOCO	Gonzalitos 150 Nte.
POLLO LOCO	Madero 843-A Pte.
POLLO LOCO	Av. Universidad 504, San Nicolás de los Garza
POLLO LOCO	Juárez 718, Guadalupe, Nuevo León
POLLO LOCO	Tamazunchale 311 Nte. Col. del Valle
FAST CHICKEN	Universidad 111 Nte.

Around this area you can see Cañón del Potrero countryside that has interesting geological formations for those who like to go climbing.

BUSTAMANTE:

Bustamante is 62 miles north of Monterrey on state highway 1. It has an interesting 19th century church, San Miguel Arcangel (St. Michael Archangel) with a beautiful façade. Besides making delicious bread, residents make straw items, such as hats, tortilla baskets and sewing baskets and rustic wooden chairs with cane seats and backs.

4 miles away over a rough road, you come to Bustamante Caves. Although they are primitive, they are pretty, and their rooms contain beautiful stalagtite and stalagmite figures. You need a guide to take the tour, which covers about two miles.

Bustamante Canyon is 1 mile to the west. San Lorenzo Springs is 6 miles away. The road is covered with a canopy of ash and willow tress..

El Centro Municipal Alameda, a place where you can go swimming, with a pool, dressing rooms, and restaurants, is downtown.

Principal fiestas take place on August 6, the Feast of Señor de Tlaxcala and September 29, in honor of San Miguel Arcangel.

LAMPAZOS:

Lampazos is 45 miles north of Bustamante. It is known for its two hot springs. One of them, known as Ojo de Agua, (Eye of the Water) has been made into a spa.

ANAHUAC:

Anáhuac is northeast of Lampazos via state highway 1. This is an important agricultural center where many districts are irrigated.

Its principal attraction is Salinillas Lake which is 19 miles away over a dirt road. This is a perfect placer for fishing. Several varieties of fish are breed here. The banjs of the Lagoon are ideal for camping.

ITINERARY VII
(Two Day Trip)

MONTERREY, CERRALVO, AGUALEGUAS, SABINAS, HIDALGO

CERRALVO

Cerralvo is 60 miles northeast of Monterrey via federal highway 54. It is the state's oldest town, and was its first capital.

A few of the main civil and religious sights to see are: the Municipal Palace; la Casa de las Cureñas where the Spaniards cast metal which had been extracted from the Pichachos mountains; 19th century San Gregorio Church, and the modern Chapel of Lourdes.

Other interesting sights are: El Sabinal Park, a pretty drive through a thick forest; El Nogalito sulphur springs, which are 4 miles from the city; and the springs found at Benavides and Cabrera Haciendas.

AGUALEGUAS:

Agualeguas is 20 miles from Cerralvo via federal highway 54 to General Treviño, where you take State Highway 3 to the north.

(H. RAMADA INN)	
MIRADOR (H. CHIPINQUE)	Meseta de Chipinque
SANBORN'S	Escobedo 920 Sur
BAHIA ESCONDIDA	Presa de la Boca, Santiago, Nuevo León
GALERIA DEL GOURMET	Calzada San Pedro 117 Nte. Col. Miravalle
LOS PERICOS	Vasconcelos 115 Ote. Col. del Valle
MIRAPLAZA (H. MONTERREY)	Zaragoza 1034 Sur
GAMBRINOS (GALERIAS MTY)	Gonzalitos 600 local 159
GAMBRINOS	Av. Gómez Morín y Av. Vasconcelos, Col. del Valle
GAMBRINOS	Av. Eugenio Garza Sada 3069 Sur
MAXIMILIAN'S	
(H. CROWNE PLAZA)	Av. Constitución 300 Ote.
CORTIJO SAN FELIPE	Av. Vasconcelos, Col. del Valle
LE PAVILLON	Hidalgo y Emilio Carranza
(H. AMBASSADOR- CAMINO REAL)	
EL MIRADOR	Av. Constitución 1257 Pte.
MARSHALL STAR	Av. San Angel 104, Col. San Angel
EL PEDREGAL	Zuzuzu 201 Nte.
ROYAL TUCAN (H. ANCIRA)	Hidalgo y Escobedo
ARABIC	
EL JEQUE	Av. Ignacio Morones Prieto 2650
CAMELLO 13	Orinoco 175 Ote. Col. del Valle
JACK AND RAY	Prolongación Madero 107 Pte. Col. Vista Hermosa
JACK AND RAY	Sendero 214 Sur, Col. Contry
ARGENTINEAN	
EL GAUCHO	Arroyo Seco 100, Fraccionamiento Arroyo Seco
LAS PAMPAS	Av. Eugenio Garza Sada 2401 Sur
GERMAN	
DAS BIER HAUS	Av. Vasconcelos 455 Pte. local 2, Col. del Valle
DAS BIER HAUS	Jardín 400 Sur, Col. Contry
DAS BIER HAUS	Paseo de la Victoria 2215, Col. Cumbres
DAS BIER HAUS	Hidalgo y Padre Mier
GREEK	
PAPADOS	Serafín Peña 806 Sur
ITALIAN	
PIZZERIA LA PIAZZA	Av. Revolución 3868, Col. Torremolinos
LA PIAZZA	Ocampo 330 Ote.
LA PIAZZA	Salvatierra 1302, Col. Vista Hermosa
PIZZA HUT	Vasconcelos 206 Pte. Col. del Valle
PIZZA HUT	Sierra del Fraile 40, Col. Contry
PIZZA HUT	Universidad 320 Nte. Col. Anáhuac
PIZZA HUT	Hidalgo 1612 Pte.
PIZZA HUT	Pino Suárez 725
PIZZA HUT	Prolongación Madero 4422, Col. Lindavista
PAPI'S PIZZA INN	Av. Constitución 1804 Pte.
PIZZAS GIOVANNI	Simón Bolívar 1680 Pte.
PIZZAS GIOVANNI	Av. Revolución 5155 Sur Col. Contry
JOSEPHINO'S	Zaragoza 840 Sur
JOSEPHINO'S	Eugenio Garza Sada 2550 Sur
ITALO DI PIZZA	Simón Bolívar 1645 Nte.
PICCOLO'S PIZZA	Antonio Machado 104 Col. Anáhuac
PICCOLO'S PIZZA	Emilio Carranza 752 Sur
SHAKEY'S PIZZA	Av. San Jerónimo 513
PIZZAS DE LINDA VISTA	Prolongación Madero 114-2 Col. Libertad
PIZZAS HUMBERTO'S	Hermosillo 3401
BERNIE'S PIZZA	Lic. Verdad 727 Pte.
PIZZAS MOLL DEL VALLE	Calzada del Valle 400 local 129, Col. del Valle
NOSTRA CASA SCALA	Mirador 203, Col. Mirador
RUGANTINO	Edificio Torrealta Roble 300, Col. Valle del Campestre
ORIENTAL	
LA FAMOSA	Av. Eugenio Garza Sada 2338 Sur
MEIJI-EN	Av. Lázaro Cárdenas 2500, Garza García, Nuevo León
PEKIN	Guerrero 690 Sur
LA GRAN MURALLA	Roble 545, Col. Valle del Campestre
VEGETARIAN	
SR. NATURAL	Salvatierra 132, Col. Mitras
SR. NATURAL	Escobedo 713 Sur
SR. NATURAL	Filósofos 207, Col. Tecnológico
MANA	Av. Vasconcelos 143 Ote. Col. del Valle
MEXICAN	
ZINAPECUARO	Humboldt 1100 Pte.
PALAX	Av. Madero 717 Pte.
ROYALTY (H. ROYALTY)	Av. Hidalgo y Emilio Carranza
ALAMO	Av. Universidad 100, San Nicolás de los Garza
LA CABAÑA	Matamoros 318 Pte.
LOS JACALES	Eugenio Garza Sada 4491 Sur
LAS FUENTES	Vía Savotino 690 Ote. Col. del Valle
MERIDA	Zaragoza 522 Nte.
LISBOA	Aramberri 702 Pte.
MANOLIN	Av. Madero 1975 Pte.
GREEN ONION	Eugenio Garza Sada 2622-A
LA FONDA DE SAN ANDRES	Av. Lázaro Cárdenas 3929, Col. las Torres
LOS COMERCIALES DEL NORTE	Washington 304 Ote.
EL GUSTO DE PUEBLA	Av. Lope de Vega y Av. Universidad
LA POSADA	Eugenio Garza Sada y Libra, Col. Contry
EL PALENQUE	Av. Ignacio Morones Prieto 2525 Pte.
CASAGRANDE	Av. Vasconcelos 152 Pte. Col. del Valle
MOLCAS	Eugenio Garza Sada
LA YARDA TACO	Av. Vasconcelos Pte. Col. del Valle
MEXICO LINDO	Ocampo 733 Pte.
HAMBURGUER	
BURGER BOY	Av. Juárez y Morelos
BURGER BOY	Av. Madero y Venecia
BURGER BOY	Eugenio Garza Sada y Pernambuco
BURGER BOY	Orinoco y Grijalva, Col. del Valle
BURGER BOY	Hidalgo y Zarco
BURGER BOY	Prolongación Madero 4443 Ote.
BURGER BOY	Universidad y Sor Juana Inés de la Cruz, Col. Anáhuac
BURGER BOY	Av. Manuel Barragán, Col. Anáhuac

LODGING ESTABLISHMENTS IN MONTERREY

H. Plaza Holiday Inn*****	Constitución No. 300	44 93 00
H. Ambassador*****	Hidalgo, E. Carranza	42-20-40
H. Ancira*****	Hidalgo y Escobedo	43 20-60
H. Rio****	Padre Mier No. 194	44-95-10
H. Monterrey****	Morelos y Zaragoza	43-51-20
H. Jolet***	Padre Mier No. 201	40-55-06
H. Royalty***	Hidalgo y E. Carranza	40-98-00
H. Colonial***	Hidalgo Ote. No. 475	43-67-91
H. El Paso Autel***	Zaragoza Nte. No. 131	40-06-90
H. Yamallel***	Zaragoza Nte. No. 912	75-35-00
H. 5a. Avenida***	Av. Madero No. 234	75-65-65
H. Regina Inn***	Av. Universidad No. 550	51-14-90
H. Son Mar***	Av. Universidad No. 1211	75-44-00
H. Fastos***	Av. Colón Nte. No. 956	74-14-68
H. Nuevo León**	Amado Nervo No. 1007	74-07-13
H. Regis**	Jiménez No. 1106	75-27-76
H. Fronterizo**	Av. Hidalgo No. 206 Ote.	42-88-00
H. Los Reyes**	Av. Hidalgo No. 543 Pte.	43-61-68
H. Del Norte**	Democracia Pte. No. 260	75-21-40
H. Los Soles**	Jiménez Nte.	75-25-83
H. Excélsior*	Rayón Nte. 1110	75-00-92
H. Reforma*	Av. Universidad No. 1132	75-70-68
H. América*	Av. Universidad No. 1114	75-17-89
H. Conde*	Reforma y Jiménez	75-71-59
H. Virreyes*	Amado Nervo No. 902	74-66-58
H. Patricia*	Av. Madero Ote. No. 123	75-07-75
H. Madero*	Av. Madero Pte. No. 428	74-54-71
H. Amado Nervo*	Amado Nervo No. 1110	75-46-32
H. Villarreal*	Villagrán Nte. No. 1311	74-78-17
H. Estación*	Calz. Victoria No. 1450	75-07-55
H. Villa Fontana*	M. Barragán No. 1425	74-75-44
H. Roble*	Ruperto Mtz. No. 326	42-62-50
H. Victoria*	B. Reyes Nte. 1205	74-45-72

FOOD AND BEVERAGES ESTABLISHMENTS IN MONTERREY CITY

CARNES AL CARBON

REGIO	Gonzalitos y Vancouver
REGIO	Av. Universidad 200 Col. el Roble
REGIO	Av. Lopez Mateos 6255 San Nicolás de los Garza
REGIO	Corregidora 523, Zona Rosa
LOS CAZADORES	2 de Abril 2110 Col. Roma
LOS CAZADORES	R. Lopez Velarde 104 Col. Anáhuac
LOS CAZADORES	Gonzalitos 700 Nte.
MESON SAN ANGEL	Venustiano Carranza 854 Sur
EL PASTOR DEL NORTE	Av. Madero 3126 Pte.
LOS TACALES	Av. Eugenio Garza Sada 4491 Sur
LOS CASTORES	Av. Gonzalitos 325 Sur
CONTINENTAL LOS PRIMOS	Fresnos 138 Col. Tecnológico
LOS PONY	Paseo de los Leones y Av. Urdiales
LAS DILIGENCIAS	Aramberri y Villagrán
LA CABAÑA	Matamoros 318 Pte.
EL TIO	Hidalgo y Mexico (Antigua Quinta Calderon)
LAS PALMAS	Prol. Madero 100-A (Guadalupe, Nuevo Leon)
VILLA REAL	Paseo de los Leones 213 Col. Leones
SAN CARLOS	Av. Dr. Ignacio Morones Prieto 2803 Pte.
EL GUSTO NORTEÑO	Av. Universidad y Av. Laredo, San Nicolás de los Garza
LAS BRASAS	Av. Revolucion 1206 Col. Contry
LOS GEMELOS	Sasuta 300 Col. Mitras Sur
EL CORRAL	Corregidora 509 Ote.
CUATRO MILPAS	Constituyentes de Nuevo Leon 110 Nte.
CUATRO MILPAS	Antigua carretera a Roma Km. 4
CUATRO MILPAS	Av. Madero 911 Pte.
PECOS BILL	Prol. Madero 202 Pte., Guadalupe Nuevo León
EL ALMIRANTE	Av. Revolucion 3870 Col. Contry
LA RUEDA	Av. Revolución 710
EL ANDARIEGO	M. Maza de Juárez 502 Guadalupe, Nuevo Leon
EL ASADERO	Modesto Arreola 519 Ote.
VICTORIA	Cuauhtemoc 521 Sur
TARRO Y TACO	Matehuala 302 Col. Mitras Centro
RANCHO VIEJO	Av. Las Torres 3716, Fraccionamiento Paseo Residencial
RANCHO VIEJO	Hidalgo 2716 Pte
LA GLORIA	Av. Urdiales 270 Col. Mitras Centro
LOS ALAMBRES	Av. Ruiz Cortines 700 Ote. Guadalupe, Nuevo Leon
LOS PRIMOS	Av. Eugenio Garza Sada 2500 Sur
EL PETATE	Simón Bolivar 2120, Col. Mitras Centro
EL ZARAPE	Paseo de los Leones 1150 Pte. Col. Cumbres
MONTANA STEAK HOUSE (Crowne Plaza)	Av. Constitución 300 Ote.
SANTA FE	Av. Ignacio Morones Prieto 2323 Pte.

INTERNATIONAL

RESIDENCE	Degollado 605 Sur
TONY'S	Cuauhtemoc 121 Sur
EL GRANERO GRILL	Calzada del Valle 333 Ote. Col. del Valle
LUISIANA	Hidalgo 120 Ote.
RIO (H. RIO)	Av. Padre Mier 194 Pte.
ALEMAN (CLUB DE LEONES)	Paseo de los Leones 301
RITZ	Av. Madero 644 Pte.
LA MANSION DEL RECUERDO	Pirineos 612, Col. Jardin Obispado
HAWAIIANO CINCO-CERO	Av. Gómez Morin y Roble, Col. Valle del Campestre
COLA DE CABALLO	Hacienda Vista Hermosa, Villa de Santiago, Nuevo Leon
EL PASO (H. EL PASO AUTEL)	Av. Zaragoza 130 Nte.
CARLOS'N CHARLIE'S	Av. Constitución 487 Pte.
LA MILPA DE VALERIO	Av. Gómez Morín 200, Col. del Valle
SAFARI	Av. Constitución 1475 Pte.
SENA (H. MONTERREY)	Zaragoza 1034 Sur
LA FUENTE (H. HOLIDAY INN)	Carretera a Laredo, San Nicolás de los Garza
LE CHATEAUBRIAND	Av. Jorge del Morral s/n, San Nicolás de los Garza

Principal attractions of this region are: Paseos de Nogalar, an area covered with trees where there is a magnificient spa on the banks of the Sosa River; and Agualeguas Dam where you can fish for catfish, carp and prige.

The 19th century Church of Nuestra Señora de Agualeguas stands out in the center of town.

The surrounding are offers ideal for shooting Canadian geese in the winter.

SABINAS HIDALGO:

Continue for 13 miles on state highway 3 to Parás then travel 44 miles to the west, and will reach Sabinas Hidalgo which is an important textile center.

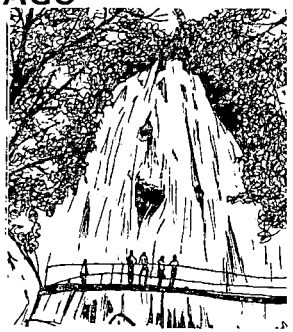
It has Playa Azul Spa, which has a restaurant; and Ojo de Agua, 6 miles to the east. La Cascada Park is worth a visit. It has a man made waterfall and facilities for camping. 18th century San José Church is architecturally interesting.

The town celebrates its main holiday on December 12, when processions and fireworks honor the Virgin of Guadalupe.

ITINERARY VIII
(Day Trip)

MONTERREY, VILLA DE SANTIAGO, ALLENDE, MONTEMORELOS, GENERAL TERAN

VILLA DE SANTIAGO



This pretty town that has colonial buildings is 22 miles south of Monterrey on federal highway 85. The 19th century Church of Santiago Apóstol with two towers and a Baroque façade is outstanding.

Cola de Caballo, so called because the cascade falls 25 feet and looks like a horse's tail, is a representative part Cumbres National Park. It is equipped with fireplaces, and picnic tables and various places to see the falls. You can take carriage rides in the area. This area is open Tuesday to Sunday from 8:00 a.m.-6:00 p.m. Handicrafts such as reed, wicker, and flower pots are sold in the area.

La Boca Dam is next to Villa de Santiago. Its official name is Rodrigo Gómez Dam. It was described in Itinerary III as entrance to Huajuco Canyon, where you can practice a variety of watersports, such as fishing, skiing, and boating.

Potrero Redondo and Sánchez lagoon are among other sights to see but access is difficult. The Lagoon is perfect for camping.

The most important festivals are: the Apple Festival, what is celebrated in the second half of August with bullfights and other events and Santiago fair, which is celebrated with pilgrimages and fireworks.

ARAMBERRI

Aramberri is 64 miles south of Galeana via state highway 61. This small town has many attractions, such as Puerto de Los Borregos thermal spa; Ascension Lagoon, which is ideal for fishing and hunting; Gardel Clave, 19 miles from town, which have interesting paintings; and El Campanario de Santa Teresa Caves. Deer, lynx, hare and rabbit are found in the area.

The Patroin Saint's Day, the town's anniversary, and the Avocado Fair are celebrated between July 31 and August 5.

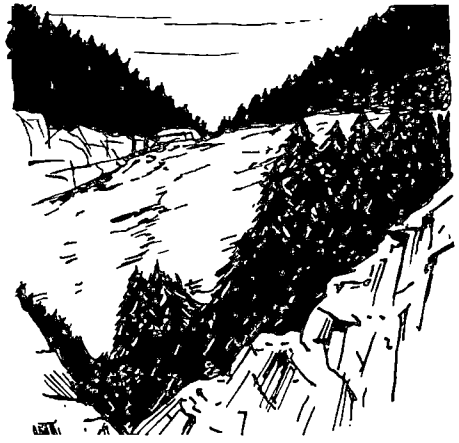
ZARAGOZA

Zaragoza is 8 miles south of Aramberri. It has great natural beauty that invites exploring.

Rivers, forests and ravines surround the town. pericos Lagoon is 2 miles south over a rough road. El Salto Falls, which has blue green waters and is 10 meters high, is minutes away. Campsiters dot the area. Bear, puma, mountain lion, lynx, racoon, boar, deer, and possum can be found in the area.

ITINERARY X
(Two Day trip)

MONTERREY, GALEANA, ARAMBERRI, ZARAGOZA



GALEANA

Galeana is 127 miles south of Monterrey via federal highway 85 to Linares, and State High 31 to the west.

This town is in the highest part of the state. It is surrounded by beautiful countryside. The 18th century Church of St. Paul stands out.

A unique natural jewel, Pozo de Gavilán, is 3 miles west of Galeana. It is a huge subterranean reservoir filled with turquoise water similar to those found in the Yucatan.

Beautiful Labraderos Lagoon, where you can rent boats and go fishing, is 3 miles south over a dirt road.

A giant antenna and a lookout that offers a splendid view of the valley is on top of 3,000 meter high Potosí Hill, highest point in the state.

Local handcrafts include blankets and ponchos made from natural fibers and wooden items. The San Pablo Fair takes place January 20-25 with processions, pilgraimages, and fireworks.

ALLENDE:

Allende is 14 miles beyond Villa de Santiago via federal highway 85. 19th century San Pedro Apóstol Church now serves as Casa de la Cultura, a cultural center.

The Ramos River passes through the vicinity to the south. Its banks are lined with willows and sabines, and conditions for camping are good. You can have a wonderful view of the orange groves from the top of Los Cavazos Hill.

The principal fair is celebrated during the month of March when there are five days of events such as cockfights, typical dances, and arts and crafts.

MONTEMORELOS:

Montemorelos is 14 miles from Allende via federal highway 85. It is the center of the citrus region. The Feria de la Naranja, (the Orange Fair), is celebrated every November with dances, and cultural events that take place in Plaza Zaragoza.

The San Mateo Church and Parish House is among the finest examples of colonial architecture in the area. The José María Paras Recreational Center, known as "the Alameda Atravesada" (the crossed park) lies at the entrance to town.

Other nearby attractions are: El Chapotal Federal Park, in a forest of popular, sabine and cedar tress; Río Pilón where you can catch Catfish, and La Cruz Hill where there is a look out and a majestic monument dedicate to Morelos, an insurgent hero. A site known as the Guadalupe Hacienda has a display of interesting inventions made by Ramiro Támez Mancilla. A rustic but exact clock, a movie camera and a simple planetarium are among them.

GENERAL TERAN:

General Terán is located 12 miles northeast of Montemorelos via state highway 35. A house constructed at the beginning of the century stands

in front of the main square. It has elegant iron work on its windows and ornamental friezes.

Sabino Gordo Park is 2 miles to the east. It has children's game and places for cookouts.

ITINERARY IX
(Day Trip)

MONTERREY, HUALAHUISES, LINARES, ITURBIDE

HUALAHUISES

Hualahuises is 76 miles southeast of Monterrey via federal highway 85. It is a typical town where Good Friday is celebrated with a festival that attracts visitors from throughout the area. Its church has an interesting wooden statue of San Cristóbal (St. Christopher) said to be of Spanish origin. It is considered to be a relic.

A pretty stream which local residents call the "Hualahuises River" runs through one side of the town. A picturesque hanging bridge crosses. Good camp sites dot the area.

Local artisans work in leather and wood.

LINARES:

Linares is 12 km to the east of Hualahuises on the same highway. It is the State's second most important city.

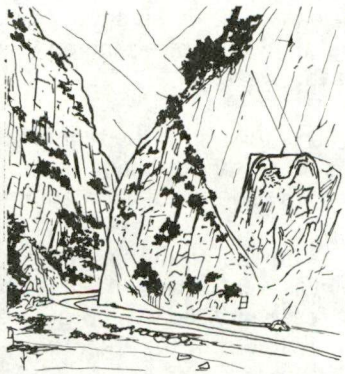
It has interesting examples of religious architecture such as the 18th century Cathedral of San Felipe which has a two dimensional façade, a belfry and a three dimensional tower; and the 18th century Church of Misericordia, which has an ornate façade featuring caratyds, niches and friezes.

Other prominent buildings are: the 19th century Palacio Municipal, Municipal Palace; and the French style Casino de Linares. There is an interesting collection of petroglyphs in Pablo Salce Museum.

The area also has many natural attractions such as Ojo de Agua de Vista Hermosa National Park, which has benches, fireplaces, and children's games; San Ignacio thermal springs at Guadalupe hacienda; and imposing Santa Rosa Canyon with its formidable geological formations. It lies on Iturbide highway and has a wide variety of wildlife.

Linares is famous for candy made of milk and nuts which is called "Celaya del Norte". The Villaseca Fair takes place in August with folkloric dances and other events. The Regional Fair is celebrated at the end of February and the beginning of March.

ITURBIDE:



Iturbide is 27 miles southwest via state highway 31. It is a colonial town whose church houses valuable Spanish sculptures that date back to the 1500's.

It has magnificient natural beauty. You can go fishing on Santa Rosa Lagoon. Las Alazanas Canyon, La Salitrera Hill, La Muralla, and Salitrera Falls, also called Del Gato Falls, are a few of the other natural attractions to see. Del Gato is 1 mile beyond. Acces is difficult. Potrero Prieto, a sulphur spa, is in the outskirst of town.

In season, you can hunt deer, quail and armadillo 6 miles from Iturbide, you can admire a bass relief called Los Altares by Federico Cantú. It is dedicated to Mexico's highway workers.

Solidaridad
PARA EL REGRESO A MEXICO

HACIENDA

SECRETARIA DE LA CONTRALORIA GENERAL DE LA FEDERACION

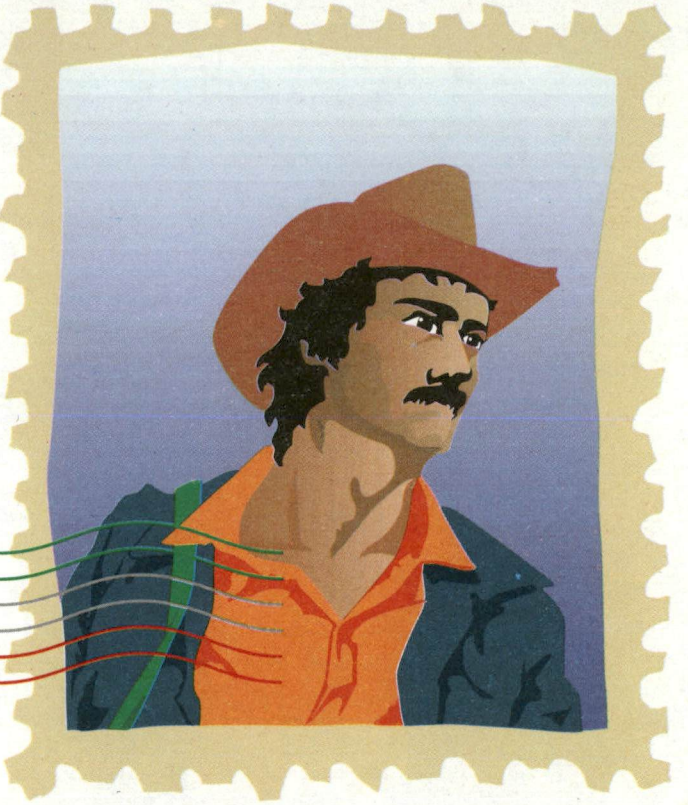
SCT

SECRETARIA DE TURISMO

PGR
PROCURADURIA GENERAL DE LA REPUBLICA

GUIDE TO ENTER MEXICO

PAISANO



Un trato justo, tu derecho

PODER EJECUTIVO FEDERAL
ESTADOS UNIDOS MEXICANOS
MEXICO

DIRECCION ESTATAL Y
DELEGACION FEDERAL
DE TURISMO DE NUEVO LEON

Solidaridad
PARA EL REGRESO A MEXICO
FOR THE RETURN TO MEXICO

Map of Mexico's main highways

"Solidaridad will allow us to build a new moral balance in our society. Let us join today the efforts of all Mexicans in order to achieve the justice that we expect for all our compatriots."

Carlos Salinas de Gortari

President of Mexico

Public Security

Mexico's federal highways have a surveillance and security service for travellers in charge of the Policía Federal de Caminos y Puertos (Federal Highway and Ports Police), to guarantee public security and order in federal highways and ports.
In general, this institution provides basic police services, such as, crime prevention and traffic control on highways and ports. They can also help you in case of an accident.
Migratory or customs inspection services are not carried out by this police force.
Pay attention to traffic signs. The use of seat belts is obligatory.

If an illicit act is committed, the Policia Judicial Federal (Federal Judicial Police) will intervene. This police is under the authority of the Procuraduría Federal de la República.

Tourism

Information and Assistance Centers are available to you at crossing points, migratory and customs verification points as well as at bus and train depots and airports. If you have mechanical problems in our highways you can count whith the assistance of the Angeles Verdes (Green Angels).
Paisano, feel at home, and please help us keep Mexico clean.

Other Institutions

The Secretarías of Agricultura y Recursos Hidraúlicos (Agriculture) and Salud (Health) also participate in the procedures for the entrance to Mexico of goods for human consumption, live animals, disease prevention, etc.

Fiscal Traffic Light

In order to simplify customs procedures, the Mexican Government has installed fiscal traffic lights at customs checking points. When the international traveler goes through a customs verification point, with items mentioned in the first paragraph of page 10, you will be requested to operate a fiscal traffic light.

The procedure is as follows:

1) Before operating it, the traveller must declare if the value of the objects you brought exceeds 300 dollars per person, if so, you must pay the taxes to be determined by the customs officer, only over the amount that exceeds the above mentioned sum.

2) If you have nothing to declare or have already paid your taxes, push the botton of the traffic light.

3) If the light is green, you will go through without any further verification.

4) If the light is red, customs authorities will perform a verification.

IMPORTANT:
The employees and civil servants of Customs Services are the only ones that can take part in the different procedures of introduction of goods and objects into Mexico.

Dirección General de Aduanas
Secretaría de Hacienda y Crédito Público

Paisano:

The Government of Mexico welcomes you.
The main purpose of the information in this guide is to guarantee a pleasant entry into Mexico.
The Ministries of Gobernación (Interior), Relaciones Exteriores (Foreign Relations), Hacienda y Crédito Público (Treasury), Contraloría General de la Federación (Auditory and Supervision), Comunicaciones y Transportes (Communications and Transports), Turismo (Tourism), as well as the Procuraduría General de la República (General Attorneyship of the Republic) and the governments of the States and Municipalities of the northern border, gathered in the Programa de Solidaridad, wish you an enjoyable stay in our country.

Guide to enter Mexico

1. The purpose of this guide is to help you understand migratory and customs matters and to exercise your rights when entering Mexico. Therefore we ask you to read it carefully.

2. Public servants in charge of verifying the procedures of entrance to the country should work readily to inform the visitor and to guarantee the rights and duties granted by the Constitution and the law to all mexicans living inside the country or abroad.

3. Public servants mentioned above should carry an identification badge in a visible place, so that they can be recognized immediatly.

4. In case of doubts or complaints, visitors can request the assistance at the Information Center, with the officer in charge or with the

Teléfono de la Contraloría

91-800-00-148
EN LA REPUBLICA MEXICANA

604-12-40
EN LA CIUDAD DE MEXICO

representant of the Contraloría General de la Federación:

5. The mexican authorities in charge of the different procedures of entrance of persons and goods to the country are:

   — Dirección General de Servicios Migratorios (General Directorate of Migratory Services) of the Ministry of the Interior and

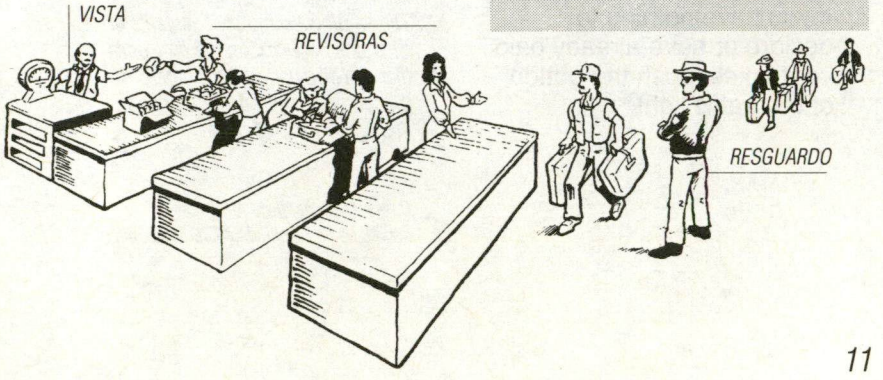
   — Dirección General de Aduanas (Customs General Directorate of the Ministry of the Treasury).

Obligations and Duties

In order for the customs authorities to grant any of the former facilities, you have to declare the goods and objects that exceed the above mentioned exemptions. If you exceed such exemptions, you must pay the corresponding taxes, in which case customs personnel must assist you courteously and free of charge. To bring your **vehicle into Mexico, if you are a legal resident abroad**, you must obtain, free of charge, a six month temporal import permit from the customs office at the entry point. **In this case you must accredit your migratory status.**

If you live in the border zone and wish to take your vehicle into the country, you should also obtain a three month temporal permit, for which you should pay $110,000.00 (one hundred ten thousand pesos). It is forbidden by law to sell or leave these vehicles in the interior of Mexico. In both cases, you should take them back with you. Read carefully the instructions at the back of the permit and avoid further problems.

Do not bring along any fire arms or products which entrance is prohibited like: explosives, toxic substances, etc. Their introduction to Mexico is a crime punished with jail imprisonment.



Customs

Rights
When returning to Mexico, you have the right to use the **international traveler's franchise**, established by customs legislation. This mean that you do not have to pay taxes for personal objects, photo camera and films, video camera, sport goods, cigarettes, wine or liquor for personal consumption, medicines and gifts up to 300 dollars per person, including minors. **In this case you don\t have to show your passport to customs authorities.**

If you **are a legal resident outside Mexico** and visit the country, in addition to the above you can bring, without paying taxes, a television set, a radio, a portable recorder, records and radio cassettes, a typewriter, a musical instrument, a camping tent, toys, fishing gear, a motorless boat, linen and other house clothing, kitchen and bedroom appliances and furniture.

You can also bring in the vehicle in which you are travelling. **In this case, show your documentation that proves your legal residence.**

If you live in the border zone, you have the right to import —tax–free— food, medicines and clothing you may need for you and your family. Under certain conditions, you may import a foreign vehicle to use it throughout the country with the appropriate permit. If you were to change residence from the border to the interior of the country, you have the right to bring along your household furniture.

Migratory Services

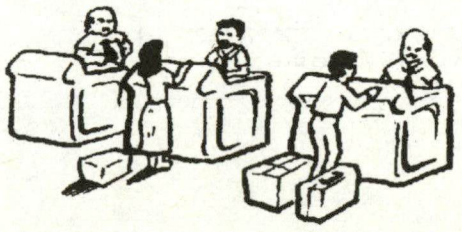
Mexicans should prove their nationality with their passport, their counsular registration, their birth certificate or any other document that may prove their identity.
Foreigners must present their passport and the corresponding visa or any other valid migratory document. U.S. and Canadian citizens require only their passports.

The Migratory forms you should fill out are:
1. F.M.E. Form
Statistical document for nationals and foreigners residing in Mexico, for nationals with legal residence abroad or covered by the Simpson–Rodino law.

2. F.M.T. Form
Migratory document for foreigners who wish to enter Mexico.

In both cases, one copy of the form will be stamped by the migratory authority when entering Mexico and should be returned when leaving the country.

MIGRACION



IMPORTANT:
The employees and civil servants of Migratory Services are the only ones that can take part in the different procedures of entrance of persons to Mexico.

Dirección General de Servicios Migratorios
Secretaría de Gobernación

FME Form

ESTA FORMA DEBERA SER LLENADA POR EL VIAJERO SIEMPRE QUE UTILICE MAQUINA O LETRA DE MOLDE.

No. C 5092662 **FME**

APELLIDO PATERNO

APELLIDO MATERNO

NOMBRE (S)

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SEXO: F M | EDAD: | NACIONALIDAD:

OCUPACION

MOTIVO DEL VIAJE: NEGOCIOS ☐ PASEO ☐ ESTUDIOS ☐ OTROS ☐

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MEDIO DE TRANSPORTE:

CALIDAD MIGRATORIA: LOS EXTRANJEROS RADICADOS EN EL PAIS, DEBEN ANOTAR LA CALIDAD MIGRATORIA QUE OSTENTAN.

SELLO OFICIAL DE SALIDA:

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SELLO OFICIAL DE ENTRADA:

SECRETARIA DE GOBERNACION

DIRECCION GENERAL DE SERVICIOS MIGRATORIOS.

OBLIGACIONES.

LEY GENERAL DE POBLACION

—ESTE DOCUMENTO Y SU EXPEDICION SON GRATUITOS.

—PARA EVITAR DEMORAS, EL VIAJERO DEBERA VERIFICAR QUE LA INFORMACION QUE SE SOLICITA ESTA TOTALMENTE CUBIERTA, UTILIZANDO PARA TAL OBJETO MAQUINA DE ESCRIBIR O LETRA DE MOLDE.

—SI EL VIAJERO ES NACIONAL SALE DEL TERRITORIO NACIONAL DEBERA CONSERVAR LA COPIA DEL ORIGINAL LA CUAL LE SERA SOLICITADA AL REGRESAR AL PAIS.

—SI EL VIAJERO ES NACIONAL RESIDENTE EN EL EXTRANJERO, DEBERA CONSERVAR LA COPIA DEL ORIGINAL LA CUAL LE SERA SOLICITADA AL SALIR DEL PAIS.

—EL EXTRANJERO RESIDENTE EN LA REPUBLICA MEXICANA, NO SE DEBERA OLVIDAR ANOTAR CORRECTAMENTE LA CALIDAD MIGRATORIA QUE OSTENTA.

LEY DE INFORMACION ESTADISTICA Y GEOGRAFICA

OBLIGATORIEDAD DE PROPORCIONAR INFORMACION ESTADISTICA.

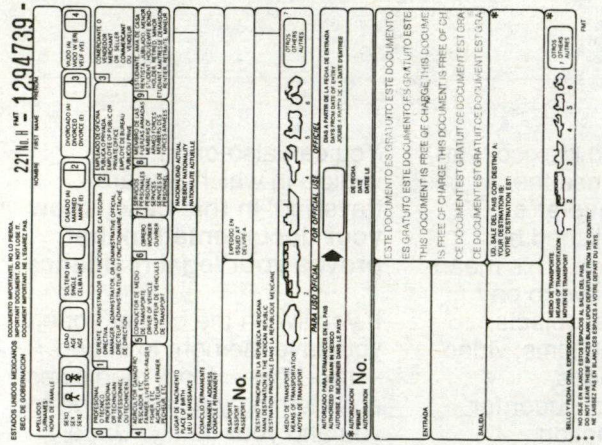
—SERAN CONSIDERADOS INFORMANTES DE LOS SISTEMAS NACIONALES: LAS PERSONAS FISICAS Y MORALES, CUANDO LE SEAN SOLICITADOS DATOS ESTADISTICOS Y GEOGRAFICOS POR LAS AUTORIDADES COMPETENTES.

—LOS INFORMANTES ESTARAN OBLIGADOS A PROPORCIONAR CON VERACIDAD Y OPORTUNIDAD LOS DATOS E INFORMES QUE LE SOLICITEN LAS AUTORIDADES COMPETENTES PARA FINES ESTADISTICOS, CENSALES Y GEOGRAFICOS, Y A PRESTAR AUXILIO Y COOPERACION QUE REQUIEREN LAS MISMAS.

FIRMA DEL VIAJERO

DOCUMENTO ESTADISTICO PARA NACIONALES Y EXTRANJEROS RESIDENTES EN EL PAIS Y PARA NACIONALES RESIDENTES EN EL EXTRANJERO.

FMT Form



OBSERVACIONES:

SI POR CAUSAS IMPREVISTAS NO ENTREGO USTED ESTE DOCUMENTO A LAS AUTORIDADES MIGRATORIAS MEXICANAS AL SALIR DEL PAIS, ENVIELO POR CORREO A:

IF FOR UNFORESEEN REASONS, YOU HAVE FAILED TO HAND THIS DOCUMENT OVER TO THE MEXICAN IMMIGRATION AUTHORITIES UPON LEAVING THE COUNTRY, MAIL IT TO THE FOLLOWING ADDRESS:

SI PAR HASARD CETTE DOCUMENTATION N'A PAS ETE REMISE AUX AUTORITES MIGRATOIRES MEXICAINES A LA SORTIE DU PAYS, PRIERE DE L'ENVOYER PAR LA POSTE:

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DIRECCION GENERAL DE SERVICIOS MIGRATORIOS
AVE. JUAREZ No. 92 - 2o. PISO • C.P. 06040 MEXICO, D. F.

FMT 42 FRACC. II

ESTADOS UNIDOS MEXICANOS
SECRETARIA DE GOBERNACION
DIRECCION GRAL. DE SERVICIOS MIGRATORIOS

ADVERTENCIA NOTICE AVERTISSEMENT

1.- Es obligatorio presentar este documento al internarse al País y entregarlo a su salida a la Autoridad Migratoria respectiva.
2.- Deberá ser usado únicamente por su titular, el cual sólo podrá permanecer en México en calidad de turista el tiempo autorizado, estándole estrictamente prohibido trabajar o dedicarse a cualquier actividad remunerativa o lucrativa.
3.- Si el tiempo de permanencia autorizado es menor de 180 días, el titular podrá solicitar una o varias ampliaciones a la vigencia de este documento, hasta un máximo de 180 días en total, acudiendo a la Oficina de Migración más cercana o a la DIR. GRAL. SERV. MIGRATORIOS Av. Juárez No. 92-2o. piso, México, D. F.

1.- It is compulsory to show this document upon entering the country and to surrender it to the proper immigration authority upon leaving.
2.- It is to be used only by the undersigned, who may only remain in México as a tourist for the authorized term. It is strictly forbidden for said person to work or to engage in any lucrative or paid activity.
3.- If the authorized term to remain in México is less than 180 days, the bearer may apply for one or several extensions, up to 180 days as maximum, contacting to this effect the nearest Oficina de Migración or else the DIR. GRAL. SERV. MIGRATORIOS Av. Juárez No. 92 - 2° nd Floor, México, D. F.

1.- Il est obligatoire pour entrer au pays, de présenter ce document et de le rendre à la sortie aux Autorités Migratoires.
2.- Ce document devra être utilisé uniquement par son titulaire, qui ne pourra rester au Mexique que le temps autorisé et seulement en qualité de touriste. Il lui est strictement interdit de travailler ou d'exercer une activité rémunérative ou lucrative quelconque.
3.- Si le temps de séjour autorisé ne dépasse pas 180 jours, le titulaire du présent document pourra en solliciter une ou plusieurs prolongations, à concurrence de 180 jours au total, en se présentant à la Oficina de Migración la plus proche ou à la DIR. GRAL. SERV. MIGRATORIOS Avenue Juárez No. 92, 2 eme étage, México, D. F.

Firma del declarante
Applicant's Signature
Signature de l'interessé

T. G. N.

IN MONTERREY

A COMPLETE HOTEL

HOTEL RIO

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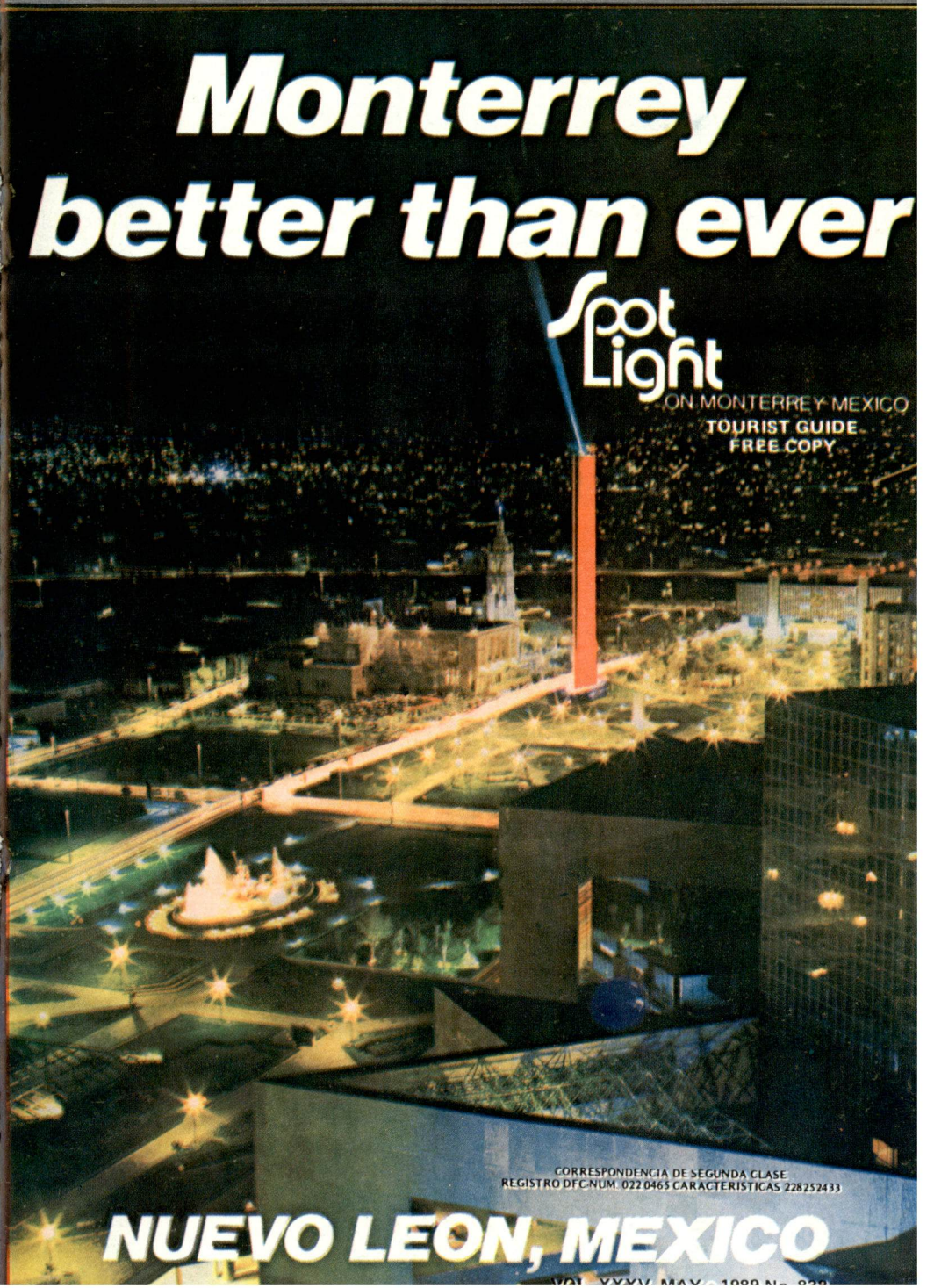

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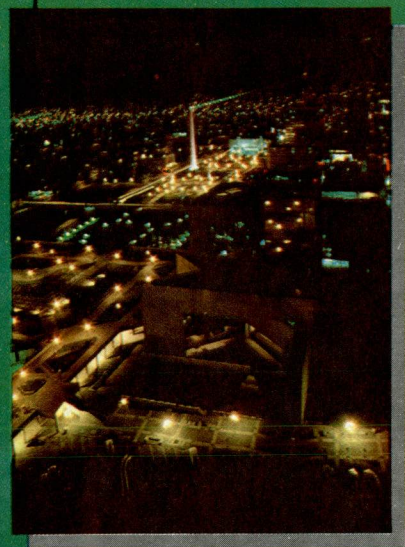
NUEVO LEON, MEXICO

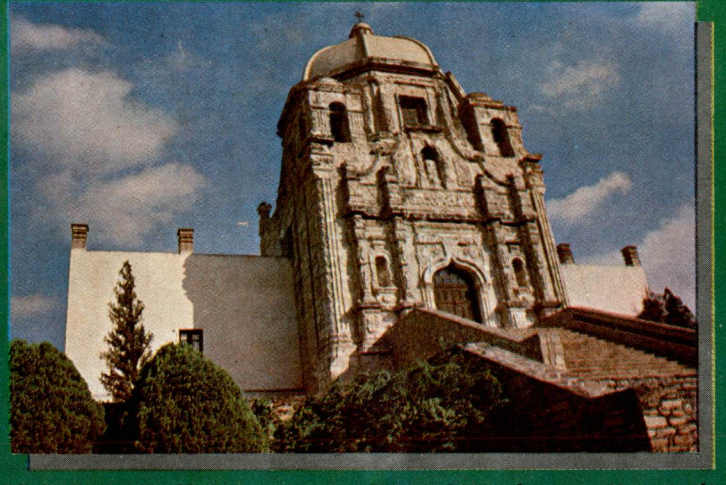
VOL. XXXV MAY. 1989 No. 839



MONTERREY
MEJOR
QUE NUNCA

MONTERREY
BETTER
THAN EVER

MONTERREY le ofrece su tradicional Hospitalidad Norteña, excelentes hoteles y restaurantes, vida nocturna y vistas inolvidables, además de Modernos Centros Comerciales, Universidades y Hospitales con el equipo de diagnóstico más avanzado.



MONTERREY offers you its traditional Northerner Hospitality excellent hotels and restaurants, night life and unforgettable sightseeing, along with Modern Malls, Universities and Hospitals with an advanced diagnostic equipment.

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AND COMMERCIAL
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DIRECCION ESTATAL
DE TURISMO
APDO. POSTAL 2884
P.O. BOX 2884

STATE TOURISM
DEPARTMENT

(83) 44-11-69

MONTERREY, NUEVO LEON, MEXICO

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La calidad hace nuestro nombre

de Hano

Luxury in Style

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Dr. Coss And Matamoros Sts.
Phone: 42-74-45
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• CUMBRES
1390 Paseo Leones St.
Local 3
Phone: 46-85-78

WELCOME TO MONTERREY

In the name of the City of Monterrey I am extending the most cordial invitation to visit and get to know all our toursit attractions as well as the beauty of our outskirts. Upon your arrival you will know that you are more than welcome, and we feel sure that our hospitality will make you another "amigo" of Monterrey.

LIC. SOCRATES RIZZO G.
Mayor of the City

MERCANTIL DE MEXICO

Mexico is rich with investment opportunities. But it takes the in-depth knowledge of **Mercantil de México** professionals to help you determine which investment is right for you, among the sophisticated investment tools with important points to your advantage such as minimal opening charges and maximum limits of monthly retirements.
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Monterrey, N.L.
C.P. 64000

LAS MEJORES CARNES AL CARBON

Nuestra música en vivo y Alta Cocina Mexicana hacen de México Lindo el lugar ideal. Ambiente familiar que invita a regresar. Viernes y Sábados por la noche Mariachi.

México Lindo! RESTAURANTE

OCAMPO
No. 731 Pte.
entre P. Díaz y S. Peña
Tels: 43-89-80 y 43-44-17

THE BEST CHARCOAL BROILED MEAT

Enjoy our best charcoal broiled meat and Mexican typical dishes in a family atmosphere. Daily live music and Friday and Saturday night Mariachi. There is nothing like it.

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Regio
ZONA ROSA

* CHARCOALED MEAT
* "CABRITO". KID
(SHEPHERD STYLE)

BAR SERVICE
Corregidora St. 523 E.
Phone 43-62-50

A WARM WELCOME TO VISITORS

On behalf of the people of Nuevo León, it is my pleasure to welcome you to this beautiful state. They are sincere, honest, and hard working people, who want to make your visit an enjoyable one, and to see that you are well attended. For this to be so, we count with first class hotels and restaurants, where you can find the best of both Mexican and Internacional dishes.

Also you can enjoy the constrast of the old Mexico with its modern facets. So whether it be for pleasure or for business, we hope to make your stay one to remember.

State Tourist Bureau of Nuevo Leon

You are always WELCOME

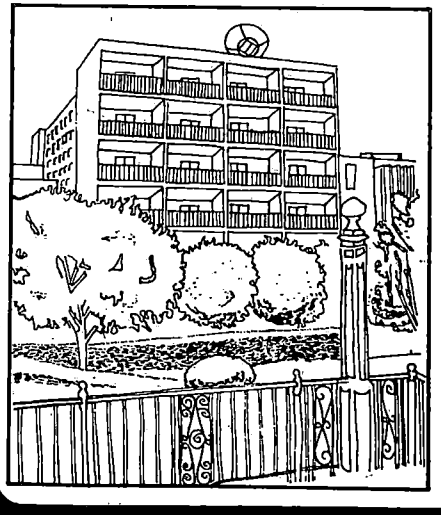
Every day all over the world we understand "tourism" more thoroughly, not only as a source of income, or generator of economic development of a country, but as a way to join brotherly the nations that strugle for the traditional values of their culture and philosophy.

In Monterrey we have this same conviction on tourism, with the warmest feelings of brotherhood, for those that visit us as tourists.

On behalf of our commerce and through this column in "Spotlight" we give you a hearty welcome, and our best wishes that on your stay among us, be friendly and cordial, and that on your return home, you take along fond memories that we keep with your kind visit.

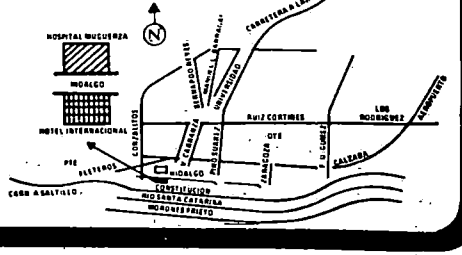
Chamber of Commerce of Monterrey

HOTEL
INTERNACIONAL
MONTERREY, N. L. PLAZA
2522 WEST HIDALGO ST. (83) 333-200
(INFRONT OF MUGUERZA MEDICAL CENTER)



"THE NEW AND CONFORTABLE"

Located 3 Mins. from Downtown, in the bishop's hill close to Medical Center.
125 rooms with A/C, Color T.V. (Satélite), parking garage, digital telephone, cafeteria, restaurants and bar.
Come to Monterrey, and stay with us, feel and see the difference in style and confort.
For more information or reservations call: (83) 333-320 or 333-380.



SPOTLIGHT ON MONTERREY
ENFOQUE SOBRE MONTERREY

Al Servicio del Turismo.
En Beneficio de México

Tel. 44-32-93
Monterrey, N. L., Méx.

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Rafael Westrup

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Se publica mensualmente y se distribuye en Hoteles, Consulados, Delegaciones de Turismo, Cámaras de Comercio, Agencias de Viajes y otros importantes Centros de Turismo de México, E.U.A. y Canadá.

Correspondencia de Segunda Clase con Reg. DGC-NUM. 022 0465, Características 228252433.

"MONTERREY, MEXICO ALWAYS HAPPY"

"TOURIST ASSISTANCE"

By Virgilio Villarreal García.

FREE SERVICE

Along Nuevo Leon highways there are modern filling stations, ready to supply gas and lubricating oil to those traveling by car. Specialized mechanics are ready to assist any one who might be in need of such service.
The Tourism Bureau in Nuevo Leon state with its 5 patrol - car units (green angels) are always ready to help tourists in any emergency through all mexican roads.

IN NUEVO LEON STATE

SERVICES

o Mechanic service o Medical Service o Radio Comunication
o General Information.

ROADS	ROUTE No.
o Monterrey to Nuevo Laredo, Tamps.	85
o Monterrey to Saltillo, Coah.	40
o Monterrey to Monclova, Coah.	53
o Monterrey to Reynosa, Tamps.	40
o Monterrey to Linares & San Roberto	85

(DAYLY HOURS SERVICE FROM 8 O'CLOCK TO 21 HOURS)

"AMIGO, DO NOT HESITATE, MONTERREY IS WAITING FOR YOU WITH OPEN ARMS".

CERVECERIA CUAUHTEMOC, S.A.

STATE TOURISM DEPARTMENT

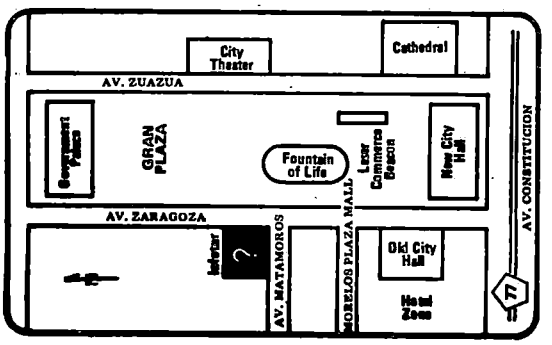
INFOTUR

FREE TOURIST INFO

45-08-70 45-09-02

OPEN TUESDAY THRU SUNDAY
10:00 A.M. TO 5:00 P.M.
MONDAY'S CLOSED

MONTERREY,
NUEVO LEON, MEXICO



ARRIVING TO MONTERREY?

"INFOTUR"
(Free Tourist Information)

We have an office with all the tourist information you may need. To make your stay in Monterrey or any part of the state of Nuevo Leon a more pleasant one.

Just look for the blue and white question mark sign located on the downtown area or stop by the INFOTUR office on the streets of Zaragoza and Matamoros, in the Gran Plaza.

If you are staying in any of our hotels look for the INFOTUR card on your room. Call us, remember "We have the answer to your question".

WELCOME TO MONTERREY

GRAN PLAZA

MONTERREY BETTER THAN EVER

MONTERREY MEJOR QUE NUNCA

GOBIERNO DEL ESTADO DE NUEVO LEON
DIRECCION DE TURISMO
APARTADO POSTAL 2884
TEL. (83) 44-43-43 y 40-10-80

NUEVO LEON STATE GOVERNMENT
TOURISM DEPARTMENT
P.O. BOX 2884
PHONE (83) 44-43-43 AND 40-10-80

The advertiser and editorial staff of Spotlight believe that they have an obligation and a responsability towards every person who visits Monterrey. This duty consists in extending the warmest cordiality and in doing everything possible to insure a pleasant and enjoyable stay for their guests. In order to enable them to more efficiently discharge this obligation, you are requested to fill in the following questionaire and return it to Apdo. 2884, Monterrey, N. L., México.

THANK YOU

1. AT WHAT BORDER POINT DID YOU ENTER MEXICO?_____
2. HOW WERE YOU TREATED BY THE BORDER OFFICIALS? a) Customs_____ b) Inmigration_____ c) Health Department_____
3. WERE HIGHWAYS BETTER OR WORSE THAN YOU EXPECTED?_____
4. WHAT WAS YOUR FIRST STOP OVER IN MEXICO?_____
5. ON WHAT DATE DID YOU ARRIVE IN MONTERREY?_____
6. WHICH MONTERREY HOTEL(S) DID YOU STAY?_____
7. DID YOU FIND THE HOTEL SERVICE ADEQUATE? (IF NEGATIVE, PLEASE STATE FAULTS ENCOUNTERED)_____
8. WHICH MONTERREY RESTAURANT(S) DID YOU ENJOY MOST?_____
9. DID YOU EMPLOY A GUIDE?_____ WERE YOU SATISFIED WITH HIS SERVICES? (IF NEGATIVE WHY)_____
10. WHAT PLACES OF HISTORICAL OR SCENIC INTEREST DID YOU VISIT?_____
11. WITH WHAT WERE YOU MOST FAVORABLY IMPRESSED?_____
12. WHAT IMPRESSED YOU MOST UNFAVORABLY?_____
13. WILL YOU RECOMMEND MEXICO TO OTHERS AS A PLEASANT PLACE FOR A VACATION?_____
14. WHAT DATE DID YOU LEAVE MONTERREY?_____
15. WAS SPOTLIGHT USEFUL TO YOU DURING YOUR STAY?_____ WOULD YOU LIKE TO RECEIVE IT (FREE) AT HOME?_____
16. IN YOUR OPINION HOW CAN MONTERREY BE MADE MORE ATTRACTIVE TO VISITORS?_____
17. NAME_____
18. ADDRESS_____ CITY_____ Z.C._____
19. WHAT KIND OF ARTICLES WOULD YOU LIKE TO SEE US PUBLISH?
    SOCIAL EVENTS ☐ RECEPIES ☐ SPORTS ☐ HISTORICAL EVENTS ☐

HOSPITAL SAN JOSE DE MONTERREY, S.A. DE C.V.

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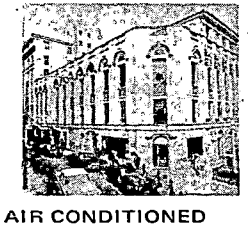
33 36 00
Emergency Room (83) 48 26 75 and 48 32 77
Public Relations (83) 48 22 97

3000 West I. Morones Prieto Ave. Col. Los Doctores. Monterrey, Nuevo León, México.
Zip Code 64710 P.O. Box 2830

HOTEL COLONIAL



- AIR CONDITIONED
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- RESTAURANT BAR
- NIGHT CLUB
- BOUTIQUE
- SALES OFFICE OF RAILROAD TICKETS
- MODULATED MUSIC
- "COLONIAL" CAFETERIA
- AESTHETIC PARLOUR
- SITUATED IN THE "PINK ZONE"

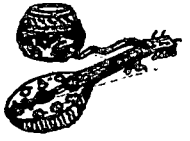
HIDALGO OTE. 475
RESERVATIONS:
PHONE 43-67-91 to 96.

Enrique Ochoa MD.

F.A.C.C.P.

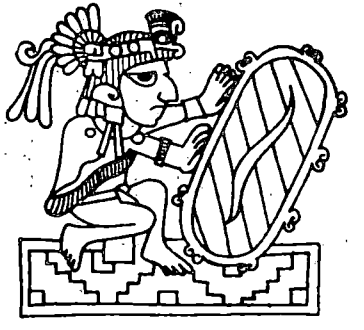
CARDIOVASCULAR AND THORACIC SURGERY

SAN JOSE MEDICAL CENTER
3000 WEST I. MORONES PRIETO AVE. DESP. 602
MONTERREY, N. L.
PHONE (83) 48--33-94 AND (83) 48-32-37



Centro Plaza de las Artesanías

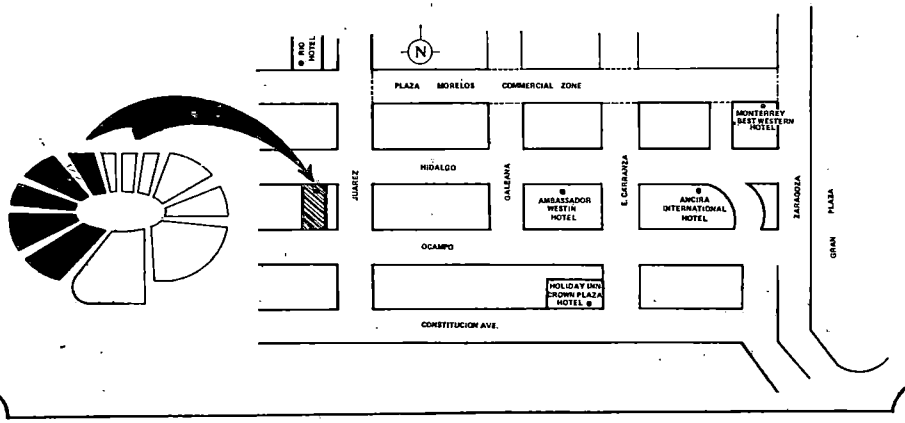
La Unión de Artesanos de Nuevo León, le invita a conocer su nuevo local "Centro Plaza Artesanal, donde puede admirar y adquirir gran variedad de artículos artesanales de toda la República. Contamos con dos pisos de exposición permanente. (Aquí podrá adquirir artículos en: piel, latón, cobre, plata, vidrio estirado, ropa, dulces, etc. etc.).
Localizado en la zona hotelera a la altura de la Avenida Juárez con entrada de la Calle de Hidalgo a la Avenida Ocampo.



For the best bargains in arts and crafts and mexican curios, visit the new Arts and Crafts Center (Centro Plaza Artesanal) with two floors of great varieties of the best handmade articules from all of Mexico: Where you can see and buy, excellent products like:

* Leather	* Ceramic	* Candies	* Silver
* Brass	* Dresses	* Jewelry	* Papermache
* Cooper	* Glass/Crystal	* Wood	* Wool/Cotton

Located betwen the streets of Hidalgo, Ocampo and Juarez, in the downtown area short walking distance from main downtown hotels. Operated by the union of artisans of Nuevo Leon. A shopping paradise all under one roof.



HOTEL AND MOTELS

NAME	CATEGORY	ADDRES	PHONE
AMBASSADOR	(*****)	Hidalgo and E. Carranza Sts.	44-93-00
ANCIRA	(*****)	Hidalgo and Escobedo Sts.	43-20-60
PLAZA HOLIDAY INN	(*****)	East No. 300 Contitucion Ave.	44-93-00
RAMADA INN	(*****)	Lomas del Roble	52-22-70
HOLIDAY INN	(*****)	North 101 Universidad Ave.	52-33-90
INTERNACIONAL	(****)	West 2522 Hidalgo Ave.	33-32-00
RIO	(****)	West 194 Padre Mier St.	44-95-10
MONTERREY	(****)	Morelos and Zaragoza Sts.	43-51-20
DORADO	(****)	Laredo Higway No. 901	52-40-50
FASTOS	(****)	Colon and Villagran St.	72-32-50
CHIPINQUE	(****)	Chipinque Mesa	78-11-00
ROYALTY	(***)	Hidalgo and E. Carranza Sts.	40-98-00
SON-MAR	(***)	North 1211 Universidad Ave.	75-44-00
5a. AVENIDA	(***)	East 243 Madero Ave.	75-65-[illegible]
EL PASO AUTEL	(***)	North 130 Zaragoza St.	40-06-90
JOLET	(***)	West 201 Padre Mier St.	40-55-06
COLONIAL	(***)	East 475 Hidalgo St.	43-67-91
ROYAL COURTS	(***)	North 314 Universidad Ave.	76-27-10
NUEVA CASTILLA	(***)	Km. 15.5 Laredo Higway	76-67-70
YAMALLEL	(***)	North 912 Zaragoza ST.	75-35-00

WHAT'S DOING AROUND TOWN

Theaters

THEATERS:

MONTERREY: Constitucion Ave. and Vallarta Sts. (Phone 43-64-66).

SAN PEDRO: Humberto Lobo and I. Morones Prieto Sts. (Phone: 78-90-21).

LUIS ELIZONDO: Pernambuco 540 and Junco de la Vega Sts. (59-04-87).

DE LA CIUDAD: Zuazua and Matamoros Sts. (Phone 43-48-12).

NIGHT clubs

NIGHT CLUBS:

PICADILLY CIRCUS. South 946, Escobedo ST. Pink Zone. Phone: 42-00-66.

SCARAMOUCHE: 450 East Constitution Ave. Phone 44-69-33.

CID: Pink Zone Phone:

JAGUAR: 101 North Universidad Ave. Phone 52-33-90.

ANTONIOS LE CLUB: Pink Zone Phone 44-58-26.

Discoteque

DISCOTEQUE:

BACCARATT No. 50 Grijalva St. Col. del Valle. Phone: 78-86-48

AJA DISCO: Eduardo C. Livas St. Col. Vista Hermosa.

SAHARIS: Almazán Ave. Phone 76-73-25.

ART galeries

ART GALERIES:

ROJO GALERIES: No. 400 Gómez Morin Ave. Phone: 78-27-97.

ARTE PRIVADO: 211 North Bravo St. Col. del Valle.

ALFERES: 240 South Rayon St.

RUBIO: 1843 West Hidalgo St

ROJO DE ARTE: 1221 South Dr. Coss Ave. Phone 42-72-44.

ARTE, A.C.: Belisario Dominguez, Col. Obispado.

WHERE TO EAT

INTERNATIONAL CUSINE

Ambassador
Ancira
Luisiana
Río
Henry VIII
J.J. Charlie's
Mira Plaza

MEXICAN FOOD

México Lindo
Los Jacales
La Cabaña
Son-Mar
Mérida

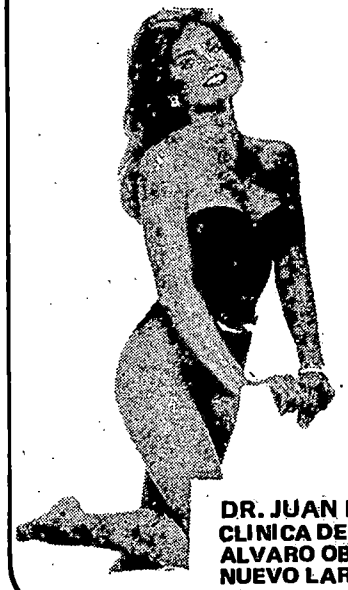
REGIONAL FOOD

Regio
El Cabritero
El Asadero
El Pastor
La Fe Rest. Palenque
El Tío

ITALIAN FOOD

La Piazza
Josephinos Pizza
Pizza Hut

ESTHETIC PLASTIC SURGERY



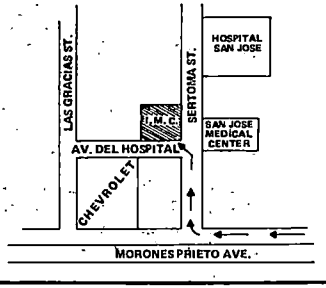
FACE LIFT.
PLASTIC SURGERY OF THE NOSE,
BREAST, BUTTOCKS AND ABDOMEN.

- WIDE EXPERIENCE
- EXCELENT RESULTS
- COME CHECK IT OUT
- LOW PRICES

DR. JUAN DIEGO OSORIO MIRANDA
CLINICA DE ESPECIALIDADES
ALVARO OBREGON AND VERACRUZ STS.
NUEVO LAREDO, TAMS. PHONE: 5-01-18

OMAR DIAZ, MD

INTERNAL MEDICINE
PULMONARY DISEASES
CENTRO MEDICO INGLES
203 Sertoma St. Desp. 303
Phones: 48-73-20 48-74-63



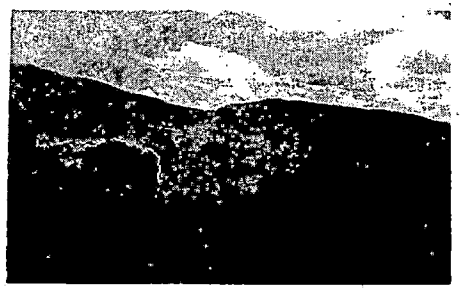
REFORMA
Restaurant - Bar

Pink Zone
In the Heart of
Monterrey

Ladies Bar

Phone: 42-39-48
East 515 Ocampo Ave.
Monterrey, N. L.

LAGUNA DE SANCHEZ



Travelers whose idea of a perfect afternoon is soaking up the tranquility of nature by whiling away the hours in a beautiful valley surrounded by majestic mountains richly forested by towering pines, should plan a visit to Laguna de Sánchez, near Monterrey, México.

Located 21 miles from Monterrey, Laguna de Sánchez is placed high in the beautiful Sierra Mountains and offers the visitor the opportunity to sample one of the most valued treasures of today's jet-paced world, the soul-awakening beauty of nature.

The clean, crisp mountain air of the region is filled with intoxicating aromas of pine, apple, peach and plum trees which are grown by natives of the area who live in rustic log cabins covered with white clay and with high roofs of cane and palm leaves.

The village of Santiago, which is located at the mouth of the valley, has retained the charm and grace of a typical village from the by gone days of México's colonial era.

The 21 miles of paved road, which begins at El Cercado on the old highway to México City, offers the visitor many areas where they may stop and savor the panoramic views as they zig-zag their way up the mountains.

Along the way there are such impressive sights as an oberservatory, a small cascade, impressive cliffs of solid stone, mountains richly forested with moss-draped pines, areas, the pictures que vacation lodge of Vidriera Monterrey, a gas station, and finally - beautiful valley of Laguna de Sánchez.

Vacations?...Business?...Rest?
The State of Nuevo León has many things to be seen; Monterrey is a city that produced hundreds of items; there are hotels both down, as on the wayside or high up on the mountain.

SHOWROOMS AND MUSEUMS

HALL OF FAME
Ave. Universidad 2202 norte
Cervecería Cuauhtémoc Beer Garden

Biographies and outstanding performances achieved by the most famous baseball players of Mexico. Annex, the Sport Museum of Monterrey, with stands devoted to Box, Bull Fighting, Soccer Football, American Football, "Charreria" (Mexican Tradition), Olympic Medalists, Hunting and Sportsmen of the State of Nuevo Leon. Free Entrance. Attractive Souvenir Shop.

MONTERREY MUSEUM

The new Monterrey Museum is open Tuesday through Friday, from 9:30 A.M. to 5:30 P.M.; Saturday and Sunday, from 10:30 A.M. to 6:30 P.M., Phone: 72-48-94.

CUAUHTEMOC BREWERY

Makers of the famous Carta Blanca, Bohemia and Tecate Beers.
The garden serves free Carta Blanca beer to visitors.
Open 10:30 to 6:30 P.M. Tuesday to Sunday.
Guided tours of the Brewery are conducted at 11:00, 12:00 and 3:00 P.M. Tuesday to Friday.
Very interesting and enjoyable.

CRYSTAL FACTORY

Visit the biggest factory of Lead Crystal in Latin America, and once there, acquire in the factory itself, as a professional buyer, whatever your taste selects.
Tour information call: 51-43-00, 51-63-96 Ext. 102 Ask for Mr. Eduardo Garza.
A commitment to your good taste.

HOUSE OF CULTURE

The Department of Cultural Relations of the Government of Nuevo León, promotes a serie of events in the "(Casa de la Cultura" located on Colón Ave. between Escobedo and E. Carranza Sts. open from 10:00 A.M., to 1:00 P.M. and from 3:00 P.M. to 6:00 P.M.
Free entrance.

RODRIGO GOMEZ DAM

The lake formed by the new "Rodrigo Gomez" Dam, 25 miles south of Monterrey on the old Mexico City highway, is probably one of the loveliest spots in the area. A fine place for water skiing swimming and boating. Regattas are held every Sunday. There are picnic areas and restaurants nearby.

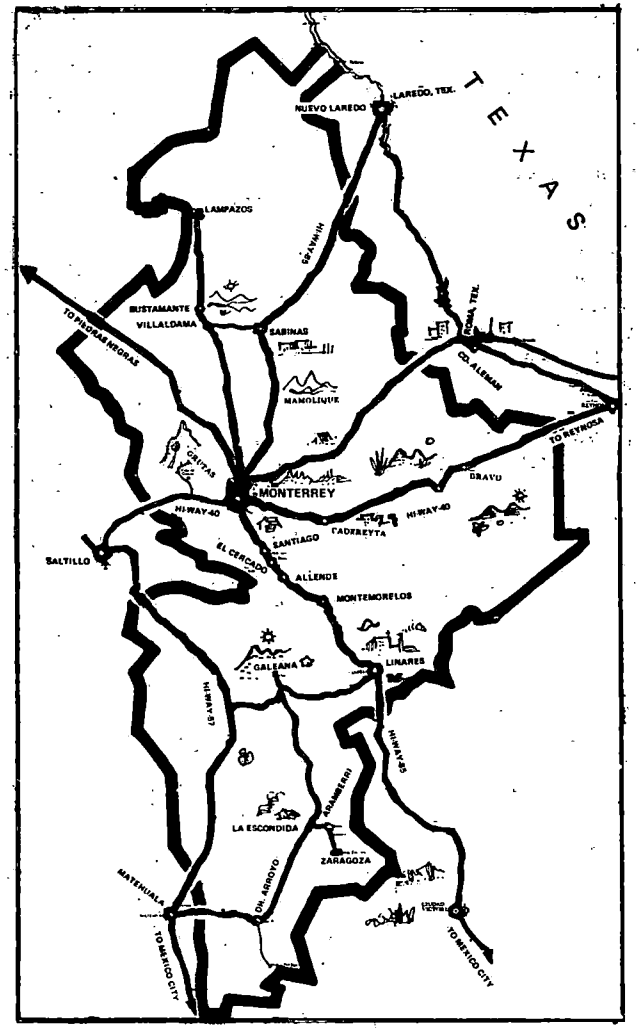
CHIPINQUE MESA

In less than 20 minutes from downtown Monterrey, beautiful Chipinque Mesa is located in the Sierra Madre Oriental, at an altitude of 1,500 mts. (5,000 ft.) surrounded by pine trees. A new road is availabe for the year round visitors, as well as a hotel, restaurant and picnic grills. It is an enjoyable place to go hiking.

POST OFFICE

Located at the corner of Zaragoza and Washington Streets, the Palacio Federal houses the Postal and Telegraph Offices as well as city and state dependencies of the Federal Government.

ROAD MAP OF THE STATE OF NUEVO LEON.



EMERGENCY CALLS

Immigration Department	Phone 75-40-09
Fire Department	42-00-55
Red Cross	42-12-12
Traffic Department	" 40-95-97
Police Department	" 43-43-15
Highway Police Patrol	" 43-25-76
Radio Patrol	" 06
Tourist Department	" 40-10-80
Chamber of Commerce	" 42-21-69
American Consulate	" 43-06-50
International Good Neighbor Council	" 42-76-33
Tourist Information Office	" 45-00-35

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TIENE LAS LLAVES DE SU CARRO

MOTOR LOBBY
HOTEL ANCIRA
HIDALGO OTE. 498
TELS. 42-05-01 AL 03
43-20-60 EXT. 633
43-63-63

AEROPUERTO:
GRAL. MARIANO ESCOBEDO
TEL. 45-42-71
MONTERREY, N. L.

20% de descuento en pago de contado.
15% de descuento con tarjeta de crédito.
(exclusivo en tiempo y kilometraje).

CONVERSION TABLES

Gallons	to	Liters
1		3.8
2		7.6
3		11.4
4		15.2
5		18.9
6		22.7
7		26.5
8		30.3
9		34.1
10		38.0
20		76.0
25		94.6
50		189.2
100.		378.5

Miles	to	Kilometers
1		1.61
2		3.22
3		4.83
4		6.44
5		8.05
6		9.65
7		11.26
8		12.87
9		14.48
10		16.09
20		32.18
25		40.23
50		80.45
100		160.90

HORSE TAIL FALLS

This beautiful natural waterfall, widening toward the bottom like the tail of a horse, is called in Spanish "Cola de Caballo". It is located on a private hacienda named Vista Hermosa about 25 miles southeast of Monterrey. To reach it turn right at the pueblo of El Cercado (see map) and travel about 4 miles over a rather rough but easily passable road.
The luxurious vegetation in this secluded glen makes it a spot long to be remembered.

GARCIA CAVES

One of the most eye-opening side trips which may be made by the visitor to Monterrey, is to Garcia Caves. The Grutas de Garcia are a seemingly unending chain of fantastically carved, rooms which have been compared by many to Carlsabad Caverns, discovered over a hundred years ago.

Located only 27 miles away, they may be reached by driving out the Saltillo road to the Cave sign. A new funicular has replaced the burros which once conducted you to the entrance. The caves are well lighted and ventilated. The startling stalagmitic and stalactitis formations, huge chambers and subterranean lake, make this a sight not to be missed.

HUASTECA CANYON

For those who are specially interested in massive rock formations, framing spectacularly steep ravines, a trip to Huasteca Canyon should be made. Even though photographs of this canyon are on sale in most Monterrey stores, we advise that you take a camera along for maybe even some more unusual shots.
The trip to the Canyon is made by taking the road out of Monterrey towards Saltillo. (Highway No. 40).

COMENTARIOS

"¿POR QUE EL TRABAJO PRODUCE TANTA SATISFACCION? PORQUE FORMA LA CONCIENCIA DE QUE SERVIMOS PARA ALGO, Y FORMAMOS PARTE DE LOS SERES UTILES". PAUL BAURGET.

El día 1o. de Mayo, como ya es tradicional, se llevó a cabo el desfile obrero para conmemorar el Día del Trabajo, en remembranza a los Mártires de Chicago.

En la foto superior podemos observar, encabezando la marcha y de izquierda a derecha: Sr. Raúl Caballero García, Diputado del Congreso Local; Sr. Eleazar Ruiz Cerda, Srio. General de la C.R.O.C.; Lic. Jorge A. Treviño, Gobernador del Estado; Lic. Raúl Caballero Escamilla, Srio. General de la C.T.M.; Sr. Gerardo Cavazos, Coordinador Regional del Sindicato de Electricistas y el Lic. Sócrates Rizzo García, Alcalde de la ciudad.

Es satisfactorio ver ese contingente que significa el esfuerzo humano, base fundamental de la producción, que hace posible el desenvolvimiento industrial y comercial.

Observar los rostros cansados de quienes han ofrendado toda una vida al trabajo, junto a los jóvenes que ponen su vigor al servicio del mismo; al campesino que abre el surco proporcionando alimento; al obrero fabril y al artesano, unidos en un todo, piezas que deben endentar para que la gran máquina productiva sea eficaz.

Y lo más importante de todo, el efecto del sacrificio de obreros y patrones frente al Pacto: respeto mutuo y paz laboral.

NUESTRA PORTADA

Un aspecto nocturno de la Gran Plaza, enclavada en el Centro de la Ciudad. Con sus 40 hectáreas, está considerada como la más grande del mundo. FOTO CORTESIA: DIRECCION ESTATAL DE TURISMO.

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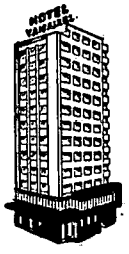

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MONTERREY, NUEVO LEON

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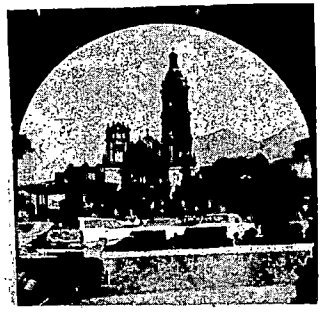
753-598 L.D. 38

HOW TO FIND STREET NUMBERS

The exact center of Monterrey, in relation to the numbering of buildings, is the SW corner o the Juarez Market (Juarez and Aramberri Sts.). Streets running east and west of Juarez are respectively Oriente (Ote.) and Poniente (Pte.) Norte (Nte.) and Sur mean just what you think they do. There is no "zero" block; thus Hidalgo 305 Ote. (plug) means 3 blocks East of Juarez.

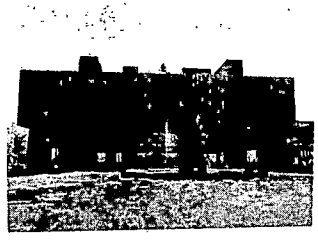
DISCOVER NUEVO LEON

THERE IS STILL SO MUCH TO DISCOVER, SO WHY NOT STAY A LITTLE LONGER WITH US.?



CATHEDRAL

Construction for the Cathedral begun from 1600 to 1603, to be completed 150 years later. In 1851 the Bell Tower was added, Facing the remodeled Gran Plaza. it stand out as a landmark and represents the importance of Religion through the faith of the people. As most Cathedrals in Mexico, the interior beholds religious Sculpture and paintings executed by fore most artist.

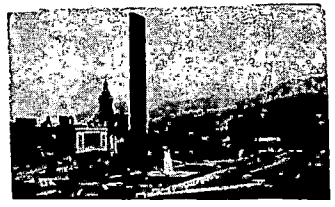


CITY HALL

Facing the Gran Plaza on its Southern side, you will find this modern building, with an exposition area in the ground floor.

DEAR "AMIGO"

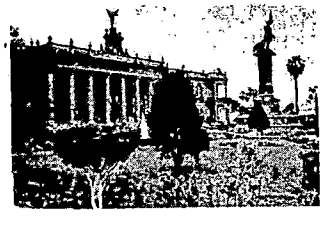
The hostelry in Mexico works for you. Your stay is our best satisfaction and to serve you is our major Desire. In your visit to Monterrey you will feel our Hospitality.



GRAN PLAZA

Its actual extension of 40 acres of gardens and plazas makes it one of the largest in the world. It is surrounded bay State and municipal buildings and the Grand Theater; beautiful fountains, architectual works, evergreen gardens, a replica of the fountain of life and the commerce beacon with lasser rays that shines throughout the city is what makes this plaza a must for every tourist visitors to see.

(Please see page 10 for its location).



THE CAPITOL BUILDING

The imposing edifice facing the Plaza at 15 de Mayo and Zaragoza Sts. is the Palacio de Gobierno or the Capitol Building of the State of Nuevo León. Of particular interest are the Spanish style patio and decorated halls.

MONTERREY

BETTER THAN EVER

IN MONTERREY YOUR DOLLAR GOES FARTHER

TECHNOLOGICAL INSTITUTE

Monterrey's Institute of Technology is privately endowed, and is considered by many the best Engineering School in Mexico. Founded in 1943 it is already a huge combination of modern and ancient building designs. Only lately a New ultramodern Gymnasium has been inaugurated and the Stadium, freshly restored seat 30 thousand people and is the center of nearly all Monterrey's Football games as well as Track Events.
The locally known "Tec" is two miles south of town on the old Mexico City highway.

VISIT MONTERREY

NUEVO LEON

Nuevo León is the state of the most varied contrasts that offer you a whole world to explore.
Enjoy the most exciting and modern city in northern México. Visit picturesque little towns or old haciendas full of the ancient taste of Mexico. Feel the architecture flowing through generations. Admire beautiful places, unique in contrast and variety: rivers, waterfalls, springs, groves, imposing mountains, misterious cáves, impressive desertic life... places to fish, hunt, camp and have fun.
Besides, Nuevo Leon offers its famous food: cabrito, machacado, flour tortillas, pumpkin and molasses sweets.
And if you look for the artistic expression of a people, Nuevo Leon has its very own arts and crafts, its folklore, its music... this is a land with surprises for every whim.
Come to Nuevo León. Discover it. We are waiting for you.

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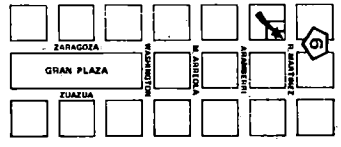

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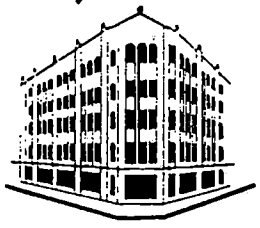

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y 75-67-56 LD-73
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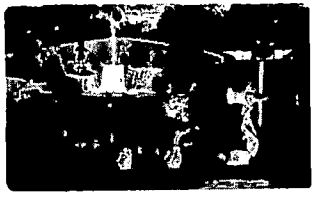
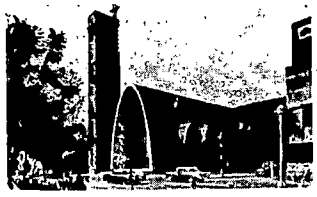


THE ALAMEDA

This old traditional Park in the middle of Monterrey still remains the most popular Park in the City. New additions to the Zoo include exotic birds, Flamingos, Swans, etc. Idyllic walkways for strolling or benches on which to sit and relax, reliving in the old atmosphere. The Typical Sunday morning Concert, Art Exhibits and recently inaugurated Children's Fountain with animated sculptures, are events and features which attract the major part of the City's population.



PURISIMA CHURCH

This modern style Church, which created controversy among worshippers because of the radical change from traditional ecclesiastical architecture to extremely modern, won a National Award for its Architect and designer, Enrique de la Mora.
There are twelve magnificent sculptures of the Disciples in the front facade executed by Hoffman.

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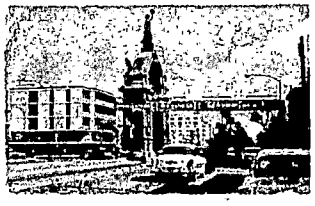

ARCH OF INDEPENDENCE

In 1910, the centennial of the year in which Mexico made her first DECLARATION OF INDEPENDENCE, a comemmorative arch was erected. On top of the monument stands a female figure representing the "Patria". She holds a globe aloft in one hand, and dangling from the other hand is a broken chain which symbolizes the separation of Mexico from Spain. Atop each side column two large Mexican eagles stand guard.
The Arch is located at the Laredo entrance to Monterrey on Calzada Madero, one of the busiest thorough fares in the city.

You are always WELCOME

THE BISHOP'S PALACE

This magnificient building, centuries old, stands above a hill with a terrace overlooking the City. An important Historical Landmark to the City, not only for the purpose for which it was built, as the Bishop's hedquarters, but also for the many historical events which followed. During the Mexican-American war this site was perfect for the City's defense against the invading Armies.
During the Revolution, Pancho Villa's revolutionaries were sent on retreat from this strategic spot. During the Yellow Fever epidemic the building became head-quarters for the Hospital. Today, Bishop's Palace houses a magnificent Museum which is visited by local citizenry as well as the outside visitor.

McDonald's®

South 411 Gonzalitos Ave.
77 See Map

3276 Garza Sada Ave.
15 See Map

West. 333 Hidalgo Ave.
(Down town)
10 See Map

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VISITOR'S MAP

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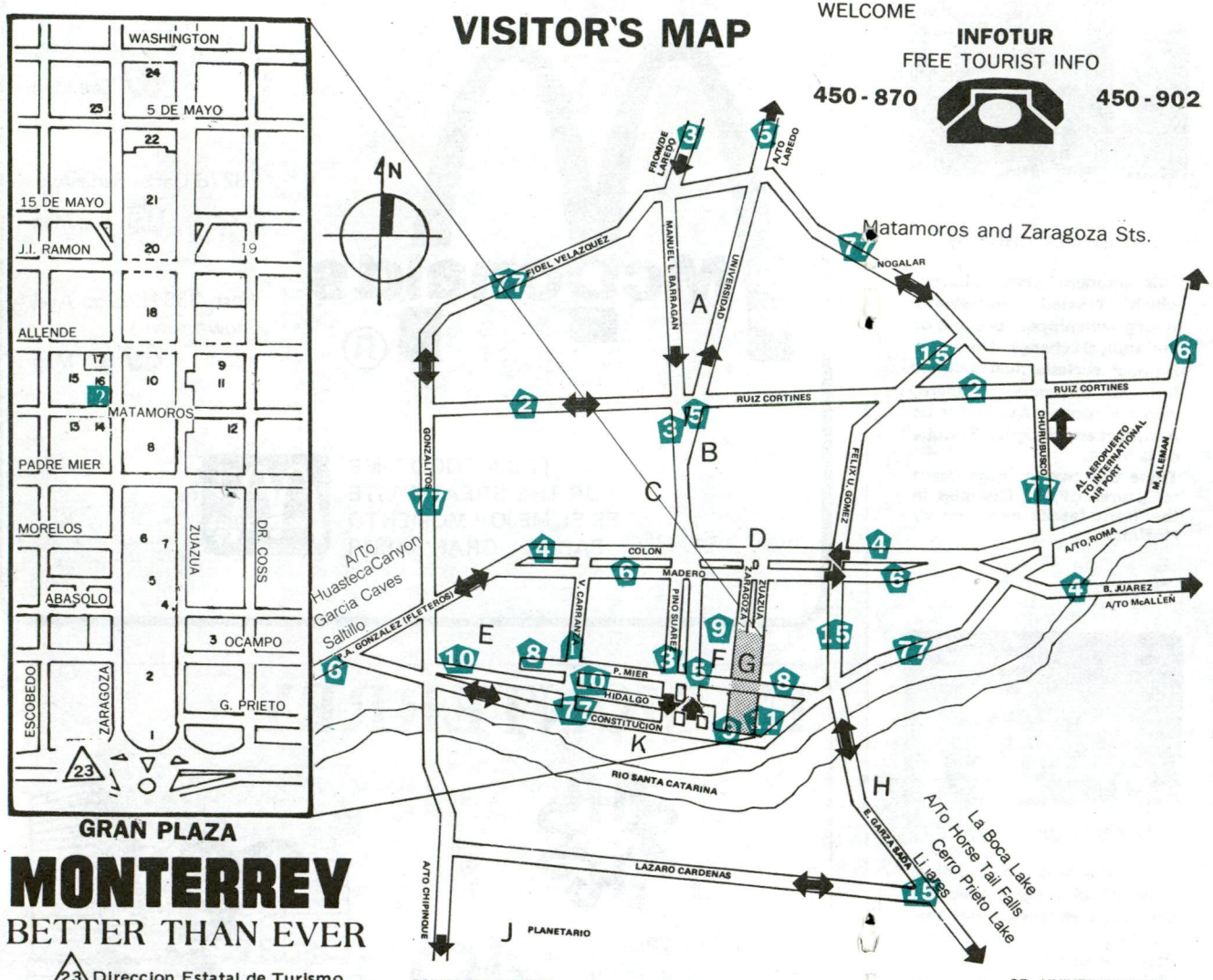


GRAN PLAZA

MONTERREY

BETTER THAN EVER

23 Direccion Estatal de Turismo
State Tourism Offices

POINTS OF INTEREST

1.- Palacio Municipal. City Hall.

2.- Plaza Zaragoza. Zaragoza Plaza.

3.- Catedral. Cathedral.

4.- Faro de Comercio The Commerce Beacon.

5.- Fuente de Comercio. The Commerce Fountain.

6.- Plaza Comercial Commerce Mall.

7.- Estacionamiento. Parking.

8.- Fuente de la Vida. Fountain of Life.

9.- Centro Cultural Cultural Center.

10.- Estacionamiento. Parking.

11.- Teatro de la Ciudad. City Theater

12.- Capilla de los Dulces Nombres. Chapel of "Dulces Nombres".

13.- Sría. de Educ. y Cultura. Secretary of culture and education.

14.- Edificio Infonavit. Infonavit Building.

? INFOTUR

15.- Palacio Legislativo. Legislative Palace.

16.- Torre Administrativa. Government Administration Offices.

17.- Fuente Monterrey Monterrey Fountain.

18.- Bosque Hundido. Hidden Garden.

19.- Biblioteca. Central Library.

20.- Archivo del Estado State records building.

21 Explanada de los Héroes. The Heroes Esplanade.

22.- Palacio de Gobierno. Governors Palace.

23.- Iglesia del Sagrado Corazón. Sagrado Corazon Church.

24.- Palacio Federal Federal Palace.

A— CD. UNIVERSITARIA UNIVERSITY

B— PLAZA DE TOROS BULLRING

C— MUSEO DE MONTERREY MONTERREY MUSEUM

D— CASA DE LA CULTURA HOUSE OF CULTURE

E— OBISPADO BISHOP PLACE

F— INFOTUR

G— GRAN PLAZA

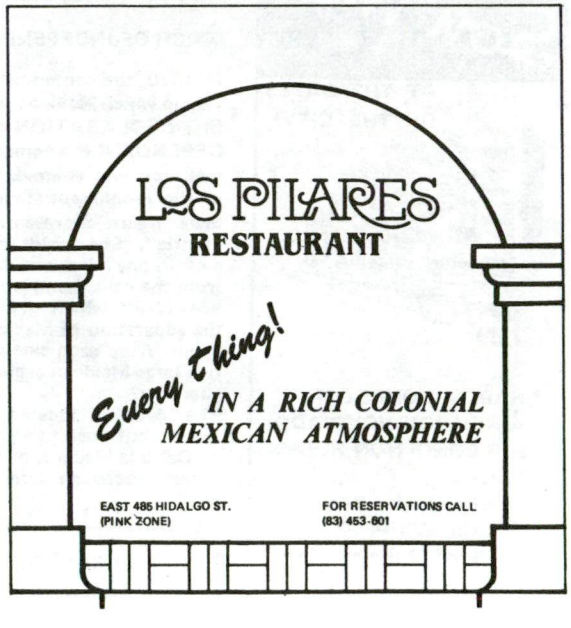
H— INSTITUTO TECNOLOGICO TECH. INSTITUTE

I— ZOOLOGICO LA PASTORA LA PASTORA ZOO

J— PLANETARIO

K- CONSULADO CONSULATE

In **MATEHUALA** Half way from the border to Mexico city.



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Bienvenido

Come and be our guest on our interesting tour through KRISTALUXUS, one of the 6 most important full lead crystal factories in the world, where you will see how our skilled artisans transform crystal into beautiful art pieces. It's a unique experience you can't miss !

Venga y sea nuestro invitado en una interesante visita por KRISTALUXUS una de las 6 Fábricas de cristal de plomo más importantes en el mundo, donde podrá observar cómo nuestros expertos artesanos transforman el cristal en bellas piezas del arte. ¡ Es una experiencia única que usted no se debe perder !

KRISTALUXUS

KRISTALUXUS

We will be glad to have your visit in our factory located at:

- José Ma. Vigil No. 400
  Col. del Norte (Check Map).
- Guided tours are available Monday thru Friday at 10:30 A.M.
- Our Factory Outlet is also opened Monday thru Friday from 9:00 A.M. to 1:00 P.M., and from 2:30 P.M. to 6:30 P.M. Saturdays from 9:00 A.M. to 1:00 P.M.

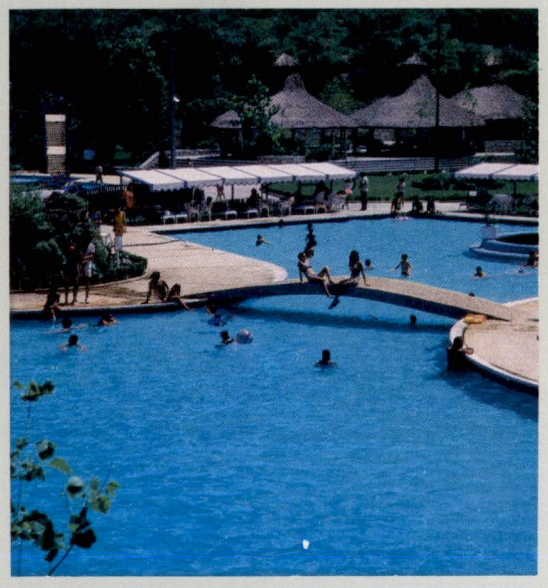
For more information call 51-98-69 and 51-93-93.

Esperamos poder recibir pronto su visita en nuestra fábrica ubicada en:

- José Ma. Vigil No. 400
  Col. del Norte (Ver Mapa).
- Horario de visitas (Tours) de Lunes a Viernes a las 10:30 Hrs.,
- Horario Tienda de Fábrica: Lunes a Viernes de 9:00 a 13:00 Hrs. y de 14:30 a 18:30 Hrs., Sábados de 9:00 a 13:00 Hrs.

Para mayores informes llame a los teléfonos 51-98-69 y 51-93-93.

KRISTALUXUS



Welcome

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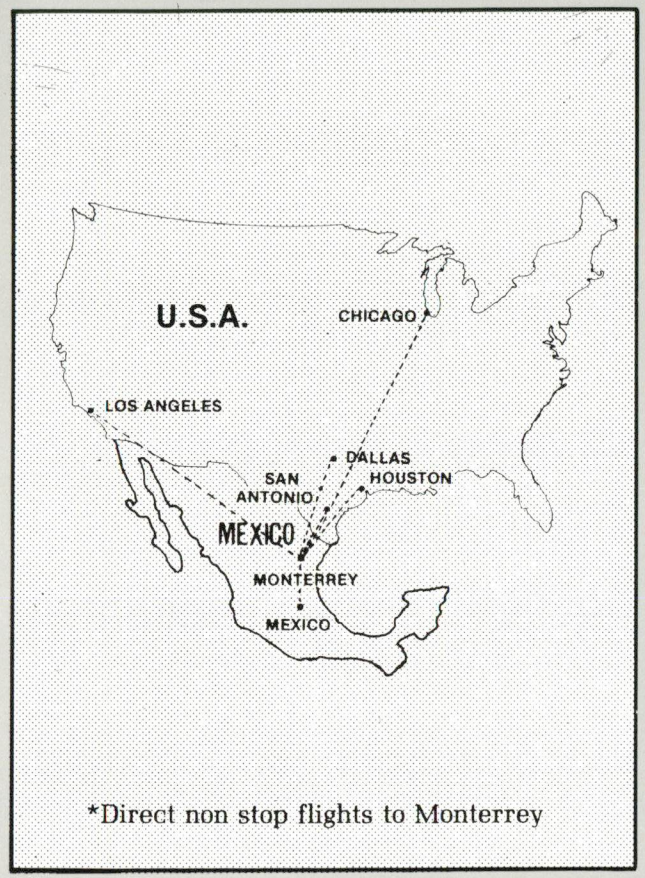

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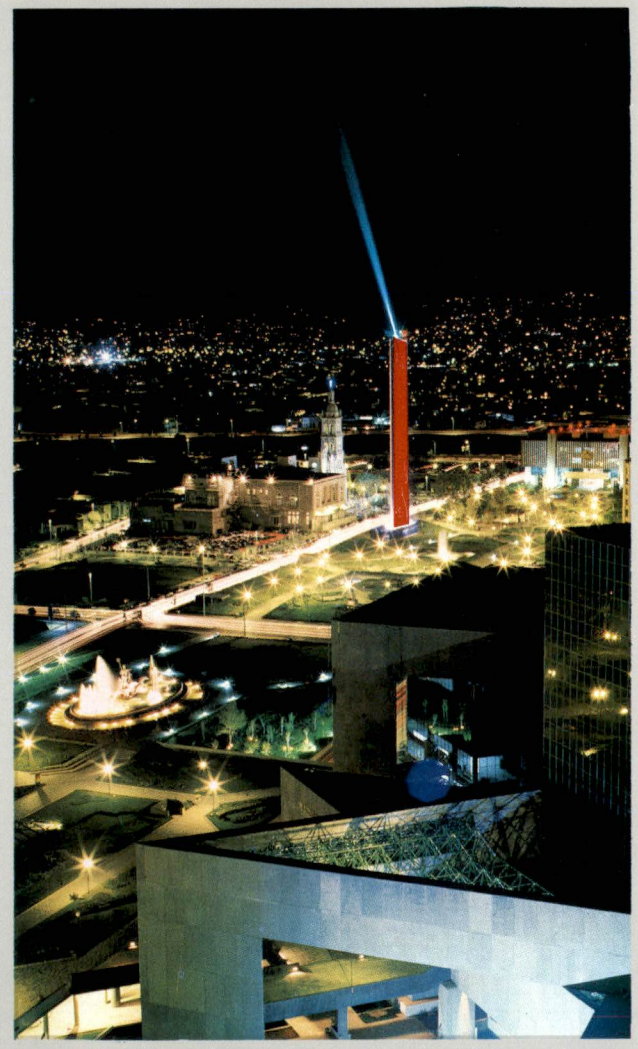

The Laser Beam of the Commerce Beacon in the Gran Plaza.

MEXICO MAGICO

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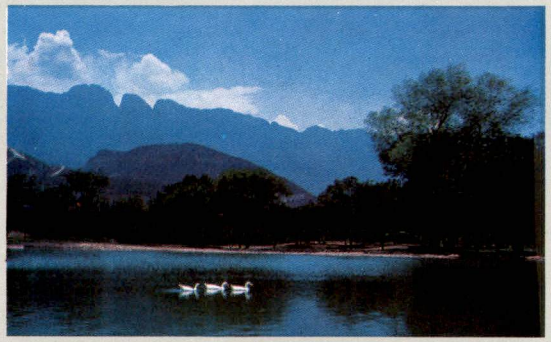
A picturesque treasure... romantic blending of history and tradition...

A modern city with the charm of old cultures...

Describe Monterrey? It's difficult, almost impossible, for Monterrey is more than history, tradition and culture.

It's FUN, too!

Perhaps it's the blend that makes it this way. Along with the friendliness and warmth of fun-loving people who would as soon throw a fiesta as take a ride on a horsedrawn carriage! Monterrey is a city that appeals to the senses... Where else can vistors



See

A lush, green mountain, with waterfalls and pine trees that winds its way through the Valley... or... the famous Obispado (Bishop's Palace), the Gran Plaza, Mercados, Museums, the Cathedral, the Capitol, Krystaluxus (the largest cut glass factory in Latin America), the Cuauhtemoc Brewery and its Hall of Fame and the Alfa Cultural Center.

Hear

The romantic serenades of a Mexican mariachi group while dining in one of many fine Restaurants or the Music of an elegant Opera in one of our excellent theaters.

Taste

And enjoy our unique "Norteño" style meats, prepared with Mezquite wood that gives them that special flavor found only here in Monterrey, like Cabrito, Fajitas and Steaks.

Smell

The traces of incense and sense the timelessness of **OLD MEXICO**, the old Cathedral built in the early 17th century, the old city hall and the Governor's Palace... or... the pungent aroma of fine spices while shopping for native arts and crafts at a typical Mexican Market...

Feel

The excitement at the Gran Plaza, one of the biggest squares in the world, with its famous Fountain of Life, its beautiful gardens and large sidewalks for a lovely night walk.

Only in Monterrey! And nowhere else can all of this be experienced within walking distance of the downtown area.

More Savings Than Ever

Whether you are looking for handcrafts or designer fashions Monterrey is a shoppers' paradise.

Stroll through the town narrow streets of Old Monterrey, a world in itself, in the heart of the city. It helps to set Monterrey's graceful pace and serves as a link between the churches, museums, parks and towering skyscrapers that give Monterrey its special flavor. In other words, it's a link between Monterrey's past and present.

Monterrey es una ciudad cuya estructura urbana demanda soluciones de señalamiento acordes con el concepto moderno de la comunicación. Además, dicho señalamiento debe ajustarse a los patrones institucionales que disponen de un código específico de comprensión universal.

Tomando en cuenta estas dos premisas fundamentales y los requerimentos de un flujo turístico cada vez más abundante y cada día más cosmopolita, se diseñó una serie de rutas turísticas y se les dotó de un señalamiento congruente de dichas premisas.

Con un desarrollo y un ordenamiento lógicos, las rutas discurren con un claro sentido de economía de distancia y se enumeran con pares en trayectos poniente-oriente-poniente y nones en los de norte-sur-norte.

Sólo una ruta rompe esta cohesión: la 77 (número adjudicado al anillo intermedio), y la rompe en función de una singularidad necesaria a su importancia.

El código de este señalamiento se integra en base a los elementos cromático y figurativo. El cromático es un tono de verde aceptado en todos los países como significativo de elementos turísticos; el figurativo, con un gran ahorro de trazo, bajo un concepto de simplificación de imágenes, utiliza símbolos que no requieren traducción a ningún idioma.

Monterrey, es así, la primera ciudad del país que cuenta desde ahora con este tipo de avanzado señalamiento vial-turístico.

Monterrey is a city which its urban structure demanded solutions to facilitate the information to transit in and out and within the metropolitan area in accordance to the modern concep of communications, in this way adjusting to the international patterns which rule a specific code of universal comprehension.

In consideration to these two fundamental premises, and the requirements of touristic in and out flows, a series of touristic routes with an assigned numerical classification and a logical development was created; these routes discourse a clear sense of distance and time saving, and are numbered from east/west/east in even numbers and north/south/north in odd numbers.

Only one route breaks this cohesion: Route 77 which is our interconnecting loop. The code of this signalization is intergrated in a sense of figurative and chromatic elements. The chromatic is a green colour accepted universally as a touristic element, the figurative with a plan saving design, simplifing images and using symbols that do not require any language translation.

Monterrey is the first city in México and in Latinamerica to implement this advanced touristic signalization system.

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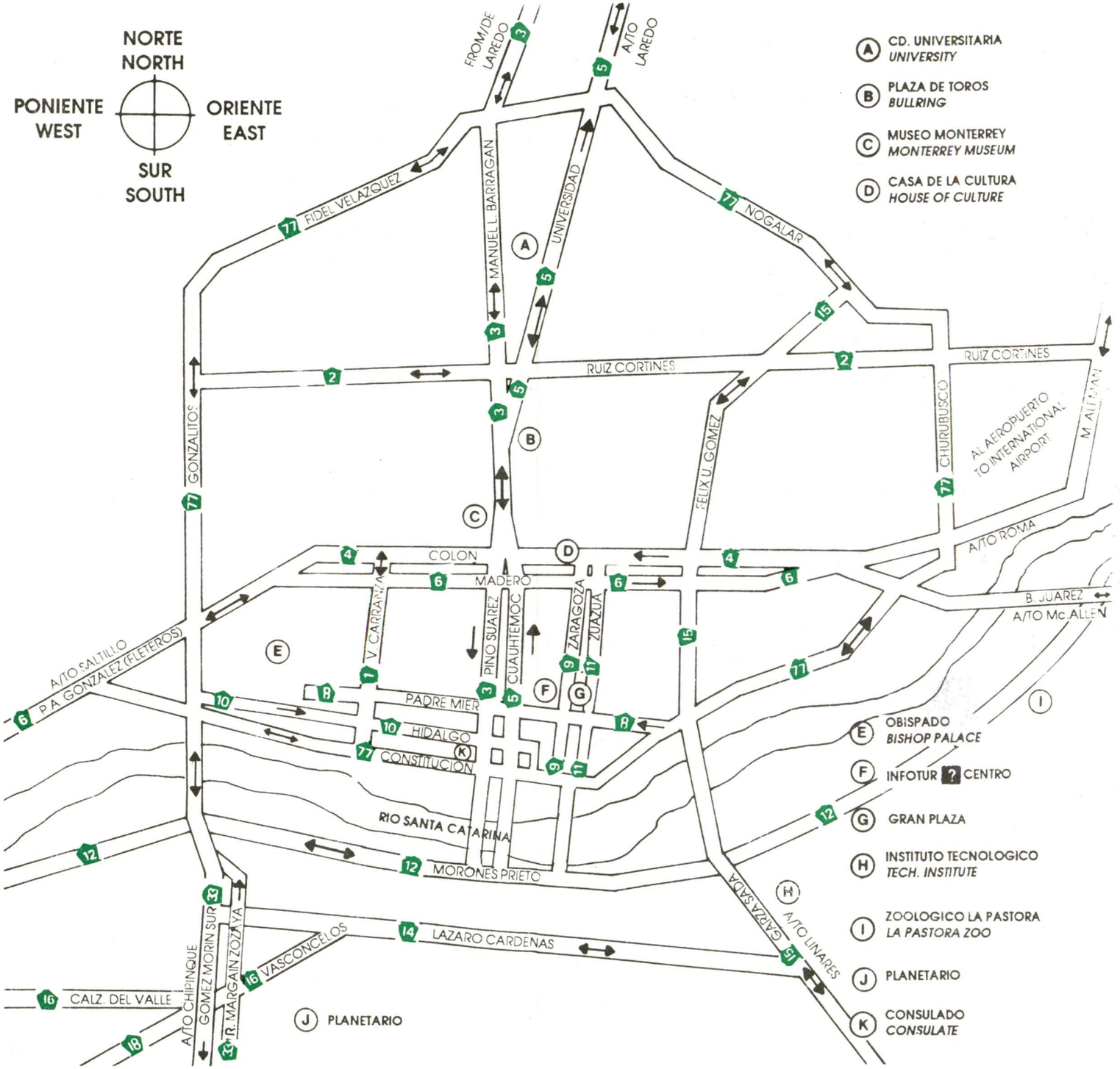
MONTERREY

NUEVO LEON, MEXICO

MAPA SEÑALAMIENTO TURISTICO VIAL

VISITOR'S MAP



FIDEL VELAZQUEZ (NOR-PTE/NORTH-WEST) 77
NOGALAR (NOR-OTE/NORTH-EAST) 77
CONSTITUCION (SUR/SOUTH) 77
CHURUBUSCO (OTE/EAST) 77
GONZALITOS (PTE/WEST) 77
RUIZ CORTINES (PTE/WEST OTE/EAST) 2
COLON (PTE/WEST) 4
MADERO (OTE/EAST) 6
P. MIER (PTE/WEST) 8
HIDALGO (OTE/EAST) 10
V. CARRANZA (NORTE/SUR NORTH/SOUTH) 1
P. SUAREZ (SUR/SOUTH) 3
CUAUHTEMOC (NORTE/NORTH) 5
ZARAGOZA (SUR/SOUTH) 9
ZUAZUA (NORTE/NORTH) 11
FELIX U. GOMEZ (SUR-SOUTH/NORTE-NORTH) 15
E. GARZA SADA (SUR-SOUTH/OTE-EAST) 15
I. MORONES PRIETO (PTE-WEST/OTE-EAST) 12
GOMEZ MORIN (NORTE-NORTH/SUR-SOUTH) 33
RICARDO MARGAIN ZOZAYA (SUR-SOUTH/NORTE-NORTH) 33
VASCONCELOS (PTE-WEST/OTE-EAST) 18
CALZ. DEL VALLE (PTE-WEST/OTE-EAST) 16
LAZARO CARDENAS (PTE-WEST/OTE-EAST) 14

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Detrás del Hotel Ancira
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CENTRO DE LA CIUDAD *DOWNTOWN ATTRACTIONS* 9:00 a.m.	DIAS *DAYS*	ALREDEDOR DE MONTERREY *OUT OF CITY* 1:30 p.m.
Gran Plaza, Cervecería Cuauhtémoc (Brewery), Kristaluxus (Glass Factory), Galerías Monterrey (Shopping Mall).	MARTES *TUESDAY*	Casa de Artesanías del Estado (Arts and Crafts), Plaza Fiesta San Agustín (Shopping Mall), Planetario Alfa (Planetarium).
Gran Plaza, Fábrica de Piel (Leather Factory), Kristaluxus (Glass Factory), Museo de Historia.	MIERCOLES *WEDNESDAY*	Bahía Escondida (Resort), Cola de Caballo (Horse Tail Fall), María Loché Curiosidades (Arts and Crafts).
Gran Plaza, Cervecería Cuauhtémoc (Brewery), Kristaluxus (Glass Factory), Galería Monterrey (Shopping Mall).	JUEVES *THURSDAY*	Casa de Artesanías del Estado (Arts and Crafts), Plaza Fiesta San Agustín (Shopping Mall), Planetario Alfa (Planetarium).
Gran Plaza, César's Curiosidades (Arts and Crafts), Obispado (Bishop's Palace), Museo de Historia.	VIERNES *FRIDAY*	Bahía Escondida (Resort), Cola de Caballo (Horse Tail Fall), María Loché Curiosidades (Arts and Crafts).
Gran Plaza, Fábrica de Piel (Leather Factory), Cervecería Cuauhtémoc (Brewery), Galerías Monterrey (Shopping Mall).	SABADO *SATURDAY*	Grutas de García (Garcia Caves).
Gran Plaza, César's Curiosidades (Arts and Crafts), Obispado (Bishop's Palace), Cola de Caballo (Horse Tail Fall), Villa de Santiago, María Loché Curiosidades (Arts and Crafts).	DOMINGO *SUNDAY*	

PASEOS EN AUTOBUS ESPECIAL CON EDECAN
TOURS IN SPECIAL BUS WITH HOST

INFORMACION Y VENTA DE BOLETOS EN EL LOBBY DEL HOTEL
INFORMATION AND TICKETS AT THE HOTEL'S LOBBY

MONTERREY, môn-ter-rā′, is the largest city in northern Mexico, the third largest in the country, and one of the nation's chief industrial, transportation, and educational centers. The capital of Nuevo León state, it was founded in 1596 to control a key route through the Sierra Madre Oriental. The city's modern development dates from 1888 with the arrival of the main railroad linking Texas and Mexico City. By 1903, Monterrey had begun the manufacture of iron and steel, its primary industry, and in the 1930's its economy was spurred by the construction of the Pan American Highway through the city. Since the 1950's much of its industry has been fueled by natural gas from the nearby Reynosa field.

Monterrey is one of the few cities in Latin America where raw materials for steel production can be brought together at low cost and the steel shipped easily to users. The city is also a lead-smelting center and is famous for its breweries and glassworks. Other manufacturing enterprises include cement plants, flour and textile mills, and factories that make paper, plastics, tiles, tobacco products, automotive equipment, and electrical goods. Railroads and highways fan out from Monterrey, and much of the tourist traffic southward from the United States passes through the city.

Monterrey's architecture is a blend of the traditional and modern. From the city center, with its straight, narrow streets, colonial cathedral, government palaces, and modern commercial structures, attractive suburbs extend up the mountain slopes. The Bishop's Palace, fortified during the U. S.–Mexican War, was a focal point of Monterrey's heroic but unsuccessful defense against American forces in September 1846.

The city has two major universities, the Monterrey Institute of Technology and the University of Nuevo León. The local branch of the National Productivity Center, offering courses to workers, is one of the most successful in Mexico. Population: (1975) 1,050,000.

MONTESPAN, môn-tes-päN′, **Marquise de** (1641–1707), mistress of Louis XIV. Françoise Athénäis de Rochechouart-Mortemart was born on Oct. 5, 1641, in Tonnay-Charente, France, the daughter of the duke de Mortemart. Arriving at court in 1660, she married Louis Henri de Pardaillan de Gondrin, 3d marquis de Montespan, on Jan. 28, 1663. The marriage was an unhappy one, and the couple were constantly in debt. Beautiful, witty, and exceedingly ambitious, Mme. de Montespan plotted to win the king's attention by becoming an intimate of Louise de La Vallière, the king's mistress. She replaced La Vallière as the king's mistress in 1667.

The children she bore the king were legitimated by Louis. The youngest daughter, Françoise Marie, Mlle. de Blois, later married Philippe II, duke d'Orléans, who was regent during the minority of Louis XV.

In January 1680, Mme. de Montespan was implicated in what came to be known as the Poisoning Scandal. There was evidence that she had attempted by potions and "conjurations" to retain the king's love and had participated in Black Masses to bring about the king's death should he abandon her. The evidence was suppressed because of her position, but she lost

MONTESQUIEU, môN-tes-kyû′, **Baron de La Brède et de** (1689–1755), French philosopher and writer, who helped lay the foundations of modern political science. He was also a rhetorician of the first order and an innovator of literary forms.

Life. Charles Louis de Secondat was born at the Château de La Brède, near Bordeaux, on Jan. 18, 1689. He attended the Oratorian College of Juilly and then studied law in Bordeaux from 1705 to 1708.

On the death of his father in 1713, he assumed the title of baron de La Brède and was appointed counselor of the parlement of Bordeaux. In 1716 he inherited his uncle's title of baron de Montesquieu and was elected to the Academy of Bordeaux, of which he was later several times the director.

In 1728, Montesquieu was admitted to the Académie Française. That same year he set out on his travels, which took him to Vienna, Hungary, Italy, up the Rhine, and finally to London, where he remained from 1729 to 1731. He was made a member of the British Royal Society and had ample opportunity to observe the regime on which he later based his model of the free society. He died in Paris on Feb. 10, 1755.

Works. Even Montesquieu's earliest writings revealed his seriousness of purpose. His first essay (1709) praised Marcus Tullius Cicero, and his second (1711) was intended to prove that most pagans did not deserve eternal damnation. Among the papers he presented before the Academy of Bordeaux was another implied criticism of Christianity, an analysis of the political use of religion by the Romans. Under his guidance the academy turned to scientific research. In 1719 he projected a natural history of the changes of the earth. His observations on natural history, delivered in 1721, indicated his great admiration for René Descartes and Sir Isaac Newton and revealed his belief that plant behavior was subject to the general laws of matter in motion. The problem of relating his predilections for ancient ethics and politics on the one hand and modern science on the other occupied him for many years.

Lettres persanes. Montesquieu's first major work, *Lettres persanes* (*Persian Letters*), was published anonymously (as were all his other books) in 1721 and became a huge success. An 18th century classic, light in vein but serious in intention, it has few equals. In the prefatory remarks, Montesquieu speaks of using the epistolary form to join philosophy, politics, and ethics to a tale, and of a "secret chain" linking the whole. This reference to a hidden design and meaning introduces the reader to the principle of esoteric expression guiding all of Montesquieu's published writings.

In the guise of letters exchanged by Persians visiting France with Persians at home and with each other, *Lettres persanes* reveals the manner in which philosophy grows out of comparison and presents a penetrating critique of the beliefs, mores, fashions, and institutions of both France and Persia. The letters are given Persian dates covering a ten-year period, five years before and five years after the death of Louis XIV in 1715. The order of dates is important to the design of the work. The plot of the book comprehends the

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DRAFT PRESIDENTIAL SPEECH

MONTERREY, MEXICO

November 27, 1990

Introduction

President Salinas, distinguished guests, friends and neighbors:

As I stand before you today, my mind is full of images that perhaps only my heart can understand.

I see the small town of Agualeguas on the border of our two great countries, and I feel the pulse of a Mexico that is alive with rich rhythms: the motion of the charreada, the music of the mariachis.

I see too the grand plaza of Monterrey, and I am swept up in waves of friendship: faces alight with emotion, voices that resonate with joy.

Mr. President, in the span of just a few short hours, your entire nation -- from the small town folk to the crowds of the great city -- has told me with its welcome what you told me in five simple words: Mi casa es su casa.

And for that Barbara and I will always be deeply grateful. No guests could be offered a warmer reception than the one you, your wonderful wife, Cecilia, and your fellow citizens have extended to us here in your home state of Nuevo Leon. Monterrey + Agua Leguas, both in Nuevo Leon.

What we have seen is nothing less than the dynamism of a borderland that has never been more alive. And much of this dynamism, Mr. President, owes its energy to you.

The world, as we all know, is a watchful place, and President Carlos Salinas de Gortari has caught its attention with reforms that are as exciting as they are thoughtful. The modernization of Mexico he has launched marries an historic reality -- a great, legendary country -- with what is certain to be an equally historic future. As the President said in his state of the union message, "we want to harness the new winds of change that are blowing beyond our borders."

Mexico is fortunate to have a leader with a vision of the 21st century who is guiding his nation safely, proudly and wisely towards that new world whose outlines we are already beginning to see. Where on the face of this earth is change, positive change, more evident than in Mexico? What other country has dropped its

barriers to trade so far, restructured its debt so intelligently, privatized so much state industry, and built so much of its national budget around investment in the future?

From the depths of a grave financial crisis, President Salinas, his fellow leaders, and the Mexican people showed the tenacity and courage that can only be found in the greatest of nations. Mexico transcended a devastating earthquake, and it throttled inflation. And Mexico did more: it rekindled growth, and that fire now burns as bright as the future of this industrious land.

Historians will detail all the complex factors that contributed to this renaissance, but one thing is certain: these advances were achieved at a critical time. Mexico's achievements are exactly the right answer for a world that is radically different from the one we have known for the last fifty years.

When President Roosevelt came to Monterrey to consult with President Avila Camacho in 1943, a global war raged. We were allies in a struggle against totalitarianism that required every last resource the free world had to offer.

That war came to one kind of a conclusion in 1945. And another war, a colder one, reached its end in 1989. Yet even as the challenges we face evolve, the nature of our partnership as friends, neighbors and colleagues endures and grows. When

President Roosevelt came to Monterrey in 1943 it was, he noted, the first meeting between the presidents of Mexico and the United States in 34 years. This is already the sixth time President Salinas and I have met since we were elected two years ago. And I can assure you that we plan to maintain this pace in our remaining time in office. The spirit of Houston lives. The spirit of Monterrey will sustain us.

We are two great countries, respectful of one another's past and values, who occupy a central place in each other's present and future. And the world we now live in is one of economic and technological competition, the struggle to protect our youth from drugs and our environment from degradation, and the advance of democracy and human rights.

Part I "Modernizing Our Economic Relationship"

As we meet here today, we are on the eve of not just one, but two, major advances in the system of international trade to bring our people food, shelter, jobs, and opportunities for a better life.

Working together, we can and must press for the successful conclusion of the Uruguay Round of GATT. The critical moment is now. As GATT members, and as two of the world's largest economies, we must insist on a simple point. If the global economy is truly as inter-dependent as our experts say, so must be its rules.

Countries in Europe, North America, Asia and elsewhere all must compete on the same playing field. More importantly, they all must have a chance to play. Trade distorting subsidies and artificial barriers create winners and losers before the game begins. Establishing fairness and openness is what the Uruguay Round must achieve. This, I know, is something Mexico believes as firmly the United States. And this, of course, is the basis for our resolve to seek a Bilateral Free Trade Agreement.

We have, after all, seen with our own eyes what trade liberalization can do. Since Mexico entered GATT and lowered its tariffs, our two-way trade has boomed. From $37 billion in 1987, it appears headed for $55 billion or better in 1990. The maquiladora industry alone -- one of the most successful international trade experiments in history -- now boasts of over 1700 plants that make these enterprises Mexico's second largest generator of foreign exchange.

A Free Trade Agreement is not designed simply to exploit each other's markets. Our aim is more ambitious. Our aim is economies that work together in complementary ways. Our aim is efficiency. In today's interdependent world economy that means we want to ensure that Mexico and the United States produce goods and services that are competitive in <u>global</u> markets as well as our

own. To do that, we need all the benefits of an FTA, including the liberalized flow of investments that will boost our productivity and create more jobs.

Those jobs, I might add, are not the same kind of menial labor our predecessors, Presidents Roosevelt and Avila Camacho, were discussing in 1943. Go to some of the leading automotive or electronics plants found here in Northern Mexico, and you will see standards that are not excelled anywhere in the world. That's the kind of quality the world demands, and that's the kind of quality U.S. and Mexican workers can provide.

I look forward to the day when you and I will meet to sign our names to a free trade agreement that writes a new page in North American history. An agreement which capitalizes in a just and equitable way on the human and natural resources provided by our two vibrant nations.

If we can succeed in these tasks, and I know we can, think what our example can do for our hemisphere as a whole. In my "Enterprise for the Americas" initiative, I sketched out a vision of free trade from Canada to Tierra del Fuego. Mexico's support -- her involvement -- is critical to welding our hemispheric productive capabilities together.

As your great Nobel-prize poet Octavio Paz recently wrote, "Mexico has been, and is, a boundary between peoples and civilizations...Boundaries, however, are not only disjunctive obstacles, they are also bridges." Let our efforts be the keystone, then, in an arch that joins many great nations together, with the freedom to trade, the freedom to compete, lifting that keystone as high as our imaginations will take us.

Part II "Building Bilateral Cooperation"

But of course our bilateral cooperation extends far beyond the marketplace to the type of world in which we want our people and our nations to live.

Mexico and the United States stand united in rejecting Iraqi aggression in the Persian Gulf. With its support in the U.N. and its increased contribution to world oil markets, Mexico is providing the kind of leadership the international community badly needs. Next week when I go to your great sister republics in Latin America, I'll be discussing with those leaders the Treaty of Tlatelolco pioneered by Mexico in 1967. As all Mexicans know, it is that important Treaty which has kept this region's territories free from nuclear weapons.

President Salinas has irrevocably committed the Government of Mexico to a decisive victory over drug trafficking. He understands that narcotics are a scourge that pass quickly from the hands of the criminal to affect the health of entire societies. Drugs know no nationality and respect no boundary. Our fight against traffickers is the equivalent of war, and as in any war, we each have had our casualties and our wounded. The grief we feel is just as real whether the heroes fall on your side of the border or our own. Those who have sought to divide or dissuade us on this issue have failed and will continue to fail. When President Carlos Salinas de Gortari looks you in the eye and says he means to chase drug-runners to the ground, I, for one, believe him. And I know he believes me when I say the same thing.

Putting criminals in jail is dirty and difficult work, yet for all its importance, that's not the ultimate objective. The ultimate objective is to ensure the health, competitiveness, and productivity of the American and Mexican peoples. Our partnership is founded upon nothing if not respect for our peoples. This is something which narcotraffickers may never understand, but it is something on which Mexico and the United States will never yield.

We simply have learned that what affects one of us affects us both. The debt crisis, the war against drugs, and the struggle to preserve our environment all are based on this simple principle.

Our new international sewage plant in San Diego, our air pollution studies in El Paso, Juarez, and Mexico City, and our policing of toxic waste disposal along the border protect Mexico's environment, the United States' environment, and the globe's environment. It's all one precious Earth and we inhabit the same small piece of it.

That is the attitude, I am happy to say, which marks the most heavily crossed international border anywhere in the world. Pardon me for challenging the widespread misperception that it is a troubled dividing line between two countries and peoples in conflict. If that's your view, you can't count. We had over 240 million crossings of that border last year, 240 million <u>legal</u> crossings. The United States and Mexico are passionately and gloriously and routinely involved in each other's lives. And the future will be even more so. President Salinas and I both claim hometowns no more than 200 miles from our common border. Between the U.S. snowbirds flight south, and the Mexican migration to the booming "norte", a new culture is born, firmly rooted in common understandings with a common center of gravity transcending the international boundary.

Part III "A Partnership of Respect and Understanding"

We have had plenty of history together, Mexico and the United States -- much more of it as friends than as enemies, but too much of it as distant neighbors, participants in distinct economic and political evolutions. It is in this critical dimension of who you are and who we are that we both still have so much to learn. Fortunately, one lesson we seem to have finally mastered is to take each other seriously, to look past the stereotypes, and to grapple with the realities of everything we have in common and everything we might some day share.

History gave us, if you will, 12 million Mexican-Americans. It gave us Manuel Lujan and Lauro Cavazos of my Administration. It gave us Lee Trevino of professional golf, and Valenzuela of the baseball diamond, and Antonia Hernandez of the Mexican-American Legal Defense Fund.

But let me not thank history for this gift. Speaking for all the people of the United States, let me thank you, all the people of Mexico. What a precious treasure you have bestowed upon my nation. And no one is more fortunate than I. Thanks to the intelligence and good taste of my son Jeb, we have the honor to

have as part of the Bush family, Columba and our two Mexican-American grandchildren. So when I speak of Americans and Mexicans in general, or of the Bush family, I am proud to say: "Somos una familia". (We are one family).

Today we are creating the U.S.-Mexican Commission for Educational and Cultural Cooperation. We are reaching out to our scholars, artists, and educators, and we are saying, let us build together a new partnership of respect and understanding. Let us infuse it with thought, with wisdom, and with inspiration.

What could not be done in the past can be done today. The world of global conflict is giving way to the world of global cooperation. Freedom, in political systems, in trade, is the watchword of the present and of the future.

A decade from now we will enter the 21st century. Already, we see the shape of the new world to which we will belong. It is a world in which only those nations which can trade, compete, and modernize will enjoy the growth and prosperity on which their people's health and happiness depend. It is a world in which a new generation of challenges that know no borders -- the scourge of drugs, assaults on our air, land, and water, the dangers of nuclear proliferation -- will require greater cooperation among the nations of the world then ever before in our history. Here in the Americas, we see a special vision coming to birth before our

eyes -- the world's first completely democratic hemisphere -- and more: a hemisphere from Alaska to Argentina -- where trade is free, technology is shared, and the benefits of growth and prosperity are enoyed by all.

Mexico is fortunate to have a leader with a vision of the 21st century who is guiding your nation safely, soundly, and wisely towards that new world whose outlines we are already beginning to see.

Our partnership is destined to promote these ideals and free these challenges. Let north and south, east and west examine us for how we have matured and modernized a relationship that once was static and now is dynamic.

That, in my view, should be our joint gift to our children, our grandchildren, our hemisphere, and our world.

So, to your warm welcome, Mexico, I can only extend my hand and offer my nation's loyal partnership in the extraordinary decades that lie ahead.

Thank you very much and God bless you all.

Labyrinth for a Laureate

A Mexican author wins the Nobel literature prize

Which Octavio Paz won the Nobel Prize in Literature last week? Was it the young Mexican socialist whose poetry and essays exposed his country's "harsh solitude"? The diplomat who resigned as ambassador to India in 1968 over the massacre of students in Mexico City? Or today's neoconservative champion of free-market politics and ally of a government that Peruvian author Mario Vargas Llosa last month called "a perfect dictatorship ... camouflaged not to look like one"?

They are one and the same. More than any other, the 76-year-old poet and essayist symbolizes the political and intellectual evolution of 20th-century Latin America. Paz is a post-ideological figure: born during the throes of the Mexican Revolution in 1914, but an elder spokesman of its dismantling under the regime of President Carlos Salinas de Gortari.

Paz, the first Mexican Nobel winner in literature and the fifth from Latin America, bristled at suggestions that Stockholm had "awarded my political ideas." But politics and literature are interwoven in Latin America, and Paz's award came as a triumphant culmination of his yearslong feud with the region's intellectual left—particularly Carlos Fuentes of Mexico, an ardent supporter of Nicaragua's former Sandinista government, and Gabriel García Márquez of Colombia, the region's last literary Nobelist and friend of Fidel Castro. "The republic of letters has always been full of passions and hates," he told NEWSWEEK. "We need this kind of recognition because we have always been on the outskirts of the Western literary world."

DAVID N. BERKWITZ—NEWSWEEK

'Full of passions': *Paz and wife Marie-Jose celebrate last week*

At the same time, Paz is tired of seeing Mexico relegated to the fringes of the world economy and strongly backs Salinas's opening of Mexican markets and his privatization of its myriad state-run enterprises. This has disappointed liberal admirers of his 1950 book "The Labyrinth of Solitude," which warned that the Mexican Revolution cannot bring economic modernity until it creates "a really just society." They complain that Paz's support of the Salinas government—which puts economic modernization ahead of political reform—betrays those earlier beliefs. Moreover, many consider Paz's recent worldwide conducting of "literary giants" panels to be shameless Nobel campaigning. But even critics took off their gloves to applaud in Mexico City: "Maybe this will help us concentrate on the literature for a change," says Carlos Monsivais, a leading leftist intellectual.

Which isn't a bad idea. The Swedish Academy cited Paz for "impassioned writing with wide horizons, characterized by sensuous intelligence." Perhaps more important, Paz's writings were among the first to penetrate Mexico's enigmatic culture. "No one can talk about the Mexican character without referring to Paz," says Alice Reckley, professor of Latin American literature at the University of Missouri-Kansas City. In "Labyrinth," criticized in its day as an assault on Mexico, Paz makes a pioneering journey into the solitary, "indecipherable" anguish of a race born in violence and obsessed with the past: "The Mexican ... seems to me to be a person who shuts himself away to protect himself; his face is a mask and [he] is always remote." If the mask is now penetrable, Paz deserves credit. And last week he got it, though in predictably ambiguous fashion. His Nobel was announced on the eve of one of the most painfully introspective holidays on the Mexican calendar—Columbus Day.

TIM PADGETT *in Mexico City with* SARAH CRICHTON *in New York*

Suffering the Slings and Arrows

B.K. BANGASH—AP

'Pure witch hunt': *Bhutto*

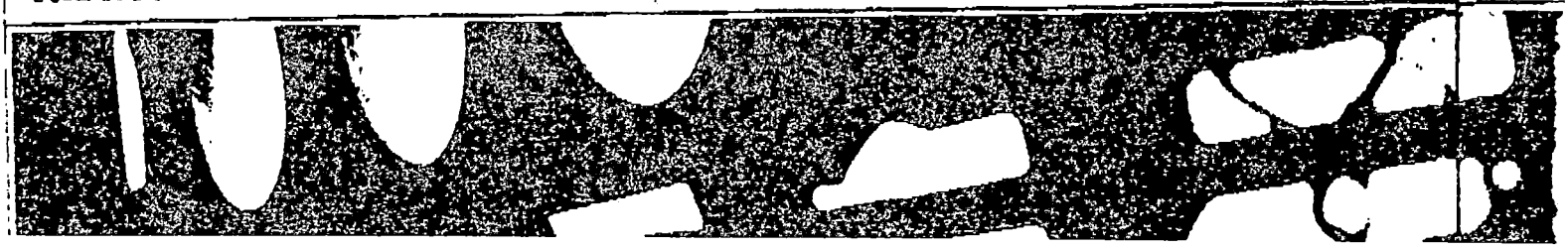
How much can one woman take? There was Benazir Bhutto in court, accused of collusion in a real-estate scandal; that was one of the pretexts for removing her from office last August as Pakistan's prime minister. Hoarse from nonstop campaign speaking and reportedly pregnant with a third child, she was threatened with exclusion from the ballot in the Oct. 24 election. Then Bhutto learned that her husband, Asif Ali Zardari, 38, had been jailed on charges that he backed a plot to extort $800,000 from a British-based businessman.

But this woman was taking it all. The arrest of her husband last week was "pure witch hunt," Bhutto said, and she countered with a demand that doctors be allowed to examine him daily for signs of torture. She had already won sympathy from the government's visible failure to produce evidence of corruption. And Prime Minister Ghulam Mustafa Jatoi's caretaker regime was further weakened by the loss of more than $3 billion in U.S. aid because of new evidence that Pakistan is actively developing nuclear weapons—which Bhutto opposed. Still, with less than two weeks to go, she faced four different legal actions—any one of which could knock her from the race.

Cover Story

MEXICO: A NEW ECONOMIC ERA

THE RUSH TO FREE TRADE MAY CREATE A UNIFIED NORTH AMERICAN ECONOMY



ON THE BORDER As free trade creates Mexican jobs, illegal immigration may slow

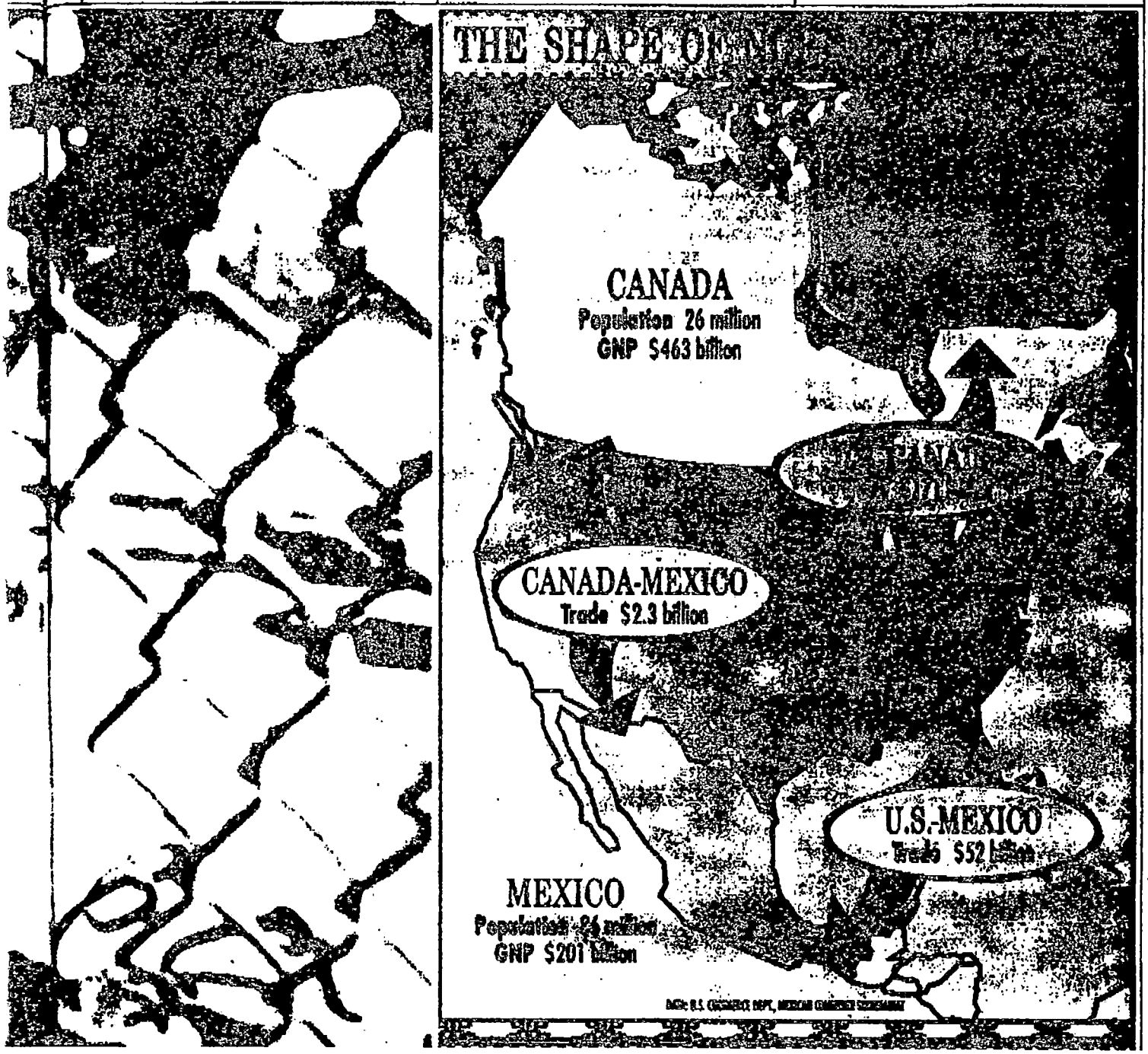
Three years ago, Stanley M. Cohen stared at the dilemma faced by thousands of family businesses in America. His Los Angeles pipefixture company was losing ground to foreign rivals, and Cohen, the president, couldn't see a future. Either he could move offshore to cut costs—or close up shop. So he shipped part of the operation to Tijuana, where workers are paid one-eighth of what their Los Angeles counterparts earn.

Last spring, Cohen went the whole route. He shipped his $11 million company down the coast and replaced his South Korean steel source with a Mexican one. Now, all that's left of Cohart Products Inc. in the U.S. is its San Diego headquarters. "We're very competitive now," says Cohen, who is mapping out a plan to sell his pipes in Mexico.

Cohen has plenty of company. Thousands of American producers, from job-shop pipemakers to such global giants as Eastman Kodak Co., are suddenly pouring into Mexico for low-cost labor. They are doing so because for the first time in a century, south of the border is starting to look like one of the world's best places to do business. With open markets, cheap labor, and a government that finally seems capable of delivering both political and economic security, Mexico plays one of the hottest hands in the international-development game.

Now, feeling confident after three years of dramatic reform, Mexico's leaders want to erase the 2,000-mile border with the U.S. and create a seamless economic plain. If they succeed, predicts Herminio Blanco, Mexico's chief trade negotiator, "the entire geography of industry in North America is going to change."

WAKE-UP CALL. American business didn't quite get this at first. Many thought Mexico's economic reform was a long-overdue attempt to improve the lot of Mexicans. And for a while it was. But the U.S. got its wake-up call last summer, when Washington and Mexico City announced plans to push ahead on a free-trade agreement. By initiating, championing, and accelerating the drive for a border-busting trade pact, Carlos



Cover Story

Salinas de Gortari, Mexico's 42-year-old President, is making the biggest gamble of his career: He's betting that a free-trading Mexico, bordering the world's largest and richest market, will divert the river of money and technology that now is flowing into low-cost havens in Asia and Eastern Europe.

With the free-trade pact, Salinas is preparing to write a new page of North American history that would push two uneasy and often distrustful neighbors into a permanent embrace. Salinas and George Bush will meet in the northern Mexico city of Monterrey in late November to launch trade talks. If all goes well, they will be casting the two countries into a new order that will last well into the next century.

Salinas and his team of Ivy League-educated technocrats are spreading their vision of a new North American trading bloc stretching from Anchorage, Alaska, to Acapulco. The nearly $6 trillion manufacturing and consuming bloc of Mexico, the U.S., and Canada, they maintain, is fully the equivalent of the New Europe of 1992 and Japan's domain in East Asia (map, page 103).

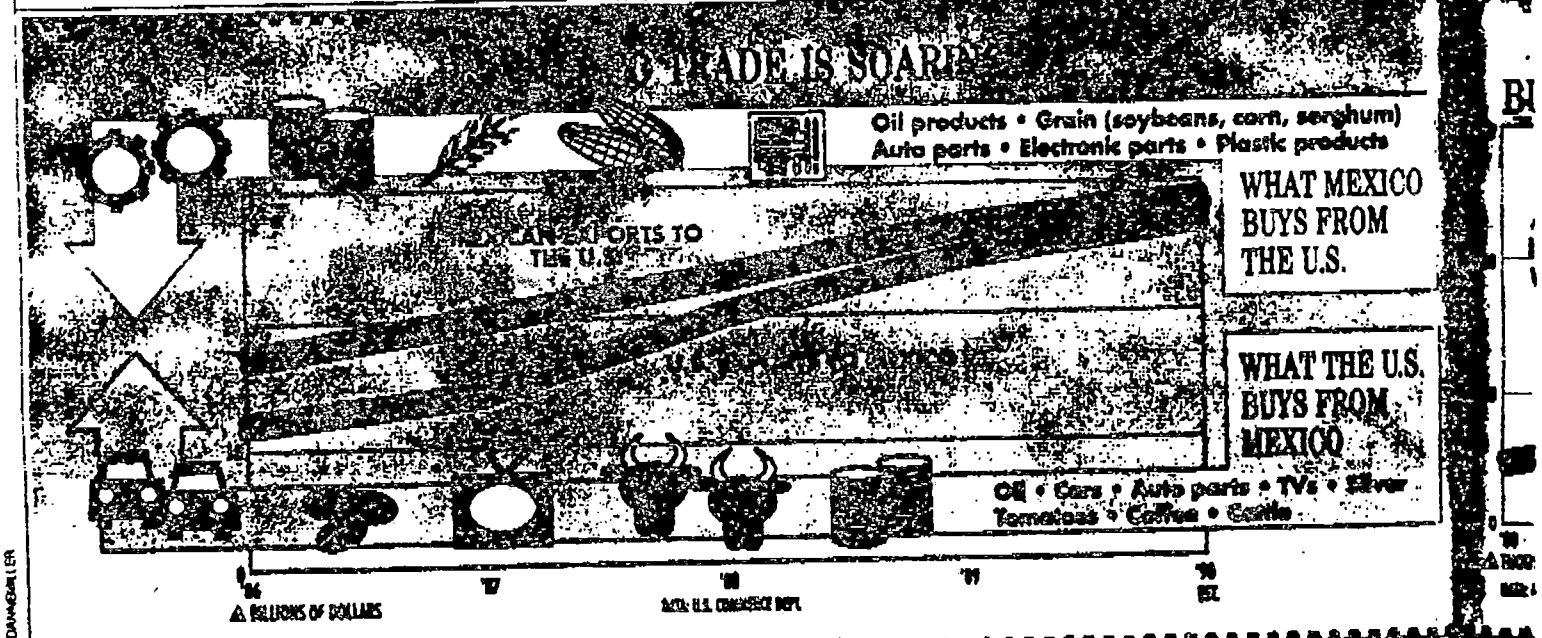
YOUNG JAGUARS Turning Mexico into a kind of Asian Tiger on the border may sound improbable, but Salinas' team says the country is no longer a simple assembly line. Its large, capable work force has one of the highest literacy rates in Latin America—87%. More and more, foreign companies such as Ford Motor Co. and Bayer are setting up training schools, even sending workers abroad—and then putting them at the controls of million-dollar machines. The upshot: high productivity combined with rock-bottom wages. Says Kodak Mexicana President Donald F. Spieler: "By 2000, I see Mexico as being a Korea but with an even wider industrial base."

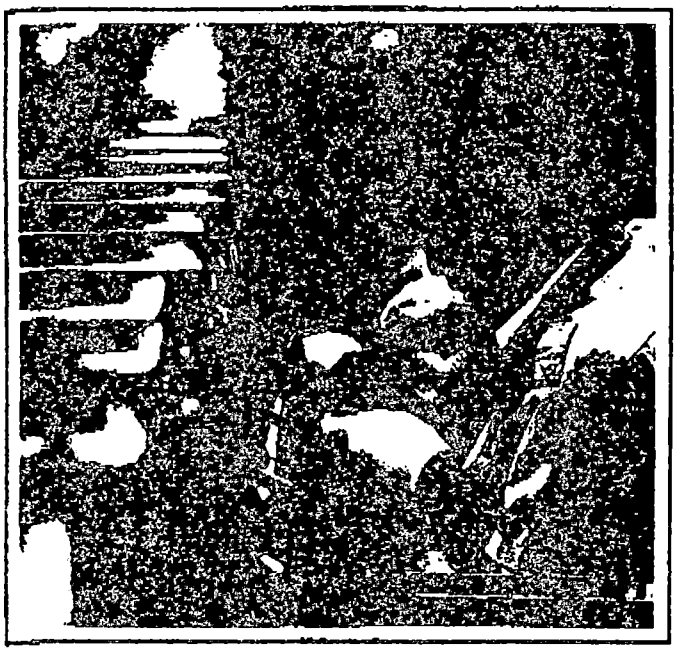
Free trade can also solve problems at home, say advocates. As new jobs crop up for Mexico's huge and growing work force, illegal immigration to the U.S. might slow. A richer Mexico would make for a more stable North America, with less risk of political upheaval south of the border, and provide a booming market for U.S. exports. In the past four years, U.S. trade with Mexico has tripled, to $60 billion, with Mexico importing nearly as much as Japan, and growth in the *maquiladora* plants along the border is exploding (charts). "We are entering a new stage of industrialization," says Salinas, who sees his task now as raising his people's standard of living without erasing his nation's competitive labor edge.

Still, there's a quixotic side to this quest. Never before has a developing country with a booming population and miserable wage scale entered into free trade with a leading industrial power. Shiny new plants in Mexico's north may meet world standards, but much of the country still bears the ravages of decades of neglect, evident in ruined roads, an impossible phone system, foul water, and a quarter of the population living in poverty—from parched farm plots to the cardboard slums that ring the cities. While it nurtures a manufacturing boom, Mexico's challenge is also to bring this sprawling underclass into the mainstream.

JOB EXODUS. North of the border, an equally wrenching shift is under way, and with it will come a new shakeout of winners and losers in North American industry. Watching jobs flee to low-wage countries is nothing new to Ameri-

CAULIFLOWER CUTTERS Mexicans are eager to open U.S. markets to more of their fruits, vegetables, and processed foods. California avocado growers already worry about the competition





INTENSIVE LABOR Using imported parts, Sanyo assembles refrigerators for export at this Tijuana *maquiladora*. The Japanese are ratcheting up their border operations as free trade nears

BEYOND THE 'MAQUILADORA' Kodak's Monterrey plant makes parts for cameras. Foreign-owned factories that are more than just 'screwdriver' shops will multiply under free trade

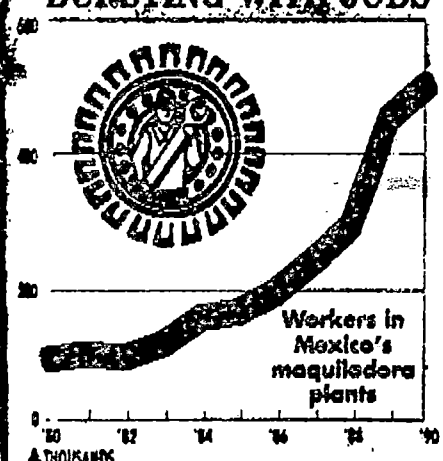
cans. But now, just as Mexico is ready to make a grab for higher-paying jobs, recession is threatening the U.S. A massive exodus of more capital and jobs south is certain to spark a continentwide job battle (page 112). The fireworks in Washington are expected to begin next spring, when Congress starts to debate free trade in earnest.

However heated tempers get in Washington, a free-trade accord will in many ways simply codify what is already taking place. If you travel the 2,000-mile span of the U.S.-Mexico border from San Diego to Brownsville, Tex., you'll find North American integration has arrived. Over the past 25 years, U.S. companies, along with a smattering of Japanese and Europeans, have opened more than 1,500 assembly plants near the border. The *maquiladoras* employ half a million Mexicans, paying them an average of $5 a day with a free lunch. U.S. and other foreign companies send south $12 billion in parts, and Mexicans assemble them into G.I. Joes, TVs, and hundreds of parts for Detroit's cars.

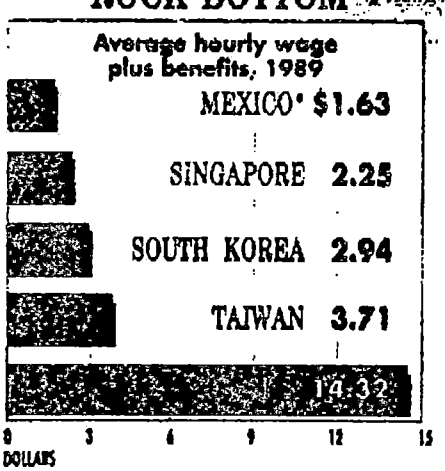
Border bridges groan under 24-hour streams of truck traffic. Ciudad Juárez and Tijuana are exploding with growth—so fast that there are chronic housing shortages. Warehouse moguls make a killing in El Paso, while investment bankers in San Diego shop across the country for Rust Belt companies to buy and transplant to Mexico. "If 30% of their costs are labor, either they find us or we find them," says Scott Hutchinson, of Ventana, a San Diego financial services company.

But for all their dynamism, *maquiladoras* are little more than foreign en-

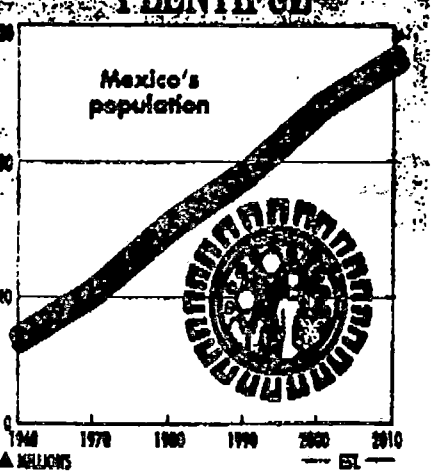
BORDER IS BURSTING WITH JOBS



WAGES ARE ROCK BOTTOM



LABOR IS PLENTIFUL



DATA: MEXICO NATIONAL STATISTICS INSTITUTE, BANCO NACIONAL DE MEXICO

*IN MAQUILADORA PLANTS

DATA: BUREAU OF LABOR STATISTICS, BW

DATA: MEXICO NATIONAL STATISTICS INSTITUTE

PHOTOGRAPHS BY QUESADA/BURTEK. KEITH DANNEMILLER. CHART BY ALBERTO MENA/BW

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DYNAMIC LEADERSHIP. At the center of this drama is the diminutive Salinas, who by law has only four years left in office to complete his country's astounding economic transformation. Salinas has already made Mexico one of Latin America's two most open nations: The other is Chile. The Harvard-trained economist has cut back an army of bureaucrats, weaned his country from dependence on oil, and placed dozens of state-owned behemoths, including Teléfonos de México, on the block. In 1989, he liberalized foreign investment rules and renegotiated Mexico's $100 billion foreign debt without a hitch. Still, no avalanche of investment poured in. To his dismay, Salinas found his sprint was still too slow for the fast-moving events in Europe after the Berlin Wall fell.

Only after a whirlwind tour of Europe's capitals early this year did Salinas see how fast he would have to run, say insiders. If Mexico was to compete for the ever-scarcer aid and investment now drawn to Eastern Europe, Salinas would have to go all the way. Shortly after his return, he dropped two bombshells. He would privatize commercial banks. Then, he announced, long-isolated Mexico would say yes to free trade.

Although a free-trade pact is at best several years away, some U.S. companies are already putting down roots deep inside Mexico and thinking well beyond the screwdriver mentality of the *maquiladora*. Guadalajara, 950 miles south of El Paso, for example, is becoming Mexico's Silicon Valley. Moving away from the *maquiladora* setup, IBM, Hewlett-Packard, Wang, and others are making computers there for domestic and export markets. And suppliers are following. Alabama-based computer parts maker SCI set up a Guadalajara plant to supply IBM, investing $6 million in high-tech machinery and training high school drop-

CRUSADER SALINAS Mexico's President and George Bush will meet in late November to launch trade talks

Hermosillo, where it produces Mercury Tracers for the U.S. Nissan Mexicana is investing $1 billion in a new car plant in Aguascalientes, and nine of its Japanese suppliers are following. Many of the automobiles will be shipped straight back to Japan.

BEETLE MANIA. Meanwhile, Volkswagen, with its sole U.S. plant shuttered, has shifted its entire North American production to Puebla, east of the capital. VW even hopes to resuscitate exports of the venerable Beetle, shipping them to Central America. "We're going to see investment pouring in here," predicts Nicholas V. Scheele, president of Ford's Mexican unit. "The dollar numbers are going to make people's heads spin."

Japanese companies, with 65 *maquiladoras* along the border, are quietly ratcheting up operations as the new North

Japan's already impressive position gives pause to even the Bush Administration's free-trade ideologues. The Bush-ites want guarantees that Asian and European rivals in textiles, steel, and computers, for example, won't bombard the U.S. market from bases in Mexico. One way to ensure that is to establish tough rules of origin. Products enjoying Mexico's easy access would have to be made largely of North American parts. Those with high Asian or European content would face U.S. import duties. American trade experts also say a pact must provide legal protection for U.S. patents and technology south of the border. And they want to wipe out the remaining constitutional restrictions on foreign investment in Mexico.

MEXICAN CRUDE. Another touchy issue is oil. The U.S. wants Mexico to open up its undercapitalized oil industry to American investment—which is prohibited by the Mexican constitution. Mexican officials insist that oil is not on the table, and Salinas vows the constitution won't be amended. But private analysts in Mexico say that oil is a bargaining chip. Says Rogelio Ramírez de la O, director of Ecanal, an economic consulting firm: "Eventually, Pemex has to go on the market." For the U.S. industry, an opening would stretch the oil patch south, bringing exploration and development contracts. And faster flows of Mexican crude could lessen dependence on Mideast suppliers.

Mexicans, meanwhile, are eager to tear down U.S. quotas on textiles and steel and to open U.S. markets to currently prohibited fruits and vegetables. Mexico grows more avocados than any country in the world, for example, but sells none in the U.S., thanks to protective rules favoring California growers and allegations that Mexican avocados are infested with worms. The coming California avocado war is likely to be replayed dozens of times as industries with strong lobbies, such as textiles and cement, fight to protect their turf. Unraveling these import restrictions could take as long as a decade.

But as he heads into talks, Salinas can

NOEMI MARKOVA

Mexico continuation

aves on Mexican soil. The plants buy 7% of their parts from the U. S. and sell ext to nothing inside Mexico. Free ade would change that, transforming *naquiladoras* from simple "screwdriv-r" plants to regional companies that would buy and sell on both sides of the order. "We won't even be using the word *maquiladora* in 10 years," says Jaime Bermúdez, a pioneer of the industry in Juárez. The next step, say free-trade promoters, would be to make parts deep in Mexico and ship them hundreds [illegible] the [illegible]. It's already happening with [illegible] companies, such as Kodak, which makes camera parts in Monterrey. Says Donald A. Michie, professor at the University of Texas at El Paso: "GE, GM, and Packard Electric should tell their suppliers to get their guns down here."

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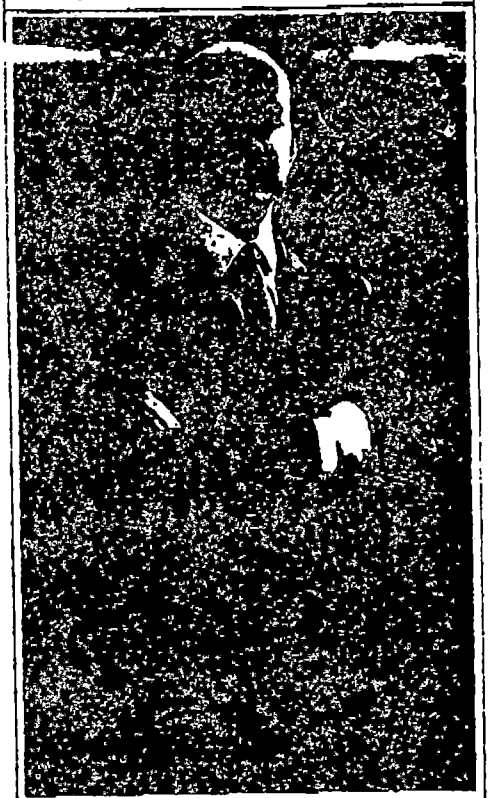
Mexico's thriving auto industry is even better poised to take the country into a new stage of industrialization. The big carmakers have been using eager Mexican workers, who pull in $2.50 an hour, to piece together cars and components. Now, they're charging into more sophisticated operations. Ford has spent nearly $1 billion on its export facility in Hermosillo, where it produces Mercury Tracers for the U.S. Nissan Mexicana is investing $1 billion in a new car plant in Aguascalientes, and nine of its Japanese suppliers are following. Many of the automobiles will be shipped straight back to Japan.



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Japanese companies, with 65 *maquila-* [illegible]

America looms large. In Juárez, junior high school dropouts employed by Seiko-Epson Corp., the Japanese watchmaker, operate $100,000 machines to make plastic eyeglass lenses. Although technically a *maquiladora*, "we're really a chemical plant," says manager Hiroo Sakami. He points to the soccer field next door and says: "We'll have another plant out there by next year." While most Japanese companies are playing it safe with border-based *maquiladora* manufacturing, they are likely to flood farther south in the wake of a free-trade deal.

Japan's already [illegible] power gives pause to even the Bush Administration's free-trade ideologues. The Bush-ites want guarantees that Asian and European rivals in textiles, steel, and computers, for example, won't bombard the U.S. market from bases in Mexico. One way to ensure that is to establish tough rules of origin. Products enjoying Mexico's easy access would have to be made largely of North American parts. Those with high Asian or European content would face U.S. import duties. American trade experts also say a pact must provide legal protection for U.S. patents and technology south of the border. And they want to wipe out the remaining constitutional restrictions on foreign investment in Mexico.

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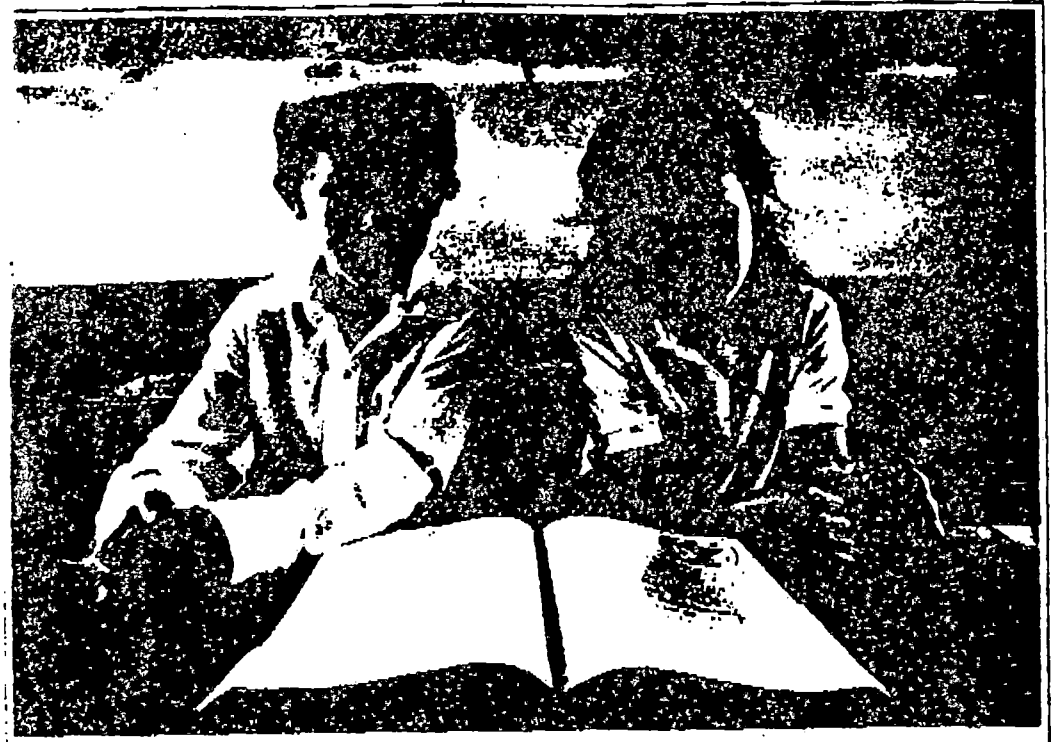
ount on strong support from Bush and he two Texans in the Cabinet: Commerce Secretary Robert A. Mosbacher nd Secretary of State James A. Baker II. Aside from their ideological sympahy with free trade, the Texans are said o be fond of the Salinas crowd. Mosbacher and Jaime Serra Puche, his Mexican counterpart, hunt quail together. "There is a deep personal commitment driving this [free-trade agreement]," says an Administration official.

At the same time, Mexico's political future is shrouded in mystery. For the moment, Salinas sits firmly on top of Mexican politics. His opposition is divided, and the once-powerful union leaders have been dispatched to the political tar pits. Despite widespread skepticism about Salinas' continental gambit and Mexico's role as a source of cheap labor, only an economic collapse would galvanize a viable opposition. That's why Salinas' ability to push forward a like-minded successor in 1994 rests on the success of free trade. If an accord founders in the U.S. and Mexico's economy stalls, the presidency could be up for grabs.



STAYING IN SCHOOL The literacy rate of Mexican workers is 87%, high for a developing country

But that won't be the case with an increasingly independent Congress. Mexican sensitivity to insult is always near the surface, and if Congress sought to inflame it with televised hearings on election fraud or police torture south of the border, it's likely the anti-*yanqui* fury would itself be enough to force Salinas away from the table. "That's his nightmare scenario," says Mexican commentator Jorge G. Castañeda, a frequent critic of the youthful President.

VOLATILE ECONOMY. Investors also worry that Salinas could trip over the economy on his way to free trade. Inflation, which dropped below 20% last year, is back up to a 27% annual rate now. With congressional elections next year and oil revenues riding the Iraq bonanza, investors fear the government will pump more money into the economy, undermining its anti-inflation pact. Says Marcelo Canales Clariond, finance director of Grupo Imsa, a Monterrey steel company: "Mexico continues to be a risky, volatile economy."

Politics, though, aren't dampening the spirits of Mexico City's wheeling-and-dealing business elite. From boardrooms on the border to the posh restaurants in downtown Mexico City, they're drawing up plans for free trade. Big companies are buying and selling smaller companies, hunting for niches in the coming market. Corporación Industrial Sanluis, for example, was originally a mining company sold to Mexicans by the Hearst publishing family 10 years ago. With free trade in the offing, the Mexican owners have swerved into manufacturing. Two years ago, they bought auto parts maker Rassini from the government. Rassini buys technology from Japan's NHK Spring Co. and competes head-to-head in the U.S. with Eston's plant in Windsor, Ont. Its exports are up to $100 million. Meantime, Sanluis bought the Hyatt hotels in Mexico. The company's philosophy? Says Chief Executive Officer Carlos Madrazo: "Everything we do generates dollars."

International investors are also vying for chunks of some of Mexico's biggest public companies. The sale of the telephone monopoly is the world's fourth-largest privatization and has set off a bidding war among investors from three continents. Major names such as America West, Nynex, Bell Canada, and Telefónica Española are lining up Mexican partners for the bid and the prospect of big supply contracts. The winner will be announced next month. Foreign banks, too, are sniffing around for minority shares of Mexico's big three: Banamex, Bancomer, and Banca Serfin.

EGGS AND SALSA. What's more, there could be a scramble to reach Mexico's largely untapped consumers. High growth in the 1950s and 1960s gave birth to an educated middle class, but the country's trade barriers created a huge pent-up demand for imports. Ever since tariffs tumbled after Mexico joined the General Agreement on Tariffs & Trade in 1986, the Mexican middle class has been on a consumer binge for U.S. products, sweeping in imports of Pampers and Miller beer. Trade pact boosters now claim this demand for the small stuff will spill over into big-ticket purchases of cars, refrigerators, and washing machines. In Mexico City, says James W. Maxfield, president of El Paso-based Mantor Electronics Inc., you can reach 20 million people with a single TV signal.

Mexico's import splurge is, of course, transitory, if only because the trade pact will encourage American companies to make more finished goods in Mexico. But blending cultures and economies is a long-term proposition. The little things, such as Mexicans spreading peanut butter on tortillas and Americans spooning salsa on their eggs, are growing into big ones, evident in the number of bilingual schools already flourishing on both sides of the border. Legitimate American fears of losing jobs and Mexican phobias about becoming the 51st state remain large obstacles. But the continental shift under way is already etching a new commercial trademark for the world: Made in North America.

By Stephen Baker in Mexico City, with Elizabeth Weiner in New York and Amy Borrus in Washington

Continued on page 112

Information Service
[Address] of the United States of America
AMEMBASSY DF

USIS

November 8, 1990

MEMORANDUM TO: ARA - Ms. Salley Grooms Cowal
ARA - Mr. Richard Howard

FROM: CPAO - Robert L. Earle RE

SUBJECT: Draft Presidential Public Remarks and State Luncheon Toast

I have prepared drafts for all the President's public remarks during the State visit, including "contingent" remarks for various sites where he may or may not be asked to speak. All these texts have been cleared by the Ambassador and Country Team.

The attached drafts are presented in the order in which I expect they will be delivered. They are:

CONTINGENT PRESIDENTIAL REMARKS SHOULD ARRIVAL STATEMENT BE NECESSARY AT MONTERREY AIRPORT

CONTINGENT PRESIDENTIAL REMARKS IF ARRIVAL CEREMONY IS HELD AT AGUALEGUAS

DRAFT PRESIDENTIAL REMARKS AT FIESTA FOLLOWING CHARREADA IN AGUALEGUAS

DRAFT PRESIDENTIAL REMARKS ON STEPS OF GOVERNOR'S PALACE

DRAFT PRESIDENTIAL REMARKS ON RECEIVING KEYS TO MONTERREY

DRAFT PRESIDENTIAL REMARKS ON CREATION OF U.S. - MEXICO COMMISSION ON EDUCATIONAL AND CULTURAL EXCHANGE

DRAFT PRESIDENTIAL REMARKS FOR USE AT MEETING WITH BUSINESSMEN IN MONTERREY CASINO

DRAFT PRESIDENTIAL TOAST AT STATE LUNCHEON

DRAFT PRESIDENTIAL STATEMENT FOR USE, IF NECESSARY AT MONTERREY AIRPORT DEPARTURE CEREMONIES

Attachments

CONTINGENT PRESIDENTIAL REMARKS SHOULD ARRIVAL STATEMENT BE NECESSARY AT MONTERREY AIRPORT

November 26, 1990

Foreign Minister Solana, friends and neighbors:

I want to say first of all how pleased I am to be here in Mexico to consult with President Salinas and to hear the views of his closest advisors.

This regular exchange of visits reflects the permanent importance Mexico has for the people of the United States.

There's so much we can do together to ensure the health, welfare and prosperity of our societies and economies. At the top of the agenda rank issues like free trade, the war against drugs, education and the environment. They all require careful assessment to sustain the kind of exciting progress we have seen in the U.S.-Mexico relationship over the last two years.

And I know that's the kind of assessment they'll get. I'm proud to say that President Salinas and I have come to share a frank and open dialogue on the full range of bilateral and international issues.

In the next two days I look forward to spending time with him here in the part of the country he and his family call home. In the process, I'm sure that I will get to know Mexico and the Mexican people better, too, and that, most assuredly, is all to the good.

Communication is the key to facing the many challenges that lie ahead of us. It's the surest way I know of to strengthen an overwhelmingly positive bilateral partnership--a partnership based not just on common interests but also on the friendship, candor and mutual respect that bind our two great nations so closely together.

Thank you very much.

CONTINGENT PRESIDENTIAL REMARKS
IF FORMAL ARRIVAL CEREMONY IS HELD AT AGUALEGUAS

November 26, 1990

President and Mrs. Salinas, Mayor Reynaldo Canales Velo, friends, and neighbors:

I come here today to carry on a tradition established by many presidents before us. Mexico and the United States are neighbors, close neighbors, and we have things to talk about. Like two sides of those beautiful mountains we see in the distance, we have risen up on the same continent and come together to build a vast relationship -- broad and solid at the base, weathered in places but strengthened by time and arching upwards.

Our people, our cultures, our difficulties and our accomplishments all have brought us together. Managing so much interaction effectively always has been a challenge, and it has never been more important to meet that challenge than today.

In my many and frequent talks with President Salinas since we both were elected, I think we have established a new clarity in this relationship -- about the problems we want to see solved, and the opportunities we think ought to be

seized. Progress, concrete measures taken across the breadth of our immense relationship, is what each of us seek.

That's the agenda for our discussions the next two days: building prosperity through a Free Trade Agreement, cooperating in the war against drugs, working together on educational exchanges and the environment, and consulting on the grave crisis that confronts us all in the Persian Gulf.

By beginning these talks here in President Salinas' home town, it seems to me that we are rooting our exciting plans for the future in the right soil -- the soil of family and community values.

Mr. President, as we flew here this afternoon, I could not help thinking how similar this lonesome Mexican grassland is to the great expanses of Texas on the other side of the border. From the eagle's eye view, whether it's the Aztec Eagle or the American bald eagle, it all looks like home.

It's an honor and a privilege to be here as your guest.

Thank you very much.

DRAFT PRESIDENTIAL REMARKS AT FIESTA FOLLOWING CHARREADA IN AGUALEGUAS

November 26, 1990

President and Mrs. Salinas:

Let me just say how delighted Barbara and I are to be here in your home town of Agualeguas and to be able to spend the kind of informal time together we shared at Camp David last year.

To Mayor Reynaldo Canales Vela, and the people of Agualeguas:

Let me just say how thrilled we are to join you, and how deeply grateful we are for your wonderful hospitality.

It's obvious to me where your President gets his special touch and why he is so close to the needs and feelings of the people of Mexico.

He comes from the people right here in Agualeguas, and he has never lost his roots in the small town family values of community and family.

There's trust here, and warmth, and some of the best horsemanship I've seen in years.

As I look around this pretty plaza, I realize this is a glimpse of Mexico I'll never forget.

Mr. President, thank you so much for having us here among your family and friends.

DRAFT PRESIDENTIAL REMARKS ON STEPS OF GOVERNOR'S PALACE

November 26, 1990

President Salinas, Governor Trevino, Mayor Rizzo, friends and neighbors:

Thank you for your warm words of welcome. It's wonderful to be in Mexico, and it's wonderful to be in Monterrey.

As I look out at this beautiful Macro Plaza, I realize that I stand before Mexico's greatest heroes.

Hidalgo and Morelos, who set this great nation on the road to independence.

Juarez and Escobedo, who defined and defended the principles of justice and freedom that guide the Mexican state even to this day.

President Carlos Salinas de Gortari, who is modernizing Mexico within the framework of its own cherished values and beliefs.

And the Mexican people themselves, all of you here tonight, who have helped create this great city of Monterrey, this great state of Nuevo Leon, and this great country of Mexico.

I come here myself to show the enormous respect the people of the United States have for your dynamism and vigor.

As you know, I am a Texan, a neighbor near at hand. And I think the time I've spent under the big sky down here gives me all the more reason to admire your vision and your accomplishments.

When Franklin Delano Roosevelt came to Monterrey in 1943 to meet with President Avila Camacho, Texas and Mexico were quiet parts of the globe, far away from the center stage of a world at war.

So when my wife Barbara and I came south after the war was over, we never imagined that forty years later we would be visiting a border that might well be called the frontier of the future.

Yet that is the splendid course history has taken. Mexico and the United States are on the move. And in our consultations President Salinas and I are discussing how we can go even further in building a stronger relationship full of exciting new ideas and opportunities.

We want to see if we can advance the idea of free trade, so vital to our creating jobs and prosperity in your economy and our own. We want to consult on how we can put an end to the scourge of drugs, so threatening to our youth. We have a precious environment to protect and future generations to educate--these are themes we must address as well.

And of course there is a changing and in some cases troubled world beyond our borders. What can each of us do to make peace and prosperity the foundations of a new world order? The reconstruction of Central America, the peaceful restoration of the legitimate government of Kuwait, and the successful conclusion of world trade talks under GATT are a few of the themes we already have begun to discuss.

What we seek, to put it simply, is a world that looks like the U.S.-Mexico relationship itself--oriented towards cooperation, communication, and respectful partnership in seizing the many opportunities that lie before us.

Looking out at you and the statues of your great men, it's clear to me that history is on our side. Abundant moral reserves give us direction and give us courage.

And in President Salinas, I know I have the kind of friend who will answer any challenge with the same ideals that move me and the people of the United States. Hard work, total candor and full respect will be our guides as we join together in building a stronger Mexico, a stronger United States, and a better world.

Thank you for your warm reception, God bless you all, and viva Mexico!

DRAFT PRESIDENTIAL REMARKS ON RECEIVING KEYS TO MONTERREY

November 26, 1990

Mayor Rizzo:

It is an honor to accept the keys to the City of Monterrey, a great capital of industry, technology, scholarship and culture.

Monterrey's spirit and energy are the essence of Mexican modernization and creativity.

For you and your fellow citizens, what can be dreamed can be accomplished, and what can be imagined can be forged. With that approach to the future, you are the best friends I and the people of the United States could ever have.

Thank you very much.

DRAFT PRESIDENTIAL REMARKS ON CREATION OF U.S. - MEXICO COMMISSION ON EDUCATIONAL AND CULTURAL EXCHANGE

November 27, 1990

President Salinas:

This agreement, creating the U.S. - Mexico Commission on Educational and Cultural Exchange, is a major step forward for us all. It will help us develop the future leaders we need to sustain the policy advances our two governments are working so hard to achieve.

Further, it will bring our two societies closer together in new and creative ways, generating fresh approaches to our evolving cultural and intellectual realities.

I cannot think of a better symbol of our friendship than a binational commission that is directed by a board drawn from the private and public sectors alike. This guarantees that the right questions always will be asked, and the best answers always will be given.

Thank you very much.

DRAFT PRESIDENTIAL REMARKS FOR USE AT MEETING WITH BUSINESSMEN IN MONTERREY CASINO

November 27, 1990

Secretary Serra, Secretary Mosbacher, friends and neighbors:

We're making important progress in every dimension of our relationship with Mexico. More people cross the border than ever before. More illegal drugs are being seized than ever before. More universities are developing exchange programs than ever before. And more is being done between us to protect our precious environment -- up here along the border and as far south as the Lacondon tropical forest.

But it is difficult to imagine any theme more important than the one you are discussing here this morning.

You in the private sector create the economic resources that sustain our relationship as a whole, and that's why the negotiation of a Free Trade Agreement between Mexico and the United States is so vital.

Free trade means jobs, investments, productivity and prosperity. I know you in Mexico have long understood the economic importance of the United States. Now we see just as clearly the economic importance of Mexico. For us you are our number three trading partner in all the world, $52 billion dollars last year, and the numbers are rising this year towards a total that is even higher.

Since we calculate that every billion dollars of exports creates 25,000 jobs, we are talking about major contributions to the welfare of many, many Mexicans and Americans.

In his recent State of the Nation address, President Salinas said Mexico doesn't want to be a third world nation; it wants to be a first world nation.

Well, that's what we want for Mexico, too, and that's what we see happening.

In your automotive, electronic, tourism and other industries, you have world-class productive capabilities. More than that, you've got youth, drive, and dreams on your side. And we think that's good for us both -- a Mexico that wants to get out and compete, a Mexico with purchasing power and a Mexico with selling power.

When the economic crisis hit Mexico hard in the early 1980s, our southwest border suffered. Fortunately, the principle works the same way in reverse. You grow, we grow.

As we enter into the process of negotiating a Free Trade Agreement, I know that many of you will be as burdened by worries as you are buoyed up by plans. (PROGRESS?) And we'll hear criticisms, just as we did when we negotiated the Free Trade Agreement with Canada.

But let's look at what trade liberalization already has done for us. Mexico enters GATT, and bilateral trade soars from $35 billion in 1987 to the $52 billion I just cited in 1989. The in-bond industry takes hold and reaches growth rates of 20% a year, creating a half a million jobs.

There's a worldwide consensus in favor of free trade, but not everyone has the vision to make it happen. I think Mexico and the United States do have that vision, and we will be looking to you, far-sighted businesspeople, not only to make it happen, but to make it succeed.

Thank you very much.

DRAFT PRESIDENTIAL TOAST AT STATE LUNCHEON
NOVEMBER 27, 1990

President Salinas, if I may, I would like to raise my glass to you in thanks for your friendship, your counsel and your commitment to a stronger relationship between our two countries.

When we first met in Houston in 1988, neither of us had assumed office, but both of us were fully aware of the challenges we would face in giving this relationship leadership and direction.

Speaking for the United States, no country is more important to us than Mexico. Our southwest bears the imprint of your culture. You are our third largest trading partner. Twelve million Americans call Mexico their madre patria, and challenges such as conflict in Central America and powerful narco-traffickers in the Andes test our will and our wisdom.

Yet in Houston and in our five meetings since then, you always have brought Mexico's perspective into positive focus, pointing the way to the kind of communication and cooperation that has benefitted us both so much.

Perhaps no gesture of Mexico's goodwill and interest has been more expressive than the magnificent exhibition, "Mexico: Thirty Centuries of Splendour," now on display at the Metropolitan Museum of Art in New York.

Now we are on the verge of negotiating an historic Free Trade Agreement which will be the symbol of how far our two countries have come in learning to understand, trust, and work with one another.

This agreement will unleash powerful energies in both our economies. Countless new ventures will emerge. Jobs, higher-standards of living, and greater productivity will make us both more competitive on the global scene.

Mr. President, a relationship between two countries that are so different will always be a challenge, but your penetrating insight into our common interests and lasting friendship has radically altered its terms for the better.

In your second State of the Nation address, you emphasized Mexico's determination to reach out to global change and seek to embrace it. Without minimizing uncertainty, you saw fresh hope. Without ignoring risks, you celebrated new freedoms.

Mr. President, I share you views and celebrate them myself. We are not on an easy path, but I firmly believe we are on the right one, and there is no one with whom I would rather travel it than with you and the Mexican people.

I raise my glass to the great leader of a great nation, President Carlos Salinas de Gortari.

DRAFT PRESIDENTIAL STATEMENT FOR USE, IF NECESSARY AT MONTERREY AIRPORT DEPARTURE CEREMONIES

NOVEMBER 27, 1990

President Salinas, Governor Trevino, friends and neighbors:

I leave Monterrey more firmly convinced than ever before that Mexico and the United States are seizing every opportunity to prepare our bilateral relationship for the global competition of the 1990s.

In my talks with President Salinas, we agreed on the need to advance both the Uruguay Round of GATT and our bilateral Free Trade Agreement as expeditiously as possible.

There's no time to lose in modernizing our economic cooperation and putting it to work in creating jobs, raising productivity, and facilitating cost-effective investments.

A strong Mexico is good for the United States, a strong United States is good for Mexico, and free trade is a sure path to greater prosperity for us both.

At the same time, we discussed ways to ensure that our societies are as healthy as our economies are dynamic. The war against drugs, educational and environmental cooperation, and close coordination all along our 2,000 mile border are ways to reach this goal.

President Salinas, your leadership has done so much to make a strengthened partnership between Mexico and the United States possible. Your far-sighted commitment to modernization, eloquently expressed in your recent State of the Nation address, points the way to bilateral cooperation that simply is better than ever.

My impression these last two days persuade me that a new Mexico is in the making. Monterrey's industrial resilience, Agualeguas' heart, and Nuevo Leon's energy give Mexico's future unique promise. Our relationship, our hemisphere, and our world are sure to be the benficiaries of your success.

Barbara and I thank you and Cecelia for your wonderful hospitality, and we look forward to receiving you both when we next meet in the United States.

Thank you very much.

40 ¶ Address at Monterrey, Mexico. April 20, 1943

Señor Presidente de La Republica Mexicana, my friends and good neighbors:

YOUR Excellency's friendly and cordial expressions add to the very great pleasure that I feel at being here on Mexican soil.

It is an amazing thing to have to realize that nearly 34 years have passed since Chief Executives of our two countries have met face to face. I hope that in the days to come every Mexican and every American President will feel at liberty to visit each other just as neighbors visit each other — just as neighbors talk things over and get to know each other better.

Our two countries owe their independence to the fact that your ancestors and mine held the same truths to be worth fighting for and dying for. Hidalgo and Juarez were men of the same stamp as Washington and Jefferson. It was, therefore, inevitable that our two countries should find themselves aligned together in the great struggle which is being fought today to determine whether this world shall be free or slave.

The attacks of the Axis powers during the past few years against our common heritage as free men culminated in the unspeakable and unprovoked aggressions of December 7, 1941, and of May 14, 1942, and the shedding of blood on those dates of citizens of the United States and of Mexico alike.

Those attacks did not find the Western Hemisphere unprepared. The 21 free Republics of the Americas during the past ten years have devised a system of international cooperation which has become a great bulwark in the defense of our heritage and the defense of our future. That system, whose strength is now evident even to the most skeptical, is based primarily upon a renunciation of the use of force, and is based on the enshrining of international justice and mutual respect as the governing rule of conduct by all Nations everywhere.

In the forging of that new international policy the role of Mexico has been outstanding. Mexican Presidents and Foreign

Ministers have appreciated the nature of the struggle with which we are now confronted at a time when many other Nations much closer to the focus of infection were blind.

The wisdom of the measures which the statesmen of Mexico and the United States and of the other American Republics have adopted at inter-American gatherings during recent years has been amply demonstrated. They have succeeded because they have been placed in effect, not only by Mexico and the United States, but by all except one of the other American Republics.

You and I, Mr. President, as Commanders in Chief of our respective armed forces, have been able to concert measures for common defense. The harmony and the mutual confidence which have prevailed between our armies and navies is beyond praise. Brotherhood in arms has been established.

The determination of the Mexican people and of their leaders has led to production on an all-out basis of strategic and vital materials so necessary to the forging of the weapons destined to compass the final overthrow of our common foes. In this great city of Monterrey, I have been most impressed with the single-minded purpose with which all the forces of production are joined together in the war effort.

And too, Mexican farm workers, brought to the United States in accordance with the agreement between our two Governments, the terms of which are fully consonant with the social objectives that we cherish together, are contributing their skill and their toil to the production of vitally needed food.

But not less important than the military cooperation and the production of supplies needed for the maintenance of our respective economies has been the exchange of those ideas and of those moral values which give life and significance to the tremendous effort of the free peoples of the world. We in the United States have listened with admiration and with profit to your statements and addresses, Mr. President, and to those of your distinguished Foreign Minister. We have gained inspiration and strength from your words.

In the shaping of a common victory our peoples are finding

that they have common aspirations. They can work together for a common objective. Let us never lose our hold upon that truth. It contains within it the secret of future happiness and prosperity for all of us on both sides of our unfortified borders. Let us make sure that when our victory is won, when the forces of evil surrender — and that surrender shall be unconditional — then we, with the same spirit and with the same united courage, will face the task of the building of a better world.

There is much work still to be done by men of good will on both sides of the border. The great Mexican people have their feet set upon a path of ever greater progress so that each Nation may enjoy and each citizen may enjoy the greatest possible measure of security and opportunity. The Government of the United States and my countrymen are ready to contribute to that progress.

We recognize a mutual interdependence of our joint resources. We know that Mexico's resources will be developed for the common good of humanity. We know that the day of the exploitation of the resources and the people of one country for the benefit of any group in another country is definitely over.

It is time that every citizen in every one of the American Republics recognizes that the Good Neighbor policy means that harm to one Republic means harm to each and every one of the other Republics. We have all of us recognized the principle of independence. It is time that we recognize also the *privilege* of interdependence — one upon another.

Mr. President, it is my hope that in the expansion of our common effort in this war and in the peace to follow we will again have occasion for friendly consultation, in order further to promote the closest understanding and continued unity of purpose between our two peoples.

We have achieved close understanding and unity of purpose, and I am grateful to you, Mr. President, and to the Mexican people, for this opportunity to meet you on Mexican soil, and — to call you friends.

You and I are breaking another precedent. Let these meetings

between Presidents of Mexico and the United States recur again and again and again.

NOTE: When the President visited President Avila Camacho in Mexico, it was the first meeting between the Presidents of the two countries since 1909. In 1941, they had made plans for a joint fishing trip in the Gulf of Mexico, but the Japanese attack at Pearl Harbor had caused the abandonment of these plans.

President Camacho also accompanied President Roosevelt on his visit to the Naval Training Center at Corpus Christi, Texas, where many Mexican air cadets in addition to those of other countries were being trained (see Item 42, this volume, for the President's extemporaneous remarks at Corpus Christi, Texas).

En route and returning from his trip to Mexico, the President visited a number of war plants and training camps. His itinerary for the trip was as follows: April 13, departed from Washington, D. C.; April 14, Marine Corps "boot camp" for recruit training at Parris Island, S. C.; April 15, Maxwell Field, Ala. (Air Forces training center); April 15, Fort Benning, Ga.; April 15-16, Warm Springs, Ga. (see Item 38 and note, this volume); April 17, Fort Oglethorpe, Ga. (WAAC training center); April 17, Camp Forrest, Tenn.; April 18, Camp Joseph T. Robinson, Ark.; April 18, Camp Gruber, Okla.; April 19, Douglas Aircraft assembly plant, Tulsa, Okla.; April 20, Monterrey, Mexico; April 21, Naval Training Center, Corpus Christi, Texas (see Item 42, this volume); April 22, Fort Worth, Texas; April 23, en route to Colorado Springs, and Denver, Col.; April 24, Camp Carson at Colorado Springs, and Remington Cartridge plant, Lowry Field, and Fitzsimons General Hospital at Denver, Col.; April 25, Fort Riley, Kans.; April 26, Martin Bomber plant, Omaha, Neb.; April 27, Jefferson Barracks, Mo., and Republic fighter plane plant at Evansville, Ind.; April 28, Fort Knox, Ky.; April 29, return to Washington, D. C.

During the trip, the President covered approximately 7,600 miles.

41 ¶ Statement on the Execution of the Tokyo Raiders by the Japanese. April 21, 1943

IT IS WITH a feeling of deepest horror, which I know will be shared by all civilized peoples, that I have to announce the barbarous execution by the Japanese Government of some of the

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August 28, 1990, Tuesday, Final Edition

SECTION: FIRST SECTION; PAGE A10

LENGTH: 1055 words

HEADLINE: Sanctions Cost Brazil Key Trade Partner;
Iraq Exchanged Oil for Arms in Mutually Beneficial Arrangement

SERIES: Occasional

BYLINE: Eugene Robinson, Washington Post Foreign Service

DATELINE: SAO PAULO, Brazil

BODY:

Somewhere between Brazil and the Persian Gulf is a shipment of 900 tons of frozen chickens that almost certainly will never be delivered or paid for, a symbol of the end of a once close and profitable relationship.

Brazil's decision to adhere to the United Nations sanctions barring trade with Iraq may cause pain in Baghdad, but it also will hurt the already slumping agricultural and industrial complex centered here in Sao Paulo.

Brazil and Iraq had been major trading partners since the late 1970s. Brazil needed oil to run its industrial machine. Iraq needed food, technical support, appliances, automobiles and, perhaps most important, the "defensive" weapons made by Brazil's sophisticated arms industry.

Iraq valued the relationship so much that it was willing to drop its requirement that its oil be paid for only with hard currency, which is in short supply in Brazil, and some of the oil was traded for Brazilian goods in what amounted to a barter system.

As a result, Brazil imported up to 160,000 barrels of Iraqi oil a day, which it now is seeking to replace. In turn, Brazil became one of Iraq's largest suppliers. Some of the Iraqi troops taking up positions in occupied Kuwait are arriving in Brazilian-made armored vehicles.

Now the trade is under embargo, and the business ties are under scrutiny. According to economist Adroaldo Moura da Silva: "The relationship with Iraq was one mistake after another."

In the peak year of 1985, at the height of the Iran- Iraq war, Brazilian exports to Iraq reached a value of $ 630 million. Last year, Brazil sold goods worth $ 342 million to Iraq. The drop from 1985 came about because of a winding down of the Iran- Iraq war, culminating in a cease-fire in 1988. Iraq was buying less military hardware from Brazil.

Exports are expected to be even lower this year, perhaps dipping to $ 200 million, in part because Iraq stopped paying its bills, and exporters reluctantly began looking elsewhere.

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The aerospace firm Avibras reports that Iraq owes about $ 40 million for missile launchers bought in 1987. Engesa, which supplied Iraq with Cascavel light tanks, holds due bills for $ 90 million. Both firms are now failing -- reputedly because of those debits.

By one authoritative count, Brazil stands to lose a quick $ 1.3 billion as a result of the trade cutoff -- in goods supplied but not paid for, in government-sponsored bank credits and guarantees and in equipment stranded in Iraq. By contrast, Iraqi assets in Brazil total only about $ 10 million.

Brazil imported about $ 1.2 billion in oil from Iraq last year, also relatively low given recent history. The oil imports peaked in 1980 at $ 3.8 billion. The decline resulted in part from Brazil's diversifying its sources and suppliers of oil and exploring use of alternative fuels, such as alcohol.

Two weeks before the Iraqi invasion of Kuwait, Foreign Minister Francisco Rezek described the business ties between Iraq and Brazil as a model relationship -- despite the millions of dollars that Iraq owed Brazilian firms. On learning of the invasion, he was initially cautious, calling it "unusual."

But the government of President Fernando Collor de Mello, after first looking as if it might waffle, came out strongly in favor of the U.N. sanctions. " Brazil has no reason to act unilaterally," Rezek said. "Our bilateral trade with Iraq is not enough for us to adopt an isolated position."

Brazil has been negotiating to secure the release of nearly 450 Brazilian citizens who were working in Iraq at the time of the invasion. Many were there on contracts, such as the employees of the construction firm Mendes Junior, who had been building a highway linking Iraq and Jordan.

Included are 24 Brazilian scientists who have been working with the Iraqi government on military projects. Their presence has embarrassed the government and led Collor to demand an explanation from Brazil's Arerospace Technical Center, which is sponsoring the work.

It is unclear what projects the scientists are working on, but the aerospace center has denied published reports that they are trying to complete the joint development of an air-to-air missile called the Piranha. They are not among several dozen Brazilian nationals who have been allowed to leave Iraq in recent days.

Press reports here have criticized the government for statements that appeared to link the status of current food shipments to the release of Brazilian nationals -- in effect, a food-for-hostages negotiation, which the government denied.

A key factor that kept Brazilian-Iraqi ties strong in good years and bad was Baghdad's willingness to keep up a steady supply of oil. Brazil is rich in most natural resources but has paltry reserves of oil. During the oil shocks of the 1970s and early 1980s, Iraq was a friend.

"While other suppliers were adding various requirements that raised the price of oil, Iraq always supplied Brazil regularly and even made shipments without having been paid for the last," economist Narciso Carvalho, a Bank of

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Brazil official, said recently.

The Iraq -Iran war proved a gold mine for Brazil's arms export industry, the fourth-largest in the world. In 1987, for example, Avibras sold Iraq rockets worth $ 322 million -- more in exports that year than any other private Brazilian firm.

The newspaper Jornal do Brasil alleged recently that the military government that ruled Brazil from 1964 to 1985 cooperated with Iraq in an attempt to develop nuclear weapons and provided Saddam with a small quantity of enriched uranium. When suggestions of such a link were first aired in 1981, the government issued a categorical denial.

A major task now for Brazil is replacing the 160,000 barrels of oil it imported daily from Iraq and the 30,000 that came from Kuwait. The aim is to avoid a further increase in fuel prices here, which rose 8.5 percent last month and threaten to derail Collor's plans for economic recovery.

Negotiations have been conducted with Iran and Venezuela to make up the shortfall, and officials of the government oil company Petrobras are talking of the need to further diversify Brazil's list of suppliers.

"I'll be much calmer when Brazil has many suppliers . . . none of them selling us more than 50,000 barrels a day," said Luis Octavio da Motta Veiga, president of Petrobras.

TYPE: FOREIGN NEWS

SUBJECT: IRAQ; BRAZIL; INTERNATIONAL TRADE; BOYCOTTS

ENHANCEMENT: IRAQ -INVASION

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The Independent

August 7, 1990, Tuesday

SECTION: FOREIGN NEWS PAGE; Page 6

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HEADLINE: Crisis in the Gulf: From Switzerland to Australia, the sanctions call is answered

BYLINE: By ISABEL HILTON, European Affairs Editor

BODY:

IN a remarkable show of unity yesterday, most of the international community declared itself in favour of economic sanctions and an arms embargo against Iraq, following the lead of the United States, the European Community and Japan.

Even in Switzerland, which has never implemented sanctions and which is not a member of the United Nations, the government announced it would act in accord with the UN's decision. The country has little trade with Iraq, but sanctions would mark a departure from Switzerland's traditionally strict neutrality. Details of the sanctions will be announced

today.

France yesterday put a total trade embargo into effect and severed military relations with Iraq. The government also announced it was reinforcing French naval presence near the Gulf, possibly in anticipation of a naval blockade.

The foreign ministry said that permission to dock at French ports would be refused to ships at sea carrying Iraqi oil or under Iraqi control.

Poland, until recently the world's seventh biggest arms exporter, announced the end of sales to Iraq, which had earned the former regime up to US$ 300m annually over the past 20 years.

In Hong Kong, a government spokesman said the colony was likely to freeze Kuwaiti assets. The Kuwait Investment Office, Kuwait's main investment arm, has money in banking and securities and is believed to have substantial dollar deposits and stock market investments in Hong Kong.

In Australia, Michel Duffy, the acting Foreign Minister, announced an oil import embargo and the freezing of Iraqi assets. Assets of Kuwait's legitimate government would be protected, he said. Australia has also embargoed weapons sales and revoked an export licence for engine components for the Iraqi airforce, worth pounds 355m. Iraq imports more than 2m metric tons of wheat annually from Australia.

The Dutch government announced that Iraqi and Kuwaiti oil shipments to Rotterdam would cease, in compliance with the EC decision, but said it did not apply to cargoes already in transit. Rotterdam is the world's largest oil harbour and handles about 12m tons of Kuwaiti and Iraqi oil.

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In Peking, Prime Minister Li Peng issued a statement condemning the invasion and stressed that China would support the international arms embargo.

In Japan, Toshiki Kaifu, the Prime Minister, appealed to the Japanese people to save energy, after Japan's decision on Sunday to embargo oil imports from Kuwait and Iraq, which represent about 12 per cent of Japan's crude oil imports.

There was less enthusiasm for international action in Brazil. Although the government has condemned the invasion, Brazil could be embarrassed by a United Nations weapons and oil ban.

A team of Brazilians was recently reported to be working in Baghdad on a missile project and Brazil has been an important supplier of armoured cars, rocket batteries and light aircraft to Iraq. Brazil, which has few energy resources of its own, imports more than one third of her oil from Iraq.

In West Germany, the government announced it would investigate reports in the magazine Der Spiegel that more than 100 West German firms had illegally exported military equipment to Iraq.

The key to the effect of international sanctions remains the Turkish and Saudi oil pipelines, which carry nearly 90 per cent of Iraqi crude exports. Dick Cheney, the US Defence Secretary, arrived yesterday in Saudi Arabia to discuss the Saudi Arabian pipeline.

Iraq is also vulnerable through grain supplies, since her imports come mainly from the US, Canada and Australia, where embargoes will be respected.

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