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OA/ID Number: 13620
Folder ID Number: 13620-007

Folder Title:
Cinco De Mayo 5/5/92 [OA 6101]

Stack:	Row:	Section:	Shelf:	Position:
G	26	18	1	7

**CINCO DE MAYO CEREMONIES \ MEXICAN CULTURAL INSTITUTE
MAY 5, 1992 \ 2 P.M.**

THANK YOU, AMBASSADOR PETRICIOLI; AND THANKS TO ALL OF YOU FOR THAT WARM WELCOME INTO THIS BEAUTIFUL PLACE. THERE ARE MANY FAMILIAR FACES OUT THERE, INCLUDING REPRESENTATIVES OF BOTH OUR GOVERNMENTS -- I SEE SENATOR GRAMM, REPRESENTATIVE KOLBE, AND OTHERS. I WAS PLEASED TO TALK TO JOSE NINO [NEE-NO] AND RAUL YZAGUIRRE [EE-SAH-GUI-RE] EARLIER.

- 2 -

I WANT TO CONGRATULATE PRESIDENT CARLOS SALINAS FOR PRESERVING THIS REMARKABLE HISTORICAL LANDMARK -- AND FOR CREATING THIS INSTITUTE TO STRENGTHEN THE TIES OF FRIENDSHIP BETWEEN OUR NATIONS.

RELATIONS BETWEEN THE UNITED STATES AND MEXICO ARE TREMENDOUSLY IMPORTANT TO BOTH OF OUR LANDS -- AND IT'S EXCITING TO NOTE THAT THESE RELATIONS HAVE NEVER BEEN BETTER THAN THEY ARE RIGHT NOW.

I TAKE GREAT PRIDE IN THAT -- AND I COMMEND MY FRIEND PRESIDENT SALINAS FOR THE ROLE HE'S PLAYED IN STRENGTHENING THIS SPECIAL FRIENDSHIP THAT BENEFITS BOTH OUR PEOPLES. \\\

I WANT TO THANK ALL OF YOU FOR LETTING ME SHARE IN THIS VERY SPECIAL DAY -- A DAY MADE EVEN MORE MEANINGFUL BECAUSE 1992 MARKS 500 YEARS OF HISPANIC HERITAGE IN THIS HEMISPHERE.

THIS HERITAGE IS A WONDERFUL, RICH TAPESTRY THAT BARBARA, OUR KIDS AND I WERE LUCKY ENOUGH TO FIRST EXPERIENCE DURING OUR WEST TEXAS YEARS. I REMEMBER OUR CINCO DE MAYO FESTIVITIES, EXPLORING THE TIES BETWEEN OUR COUNTRIES -- TIES OF FAMILY, FRIENDSHIP, FAITH.

THE BUSHES ARE LUCKY TO BE ABLE TO KEEP THAT CELEBRATION ALIVE -- OUR DAUGHTER-IN-LAW AND THREE OF OUR GRANDKIDS ARE HISPANIC-AMERICAN, AND THEY BRING THE WONDER OF THIS DUAL HERITAGE INTO OUR FAMILY.

I REMEMBER BEING SO PROUD WHEN LITTLE NOELLE AND HER MARIACHI GROUP SANG AT BARBARA'S FIRST LADY'S LUNCHEON DURING OUR INAUGURATION. \\\

WE ALL KNOW THE FACTS OF CINCO DE MAYO -- THAT LONG-AGO MAY 5TH WHEN GENERAL ZARAGOZA AND HIS OUTNUMBERED TROOPS STOOD UP TO THE EMPIRE OF NAPOLEON III. STIRRING FACTS.

BUT WHAT'S MOST IMPORTANT IS THE SPIRIT OF THAT DAY -- THE SPIRIT OF THOSE FEW POORLY-ARMED MEN WHO TURNED THE BATTLE INTO A GLORIOUS SYMBOL. CINCO DE MAYO IS A SYMBOL OF THE STRUGGLE FOR SELF-DETERMINATION AGAINST ASTOUNDING ODDS. IT'S THE SYMBOL OF A BRAVE PEOPLE'S UNBEATABLE DETERMINATION TO FIGHT FOR THEIR OWN DESTINY.

THESE VALUES HAVE BEEN INTERWOVEN INTO THE STRONG,
BRIGHT FABRIC OF THE HISPANIC TRADITION FOR GENERATIONS
-- AND THEY'RE ALSO THE VERY VALUES THIS NATION WAS
FOUNDED ON. \\\

CINCO DE MAYO SHOWS THAT WE ALL HAVE DEBTS TO OUR
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CINCO DE MAYO DOESN'T BELONG SOLELY TO ANOTHER LAND
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BETTER LAND AND A MORE JUST LAND, IF WE MAKE PROGRESS
IN FIVE KEY AREAS.

WE MUST REFORM OUR HEALTH CARE SYSTEM -- OUR LEGAL SYSTEM -- OUR EDUCATION SYSTEM -- AND OUR SYSTEM OF GOVERNMENT. AND WE MUST EXPAND WORLD TRADE. THESE ARE THE KEYS TO THRIVING IN THE FUTURE. \\\

AND SO MUCH DEPENDS UPON TRADE. MEXICO AND THE UNITED STATES SHARE A GREAT DEAL. PRESIDENT SALINAS IS A DEAR FRIEND -- A BOLD AND IMAGINATIVE LEADER.

THE DEEP AND ENDURING RELATIONSHIP WE'RE FORGING BETWEEN OUR COUNTRIES IS BASED ON COOPERATION, MUTUAL RESPECT -- AND OPEN TRADE. I WILL FIGHT TO TEAR DOWN ECONOMIC BARRIERS WITH MEXICO. \\\

I NOTICE THE PORTRAIT OF BENITO JUAREZ WATCHING US RIGHT NOW -- SEEING HIM REMINDS ME OF THAT GREAT FRESCO I SAW UPSTAIRS -- "THE LIBERATORS OF THE AMERICAN CONTINENT."

FOR THOSE WHO HAVEN'T SEEN IT, IT'S A SYMBOL OF THE FRIENDSHIP AND UNION WE SHARE -- IT SHOWS THE GREAT LEADERS OF OUR LANDS, AND A PICTURE OF NORTH AMERICA AND LATIN AMERICA SHAKING HANDS.

THIS IDEALIZED PORTRAIT SHOWS WHAT WE'RE GOING TO ACHIEVE IN TRADE -- BECAUSE I AM ABSOLUTELY COMMITTED TO SIGNING A SOUND NORTH AMERICAN FREE TRADE AGREEMENT AS SOON AS POSSIBLE. \\\

THE TIME OF OPPORTUNITY IS NOW. I'VE TOLD OUR NEGOTIATORS TO ACCELERATE THEIR WORK. I BELIEVE WE CAN CONCLUDE A SOUND, SENSIBLE DEAL BEFORE THE ELECTION -- AND I WILL SIGN IT AS SOON AS IT'S READY. \\\

A GREAT LESSON OF OUR AGE IS THAT TRADE AND ENTERPRISE CAN BUILD JOBS AND PRESERVE FREEDOM. NAFTA WILL BE THE KEY TO HIGHER STANDARDS OF LIVING FOR THE PEOPLES OF OUR CONTINENT. \\\

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IT WILL CREATE THOUSANDS MORE JOBS ON BOTH SIDES OF
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IT'S A DAY LIKE THE DOWNING OF THE BERLIN WALL --
THE VOTE AGAINST APARTHEID -- THE DEFEAT OF IRAQ'S
AGGRESSION -- EVENTS THAT TRANSFORM OUR WORLD AND THE
WAY WE SEE EACH OTHER. \\\

IT'S ALSO, OF COURSE, A NATIONAL HOLIDAY -- A DAY
OF PRIDE IN MEXICAN CULTURE AND HERITAGE. THE LOS
ANGELES UNIFIED SCHOOL DISTRICT SPONSORS AN ANNUAL
CINCO DE MAYO ESSAY CONTEST, AND I WANT TO SHARE WITH
YOU A COUPLE OF QUOTES.

A SENIOR HIGH STUDENT WROTE THAT THIS DAY "INSTILLED
WITHIN ME PRIDE AND APPRECIATION FOR THE BEAUTY OF MY
PEOPLE AND THE RICHNESS OF MY ROOTS." \\
A MIDDLE SCHOOL STUDENT WROTE: "THE REAL SIGNIFICANCE OF CINCO
DE MAYO IS THE PRIDE MEXICANS EVERYWHERE HAVE IN THEIR
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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/92 ACTION/CONCURRENCE/COMMENT DUE BY: ---

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
TUESDAY, MAY 5 - 2:00 p.m.

SUBJECT: _____

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOORE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CALIO	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>KAUFMAN</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			<u>MCGROARTY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

THE WHITE HOUSE
WASHINGTON

MAY 4, 1992

02 MAY 4 P5:33

MEMORANDUM FOR THE PRESIDENT

THROUGH:

DAVID DEMAREST *AD*

FROM:

BETH HINCHLIFFE *BH*

SUBJECT:

PROPOSED REMARKS FOR THE CINCO DE MAYO CEREMONIES

I. SUMMARY

On Tuesday, May 5, 1992 at 2:00 p.m. you will address participants at the Mexican Cultural Institute in celebration of Cinco de Mayo ceremonies. The audience of approximately 150 people comprise Hispanic business and community leaders and business executives from The Business Roundtable who support NAFTA.

II. DISCUSSION

Your remarks (approximately 8 minutes / cards) discuss the background of Cinco de Mayo, its significance to the Mexican community, and its emphasis on faith, family and freedom. Your remarks include reference to "The Liberators of the American Continent" mural; this mural emphasizes the abiding friendship the United States has with Mexico, and how crucial the North American Free Trade Agreement is to the economies of both countries.

(Hinchliffe/Nix/Gershowitz)
May 4, 1992 5 p.m.
CINCO Draft Three

**PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992**

Thank you for that warm welcome into this beautiful place. I want to congratulate President Salinas for preserving this remarkable historical landmark; and for creating this Institute to strengthen the ties of friendship between our nations. And most of all, thank you for letting me share in this very special day -- made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere.

This heritage is a wonderful, rich tapestry that Barbara, our kids and I were lucky enough to experience during our West Texas years. I remember our Cinco de Mayo festivities, exploring the ties between our countries -- ties of family, friendship, faith. The Bushes are lucky to be able to keep that celebration alive: our daughter-in-law and some of our grandkids are Hispanic-American, and they bring the wonder of this dual heritage into our family. I was so proud when Noelle and her mariachi group sang at Barbara's First Lady's luncheon during our Inauguration.

We all know the facts of Cinco de Mayo: that long-ago May 5th when General Zaragoza and his outnumbered troops stood up to the empire of Napoleon III. Stirring facts. But what's most important is the spirit of that day: the spirit of those few poorly-armed men who turned the battle into a glorious symbol. Cinco de Mayo is a symbol of the struggle for self-determination against astounding odds. It's the symbol of a brave people's unbeatable

determination to fight for their own destiny. It's a day like the downing of the Berlin Wall; the vote against apartheid; the defeat of Iraq's aggression -- events that transform our world and the way we see each other.

It's also, of course, a national holiday -- a day of pride in Mexican culture and heritage. The Los Angeles Unified School District sponsors an annual Cinco de Mayo essay contest, and I want to share with you a couple of quotes. A senior high student wrote that this day "instilled within me pride and appreciation for the beauty of my people and the richness of my roots." A middle school student wrote: "The real significance of Cinco de Mayo is the pride Mexicans everywhere have in their heritage."

That's a glorious thing to celebrate. When I think of the Hispanic community the first words to come to mind are -- faith, family, and freedom. These values have been interwoven into the strong, bright fabric of the Hispanic tradition for generations -- and they're also the very values this nation was founded on.

Cinco de Mayo shows we all have debts to our ancestors who took risks and made sacrifices for us: whether on the battlefield or the farm field. We must honor these men and women who ached to pass on a richer life, a freer life, a better life; who sacrificed all they had in order to guarantee opportunity, freedom and hope for their children and their children's children. One essay winner wrote: "Celebrating the deeds of our ancestors helps us keep in touch with our history; and reminds us of past suffering and hardship that brought about the comfort we have today."

Cinco de Mayo doesn't belong solely to another land: it's a celebration of ideals that know no border. Today we rejoice that the men and women who came to this country from across the world brought their finest strengths, their rich culture, their ethnic tradition, and fit them into the vibrant mosaic that is America.

We must also look toward the future, to prepare the legacy we will leave our children. I believe of all the gifts we could give them, the three most important are: jobs, family and peace.

The America we will leave them will be a better land and a more just land, if we make progress in five key areas. We must reform our health care system; our legal system; our education system; and our system of government. And we must expand world trade. These are the keys to thriving in the future.

Mexico and the United States share so much. President Salinas is a dear friend -- a bold and imaginative leader. The deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect -- and open trade. I will fight to tear down economic barriers with Mexico.

I notice Benito Juarez watching us -- seeing him reminds me of that great fresco I saw upstairs -- "The Liberators of the American Continent." For those who haven't seen it, it's a symbol of the friendship and union we share: it shows our great leaders, and a picture of North America and Latin America holding hands. This idealized portrait shows exactly what we're going to achieve in trade -- because I am absolutely committed to signing a sound North American Free Trade Agreement as soon as possible. The

time of opportunity is now. I've told our negotiators to accelerate their work. I believe we can conclude a sound, sensible deal before the election -- and I will sign it as soon as it's ready.

A great lesson of our age is that trade and enterprise can build jobs and preserve freedom. NAFTA will be the key to higher standards of living for the peoples of our continent. It will liberate our markets; and increase trade, investment, and jobs -- yes, jobs -- in Mexico, in Canada, and in the United States.

A free trade market made up of these nations would be the stuff of dreams -- one of the largest markets in the world, 360 million consumers in a \$6 trillion economy. Mexico is among the fastest growing national markets for US exports -- they have increased by 2/3 over the past 3 years; and our exports of auto parts and telecommunications equipment have doubled. Imagine what will happen under NAFTA. It will create thousands more jobs on both sides of the border. All of us will be winners.

In that spirit of vital cooperation, we'll grow together. And all communities within this United States need to pause right now, in the wake of the tragic events in Los Angeles. We need to re-think and re-affirm the bonds that knit all nationalities together. For even in the midst of the devastation, there were signs of promise -- neighbor helping neighbor, regardless of race. From New York to San Antonio to San Jose, we must redouble our efforts to build on our strengths -- the same strengths of character at the heart of the Hispanic community.

My friends, I look forward to spending future Cinco de Mayo

days with you -- I loved the mariachi band on the stairs, and I can't wait to hear them again. Thanks again for including me in your day -- here's something my 8-year-old grandson Jebby taught me to say: "Vaya con Dios!"

#

THE PRESIDENT HAS SEEN 5/4/92

Dawn *OK* *

THE WHITE HOUSE
WASHINGTON

MAY 4, 1992

02 MAY 4 P5:33

Friday
changes +
added

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *AD*

FROM: BETH HINCHLIFFE *OK*

SUBJECT: PROPOSED REMARKS FOR THE CINCO DE MAYO CEREMONIES

I. SUMMARY

On Tuesday, May 5, 1992 at 2:00 p.m. you will address participants at the Mexican Cultural Institute in celebration of Cinco de Mayo ceremonies. The audience of approximately 150 people comprise Hispanic business and community leaders and business executives from The Business Roundtable who support NAFTA.

II. DISCUSSION

Your remarks (approximately 8 minutes / cards) discuss the background of Cinco de Mayo, its significance to the Mexican community, and its emphasis on faith, family and freedom. Your remarks include reference to "The Liberators of the American Continent" mural; this mural emphasizes the abiding friendship the United States has with Mexico, and how crucial the North American Free Trade Agreement is to the economies of both countries.

We need a sentence
Relations between US - Mexico
are a) *important*
b) *never* *been better*
I take great pride in that.
I commended Salinas for that

(Hinchliffe/Nix/Gershowitz)
May 4, 1992 5 p.m.
CINCO Draft Three

**PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992**

Thank you for that warm welcome into this beautiful place. I want to congratulate President Salinas for preserving this remarkable historical landmark; and for creating this Institute to strengthen the ties of friendship between our nations. And most of all, thank you for letting me share in this very special day -- made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere.

This heritage is a wonderful, rich tapestry that Barbara, our kids and I were lucky enough to ^{first} experience during our West Texas years. I remember our Cinco de Mayo festivities, exploring the ties between our countries -- ties of family, friendship, faith. The Bushes are lucky to be able to keep that celebration alive: our daughter-in-law and ³ ~~some~~ of our grandkids are Hispanic-American, and they bring the wonder of this dual heritage into our family. I was so proud when Noelle and her mariachi group sang at Barbara's First Lady's luncheon during our Inauguration.

We all know the facts of Cinco de Mayo: that long-ago May 5th when General Zaragoza and his outnumbered troops stood up to the empire of Napoleon III. Stirring facts. But what's most important is the spirit of that day: the spirit of those few poorly-armed men who turned the battle into a glorious symbol. Cinco de Mayo is a symbol of the struggle for self-determination against astounding odds. It's the symbol of a brave people's unbeatable

determination to fight for their own destiny. It's a day like the downing of the Berlin Wall; the vote against apartheid; the defeat of Iraq's aggression -- events that transform our world and the way we see each other.

It's also, of course, a national holiday -- a day of pride in Mexican culture and heritage. The Los Angeles Unified School District sponsors an annual Cinco de Mayo essay contest, and I want to share with you a couple of quotes. A senior high student wrote that this day "instilled within me pride and appreciation for the beauty of my people and the richness of my roots." A middle school student wrote: "The real significance of Cinco de Mayo is the pride Mexicans everywhere have in their heritage."

That's a glorious thing to celebrate. When I think of the Hispanic community the first words to come to mind are -- faith, family, and freedom. These values have been interwoven into the strong, bright fabric of the Hispanic tradition for generations - - and they're also the very values this nation was founded on.

Cinco de Mayo shows we all have debts to our ancestors who ✓ took risks and made sacrifices for us: whether on the battlefield or the farm field. We must honor these men and women who ached to pass on a richer life, a freer life, a better life; who sacrificed all they had in order to guarantee opportunity, freedom and hope for their children and their children's children. One essay winner wrote: "Celebrating the deeds of our ancestors helps us keep in touch with our history; and reminds us of past suffering and hardship that brought about the comfort we have today."

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We must also look toward the future, to prepare the legacy we will leave our children. I believe of all the gifts we could give them, the three most important are: jobs, family and peace.

The America we will leave them will be a better land and a more just land, if we make progress in five key areas. We must reform our health care system; our legal system; our education system; and our system of government. And we must expand world trade. These are the keys to thriving in the future.

Mexico and the United States share so much. President Salinas is a dear friend -- a bold and imaginative leader. The deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect -- and open trade. I will fight to tear down economic barriers with Mexico.

I notice Benito Juarez watching us -- seeing him reminds me of that great fresco I saw upstairs -- "The Liberators of the American Continent." For those who haven't seen it, it's a symbol of the friendship and union we share: it shows our great leaders, and a picture of North America and Latin America holding hands. This idealized portrait shows exactly what we're going to achieve in trade -- because I am absolutely committed to signing a sound North American Free Trade Agreement as soon as possible. The

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/1/92 ACTION/CONCURRENCE/COMMENT DUE BY: NOON MONDAY, 5/4/92

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
SUBJECT: HISPANIC HERITAGE INSTITUTE
MAY 5, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>bad key N/C</i> SCOWCROFT <i>N/C Price 6/92</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
✓ DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	X ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
✓ HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			MCGROARTY	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm 122, Ext. 2930, NO LATER THAN NOON MONDAY, MAY 4, with a copy to this office.

Thank you.

RESPONSE:

MASTER

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Hinchliffe/Nix/Gershowitz)
May 1, 1992 4 p.m.
CINCO Draft One

02 ~~MEMORANDUM~~ PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992

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[ANECDOTE ABOUT HISTORY OF BUILDING] [ACKNOWLEDGMENTS]

And most of all, thank you for letting me share in this very special day -- made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere.

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As Cinco de Mayo shows, we all have debts to our ancestors who took risks and made sacrifices for us -- whether on the

battlefield or the farm field. We must honor these men and women who ached to pass on a richer life, a freer life, a better life - - who sacrificed all they had in order to guarantee freedom, opportunity and hope for their children and their children's children. As one of the essay winners wrote: "Celebrating the deeds of our ancestors helps us keep in touch with our history - - and reminds us of past suffering and hardship that brought about the comfort we have today."

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The America we will leave them will be a better land and a more just land, if we make progress in five key areas. We must reform our health care system -- our legal system -- our education system -- and our system of government. And we must expand world trade -- this is the key to thriving in the future.

Mexico and the United States share so much. President Carlos Salinas is a dear friend -- a bold and imaginative leader. The deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect -- and open

trade. I will fight to tear down economic barriers with Mexico.

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Underline

A free trade market made up of these nations would be the stuff of dreams -- ^{one of} the largest markets in the world, 360 million consumers in a \$6 trillion economy. Mexico is among the fastest growing national markets for US exports -- our exports there have increased by 2/3 over the past 3 years; and our exports of autos, auto parts and telecommunications equipment have doubled. Imagine what will happen under NAFTA. It will create thousands more jobs on both sides of the border. All of us will be winners.

one of

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"Vayan con Dios!"

*??
Check This.*

#

WHITE HOUSE STAFFING MEMORANDUM



DATE: 5/1/92 ACTION/CONCURRENCE/COMMENT DUE BY: NOON MONDAY, 5/4/92

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
SUBJECT: HISPANIC HERITAGE INSTITUTE
MAY 5, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm 122, Ext. 2930, NO LATER THAN NOON MONDAY, MAY 4, with a copy to this office.

Thank you.

RESPONSE:

May 4, 1992

TO: DAN MCGROARTY

The NSC clears without changes.

Brent Scowcroft

cc: Philip D. Brady

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Hinchliffe/Nix/Gershowitz)
May 1, 1992 4 p.m.
CINCO Draft One

02 ~~177~~ ~~PRESIDENTIAL~~ REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992

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We must also look toward the future, to prepare the legacy we will leave our children. I believe of all the gifts we could give them, the three most important are: jobs, family and peace.

The America we will leave them will be a better land and a more just land, if we make progress in five key areas. We must reform our health care system -- our legal system -- our education system -- and our system of government. And we must expand world trade -- this is the key to thriving in the future.

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A free trade market made up of these nations would be the stuff of dreams -- the largest market in the world, 360 million consumers in a \$6 trillion economy. Mexico is among the fastest growing national markets for US exports -- our exports there have increased by 2/3 over the past 3 years; and our exports of autos, auto parts and telecommunications equipment have doubled. Imagine what will happen under NAFTA. It will create thousands more jobs on both sides of the border. All of us will be winners.

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#

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DATE: 5/1/92 ACTION/CONCURRENCE/COMMENT DUE BY: NOON MONDAY, 5/4/92

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
 SUBJECT: HISPANIC HERITAGE INSTITUTE
MAY 5, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FINDLAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

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Thank you.

RESPONSE:

Phie DS

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

(Hinchliffe/Nix/Gershowitz)
May 1, 1992 4 p.m.
CINCO Draft One

2 [PRESIDENTIAL] REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992

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#

Document No. 325525 SK

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DATE: 5/1/92 ACTION/CONCURRENCE/COMMENT DUE BY: NOON MONDAY, 5/4/92

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
SUBJECT: HISPANIC HERITAGE INSTITUTE
MAY 5, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>KAUFMAN</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

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Thank you.

RESPONSE:

*See comments. Thanks.
PK
Paul Korfanta
05/04*

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Hinchliffe/Nix/Gershowitz)
May 1, 1992 4 p.m.
CINCO Draft One

~~02 [PRESIDENTIAL]~~ REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992

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#

Bob Simon
Memorandum for Speechwriting Staff

From: Dan McGroarty

Regarding:

Cinco de Mayo

Please return your comments to
Room 122 by:

11:00 AM

Today's Date: MAY 4 1992

(Hinchliffe/Nix/Gershowitz)

May 1, 1992 4 p.m.

CINCO Draft One

**PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992**

Thank you for that warm welcome into this beautiful place.

[ANECDOTE ABOUT HISTORY OF BUILDING] [ACKNOWLEDGMENTS]

And most of all, thank you for letting me share in this very special day -- made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere.

This heritage is a wonderful, rich tapestry that Barbara and our kids and I were lucky enough to experience during our West Texas years. I remember our Cinco de Mayo festivities, exploring the ties between our countries -- ties of family, friendship, faith. The Bushes are lucky to be able to keep that celebration alive -- our daughter-in-law and some of our grandkids are Hispanic-American, and they bring the wonder of this dual heritage into our family. I was so proud when little Noelle and her mariachi group sang at Barbara's First Lady's luncheon during our Inauguration.

We all know the facts of Cinco de Mayo -- of that long-ago May 5th when General Zaragoza and his vastly outnumbered troops stood up to the empire of Napoleon III. Stirring facts -- but what's most important is the spirit of that day -- the spirit of those few poorly-armed men who turned the anguish of their battle into a glorious symbol. Cinco de Mayo is a symbol of the struggle for self-determination against astounding odds. It's the symbol of a brave people's unbeatable determination to fight

for their own destiny. It's a day like the downing of the Berlin Wall, the vote against apartheid, the handshake between Arab and Israeli, the defeat of Iraq's aggression -- the events that transform our world and the way we see each other.

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That's a glorious thing to celebrate. When I think of the Hispanic community the first words to come to mind are -- faith, family, and freedom. These values have been interwoven into the strong, bright fabric of the Hispanic tradition for generations - - and they're also the very values this nation was founded on.

That's why Cinco De Mayo should be a festival for all of us -- a time to honor the ideals it represents. A time to assert that the family structure -- so revered in the Hispanic culture - - is important for everyone. And Cinco de Mayo is a time for all Americans to join with our Hispanic-American brothers and sisters, in pledging that we will not let our proud traditions become only memories.

As Cinco de Mayo shows, we all have debts to our ancestors who took risks and made sacrifices for us -- whether on the

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Mexico and the United States share so much. President Carlos Salinas is a dear friend -- a bold and imaginative leader. The deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect -- and open

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#

This is good, but I think about a page too long. It should also have something about tolerance + people of all heritages coming to U.S. + living in harmony - ~~or~~ in other words - something to heal after L.A. riots.

OMB
Last page

(Hinchliffe/Nix/Gershowitz)
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Request LA insert
from Rollins

(Hinchliffe/Nix/Gershowitz)
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Document No. 325525 SK

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/1/92 ACTION/CONCURRENCE/COMMENT DUE BY: NOON MONDAY, 5/4/92

PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
SUBJECT: HISPANIC HERITAGE INSTITUTE
MAY 5, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SKINNER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	YEUTTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FINDLAY</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>KAUFMAN</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please forward your comments directly to Dan McGroarty, Rm 122, Ext. 2930, NO LATER THAN NOON MONDAY, MAY 4, with a copy to this office.

Thank you.

RESPONSE:

DAN: From [Signature] cc: Shiraz

[Signature]

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Hinchliffe/Nix/Gershowitz)

May 1, 1992 4 p.m.

CINCO Draft One

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THE WHITE HOUSE

WASHINGTON

May 4, 1992

MEMORANDUM FOR DAN MCGROARTY

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Cinco De Mayo Ceremonies

We have reviewed the attached presidential remarks and have noted a few suggested changes on the draft.

If you have any questions or we can be of further assistance, please let us know.

*Dan —
Call me if you have any problems
with these changes. Thanks.
Roger*

cc: Phillip D. Brady

RAE

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LET'S NOT DISTINGUISH BETWEEN THE THINGS WE ARE COMMITTED TO AND ABSOLUTELY COMMITTED TO.

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(Hinchliffe/Nix/Gershowitz)
May 1, 1992 4 p.m.
CINCO Draft One

**PRESIDENTIAL REMARKS: CINCO DE MAYO CEREMONIES
MEXICAN CULTURAL INSTITUTE
MAY 5, 1992**

Thank you for that warm welcome into this beautiful place.

[ANECDOTE ABOUT HISTORY OF BUILDING] [ACKNOWLEDGMENTS]

And most of all, thank you for letting me share in this very special day -- made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere.

This heritage is a wonderful, rich tapestry that Barbara and our kids and I were lucky enough to experience during our West Texas years. I remember our Cinco de Mayo festivities, exploring the ties between our countries -- ties of family, friendship, faith. The Bushes are lucky to be able to keep that celebration alive -- our daughter-in-law and some of our grandkids are Hispanic-American, and they bring the wonder of this dual heritage into our family. I was so proud when little Noelle and her mariachi group sang at Barbara's First Lady's luncheon during our Inauguration.

We all know the facts of Cinco de Mayo -- of that long-ago May 5th when General Zaragoza and his vastly outnumbered troops stood up to the empire of Napoleon III. Stirring facts -- but what's most important is the spirit of that day -- the spirit of those few poorly-armed men who turned the anguish of their battle into a glorious symbol. Cinco de Mayo is a symbol of the struggle for self-determination against astounding odds. It's the symbol of a brave people's unbeatable determination to fight

for their own destiny. It's a day like the downing of the Berlin Wall, the vote against apartheid, the handshake between Arab and Israeli, the defeat of Iraq's aggression -- the events that transform our world and the way we see each other.

It's also, of course, a national holiday -- a day of pride in Mexican culture and heritage. The Los Angeles Unified School District sponsors an annual Cinco de Mayo essay contest, and I want to share with you a couple of quotes. A senior high student wrote this day "instilled within me pride and appreciation for the beauty of my people and the richness of my roots." A middle school student wrote: "The real significance of Cinco de Mayo is the pride Mexicans everywhere have in their heritage."

That's a glorious thing to celebrate. When I think of the Hispanic community the first words to come to mind are -- faith, family, and freedom. These values have been interwoven into the strong, bright fabric of the Hispanic tradition for generations -- and they're also the very values this nation was founded on.

That's why Cinco De Mayo should be a festival for all of us -- a time to honor the ideals it represents. A time to assert that the family structure -- so revered in the Hispanic culture -- is important for everyone. And Cinco de Mayo is a time for all Americans to join with our Hispanic-American brothers and sisters, in pledging that we will not let our proud traditions become only memories.

As Cinco de Mayo shows, we all have debts to our ancestors who took risks and made sacrifices for us -- whether on the

battlefield or the farm field. We must honor these men and women who ached to pass on a richer life, a freer life, a better life -- who sacrificed all they had in order to guarantee freedom, opportunity and hope for their children and their children's children. As one of the essay winners wrote: "Celebrating the deeds of our ancestors helps us keep in touch with our history -- and reminds us of past suffering and hardship that brought about the comfort we have today."

So we can think of Cinco de Mayo not as a celebration that belongs solely to another land -- but as a celebration of ideals that know no border. Today is a day to rejoice that the men and women who came to this country from across the world brought their finest strengths, their rich culture and their ethnic tradition, and fit them into the vibrant mosaic that is America.

We must also look toward the future, to prepare the legacy we will leave our children. I believe of all the gifts we could give them, the three most important are: jobs, family and peace.

The America we will leave them will be a better land and a more just land, if we make progress in five key areas. We must reform our health care system -- our legal system -- our education system -- and our system of government. And we must expand world trade -- this is the key to thriving in the future.

Mexico and the United States share so much. President Carlos Salinas is a dear friend -- a bold and imaginative leader. The deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect -- and open

trade. I will fight to tear down economic barriers with Mexico.

I am absolutely committed to signing a sound North American Free Trade Agreement as soon as possible. A great lesson of our age is that trade and enterprise can build jobs and preserve freedom. NAFTA will be the key to higher standards of living for the peoples of our continent. I want it to liberate our markets -- to increase the levels of trade, investment, and jobs -- yes, jobs -- in Mexico, in Canada, and in the United States.

A free trade market made up of these nations would be the stuff of dreams -- the largest market in the world, 360 million consumers in a \$6 trillion economy. Mexico is among the fastest growing national markets for US exports -- our exports there have increased by 2/3 over the past 3 years; and our exports of autos, auto parts and telecommunications equipment have doubled. Imagine what will happen under NAFTA. It will create thousands more jobs on both sides of the border. All of us will be winners.

In that spirit of vital cooperation, we'll grow together. I look forward to celebrating future Cinco de Mayo days with you -- I loved the mariachi band on the stairs, and I can't wait to hear them again. Thanks again for including me in your day -- here's something my 8-year-old grandson Jebby taught me to say: "Vayan con Dios!"

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 5, 1992

REMARKS BY THE PRESIDENT
AT CINCO DE MAYO CEREMONIES

Mexican Cultural Institute
Washington, D.C.

2:17 P.M. EDT

THE PRESIDENT: If I might be informal, Gus, thank you very much for the warm introduction and the warm welcome. And I just can't tell you how pleased I am to be in this beautiful place. There are many familiar faces out there -- so many members of both chambers from Mexico -- we salute you and we welcome you all. I had a chance to greet the members a second ago. Members of the Hispanic America -- Mexican American business community, we're very pleased to have you all here. I see Senator Gramm and Representative Colby and Gilman and Talon, all here to salute this show of force and show of friendship for the delegates from south of the Rio Grande.

The interparliamentary union, the Mexican-American interparliamentary relationship is a good one, and I can tell some of you older member of this delegation that I was a member of that interparliamentary action back in 1968 and 1969 and 1970. So I welcome you all once again.

I was pleased earlier to see Jose Nino and Raul Yzaguirre, two American leaders who do so much for strong relations between Mexico and the United States.

And, of course, I want to take this opportunity to congratulate President Carlos Salinas for preserving this remarkable historical landmark and for creating the institute to strengthen the ties of friendship between our two nations.

Relations between the United States and Mexico are tremendously important to both our countries -- and it's exciting to note -- and I would note, and I'd say with some pride, that relations between Mexico and the United States have never been better than they are now.

And I take great pride in that, as I say, but I commend especially Carlos Salinas for the role that he's played in strengthening the special friendship that benefits both our peoples. The Mexican President has done an awful lot to hold out his hand to us, to emphasize the importance to Mexico of the U.S.-Mexican relationship. And he's done a wonderful job.

I want to thank all of you for letting me share this special day -- a day made even more meaningful because 1992 marks 500 years of Hispanic heritage in this hemisphere. And this heritage is a wonderful, rich tapestry that Barbara and I -- that our kids, Barbara and I, were lucky enough to first experience during our West Texas years. I remember our Cinco de Mayo festivities out there, exploring the ties between our countries, ties of family, friendship and faith. So my exposure to Cinco de Mayo started in the year 1949 out in West Texas and it's been a part of us ever since.

The Bushes are very lucky to be able to keep that celebration alive. Our daughter-in-law, as some of you know, was

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from Mexico, now an American citizen, and we take great pride in that. Three of our grandchildren are Hispanic American, and they bring the wonder of this dual heritage into our family. I have only one complaint with them -- all four of them; my daughter-in-law and the three grandchildren -- none of them has been able to teach their grandfather to speak Spanish. (Laughter.) When things calm down a little, maybe I can make a little more headway.

I remember being so proud when Noelle, our granddaughter and her mariachi group sang at Barbara's First Ladies luncheon during our inauguration. I heard the mariachi group upstairs, and I'm kind of glad there wasn't a comparison between Noelle's mariachi group and this group of wonderful musicians that enlivened the festivities here. (Laughter.) But I was delighted to hear the music today.

We all know the facts of Cinco de Mayo; that long-ago May 5th when General Zaragoza and his outnumbered troops stood up to the empire of Napoleon III. Stirring facts. But what's most important is the spirit of that day, the spirit of those few poorly-armed men who turned the battle into a glorious symbol. Cinco de Mayo is a symbol of the struggle for self-determination against astounding odds. And it's the symbol of a brave people's unbeatable determination to fight for their own destiny.

It's a day like the downing of the Berlin Wall, the vote against apartheid, the defeat of Iraq's aggression -- events that transform our world and the way we see each other. It's also, of course, a national holiday, a day of pride in Mexican culture, a day of pride in Mexican heritage.

And the Los Angeles Unified School District sponsors an annual Cinco de Mayo essay contest, and I just want to share with you a couple of the quotes. A senior high school student wrote that this day -- and here's the quote -- "instilled within me pride and appreciation for the beauty of my people and the richness of my roots." And a middle school student wrote, "The real significance of Cinco de Mayo is the pride Mexicans everywhere have in their heritage."

And that's a glorious thing to celebrate. And when I think of the Hispanic community in our country, the first words to come to mind are faith, family and freedom. These values have been interwoven into the strong, bright fabric of the Hispanic tradition for generations and they're also the very values that this nation was founded on.

Cinco de Mayo shows that we all have debts to our ancestors who took risks and made sacrifices for us, whether on the battlefield or out in the farm field. And we must honor these men and women who ached to pass on a richer life, a freer life, a better life; who sacrificed all they had in order to guarantee opportunity, freedom and hope for their children and their children's children.

One essay winner in this Los Angeles contest wrote, "Celebrating the deeds of our ancestors helps us keep in touch with our history and reminds us of past suffering and hardship that brought about the comfort we have today." Cinco de Mayo -- it does not belong solely to another land; it's a celebration of ideals that know no border.

And today we rejoice at the men and women who came to this country from across the world, brought their finest strengths, their rich culture, their proudest tradition and sift them into the vibrant mosaic that is America.

We must also look toward the future to prepare the legacy we will leave our children. I believe of all the gifts that we could give them, the three most important are jobs, family, and

peace. And the America we will leave to our country will be a better land and more just land if we make progress here on five key areas. I'm thinking of our health care system, our legal system, our education system, our system of government and, of course, we must expand world trade. And these are the keys to thriving in the future.

And so much depends upon trade. Mexico and the United States share a great deal. President Salinas, as I say, is a dear friend. He also is a bold and imaginative leader, and the deep and enduring relationship we're forging between our countries is based on cooperation, mutual respect, and open trade. And I will fight to tear down economic barriers with Mexico.

I notice the portrait of Juarez watching us. And seeing him reminds me of that great fresco I saw upstairs, "The Liberators of the American Continent." For those who haven't seen it, it's a symbol of the friendship and union that we share. It shows the great leaders of our lands and a picture of North America and Latin America shaking hands.

This idealized portrait shows what we're going to achieve in trade, because I am absolutely committed -- put the politics aside -- I am absolutely committed to signing a sound North American Free Trade Agreement just as soon as possible. (Applause.)

The time of opportunity is now. I've told our negotiators to accelerate their work. I believe we can conclude a sound and sensible deal before this United States election, and I will sign it just as soon as it's ready.

A great lesson of our age is that trade and enterprise can build jobs and certainly can preserve freedom. NAFTA, the North American Free Trade Agreement, will be the key to higher standards of living for the peoples of our continent. I hope it helps, and I'm sure it will, the standard of living in Mexico. I know it will do the same for the United States. And then I believe the benefits will flow south where it will open the door for other such free trade agreements.

It will liberate our markets and it will increase trade, investment and jobs -- yes, jobs. In Mexico, in Canada, and right here in the United States of America.

I must say, as I look over here I have a little guilt complex because I see Bernie Aronson who is working so very hard and in such effectiveness to bring forth a trade agreement, and he's done a wonderful job in our relationship. Bernie, I should have mentioned you earlier, but I'm just delighted you're here. (Applause.)

But as he knows and all of us, I think, know, a free trade market made up of these three nations -- Mexico, Canada, and the United States -- would be the stuff of dreams -- one of the largest markets in the world; 360 million consumers in a \$6 trillion economy.

Now, Mexico is among the fastest-growing national markets for U.S. exports, and they've increased by two-thirds just over the past three years. And our exports of auto parts and telecommunications equipment have doubled. Imagine what will happen under a free trade agreement. And it will create thousands more jobs on both sides of the border. And all of us will be winners.

And in that spirit of vital cooperation, I know that we will grow together. But all communities within the United States

need to pause right now in the wake of tragic events in Los Angeles. We must rethink and reaffirm the bonds that knit all nationalities together.

The violence brought much suffering to the Los Angeles Hispanic community. And I am certain that many of you, as did I, shared in their pain. And even as my heart, too, goes out to them, I found in the midst of the devastation, there were signs of promise -- neighbor helping neighbor, regardless of race or cultural background. Converging in Los Angeles were three fundamental issues of a civilized society -- justice, order and tolerance. And these must remain our goals as we mend the wounds of Los Angeles.

From New York to San Antonio to as we mend the wounds of Los Angeles.

From New York to San Antonio to San Jose, we must redouble our efforts to build on our strengths -- the same strengths of character that are at the heart of the Hispanic community here in the United States and in Mexico as well.

My friends, I look forward to spending future Cinco de Mayo days with you. I loved the music, as I said. I can't wait to hear it again. And thank you very much, Gus, for including me in this wonderful day. And here's something my eight-year-old grandson, Jebby, did teach me -- "Vayan con Dios."

Thank you very, very much. (Applause.)

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2:31 P.M. EDT

We can't achieve this breakthrough by equivocating between the status quo protectionists and the movement for freedom and change. Some suggest that we can hide in a cocoon of protection and pretend still to benefit from the fresh air of competition. Well, you and I know that is simply wrong-headed. Our economic future must not depend on those who pay lip service to free trade, but full service to powerful special interests. We can't have it both ways. In our own War for Independence those who took this kind of stand were known as the "Summer Soldiers." They wanted the glory of the revolution without showing the gumption to stand for freedom even in tough times. My stand is clear: Open trade is vital to the United States, every bit as vital as domestic reforms to renew our systems of education, health care, government and administration of justice.

A free trade area comprising the United States, Mexico and Canada would be the largest market in the world -- 360 million consumers in a \$6 trillion economy. Mexico is among the fastest growing national markets for U.S. exports today. Over the last three years alone, American merchandise exports to Mexico have increased by two-thirds. Our exports of autos, auto parts, and telecommunications equipment to Mexico have doubled. And while members of this audience may be aware of this, I doubt it is widely known in the United States that two-thirds of all imports into Mexico come from the United States.

It's not just the border states that profit from this growth. During my presidency, 45 of our 50 states have increased their exports to Mexico. Our top 10 exporters to Mexico today include Michigan, Illinois, New York, Louisiana, Pennsylvania, Florida and Ohio, as well as Texas, California and Arizona.

Trade with Mexico already supports hundreds of thousands of U.S. jobs. Just as an example: Thousands of good jobs in Warren, Ohio and Rochester, New York depend on sister plants in Mexico to keep their products competitive. A North American Free Trade Agreement would create thousands more. It would create competitive efficiencies and economies of scale that will help American companies compete in world markets.

Free trade with Canada and Mexico will make all of us winners in economic endeavor, but our relationship goes well beyond trade. We share borders that span the continent. We're linked by centuries-old ties of family and culture. I share a warm friendship with Prime Minister Brian Mulroney, whom I consult frequently. I count President Carlos Salinas also as a dear friend -- he and I have been promoting the "spirit of Houston" ever since our summit meeting just after both of us were elected in 1988. Both President Salinas and Prime Minister Mulroney are bold and imaginative leaders, and I am committed to working with them to forge enduring friendship among our countries, based on open trade, cooperation and mutual respect.

Now, you may have heard some suggest that politics will dictate delaying the North American Free Trade Agreement until after the election. Well, those voices are not speaking for me. The time of opportunity is now. I've instructed our negotiators to accelerate their work. I believe we can conclude a sound, sensible deal before the election, and I want to sign a good agreement as soon as it's ready.

The North American Free Trade Agreement is only a beginning. Our Enterprise for the Americas Initiative already has made noteworthy progress to open markets, expand investment flows, reduce official debt, and strengthen the environment throughout the hemisphere.