

FACTS AND FIGURES OF Fort Smith, Ark.

On U. S. 64, the Pawnee Bill Route

Fort Smith is located on the Arkansas-Oklahoma boundary, junction of the Arkansas and Poteau Rivers, 100 miles south of the Missouri boundary, midway between the Ozarks, Ouachita and Kiamichi Mountains. Fort Smith is the southern gateway to the Ozarks and the hub of scenic concrete pikes. For 40 miles in every direction ribbons of concrete lead into Fort Smith. These roads serve the dual purpose of making the scenic mountains and the rich valleys surrounding Fort Smith accessible to the tourist and traveller and provide a quick market for produce.

History of the Fort

The military garrison at Fort Smith was established in 1817 as protection against Arkansas Osage and Cherokee Indians. General Thomas A. Smith ordered that a stockade be erected where the Arkansas River intersected the Osage line. Negotiations made for the bluff north of the river were unsuccessful, hence the fort was built at the junction of the Arkansas and Poteau Rivers by Major Stephen A. Long, following plans of the French military engineer, Verban. It was five-sided. Garrison Avenue ran parallel to its north-east wall and served as the parade ground for the garrison. Thus surveyed—120 feet wide and 13 blocks long—it ran, not with the compass, but with the fort. Civil government followed military rule, and Garrison parade ground became Garrison Avenue; the trading post replaced the military post. Commercial evolution followed naturally, due to Fort Smith's ideal location; 88 wholesale houses were eventually established, to serve the field the garrison had once protected. Good will, convenience and habit thus combined to make Fort Smith the wholesale center of six great South-western States.

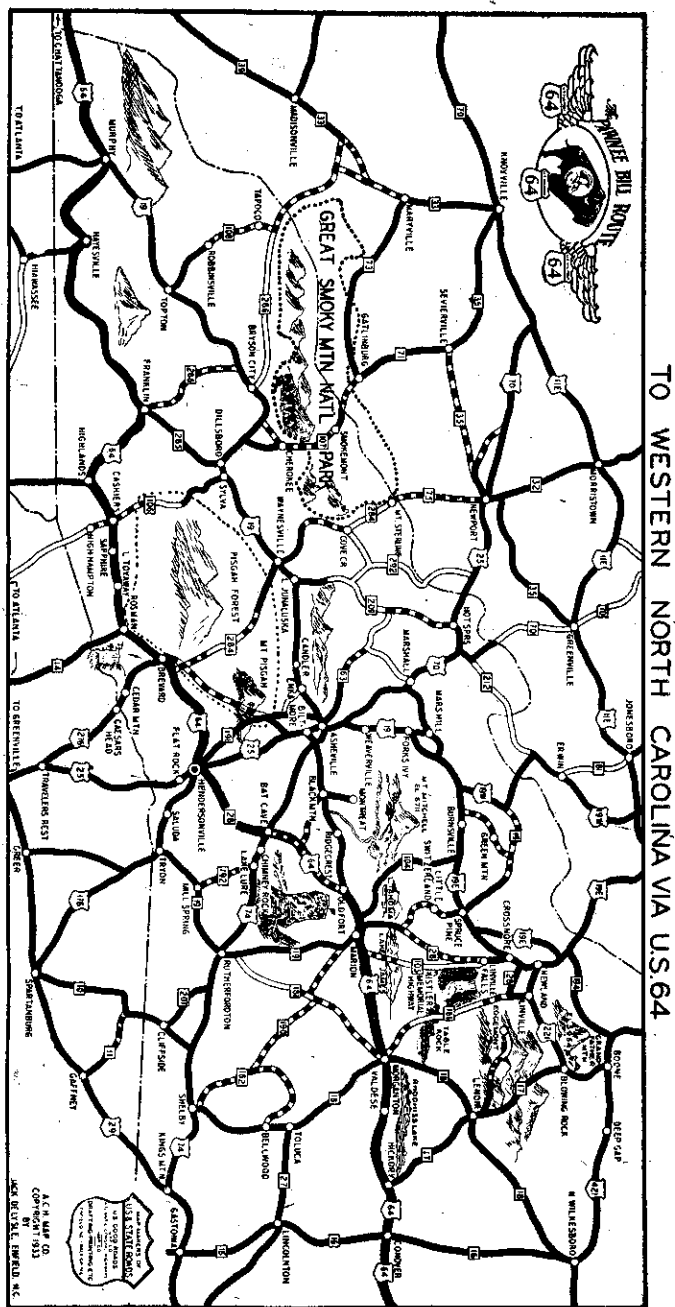
Fort Smith has 129 manufacturing plants making 170 different products.

Fort Smith has a population of approximately 34,000 with a trade area of 100 miles reaching approximately 1,000,000 people. Near Fort Smith is a sportsman's paradise with squirrel, duck, quail, etc. in abundance; deer and turkey in less than a day's trip; fox, coon and other game in the near vicinity.

There are 13 modern public school buildings valued at approximately \$2,000,000.00. There are several excellent golf courses, including the Country Club, the Municipal Golf Links, and the United Commercial Travellers Country Club.

Fort Smith is in the center of one of the world's largest natural gas fields. Four billions tons of un-mined semi-anthracite coal (high heat content) exist within 100 miles of Fort Smith. Hard wood, timber and semi-precious ores are plentiful in this area. Transportation facilities are excellent. There are produced in Fort Smith 25 million dollars worth of goods annually. Eight railroads serve Fort Smith, with dependable railway and transportation in all directions. Six bridges connect Fort Smith with its territory beyond the rivers which surround it. Excellent highways in all directions with adequate bus and truck facilities. There are modern hotels; 45 churches, 6 theatres, 5 auditoriums, 6 city owned parks and playgrounds, the oldest symphony orchestra in the State, 2 daily newspapers, a modern radio station, many fraternal orders, making Fort Smith a cultural center which provides the other half of a well-rounded and contented progressive life.

For further information, write the Fort Smith Chamber of Commerce, Fort Smith, Arkansas.



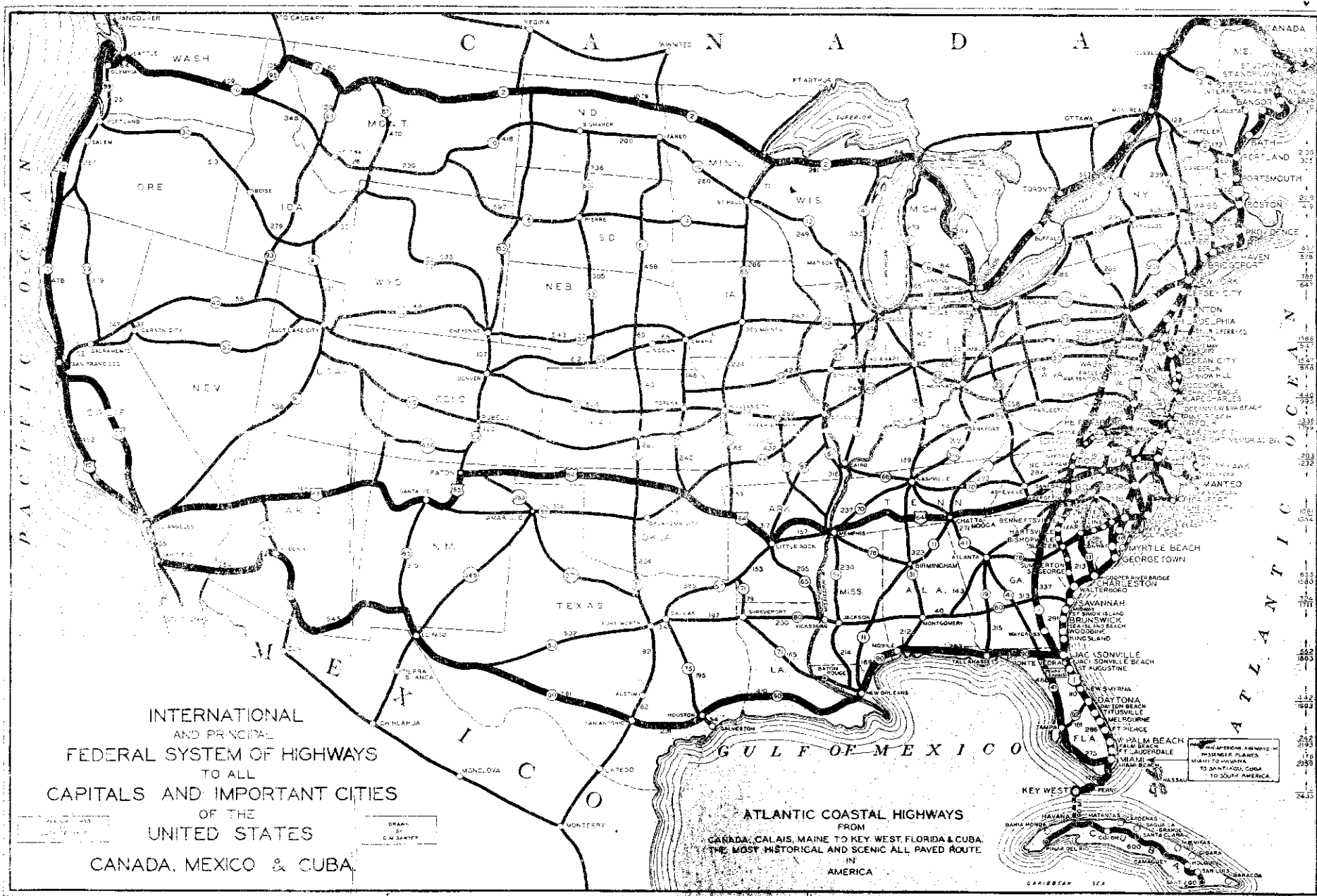
TO WESTERN NORTH CAROLINA VIA U.S. 64

Yantis-Harper Company

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**Storage • Washing • Lubrication • Brake and
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FEDERAL SYSTEM OF HIGHWAYS
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TO HONOLULU, CUBA
TO SANTIAGO, CUBA
TO SANTIAGO, CUBA

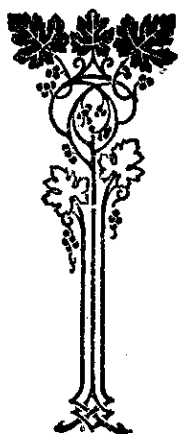
*Official Descriptive
Folder*

.. OF ..

CARDSTON

(THE TEMPLE CITY)

Alberta - Canada



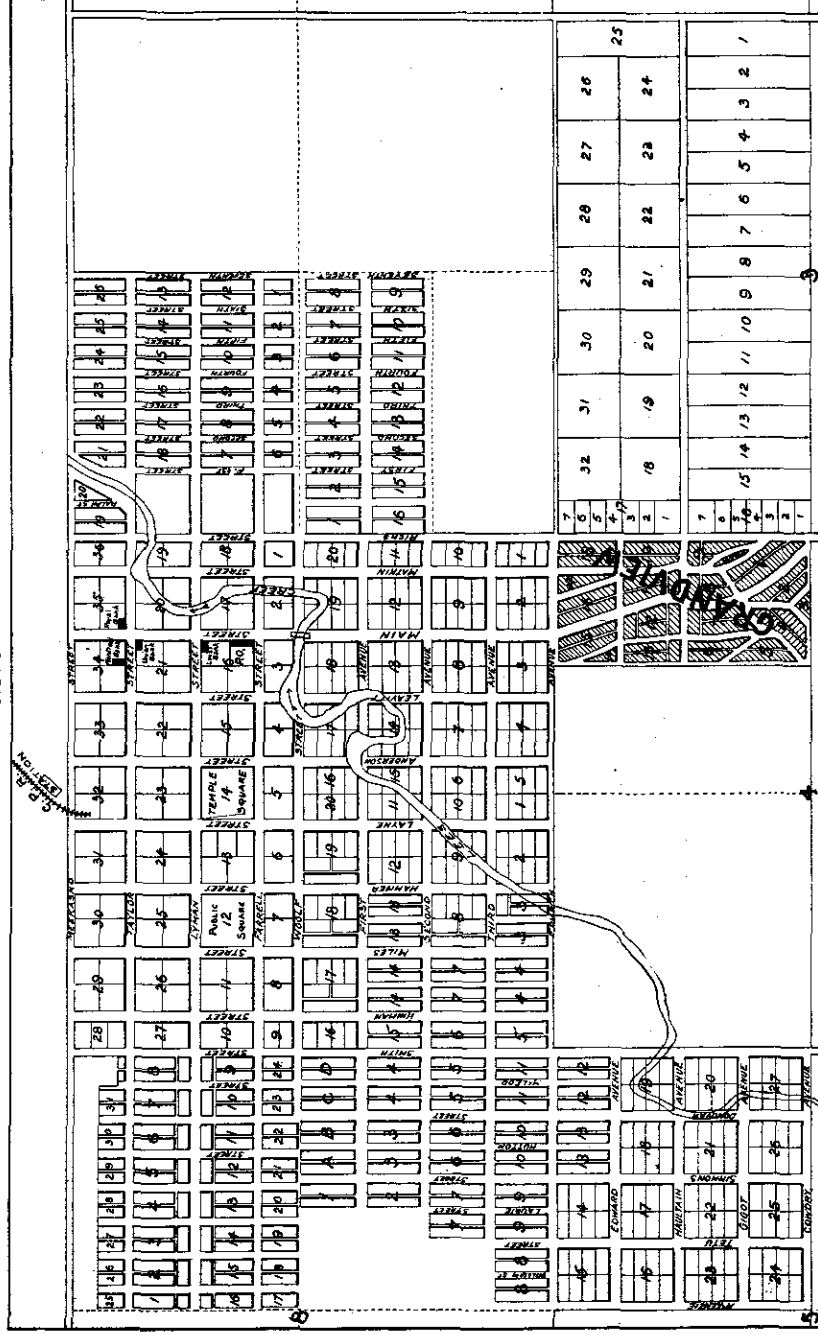
*Issued by and Distributed with
the Compliments of*

CARDSTON BOARD OF TRADE

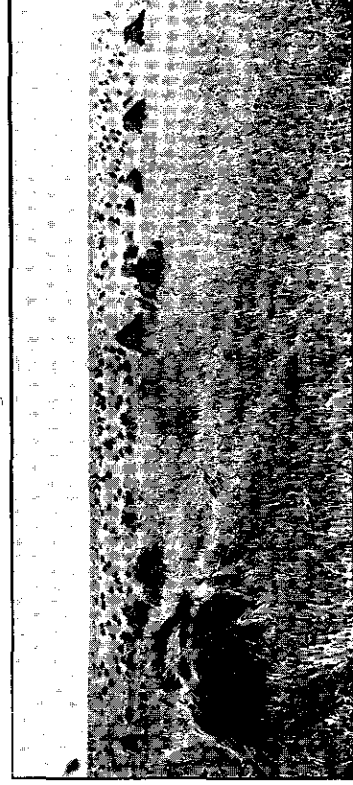
1923

KEY PLAN TO THE TOWN OF CARDSTON

NORTH



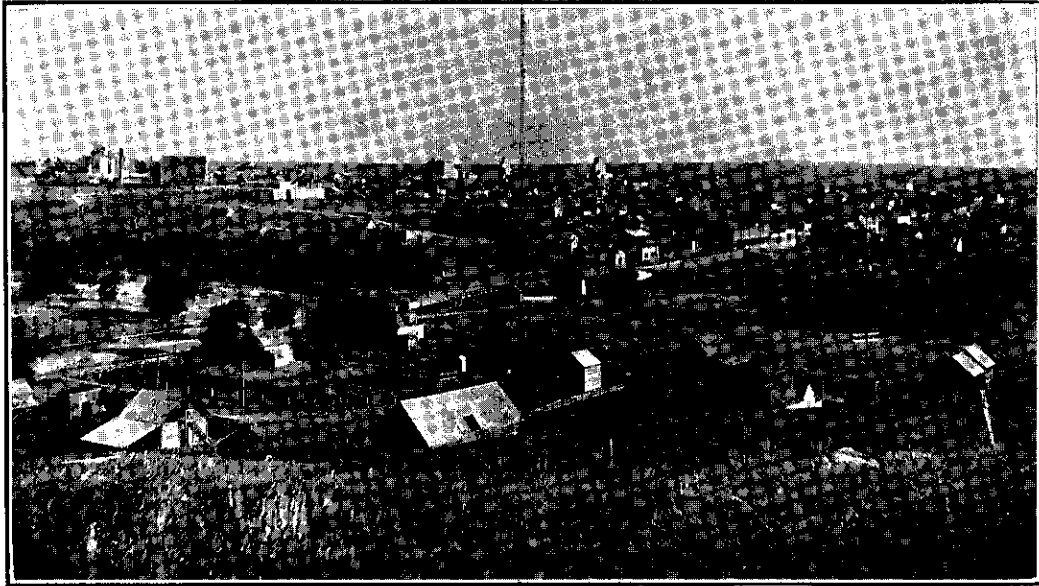
Cardston is the center of a rich Farming District; black loam soil on clay subsoil.



HEAVY GRAIN YIELDS CHARACTERISE THE DISTRICT

Annual average precipitation about 19½ inches
Altitude of Cardston is 3840 feet.

Cardston, the Beautiful, the Temple City.

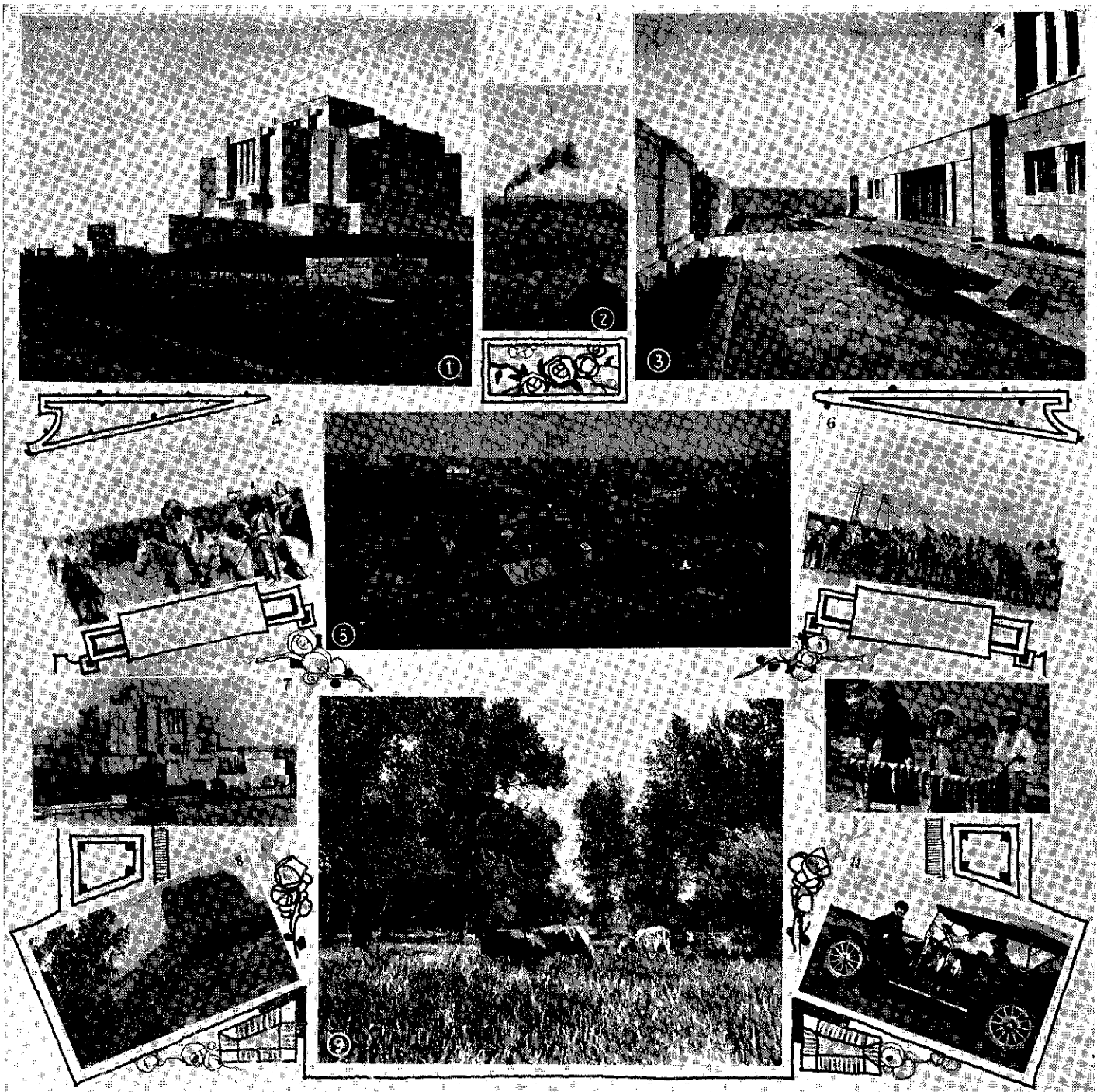


Part of Cardston, looking Northwest, showing business section.

THE history of **CARDSTON** dates back to June 3, 1887, when a company of Mormon pioneers from Utah, "squatted" on what is now the town of **CARDSTON**, took up their homesteads before there was a railroad closer than fifty miles. The settlement grew. On July 2nd, 1902, the Municipality of the Town of **CARDSTON** was incorporated with Mr. Card as the first Mayor. As early as 1890 the Temple square was given to the people of **CARDSTON** for church purposes by this original pioneer. A few years later the stone was quarried near **CARDSTON** for the foundation of a Tabernacle.

Settlements began to grow up around **CARDSTON**, as follows: Aetna, Kimball, Woolford, Beazer, Leavitt, Mountain View, Hill Spring and Glenwoodville. The district grew to such proportions that the railroad was extended into **CARDSTON** in 1905, since which time the surrounding country has made a substantial and prosperous growth.

CARDSTON is located in the South Western portion of the Province of Alberta, Canada, about fourteen miles north of the United States boundary line and on the eastern slopes of the Rocky Mountains. It is the Southern terminus of the Canadian Pacific



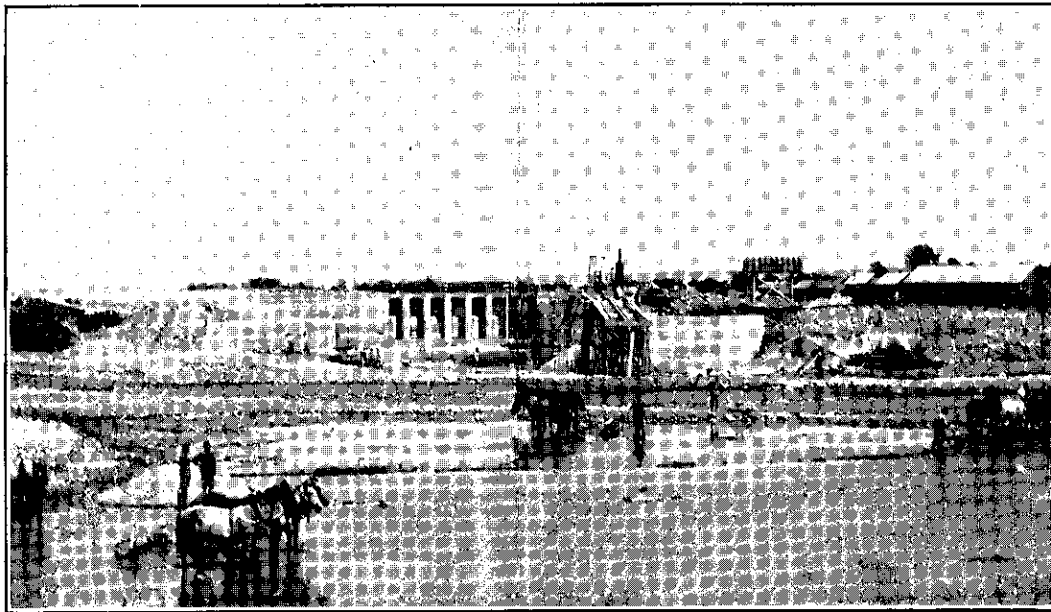
SCENES IN AND AROUND CARDSTON, ALBERTA

- 1.—General view of The Great White Temple.
- 2.—Threshing, a typical scene in the Cardston district.
- 3.—Outer Court of The Great White Temple.
- 4.—A meeting of the Chiefs at Cardston.
- 5.—A general view of Cardston; (1) Free Camping Ground; (2) The Great White Temple; (3) Latter Day Saints' Tabernacle; (4) Public and High Schools and Gymnasium; (5) Municipal Power Plant; (6) Ellison Milling Company; (7) Main St. and Business Section; (8) Public Municipal Hospital.
- 6.—Indians preparing for the hunt at Cardston.
- 7.—Another view of The Temple.
- 8.—Chief Mountain, the first point of interest approaching Cardston.
- 9.—A scene in the United Irrigation District, Cardston.
- 10.—A good catch near Cardston, average weight three and a half pounds.
- 11.—Real game hunting at Cardston.

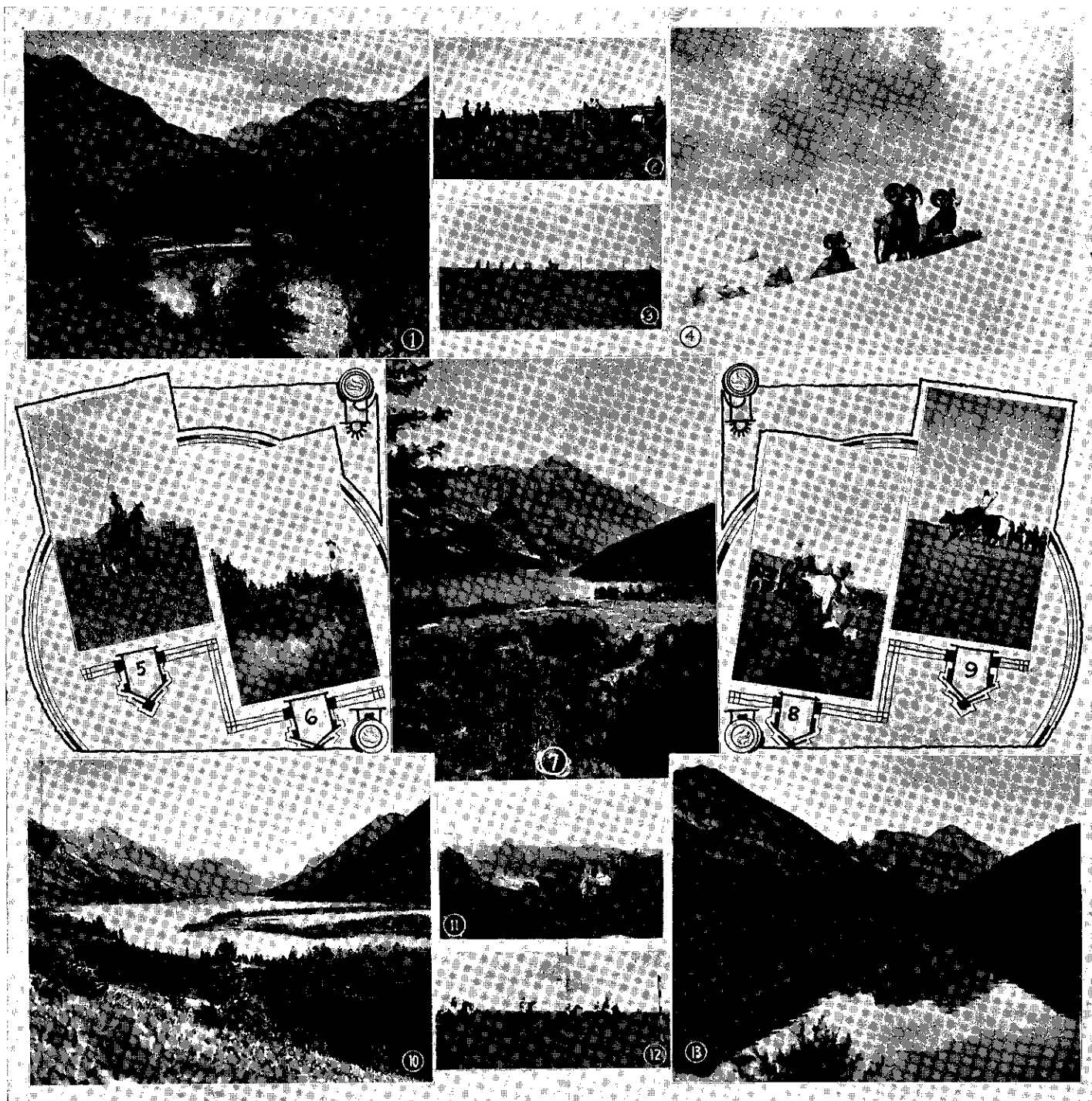
Railroad and is on the **cross roads of three national parks**: The Waterton Lakes Park, 24 miles west; Banff National Park, north, both in Canada, and the Glacier National Park, 26 miles south, in the United States. It is a prosperous, well-built and progressive town, and is the trade and educational center of thirteen smaller towns and twenty-five school districts, and has a district population of six thousand, eighteen hundred of whom live in **CARDSTON**.

CARDSTON, among other things of interest, contains a Latter-Day Saint Temple, an unique and up-to-date structure built in the form of a Maltese Cross. This is one of the most beautiful buildings in Canada, and the whole earth has been ransacked to

provide its interior furnishings. The white granite of which the body of the temple is constructed was imported from British Columbia. The onyx which decorates some of the interior rooms came from Pelican Point, Utah; the fine marble from Tennessee and Italy, while the United States, Canada, Circassia, Italy and Africa have each sent some of the rare wood which adorn its interior. When completed the building, furniture, grounds, etc., will have cost over one million dollars. It has already been visited by thousands of tourists and will be open to the general public until the latter part of August, 1923, after which it is closed to the public.



Headgates of United Irrigation Canal, on Belly River, near **CARDSTON**

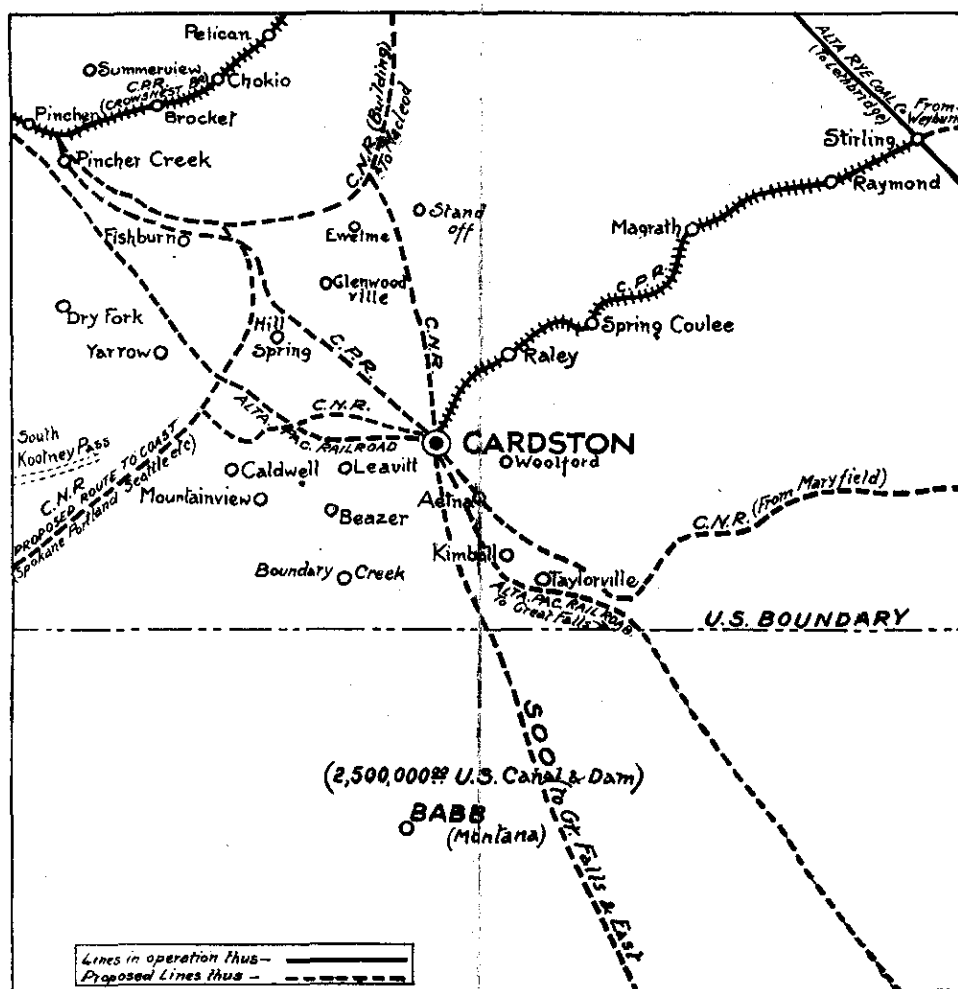


SCENES IN AND AROUND CARDSTON, ALBERTA

- 1.—Auto road at Waterton Lake Park.
- 2.—Bucking horse chutes.
- 3.—Playing Polo.
- 4.—Mountain sheep on a summit near Cardston. One of the best photos of big horn in their natural element ever taken.

- 5.—Going to the round-up.
- 6.—Broncho busting.
- 7.—View of Waterton Lakes from Cameron Falls near Cardston.
- 8.—Holding him down. Cowboy sports.

- 9.—Riding a bucking steer.
- 10.—General view of Waterton Lake.
- 11.—Branding at Waterton Ranch.
- 12.—Playing polo.
- 13.—Reflections in Waterton Lake.



Above proposed lines show **CARDSTON** a logical trade center—13 miles north of Montana line, 25 miles east of Rocky Mountains.

DISTANCE BY AUTO FROM CARDSTON TO

Lethbridge, north-east, 56 miles, Yellow Trail.
 Calgary, north, 174 miles, Blue Trail.
 Banff National Park, north, 259 miles, Blue Trail.
 Many Glacier Hotel, south, 28 miles, Blue Trail.
 Great Falls, south, 237 miles, Blue Trail.
 Salt Lake City, south, about 755 miles, part Blue Trail.
 Los Angeles, 1924 miles, Blue Trail.

All auto trails to **CARDSTON** are graded and easy to travel. **CARDSTON** is affiliated with the Southeastern B. C. and South Alberta Tourist Traffic Association, the Good Roads Association and leading Automobile Associations.

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FREE DRINKS

WHOLESALE AND RETAIL LIQUOR HOUSE

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PHONE 225

MONTERREY, N. L.

EXCHANGE TABLE

AT THE RATE OF 3.60 MEX.
CY. FOR 1 DOLLAR

| Pesos Dollar | Pesos Dollar | Pesos Dollar |
|--------------|--------------|--------------|
| .25— .07 | 6.25— 1.74 | 12.25— 3.41 |
| .50— .14 | 6.50— 1.81 | 12.50— 3.48 |
| .75— .21 | 6.75— 1.88 | 12.75— 3.55 |
| 1.00— .28 | 7.00— 1.95 | 13.00— 3.62 |
| 1.25— .35 | 7.25— 2.02 | 13.25— 3.69 |
| 1.50— .42 | 7.50— 2.09 | 13.50— 3.76 |
| 1.75— .49 | 7.75— 2.15 | 13.75— 3.83 |
| 2.00— .56 | 8.00— 2.23 | 14.00— 3.89 |
| 2.25— .63 | 8.25— 2.30 | 14.25— 3.96 |
| 2.50— .70 | 8.50— 2.37 | 14.50— 4.03 |
| 2.75— .77 | 8.75— 2.44 | 14.75— 4.10 |
| 3.00— .84 | 9.00— 2.50 | 15.00— 4.17 |
| 3.25— .91 | 9.25— 2.57 | 15.25— 4.24 |
| 3.50— .98 | 9.50— 2.64 | 15.50— 4.31 |
| 3.75— 1.05 | 9.75— 2.71 | 15.75— 4.38 |
| 4.00— 1.12 | 10.00— 2.78 | 16.00— 4.45 |
| 4.25— 1.19 | 10.25— 2.85 | 16.25— 4.52 |
| 4.50— 1.25 | 10.50— 2.92 | 16.50— 4.59 |
| 4.75— 1.32 | 10.75— 2.99 | 16.75— 4.66 |
| 5.00— 1.39 | 11.00— 3.06 | 17.00— 4.73 |
| 5.25— 1.46 | 11.25— 3.13 | 17.25— 4.80 |
| 5.50— 1.53 | 11.50— 3.20 | 17.50— 4.87 |
| 5.75— 1.60 | 11.75— 3.27 | 17.75— 4.94 |
| 6.00— 1.67 | 12.00— 3.34 | 18.00— 5.00 |

"MODELO"

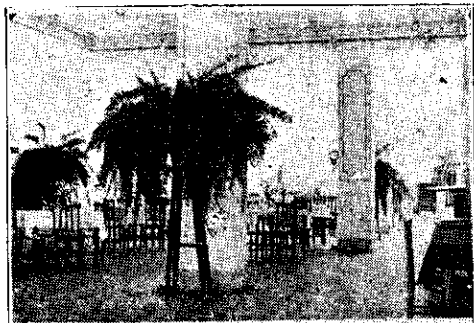
The New Hotel & Restaurant

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Tel. 52

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THE HOTEL
WITH ALL
COMFORTS

PREFERRED
BY FAMILIES
TOURISTS AND
TRAVELING
SALESMEN



SPACIOUS
APARTMENTS
WITH BATH,
RUNNING
WATER IN
EVERY ROOM

Spanish,
Mexican And
French
Cooking

PRICES:

\$ 3.00 \$ 4.00
& \$ 6.00 M. N.
PER DAY

José Balsells.

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NUEVO HOTEL Y RESTAURANT "MODELO"

Fronte al Zócalo.

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Apartado, 79.

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Todo confort.

Departamentos
con Baño, Agua
corriente en to-
dos los cuartos.

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El preferido por
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Agentes Viaje-
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**Cocina Española,
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PRECIOS:

Cuarto y Comida
de \$ 3.00 \$ 4.00
y \$ 6.00 por día

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*When on the road you may obtain
"Aguila" Gasoline & Aguilol Lubricants*

*For Chassis
Lubrication*

We supply a full line of "AGUILA" greases of the highest quality and from the use of which thousands of customers in Mexico are deriving eminently satisfactory service.

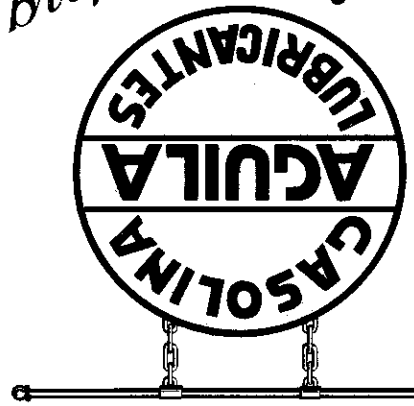
*For Transmission
& Differential*
"AGUILOL"

- "O" — S. A. E. No. 90
- "H" — S. A. E. No. 160
- "T" — S. A. E. No. 110

For the crankcase.....
"AGUILOL"

- "A" — S. A. E. No. 10
- "B" — S. A. E. No. 20
- "C" — S. A. E. No. 30
- "D" — S. A. E. No. 40
- "E" — S. A. E. No. 50
- "F" — S. A. E. No. 60

AGUILOL
Lubricants
Are strictly to S.A.E. specifications



*When touring
Mexico in your car
look for this sign*



*Driving
to Mexico?*

*Helpful hints
for the motorist*

These products - the best that money
can buy - will assure you of a carefree
journey in so far as car performance is
concerned.
THEY ARE TO BE HAD AT ALL
"AGUILA" STATIONS.

Compliments of
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*Key to
Service symbols*

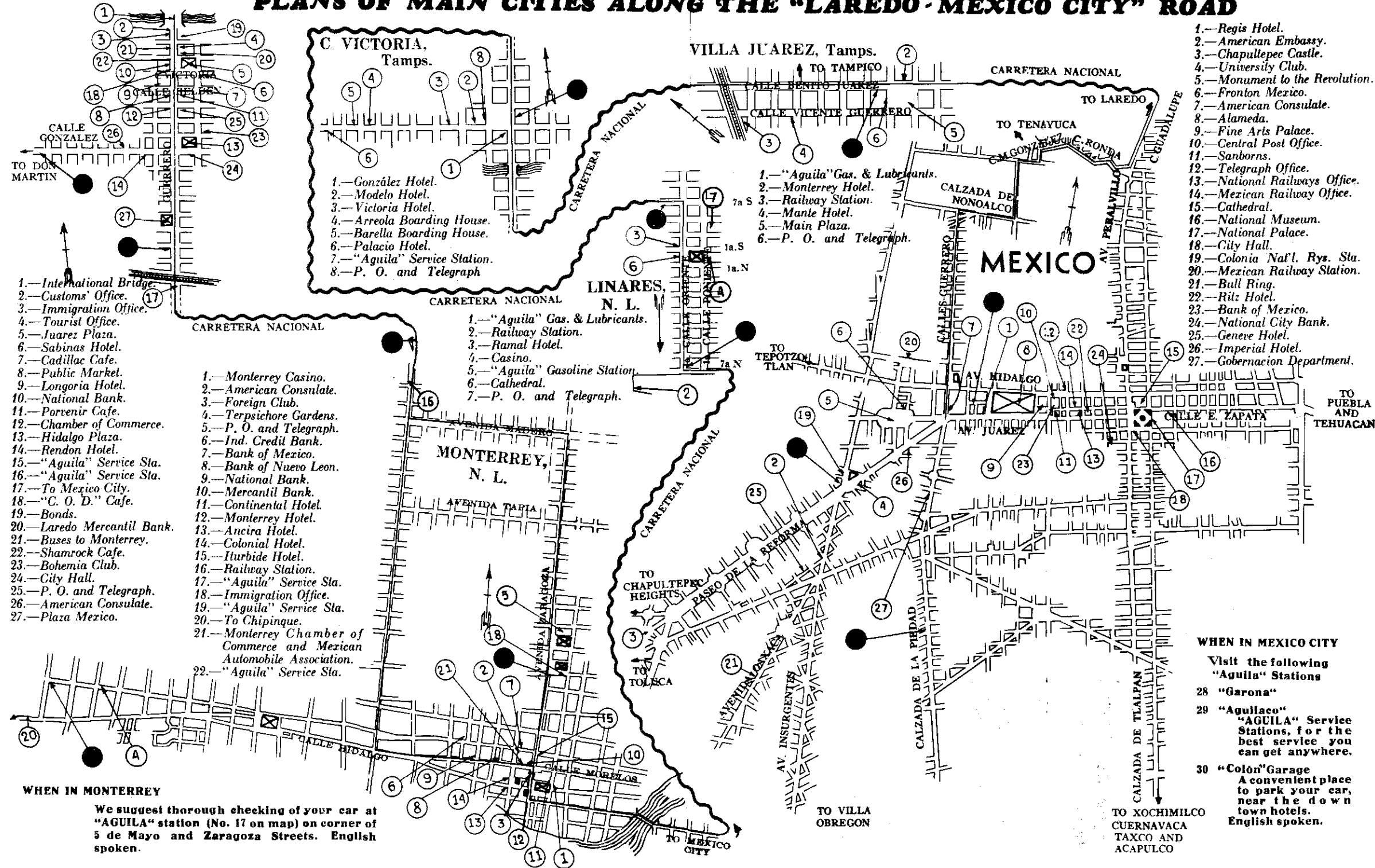
- 0 No Service.
- 1 Gasoline, Oil, Air, Water, Hotel and Meals.
- 2 Gasoline, Oil, Air & Water.
- 3 Gasoline, Oil, Air, Water and Meals.
- 4 Meals.

Distance Chart

(TO) (FROM)

| | ACAPULCO, GRO. | ACTOAHUALPA, GRO. | CACAHUALPA, GRO. | C. VICTORIA, TAMPS. | CHILPANCIAGO, GRO. | CUERNAVACA, GRO. | CUERNAVACA, MEX. | IGUALA, GRO. | JACUAL, GRO. | LIMON, TAMPS. | MEXICO, D. F. | MONTERREY, N. L. | PUEBLA, GRO. | PUEBLA, MEX. | SABINAS, TAMPS. | TEHUACAN, GRO. | TEHUACAN, MEX. | TOLUCA, GRO. | TOLUCA, MEX. | ZIMAPAN, GRO. |
|---------------------|----------------|-------------------|------------------|---------------------|--------------------|------------------|------------------|--------------|--------------|---------------|---------------|------------------|--------------|--------------|-----------------|----------------|----------------|--------------|--------------|---------------|
| ACAPULCO, GRO. | 0 | 110 | 140 | 160 | 180 | 200 | 220 | 240 | 260 | 280 | 300 | 320 | 340 | 360 | 380 | 400 | 420 | 440 | 460 | 480 |
| ACTOAHUALPA, GRO. | 110 | 0 | 30 | 50 | 70 | 90 | 110 | 130 | 150 | 170 | 190 | 210 | 230 | 250 | 270 | 290 | 310 | 330 | 350 | 370 |
| CACAHUALPA, GRO. | 140 | 30 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 | 240 | 260 | 280 | 300 | 320 | 340 |
| C. VICTORIA, TAMPS. | 160 | 50 | 20 | 0 | 10 | 30 | 50 | 70 | 90 | 110 | 130 | 150 | 170 | 190 | 210 | 230 | 250 | 270 | 290 | 310 |
| CHILPANCIAGO, GRO. | 180 | 70 | 40 | 10 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 | 240 | 260 | 280 | 300 |
| CUERNAVACA, GRO. | 200 | 90 | 60 | 30 | 10 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 | 240 | 260 | 280 |
| CUERNAVACA, MEX. | 220 | 110 | 80 | 50 | 30 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 | 240 | 260 |
| IGUALA, GRO. | 240 | 130 | 100 | 70 | 50 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 | 240 |
| JACUAL, GRO. | 260 | 150 | 120 | 90 | 70 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 | 220 |
| LIMON, TAMPS. | 280 | 170 | 140 | 110 | 90 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 |
| MEXICO, D. F. | 300 | 190 | 160 | 130 | 110 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 |
| MONTERREY, N. L. | 320 | 210 | 180 | 150 | 130 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 |
| PUEBLA, GRO. | 340 | 230 | 200 | 170 | 150 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 |
| PUEBLA, MEX. | 360 | 250 | 220 | 190 | 170 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 | 120 |
| SABINAS, TAMPS. | 380 | 270 | 240 | 210 | 190 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 | 100 |
| TEHUACAN, GRO. | 400 | 290 | 260 | 230 | 210 | 200 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 | 80 |
| TEHUACAN, MEX. | 420 | 310 | 280 | 250 | 230 | 220 | 200 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 | 60 |
| TOLUCA, GRO. | 440 | 330 | 300 | 270 | 250 | 240 | 220 | 200 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 | 40 |
| TOLUCA, MEX. | 460 | 350 | 320 | 290 | 270 | 260 | 240 | 220 | 200 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 | 20 |
| ZIMAPAN, GRO. | 480 | 370 | 340 | 310 | 290 | 280 | 260 | 240 | 220 | 200 | 180 | 160 | 140 | 120 | 100 | 80 | 60 | 40 | 20 | 0 |

PLANS OF MAIN CITIES ALONG THE "LAREDO-MEXICO CITY" ROAD



Pida estos sabrosos cocktails, en las Cantinas de mas prestigio y en los Restaurants mas exclusivos.

Si desea hacerlos en su casa ...

Compre una botella en su tienda favorita.

KAYMAGUI, es un licor original y exquisito, en cualquier forma en que se tome. - - - - -

SOLO O EN COCKTAILS.

Ofrezca a sus invitados algo que les ha de agradar. No se preocupe por tener muchos licores. Una botella de KAYMAGUI, le hará quedar bien, siempre.

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México D. F.

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an exotic liqueur made with the finest ingredients obtainable, is the only one particularly adapted to be served in many different forms:

As an after-dinner coffee it is delicious; can be mixed with cream or be served as demitasse or as a liqueur.

This is the only liqueur known to-date that can be mixed with strong liquors, such as brandy, gin, whiskey, etc.; and any number of different cocktails can be prepared with it, to suit as many varied tastes for unique drinks.

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KAYMAGUI

LICOR-EXOTICO-Y-EXQUISITO

Cocktails de Moda



NECTAR MAS QUE LICOR

KAYMAGUI CARIOCA

Una parte Kaymagui.

Media parte Cognac

Yema de huevo.

Una cucharadita de leche

Agítese bien y sírvase en copa de champagne.

Póngase encima de nuez moscada en polvo.

!So, she wouldn't, eh? Give her a Cariooca and let her conscience be her guide.

KAYMAGUI

PARLEZ-MOI-D'AMOUR

Una parte Kaymagui.

Media parte Cognac o Ron.

Una cucharadita de crema de leche.

Algunas gotas de Kirsha.

Algunas gotas de granadina.

Agítese bien y sírvase en copa de champagne.

Póngase encima de nuez moscada en polvo.

Two of these cocktails, and you'll speak perfect French or at least you'll think so.

KAYMAGUI CARABA

Una parte Kaymagui.

Media parte Ron o Cognac.

Un chorrito de Kirsha.

Yema de huevo.

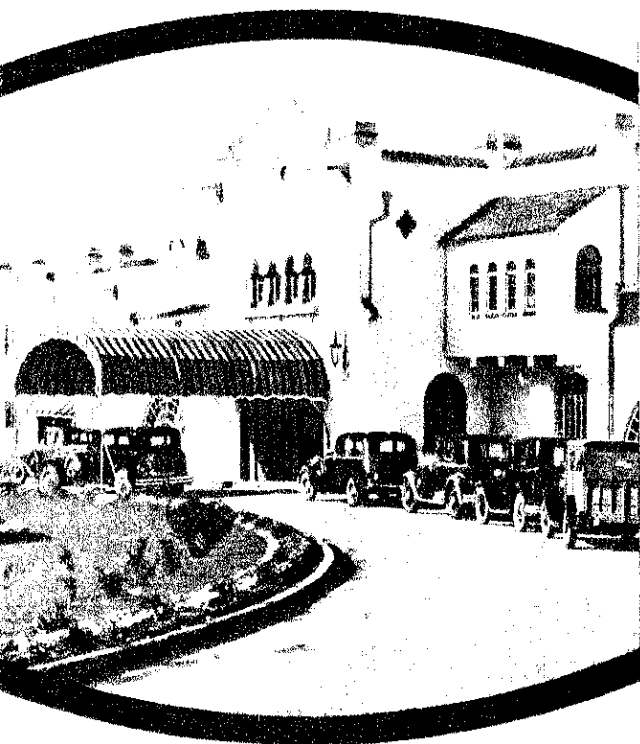
Un chorrito de leche.

Agítese bien y sírvase en copa de champagne.

Póngase encima de nuez moscada en polvo.

Did you like the Caraba? Well, drink the cocktail, stand up, and you'll sure feeling it coming !Oh Boy!

BALNEARIO
GARCI-CRESPO
(EL VICHY DE AMERICA)



GARCI-CRESPO, Pue.
REPUBLICA MEXICANA

COME TO "GARCI-CRESPO" - THE VICHY OF AMERICA. MEXICO'S MOST MODERN HEALTH RESORT

GARCI-CRESPO, Mineral Springs and Health Resort, in the State of Puebla, south of Mexico City, where one may rest and exercise, enjoy a real vacation in luxurious comfort and with every modern convenience, including the finest meals in the entire Republic of Mexico. Unquestionably Mexico's finest up-to-date and complete resort for pleasure, health, recreation and rest.



View of the gorgeous lobby of the Hotel Garci-Crespo, which rivals in comfort and beauty with the most up to date hotels of the Continent.



The guest at Garci-Crespo enjoys the most refined and luxurious accommodations in an atmosphere of peace and comfort — where nothing is lacking for the traveller and visitor seeking the best of everything.

All of the rooms of the Hotel Garci-Crespo are furnished and decorated in the most exquisite taste.



This luxurious room will make the guest feel perfectly at home.



Interior of one of the rooms decorated throughout with native mosaics. A restful place under an ideal temperature.



Whether at the luxurious terrace or in the discreet dining salon, the guest will always enjoy an excellent and healthful cuisine and will always receive perfect service under the supervision of one of the most capable "chefs" of the Republic.



GARCI-CRESPO, a Paradise for the Vacationist, as well as for those seeking a quiet and peaceful haven of rest... It is here the world famous mineral springs that have made the name of Garci-Crespo famous the world over are located. In fact, the tremendous popularity of this splendid health water, which is bottled and sold in many countries, is the reason for the recent construction of the new and modern health resort known as GARCI-CRESPO.

IT IS ECONOMICAL AT GARCI-CRESPO

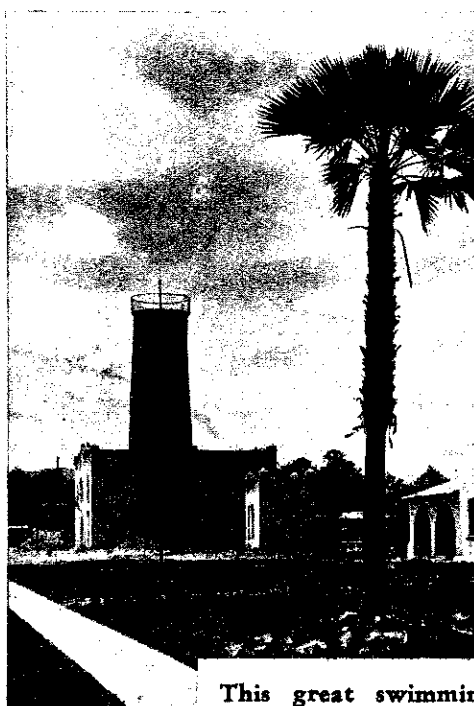
THE HOTEL GARCI-CRESPO, unquestionably the most elegant, most modern and complete resort in the entire republic of Mexico, is at the same time the most ECONOMICAL hotel to spend a few days, weeks or even months for a rest and vacation. All rates include meals, rooms with bath or shower, use of swimming pool, and full privileges.

**ROOMS WITH BATH OR
SHOWER AND MEALS
ONLY TEN PESOS A DAY
AND UP.**

The Hotel Garci-Crespo is located at Garci-Crespo in the State of Puebla, one hour and half from the city of Puebla. For further details or reservations write or phone

**DIRECTOR
HOTEL GARCI CRESPO,**

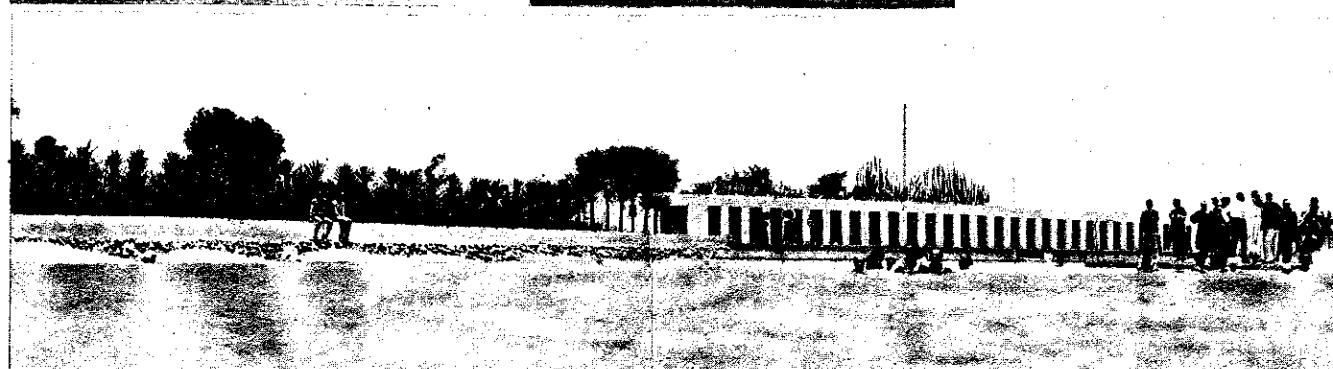
Garci-Crespo, Estado de Puebla.



View of the
Laboratory
Purification
Plant and
Bungalows at
Garci-Crespo

This great swimming pool and beach, constructed at a cost of thousands of pesos, is a showplace as well as paradise of recreation for young and old. Bathing in the curative Garci - Crespo mineral waters and basking in a southern sun are health-stimulants that brings hundreds from the world over. A uniform body-temperature makes swimming agreeably pleasant, while three different waters of different springs constantly flow to keep the pool as pure and clean as a mountain stream.

The keen foresight, imagination and genius of a hard working geologist, during thirty years of arduous labor and patience made possible the present development of the marvelous underground springs from which America's purest mineral and health waters are bottled and distributed throughout the Americas... This same effort resulted in the completion of Mexico's most modern and comfortable health resort... where one finds the perfect site for rest, recreation and health-restoring hours of quiet and solitude... GARCI-CRESPO, the Vichy of America!



HEALTH . . . RECRE

Take a dip into the mineral waters of Garci-Crespo, in the most beautiful pool you have ever seen, a pool surrounded by an artificial beach, which only a genius could imagine and create.



The finest clay tennis court
guest to a game before his

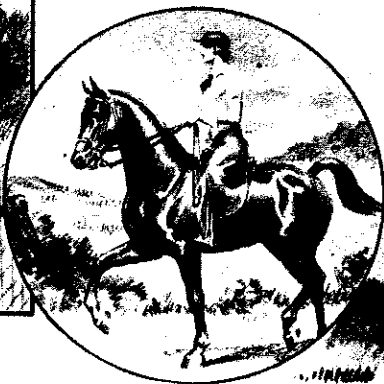
EATION . . . REST

A TRIP YOU'LL NEVER FORGET

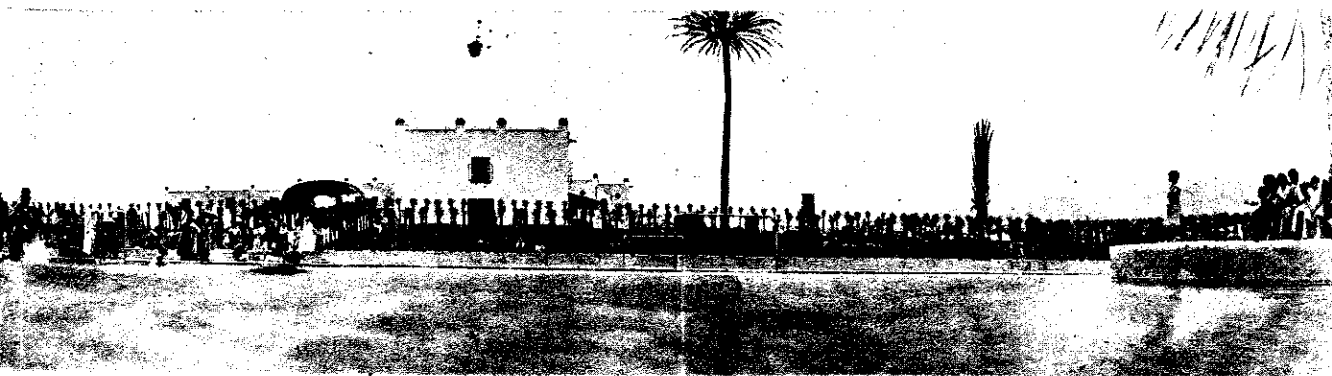
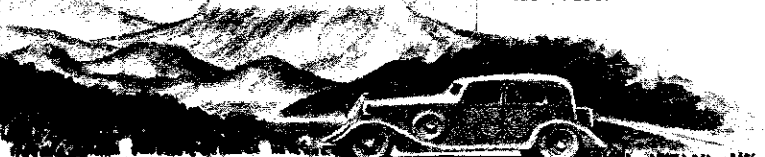


courts invite the his regular swim.

Horse-back riding around the nearby hills and valleys for those who prefer this exercise far from the bustle of the town.



From Mexico City to Garci-Crespo one has the thrill of as beautiful a motor trip as can be found anywhere. Thru mountain ranges over paved highways, passing the famous volcanos, Ixtlaccihuatl and Popocatepetl, the valley of Cholula with its "hundreds of colonial cupolas", the agricultural valleys beyond —and then from Puebla to Garci-Crespo. Three and a half hours of thrilling scenery — Mother Nature at her best.

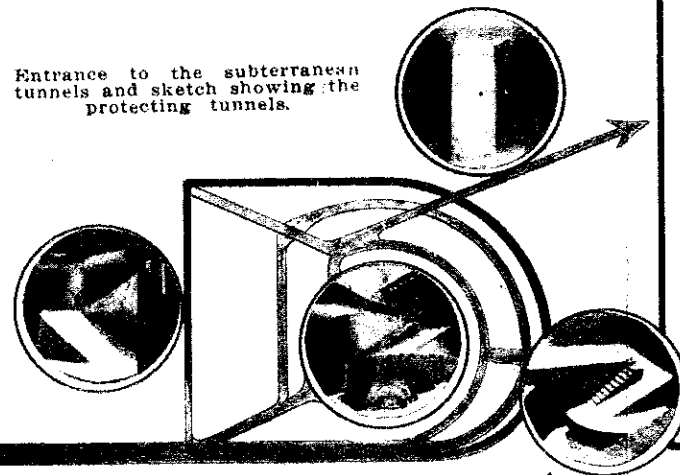


THE SPRINGS

Guests at Garci-Crespo, when first they visit the famous subterranean tunnels leading to each of the many springs all built over a period of many long years of labor, pause and marvel at the scientific arrangement whereby the natural purities of these mineral waters are protected from sunlight, rain, or dust. From the sketch below one can see the manner in which the various springs are protected. Nowhere in the world will one find natural mineral waters so scientifically harnessed in a manner that so thoroughly protects its healthful character.



Entrance to the subterranean tunnels and sketch showing the protecting tunnels.



GARCI-CRESPO MINERAL WATER IS GOOD FOR THE HEALTH

Because of the impossibility of transcribing in so short a space all of the tests that have been made of our mineral waters, we quote an abstract below of Garci-Crespo waters taken from a study recently published by the Geological Institute of the National University of Mexico, which reads as follows:

"The presence of lithium was proved both chemically and by means of the spectrum . . . this is of the greatest importance as this metal

gives the water its efficiency to increase biliar and urinary secretion as also to cause dissolution of stones". This water has given also good results in the treatment of biliar cattarrh, kidney congestions and arthritis in view of its uric acid dissolving properties".

ANALYSIS

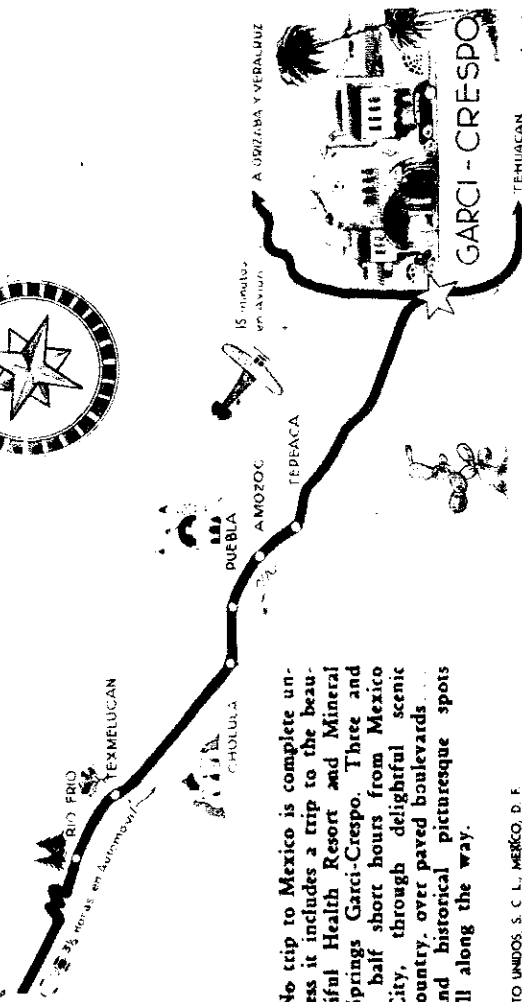
| Composición | Gramos por litro |
|---|------------------|
| "SiO ₂ | 0.040" |
| "Ca CO ₃ | 0.332" |
| "Fe CO ₃ | 0.042" |
| "Mg CO ₃ | 0.208" |
| "Na ₂ SO ₄ | 0.131" |
| "Li Cl | 0.060" |
| "K Cl | 0.096" |
| "NaCl | 0.135" |
| Na ₂ B ₄ O ₇ | 0.067" |

GARCI-CRESPO MINERAL WATER AND FRUIT SALTS SYMBOLS OF HEALTH

These famous health-giving products are acclaimed by leading medical authorities as not only an aid to digestion, as well as an extremely mild laxative, but as products of potential curative powers for intestinal and kidney ailments, gall stones, etc. Physicians prescribe Garci-Crespo while the general public always prefer Garci-Crespo..... a water that enjoys health and curative values and at the same time has proved a most popular beverage because of its delicious, refreshing qualities.



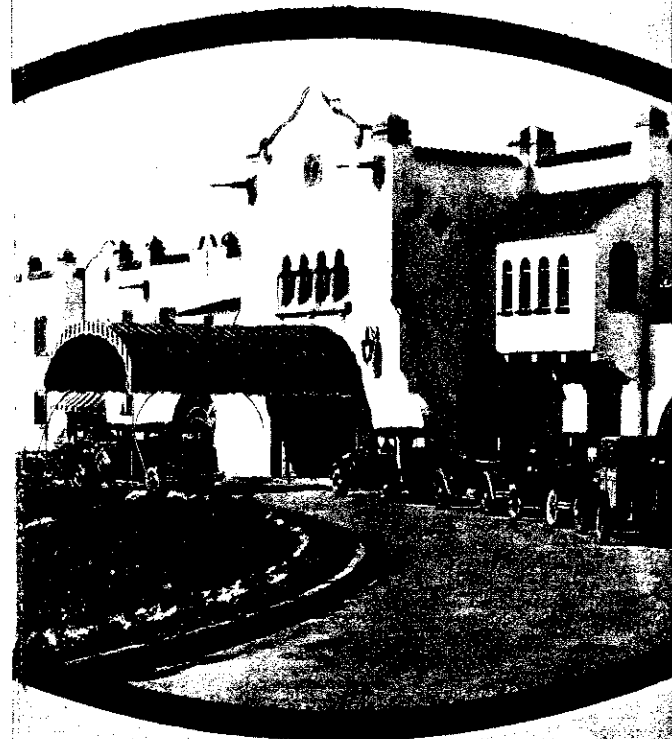
The unusual underground construction, consisting of thousands of feet of tunnels, with cement lined pools and passageways for the subterranean springs to pass through are the result of more than thirty years of careful study, experimentation and investigation. It is because of this that the famous Garci-Crespo mineral waters have been so highly lauded for their therapeutic, health-restoring qualities. Unequalled in purity, the Garci-Crespo waters, as shown by the analyses made by the Institute of Geology of the Mexican National University, is undoubtedly one of the world's finest health beverages.



No trip to Mexico is complete unless it includes a trip to the beautiful Health Resort and Mineral Springs Garci-Crespo. Three and a half short hours from Mexico City, through delightful scenic country, over paved boulevards and historical picturesque spots all along the way.

FOTO Y FOTO UNIDOS, S. C. L., MEXICO, D. F.

BALNEARIO GARCI-CRESPO (EL VICHY DE AMERICA)



GARCI-CRESPO, Pue.
REPUBLICA MEXICANA

CARRETERA MEXICO-NUEVO LAREDO HIGHWAY



| GASOLINA Y LUBS. | | GASOLINE & LUBS. | |
|------------------|-----------------|----------------------------|--|
| REFACCIONES | | REPAIR PARTS | |
| COMIDAS | | MEALS | |
| HOTEL | | HOTEL | |
| AGUA | | WATER | |
| KMS. | MILLAS MILES | POBLACIONES TOWNS | |
| 0 | 0 | MEXICO, D. F. | |
| 6 | 3.7 | GUADALUPE HIDALGO | |
| 10 | 6.2 | ATZCOALCO | |
| 27 | 16.3 | VENTA DE CARPIO | |
| 53 | 32.9 | TIZAYUCA | |
| 84 | 52.2 | COLONIA (Camino a Pachuca) | |
| 119 | 73.9 | ACTOPAN | |
| 159 | 98.7 | IXMIQUILPAN | |
| 268 | 166.4 | JACALA | |
| 370 | 229.7 | TAMAZUNCHALE | |
| 457 | 283.8 | PUJAL (Camino a Tampico) | |
| 479 | 297.5 | CISDAD VALLES | |
| 548 | 340.3 | ANTIGUO MORELOS | |
| 571 | 354.6 | RIO MANTE (Villa Juárez) | |
| 583 | 362.1 | EL LIMON | |
| 648 | 402.4 | LLERA | |
| 707 | 439.1 | CIUDAD VICTORIA | |
| 785 | 487.5 | HIDALGO | |
| 816 | 506.7 | VILLAGRAN | |
| 863 | 535.9 | LINARES | |
| 876 | 544 | HUALAHUISES | |
| 915 | 568.2 | MONTEMORELOS | |
| 944 | 586.2 | VILLA ALLENDE | |
| 970 | 602.4 | LOS RODRIGUEZ | |
| 994 | 617.3 | MONTERREY | |
| 1,000 | 621 | TOPO CHICO | |
| 1,028 | 638.4 | CIENEGA DE FLORES | |
| 1,045 | 648.9 | LOS POZOS | |
| 1,064 | 660.7 | REVISION FISCAL (Customs) | |
| 1,097 | 681.2 | SABINAS HIDALGO | |
| 1,154 | 716.6 | LA GLORIA | |
| 1,205 | 748.4 | REVISION FISCAL (Customs) | |
| 1,228 | 762.6 | NUEVO LAREDO, TAMPS. | |

CAMINO DE PETROHEO
SET 1936
CAMPO TURISTA
TAMAZUNCHALE, S.L.P.

TRANSLATION OF MEXICAN ROAD SIGNS

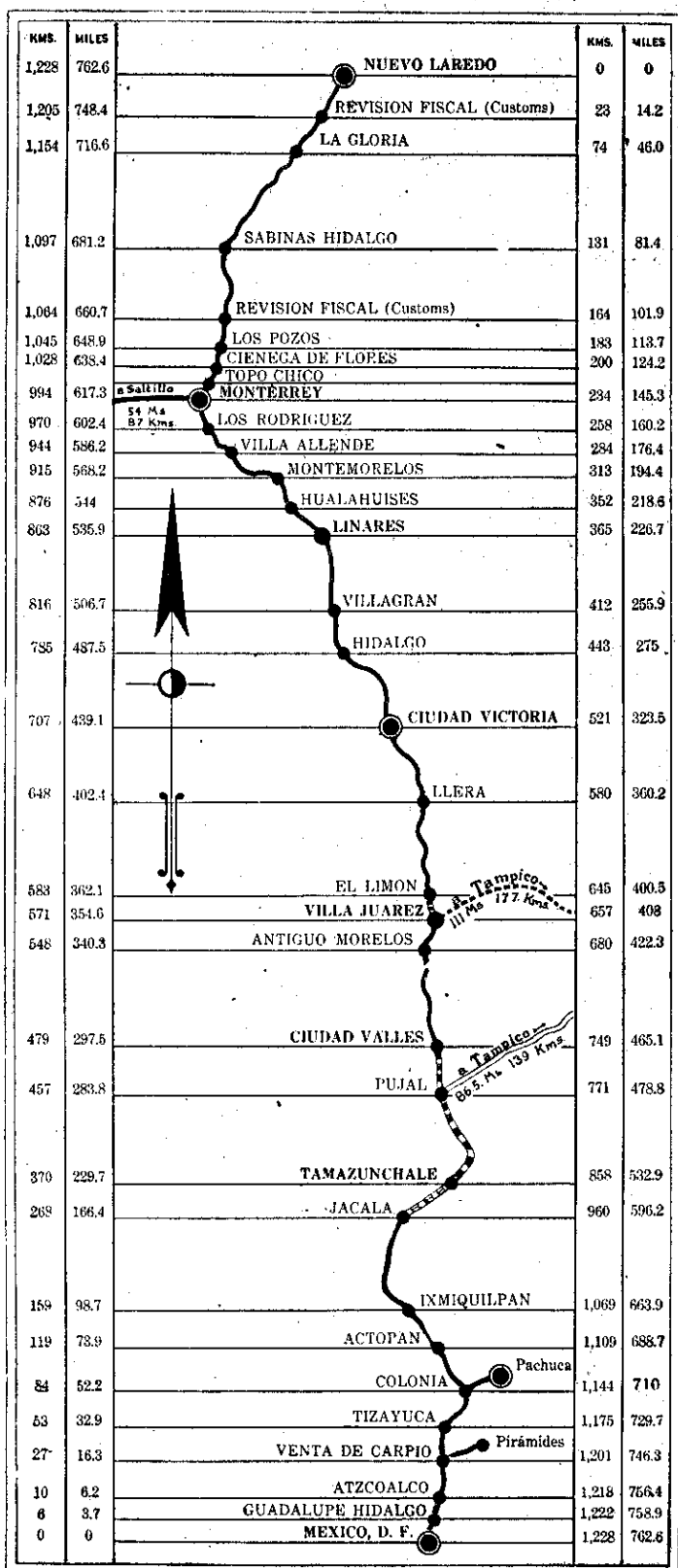
| | | | | | |
|-----------|------------------|------------------|---------------|--------------------------------------|---------------|
| | | | | | |
| STOP | SHARP TURN | CURVE | DOUBLE CURVE | ZIG ZAG | RR CROSSING |
| | | | | | |
| SLOW | DIP | BRAKE WITH MOTOR | NARROW ROAD | NARROW BRIDGE | UNDER PASS |
| | | | | | |
| TOWN NEAR | ROAD CROSSING | ROAD JUNCTION | PAVEMENT ENDS | VELOCIDAD MAXIMA 60 Km. per H. | UNDER REPAIR |
| | | | | | |
| SCHOOL | HOSPITAL SILENCE | MEN WORKING | DETOUR | | END OF DETOUR |

USE GASOLINA AGUILA Y LUBRICANTE AGUILOL

SI DESEA UN BUEN VIAJE

CORTESIA DE

CIA. MEXICANA DE PETROLEO EL AGUILA, S. A.



SIGNOS CONVENCIONALES - CONVENTIONAL SIGNS

PAVED ROAD

CAMINO PAVIMENTADO

GRAVELED ROAD

CAMINO REVESTIDO

GRADED ROAD

CAMINO CONFORMADO

ROAD UNDER CONSTRUCTION

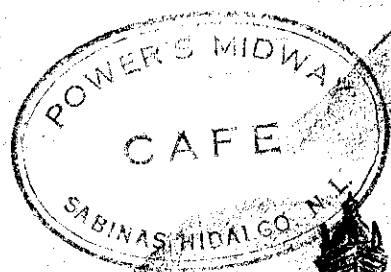
CAMINO EN CONSTRUCCION

DIRT ROAD

CAMINO DE TIERRA

MEXICO

IN YOUR
OWN CAR



COMPLETE GUIDE 50¢ IN USA 1.50 IN MEXICO

BUY YOUR
Mobiloil.

IN THE TOWNS
MARKED ON THIS
DIAGRAM ➡

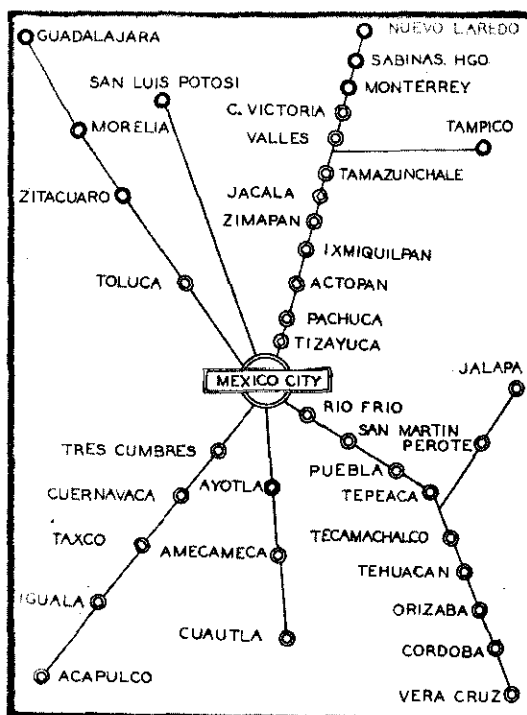
Mobiloil AND Mobilgrease.

THE HIGH QUALITY PRODUCTS USED
BY LINDBERGH-BIRD AND WILEY-
POST IN THEIR FAMOUS FLIGHTS.

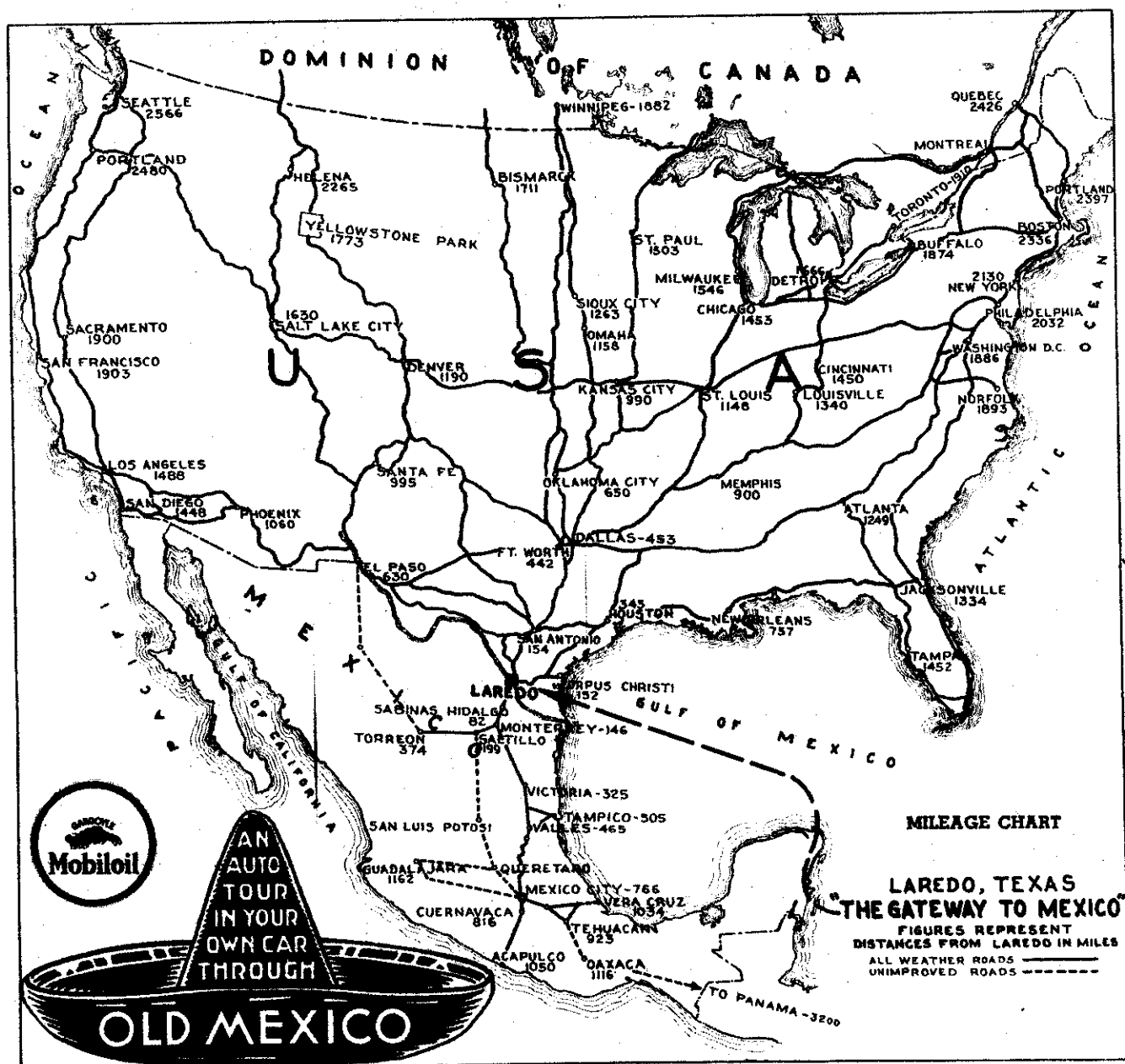
USE THEM ALSO YOURSELF IN YOUR CAR

VACUUM OIL COMPANY
de MEXICO, S.A.

BUCARELI 12. P.O. BOX 22 BIS. MEXICO, D.F.



| MEXICO MILEAGE TABLE | TOWNS | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----------|---------|------------|-------------|-------------|--------|------------|--------|--------|-------------|-----------|-----------|---------|--------|----------|--------------|----------|-------------------|----------------|--------------|---------|-------|----------|--------|---------|--------|----------|--|
| | ACAPULCO | CUAUTLA | CUERNAVACA | C. VICTORIA | GUADALAJARA | IGUALA | IXMQUILPAN | JACALA | JALAPA | MEXICO CITY | MONTERREY | N. LAREDO | PACHUCA | PUEBLA | RIO FRIO | SABINAS HGO. | SALTILLO | S. J. TEOTIHUACAN | S. LUIS POTOSI | TAMAZUNCHALE | TAMPICO | TAXCO | TEHUACAN | TOLUCA | TORREON | VALLES | VERACRUZ | |
| ACAPULCO | --- | 268 | 239 | 732 | 678 | 160 | 363 | 449 | 482 | 284 | 909 | 1054 | 342 | 368 | 323 | 972 | 963 | 31 | 566 | 514 | 690 | 181 | 445 | 324 | 1137 | 590 | 566 | |
| CUAUTLA | -- | --- | 29 | 513 | 459 | 108 | 364 | 230 | 178 | 65 | 690 | 835 | 123 | 109 | 64 | 753 | 744 | 92 | 347 | 295 | 471 | 87 | 184 | 105 | 918 | 371 | 262 | |
| CUERNAVACA | -- | 29 | --- | 493 | 439 | 79 | 144 | 210 | 243 | 45 | 670 | 815 | 103 | 129 | 84 | 733 | 724 | 72 | 327 | 285 | 451 | 58 | 204 | 85 | 898 | 351 | 327 | |
| C. VICTORIA | --- | 513 | 493 | --- | 842 | 572 | 349 | 283 | 646 | 448 | 177 | 322 | 401 | 532 | 487 | 240 | 230 | 441 | 469 | 218 | 243 | 551 | 523 | 488 | 405 | 143 | 730 | |
| GUADALAJARA | -- | 459 | 439 | 842 | --- | 518 | 493 | 559 | 592 | 394 | 1019 | 1164 | 452 | 478 | 433 | 1082 | 1073 | 421 | 676 | 624 | 800 | 497 | 553 | 354 | 1247 | 700 | 676 | |
| IGUALA | --- | 108 | 79 | 572 | 518 | --- | 223 | 289 | 322 | 124 | 749 | 894 | 182 | 208 | 163 | 812 | 803 | 151 | 406 | 354 | 530 | 21 | 283 | 164 | 977 | 430 | 406 | |
| IXMQUILPAN | -- | 164 | 144 | 349 | 493 | 223 | --- | 66 | 297 | 99 | 526 | 671 | 52 | 183 | 138 | 589 | 579 | 92 | 381 | 131 | 307 | 202 | 174 | 139 | 754 | 207 | 381 | |
| JACALA | -- | 230 | 210 | 283 | 559 | 289 | 66 | --- | 363 | 165 | 460 | 605 | 118 | 249 | 284 | 523 | 513 | 158 | 447 | 65 | 241 | 268 | 240 | 205 | 688 | 141 | 447 | |
| JALAPA | -- | 178 | 243 | 646 | 592 | 322 | 297 | 363 | --- | 198 | 823 | 968 | 256 | 114 | 159 | 886 | 877 | 225 | 480 | 428 | 604 | 301 | 273 | 238 | 1051 | 504 | 84 | |
| MEXICO CITY | -- | 65 | 45 | 448 | 394 | 124 | 99 | 165 | 198 | --- | 625 | 770 | 58 | 84 | 39 | 688 | 679 | 27 | 282 | 230 | 406 | 103 | 75 | 40 | 853 | 306 | 282 | |
| MONTERREY | -- | 690 | 670 | 177 | 1019 | 749 | 526 | 460 | 823 | 625 | --- | 145 | 577 | 709 | 664 | 63 | 54 | 618 | 292 | 395 | 420 | 728 | 700 | 665 | 228 | 319 | 407 | |
| N. LAREDO | -- | 835 | 815 | 322 | 1164 | 894 | 671 | 605 | 968 | 770 | 145 | --- | 723 | 854 | 809 | 82 | 199 | 763 | 437 | 540 | 565 | 873 | 845 | 810 | 373 | 465 | 1052 | |
| PACHUCA | --- | 123 | 103 | 401 | 452 | 182 | 52 | 118 | 256 | 90 | 577 | 723 | --- | 142 | 97 | 641 | 631 | 51 | 340 | 183 | 358 | 161 | 133 | 98 | 805 | 258 | 340 | |
| PUEBLA | --- | 109 | 129 | 532 | 478 | 208 | 183 | 249 | 114 | 84 | 709 | 854 | 142 | --- | 45 | 772 | 763 | 111 | 366 | 314 | 490 | 187 | 159 | 124 | 937 | 340 | 198 | |
| RIO FRIO | --- | 64 | 84 | 487 | 433 | 163 | 138 | 204 | 159 | 39 | 664 | 809 | 97 | 45 | --- | 727 | 718 | 66 | 321 | 269 | 445 | 142 | 114 | 79 | 892 | 345 | 243 | |
| SABINAS HGO. | -- | 753 | 733 | 240 | 1082 | 812 | 589 | 523 | 886 | 688 | 63 | 82 | 641 | 772 | 727 | --- | 117 | 681 | 355 | 458 | 483 | 791 | 763 | 728 | 294 | 383 | 970 | |
| SALTILLO | -- | 744 | 724 | 230 | 1073 | 803 | 579 | 513 | 877 | 679 | 54 | 199 | 631 | 763 | 718 | 117 | --- | 671 | 238 | 448 | 473 | 782 | 754 | 719 | 175 | 373 | 961 | |
| S. J. TEOTIHUACAN | -- | 92 | 72 | 441 | 421 | 151 | 92 | 158 | 225 | 27 | 618 | 763 | 51 | 111 | 66 | 681 | 671 | --- | 309 | 223 | 399 | 130 | 102 | 67 | 846 | 299 | 309 | |
| S. LUIS POTOSI | -- | 347 | 327 | 469 | 676 | 406 | 381 | 447 | 480 | 282 | 292 | 437 | 340 | 366 | 321 | 355 | 238 | 309 | --- | 512 | 688 | 385 | 337 | 322 | 413 | 588 | 564 | |
| TAMAZUNCHALE | -- | 295 | 285 | 218 | 624 | 354 | 131 | 65 | 428 | 230 | 395 | 540 | 183 | 314 | 269 | 458 | 448 | 223 | 512 | --- | 176 | 333 | 305 | 270 | 623 | 76 | 512 | |
| TAMPICO | -- | 471 | 451 | 243 | 800 | 530 | 307 | 241 | 604 | 406 | 420 | 565 | 358 | 440 | 445 | 483 | 473 | 399 | 688 | 176 | --- | 309 | 481 | 446 | 648 | 100 | 688 | |
| TAXCO | -- | 87 | 58 | 551 | 497 | 21 | 202 | 268 | 301 | 103 | 728 | 873 | 161 | 187 | 142 | 791 | 782 | 130 | 385 | 333 | 509 | --- | 262 | 143 | 956 | 409 | 385 | |
| TEHUACAN | -- | 184 | 204 | 523 | 555 | 283 | 174 | 240 | 273 | 73 | 700 | 845 | 133 | 159 | 114 | 763 | 754 | 102 | 357 | 305 | 481 | 262 | --- | 199 | 920 | 381 | 357 | |
| TOLUCA | -- | 105 | 85 | 488 | 354 | 164 | 139 | 205 | 238 | 40 | 665 | 810 | 98 | 124 | 79 | 728 | 719 | 67 | 322 | 270 | 446 | 143 | 199 | --- | 895 | 346 | 322 | |
| TORREON | --- | 918 | 898 | 405 | 1247 | 977 | 754 | 688 | 1051 | 853 | 228 | 373 | 805 | 937 | 892 | 291 | 175 | 846 | 413 | 623 | 648 | 956 | 928 | 893 | --- | 547 | 1135 | |
| VALLES | --- | 371 | 351 | 143 | 700 | 430 | 207 | 141 | 504 | 306 | 319 | 465 | 258 | 340 | 345 | 383 | 373 | 299 | 388 | 76 | 100 | 409 | 381 | 346 | 547 | --- | 388 | |
| VERACRUZ | --- | 262 | 327 | 730 | 676 | 406 | 381 | 447 | 84 | 282 | 907 | 1052 | 340 | 198 | 243 | 970 | 961 | 309 | 564 | 512 | 688 | 385 | 357 | 322 | 1135 | 588 | --- | |
| THE NUMBERS WHERE LINES INTERSECT SHOW THE DISTANCE BETWEEN THE TWO TOWNS CORRESPONDING TO THE SAME LINES. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



TIME REQUIRED TO REACH MEXICO BY CAR.

Study the map. You'll see that it doesn't require much time for a Mexican vacation. It's nearer than you think.

Splendid paved highways from every corner of the United States converge at Laredo. Most people in their own cars make Laredo from New Orleans or St. Louis in two days, from Chicago in three, New York in five. Monterrey is three to four hours from Laredo, Saltillo five, and Mexico City two days.

TIME OF YEAR TO COME

"Anytime" is the time to come to Mexico. Though it is hot in the tropics during the summer months, still on the high tablelands and in the mountains, (see map page 5), the climate throughout the year is "Perpetual Spring", as nearly perfect as any climate on earth.

COSTS OF A MEXICAN VACATION

You know approximately what it costs per mile to drive

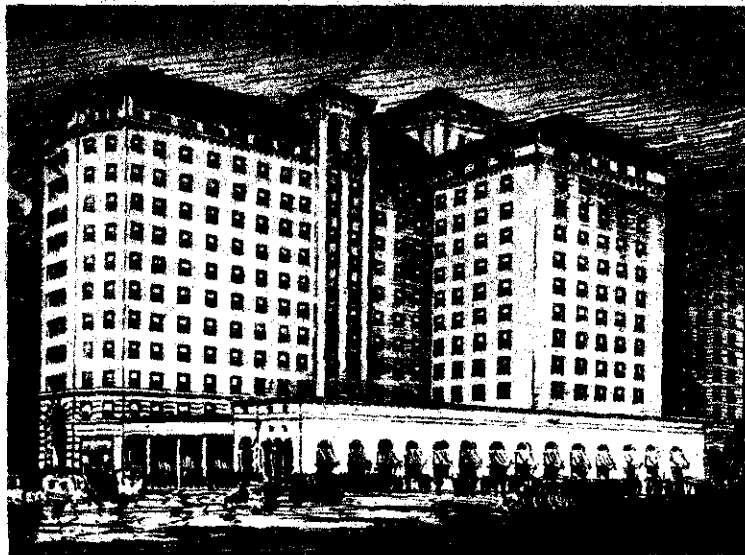
your car, and with the mileage chart above can figure the miles from your home to Mexico and get the costs. Gasoline in Mexico sells for about 23 cents U. S. Cy. per gallon.

On the following page is shown the cost of a trip from Laredo to Mexico City by a party of four by actual experience.

The cost of a vacation naturally varies with the type of accommodations one prefers.

Hotel rooms with running water, single, are from 1.00 to 1.25, with bath, 1.50 to 2.50. Double with running water, 1.25 to 2.00, and with bath 2.00 to 4.50. These rates apply to the larger cities. In small towns the rates are frequently much lower. The rates given are in U. S. currency and by the day. For long stays considerable reductions are made. Remember that exchange is in your favor now. One dollar is three dollars and sixty cents Mexican money.

Meals are very reasonable. Luncheon or dinner can be had and very good from 1.00 peso (28 cts.) to 1.50 (43 cts.) in Monterrey or Mexico City.



THE PLAZA, San Antonio

The PLAZA HOTELS

SAN ANTONIO
and
CORPUS CHRISTI
(Texas)

The New Modern Hotel
In Each City is The Plaza
"Noted for Good Foods".

"A A A" HOTELS WITH GARAGE
JACK WHITE, Operator

COME TO MEXICO -- NO OTHER TRIP COMPARE/ WITH IT

You will always remember it and talk of it ever afterwards and be glad that you came before the "Rush".

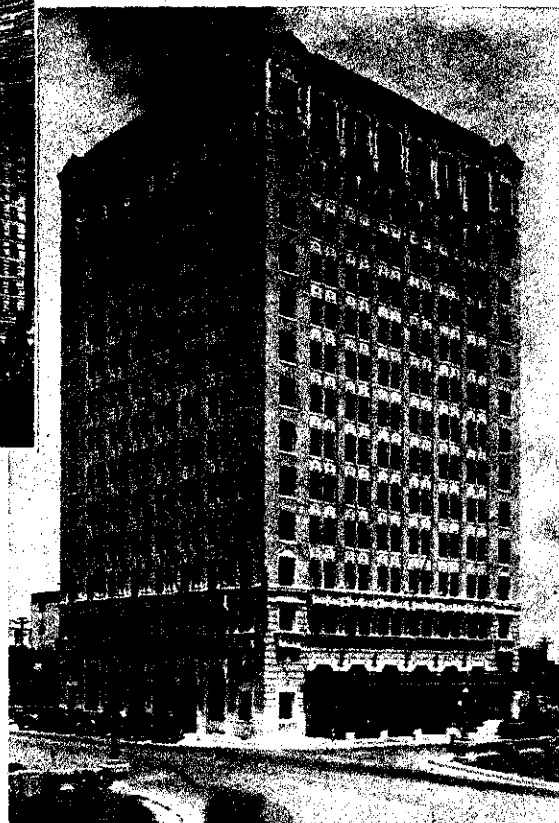
Make your plans to come anytime of the year and stay as long as you can and you will enjoy every minute of it.

The present exchange rate of more than three and a half pesos for one dollar makes it cheaper than staying at home.

No other country offers so many things of interest for your enjoyment and education, nor for so little money and time spent.

Travel through the tropics where the bananas, coconuts, mangoes, coffee, alligator pears and even gardenias grow wild; where parrots screech and chatter when your intrusion disturbs them; where words are inadequate with which to describe the mountain scenery as you ascend altitudes that provide perpetual snow and daily sunshine. Mexico City, sometimes referred to as the "Paris of America" and known as the "City of Palaces" long before Columbus sailed for America, is but 760 miles South of the Texas border, and now easily reached over a superb highway.

Don't plan on bringing camping outfit, as camping is not practical in Mexico and you will have no use for it. There is ample accommodation to be had very cheaply all along the route and all through the country.



THE PLAZA, Corpus Christie

Actual cost of four people for 15 days vacation in Mexico City, in U. S. money, allowing 2-½ days for travel each way from Laredo to Mexico City, or a total of twenty days in Old Mexico:

| | Dollars |
|--|---------|
| Travel Bureau Service at Laredo.. . . . | 8.50 |
| Automobile Bond (20 days).. . . . | 1.25 |
| Tourists Cards (4 at 3.60 pesos).. . . . | 4.00 |
| Tips at border, on bridge.. . . . | 1.00 |
| Gasoline and oil for round trip to Mexico City.. . . . | 40.00 |
| Tourist Court and hotel rooms for four people, 20 days, at 12.00 pesos daily, 240.00 pesos, or . . . | 67.20 |
| Meals for four people at 5.50 pesos each, daily, . . . | 123.20 |
| 440.00 pesos, or.. . . . | 123.20 |
| Tips at 10% of meal prices.. . . . | 12.32 |
| Additional for sightseeing, gas and oil for side trips, incidental auto expense, diversion and entertainment, refreshments, curios, etc., at 9.00 pesos daily per person, for four 720.00 pesos, or 201.60 | |

Total Amount in U. S. Dollars.. . . . 451.07

Per person, daily, in Dollars 5.54

If meals are prepared in kitchenettes the cost will be much lower, naturally, as the above figures are based on eating at Mexico's best restaurants.

The car used was a six-cylinder medium sized automobile, five-passenger sedan.

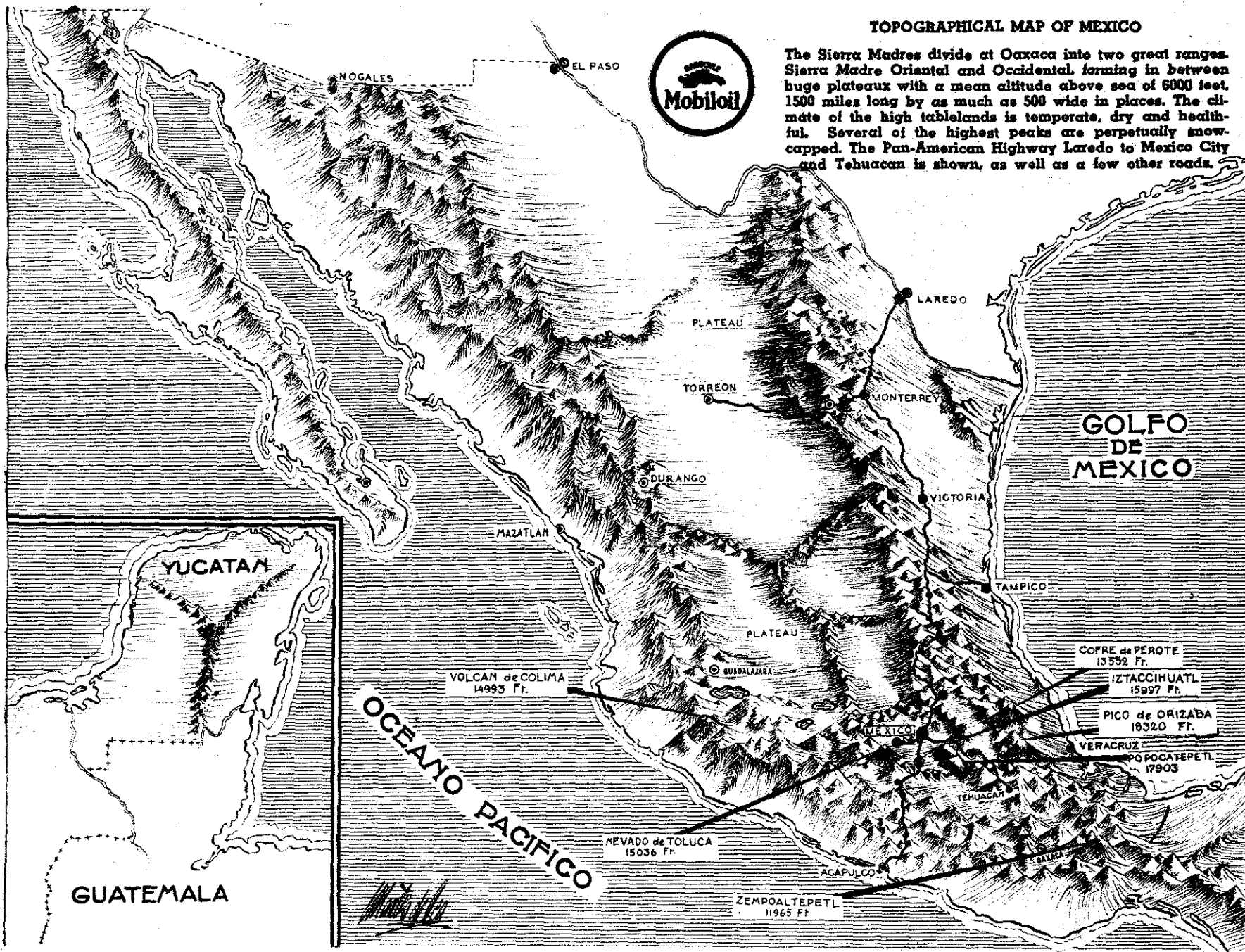
Automobile storage and washing is included with Tourist Court rates.

(Above data furnished by SHIRLEY COURTS).

TOPOGRAPHICAL MAP OF MEXICO



The Sierra Madres divide at Oaxaca into two great ranges. Sierra Madre Oriental and Occidental, forming in between huge plateaux with a mean altitude above sea of 6000 feet, 1500 miles long by as much as 500 wide in places. The climate of the high tablelands is temperate, dry and healthful. Several of the highest peaks are perpetually snow-capped. The Pan-American Highway Laredo to Mexico City and Tehuacan is shown, as well as a few other roads.

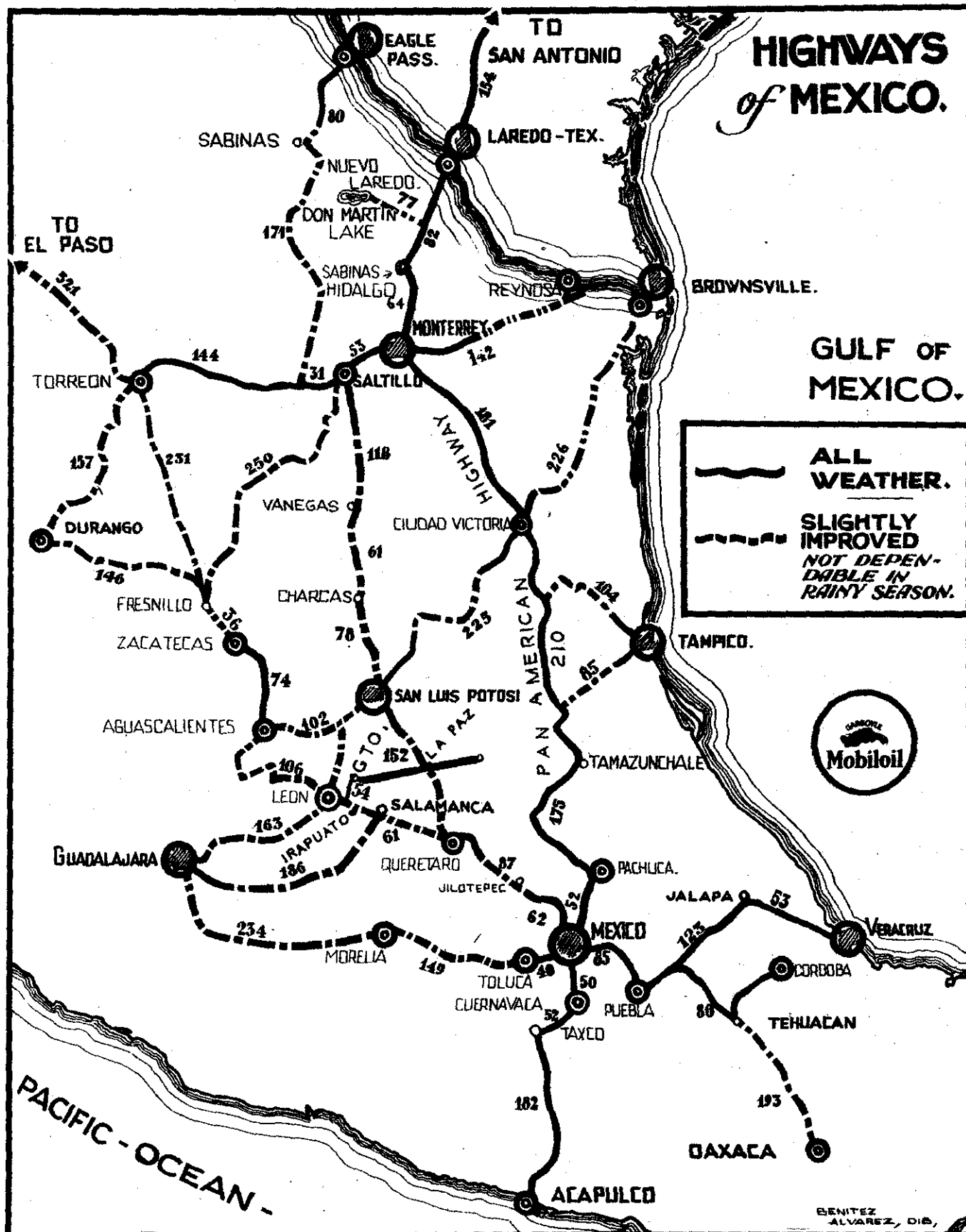


**GULF OF
MEXICO.**

**SLIGHTLY
IMPROVED
NOT DEPEND-
ABLE IN
RAINY SEASON.**



BENITEZ
ALVAREZ, DIE



POWER'S GUIDE TO MEXICO FOR THE MOTORIST

PUBLISHED BY THE

11th Edition

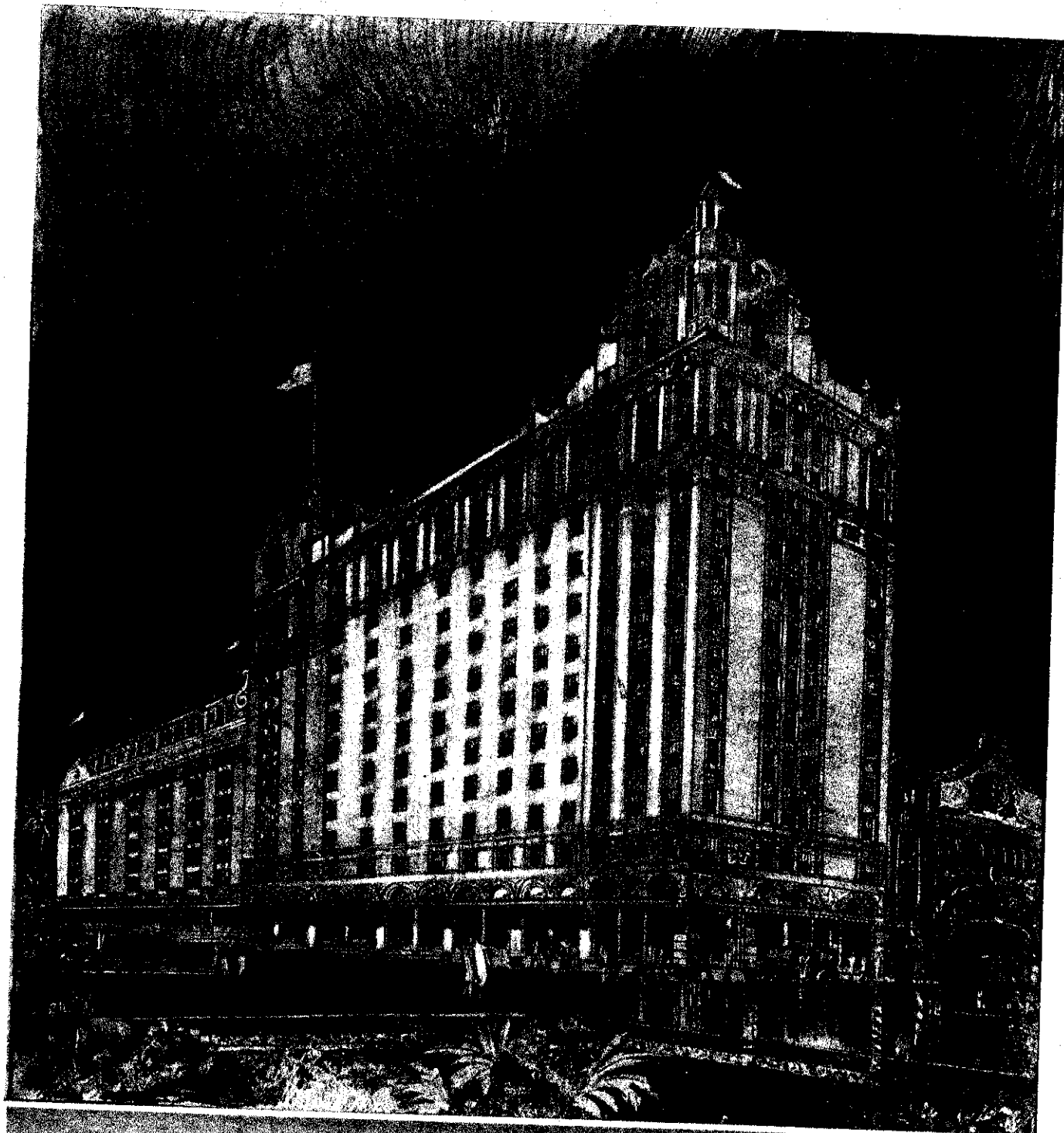
PAN AMERICAN TOURIST BUREAU

L A R E D O , T E X A S

1936

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HOTEL HAMILTON

LAREDO'S LARGEST HOTEL

300 Rooms with Bath.

W. D. MARTIN, Manager

Laredo, Texas

GENERAL INFORMATION

IMPORTANT.—In view of the frequent changes in regulations affecting tourists, especially those of the United States Government, you are strongly urged to obtain final information in Laredo, Texas, before embarking on your trip. This information can be had at the Three "A" office in the Magnolia Building, or in the Chamber of Commerce office in the Hamilton Hotel. (See map for location).

MEXICAN IMMIGRATION REQUIREMENTS.—If you enter Mexico as a TOURIST all you need is a "Tourist Card", costing 3.60 Mexican money at the border, or one dollar at the Mexican Consulates.

Entering Mexico on business requires a deposit of... \$250.00 Pesos or more. Ascertain the regulations at the border. No passports or permits are issued for the purpose of seeking employment in Mexico. Read the regulations on the back of your tourist card carefully. Tourist cards can be used ONLY for pleasure trips, and if used on business trips offending party will be subject to a heavy fine. Tourist cards are issued for a period up to six months.

Ladies travelling alone should provide themselves with proper identification to avoid embarrassing questions and delays.

Children under the age of 15 do not require tourist cards but will be mentioned on that of the person accompanying them.

Negro chauffeurs and servants require special permission from Mexico City to enter, which can be arranged at the border. A cash bond of \$250.00 pesos Mexican money is exacted.

UNITED STATES IMMIGRATION HINTS.—In order to avoid difficulties in returning to the United States, NATURALIZED CITIZENS should provide themselves with their naturalization certificate, and ALIENS their passport, head-tax receipt or identification card, as evidence of legal residence in the United States.

The Three "A" Touring Bureau at Laredo, Texas, is in a position to give proper advice on these matters, and to render every assistance required.

MONEY.—It is unlawful to use American or other foreign money in Mexico, but is, of course, accepted at the banks. However, full exchange is rarely allowed on American silver, except at the border. Travellers checks are the more acceptable and always bring full exchange at the banks in Monterrey and Mexico City. They are sometimes difficult to change in the small towns because they are not known; and again the full rate of exchange is seldom allowed in the out-of-the-way places. Therefore it is advisable to exchange sufficient dollars into Mexican money to carry one between important cities. The most practical way of carrying funds throughout Mexico is in the shape of Mexican Travellers Checks (Cheques de Viajero), obtainable at the BANCO NACIONAL DE MEXICO, S. A., (National Bank). There is a branch of the BANCO NACIONAL in Nuevo Laredo, and another in Monterrey. (See city maps for locations). The parent bank of the BANCO NACIONAL DE MEXICO, S. A., is in Mexico City (see map). This institution has branches all over the Republic.

MEXICO employs the decimal system. A "peso" is 100 centavos, a Mexican Dollar. Coins are of 1, 2, 5, 10 and 20 centavos, bronze; 5 centavos nickel, 50 centavos of silver. Paper bills of 1.00 peso, 5 pesos, 10 pesos, 20 pesos, 50 pesos and 100 pesos.

AUTOMOBILE INSURANCE.—Can be arranged through the Three "A" office in Laredo, Texas. (See map for location).

BOND OF TOURIST CARS.—At present bonds on cars are required. Rates for bonding now are 1.00 (dollar) for ten days, 1.25 for twenty days, 1.50 for thirty days. The next thirty days or fraction 1.50, and the following thirty days 1.00. Registration papers and ownership papers are required for identification. Information necessary in applying for a bond is as follows: Full name of person in whose

name the car is to be bonded (must be a member of the party and ride in the car). Address, street and city; make and model of car; number of cylinders. State how many spare tires, also whether new or used and if mounted on rims or wheels; whether car has an attached trunk and if of fibre, metal, etc.; if equipped with a radio or not. Give number of bumpers, motor number, license number, State, and mention length of stay in Mexico.

ALL equipment taken into Mexico must be taken out again, or duties are assessed on missing articles. Don't throw away worn out tires but haul them back out with you for the duties amount to forty pesos and up per tire.

CAMERAS.—There are no special requirements, but if you are taking an expensive camera or one of a foreign make, it is advisable to register it at the U. S. Customs House in Laredo, Texas, before crossing the border, so that you can bring it back without having to pay duties. Pictures should not be taken in border towns, likewise sordid scenes should not be taken anywhere in Mexico.

FUR COATS, DIAMONDS, etc.—Advisable to register these also at U. S. Customs before leaving the States to avoid argument about duties on return.

FIREARMS.—Firearms cannot be taken into Mexico and should be left on the American side, in care of hotel clerk to be picked up on return.

HUNTING AND FISHING.—As regulations covering these sports are frequently changed it is advisable to get the latest correct information from a reliable source. We suggest writing the Charles Mumm Touring Bureau, Laredo, Texas, sending a three cent stamp for reply.

HINTS FOR THOSE GOING FURTHER SOUTH THAN MONTERREY.—New tires on your car and two spares (good ones) are certainly advisable. Be sure that your car is in first class condition. Check battery. Reline brakes if lining is badly worn. Extra emergency equipment such as a tow line, two jacks, fan belt, fire patches are advised. An extra condenser and coil might prove to be lifesavers. Take extra globes for lights.

CLOTHING.—If going merely to Monterrey take along the same clothing you would for a trip to Southern Texas. But if going to the higher tablelands or to Mexico City then be provided with Spring or Fall clothing, light top coats, etc., Summer or Winter, for it is always cool in Mexico City, especially at night. For the tropics you want very light clothes in the Summer and Spring clothes in the winter.

The MEXICAN AUTOMOBILE ASSOCIATION, "AMA", have a special short-time membership for tourists, from 1.50 U. S. Cy., up, which we believe to be well worth the outlay. It is a splendid organization doing a lot of good work for the motorist, and especially the tourist. They can iron out many little difficulties, issue drivers' licenses and assist in many ways. It is well to consider their proposition.

In Mexico City, frequently, one finds it advantageous to employ a guide to put them next to the ropes and to see everything properly. There are many good organizations located in the Capital. The Turismundial claim that their "Guests never get bored".

FISHING AT DON MARTIN DAM.—Government license 4.40 Mexs. for 30 days, Club license 8.00. Ladies and children not required to obtain Club permit. Room and bath, with 3 meals, 10.00 per day. Motor boat 3.00 per hour, with gas and motorman. Boat without motor 1.00 per hour. Limit of catch 20 in possession, minimum size 15". (All prices Mexican money).

TOURISTS to Mexico are increasing all the time. Mexican Government figures recently released show that from August to August of last year 1,979,483 tourists came into the country through the Port of Laredo.

LA/ PALMA/ COURT

3502 San Bernardo Ave., Laredo, Texas.

(See map).

Reinforced Monolithic Concrete
Construction

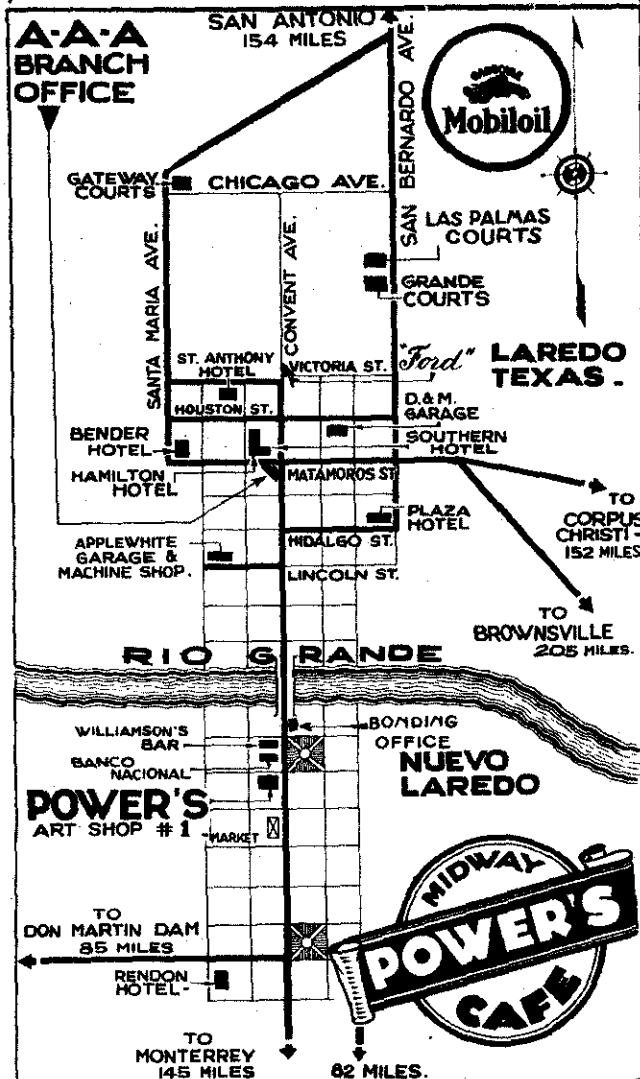
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Mrs. Edna Power

Sabinas Cafe
J. L. Power.

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Both stores conveniently located so that
you can pick up what you want on way
back out, thus saving the necessity of
hauling curios all over the country.

DROP IN AND SEE OUR STOCKS ON
YOUR WAY DOWN AND LEARN
PRICES

IT WILL BE A PLEASURE TO SHOW
YOU AROUND. NO OBLIGATION TO
BUY.

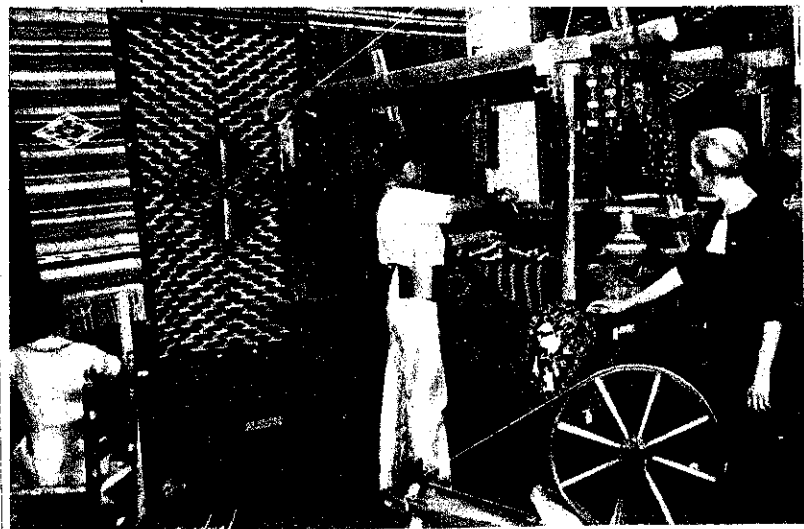
ROBERTO DE LA SELVA'S
ORIGINAL WOOD CARVINGS.

Partial View of interior.
Power's Art Shop No. 1.
(Nuevo Laredo)



Original wood carving of
Roberto de la Selva.
At Power's Art Shop No. 1.

Indian zarape loom
(At Power's)



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DRIVING HINTS AND MEXICO HIGHWAY REGULATIONS

The avoid automobile accidents observe faithfully the Mexico Highway Regulations.

1. See that your car is in first-rate order before leaving Laredo. Many competent shops there. Renew worn tires and carry two good spares, for a defective or worn tire bursting is a sure means of crashing. Have brakes adjusted or relined before starting.

2. Avoid excessive speed. Don't take unnecessary chances.

3. The Pan-American Highway in Mexico is a Federal project and traffic regulations are strictly enforced. The maximum speed limit is 80 kilometers, or 50 miles, of towns along highway 40 kms. or 25 miles, Monterrey 18 miles. **DON'T RACE THRU TOWNS ALONG HIGHWAY UNLESS YOU ENJOY PAYING FINES.**

4. Don't park on pavement for any reason but get well over on right-hand shoulder of road.

5. Don't drive when intoxicated, or nearly so.

6. When overtaking another car sound horn before going by.

7. **BEFORE** passing another car parked on highway **CUT DOWN** speed and sound horn.

8. Do not pass cars on curves nor on the brows of hills.

9. **Look** dim lights when passing another car.

10. **LOOK OUT** for cows, horses, donkeys on road, especially at night.

MEASURES USED IN MEXICO

The Metric system is official.

Distances are measured in kilometers, liquids in liters (LITROS), commodities in KILOS. However, frequently the Peasant will give distance in leagues, or LEGUAS. A legua (la-gwa) is 4.190 kms., or 2.6 miles.

TABLE OF EQUIVALENTS

1 mile = 1.60935 kms. (5 mi. = 8 kms. approx.)

1 kilometer = 0.62137 miles.

1 yard = 0.9144 meters (metros).

1 foot = 0.3048 meters, 1 inch = 2.540 centimeters.

1 meter = 1.093651 yds., or 3.28083 ft.

1 Sq. meter = 1.19598 sq. yds.

1 cubic meter = 1.30794 cu. yds.

1 hectar = 2.47104 acres.

1 liter = 0.26417 U. S. gals., or 1.05771 quarts.

1 U. S. Gal. = 3.7854 litros.

1 kilogram (kilo) = 2.2046 lbs. avoirdupois

1 pound av. = 0.4536 kilograms.

1 Ounce av. = 28.3496 grams.

1 Metric ton (1000 kilos) = 2204.60 lbs. av.

1 Arroba = 11.5260 kilos, or 25.38 lbs.

1 Quinta (4 arrobas) = 46.0246 kilos.

The Centigrade thermometer is used in Mexico. (0 freezing, 100 boiling point).

To convert degrees Centigrade to Fahrenheit:

Multiply number of degrees by 9, divide product by 5, and add 32.

GASOLINE AND OIL (Gasolina y Aceite)

Sold by the liter (litro). Filling station tanks are marked in LITROS, divisions of FIVE. Call for gas in LITROS, Five, Ten, Fifteen, Twenty, etc., and not in GALLONS.

Cost Mexican Cy.

| | at 20 c. | 21 c. | 22 c. |
|--|----------|-------|-------|
| Cinco (5) litros = 1-1/3 gal... | 1.00 | 1.05 | 1.10 |
| Diez (10) litros = 2-2/3 gal... | 2.00 | 2.10 | 2.20 |
| Quince (15) litros = 4 gal. ... | 3.00 | 3.15 | 3.30 |
| Veinte (20) litros = 5-1/3 gal. ... | 4.00 | 4.20 | 4.40 |
| Veinticinco (25) litros = 6-2/3 gal. | 5.00 | 5.25 | 5.50 |
| Treinta (30) litros = 8 gal. ... | 6.00 | 6.30 | 6.60 |
| Treinta y cinco (35) litros = 9-1/2 gal. ... | 7.00 | 7.35 | 7.70 |

When buying commodities by weight, like sugar or anything else, call for it in KILOS. If a pound is wanted ask for MEDIO kilo, which is 1-1/2 pounds. Try to learn a little Spanish. Refer to the Spanish English phrases in back of guide and study the rules of pronunciation. By doing so more pleasure will be gotten from the trip and less confusion and misunderstanding.



LAREDO THE GATEWAY TO MEXICO

Laredo, Texas.—Pop. 40,000, Elev. 400 ft. (New Laredo, Mexico, just across the Rio Grande, Pop. 25,000). Laredo was founded in the year 1750 by Tomas Sanchez, an officer of the Royal Army of Spain, purposely to furnish a stop-over and resting place for the caravans travelling between San Antonio and Monterrey. Laredo is still the splendid and logical stop-over point for the traveller of to-day, just as much so as it was two centuries ago, for in Laredo the traveller can find the best of hotels, good garages and repair shops, large and well stocked stores from which to outfit for his trip into Old Mexico.

Today Laredo is one of the most important of the seven cities through which trade and travel flow between the United States and Mexico. In one year the statistics show 32,000,000 worth of exports passed into Mexico through Laredo, while less than one-third of that amount went through the other six gateways combined. In the 23rd Customs District approximately four-fifths of all the business handled was transacted through the Laredo Gateway. Carlot shipments through Laredo amounted to more than half of that through all of the other gateway cities combined, from the Gulf to the Pacific. In addition to this Laredo is the principal gateway for auto travel because the only paved highway into Mexico goes through Laredo. With its already pre-eminent position, Laredo, has an excellent opportunity to become one of the most important international trade gateways of the world.

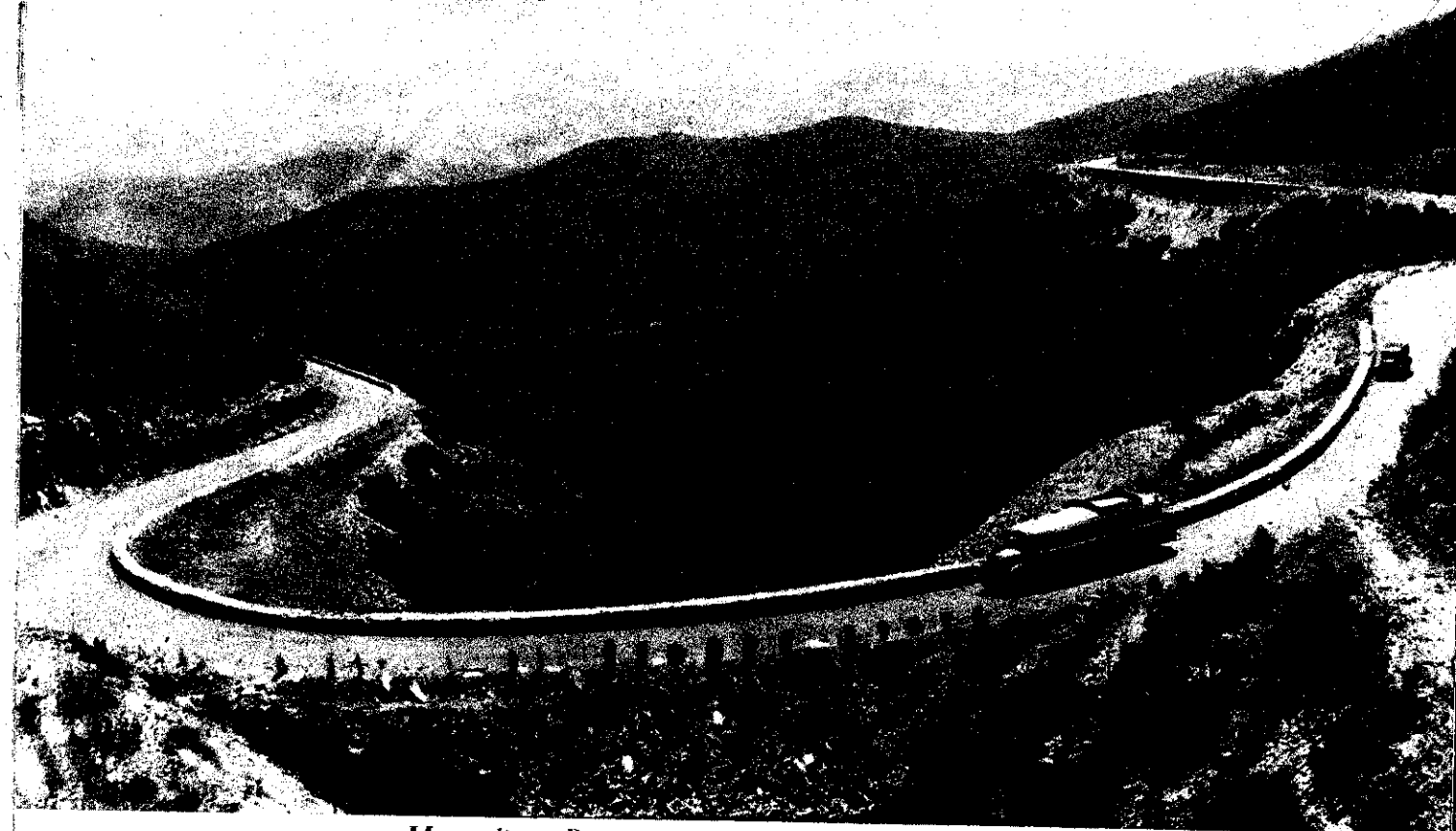
The only antimony smelting and refining plant on the North American Continent is at Laredo. Among other important industries must be mentioned the Harvest Hat Company, whose products are shipped to every corner of the United States and to many foreign countries. The vast farming country around Laredo is given over, in large part,

to the growth of truck crops, which has resulted in Laredo shipping out thousands of carloads of spinach, Bermuda onions, broccoli, carrots, beets, lettuce and other vegetables. The entire year comprises the Laredo growing season so that vegetable and citrus crops can be produced for out-of-season consumption in northern markets. Cattle raising is another very important Laredo activity, for the vast, rolling plains make ideal grazing grounds and the year-round mild climate eliminates the possibility of losses through extremes of heat and cold. Of great importance also, are the oil and gas industries, the latter of which supplies natural gas to a large part of Texas and Northern Mexico adjacent to the Laredo district.

The climate is mild, very dry, and particularly conducive to healthful living. Its winters, because of its extreme southern location, are mild with days warm enough to spend the entire time out-of-doors. Summertime is equally mild here because the warmth of the days is tempered by the cooling breezes from the Gulf. After the summer sun has set the nights become cool enough to make light covering welcome and comfortable. It is just the climate the winter vacationist is searching for in the resort or city that he selects as an escape from the snow and wintry blasts of the North. Laredo, for this reason, has made ample provision to care for its guests. Several hotels, modern and comfortable, are in a position to offer accommodations of almost every character.

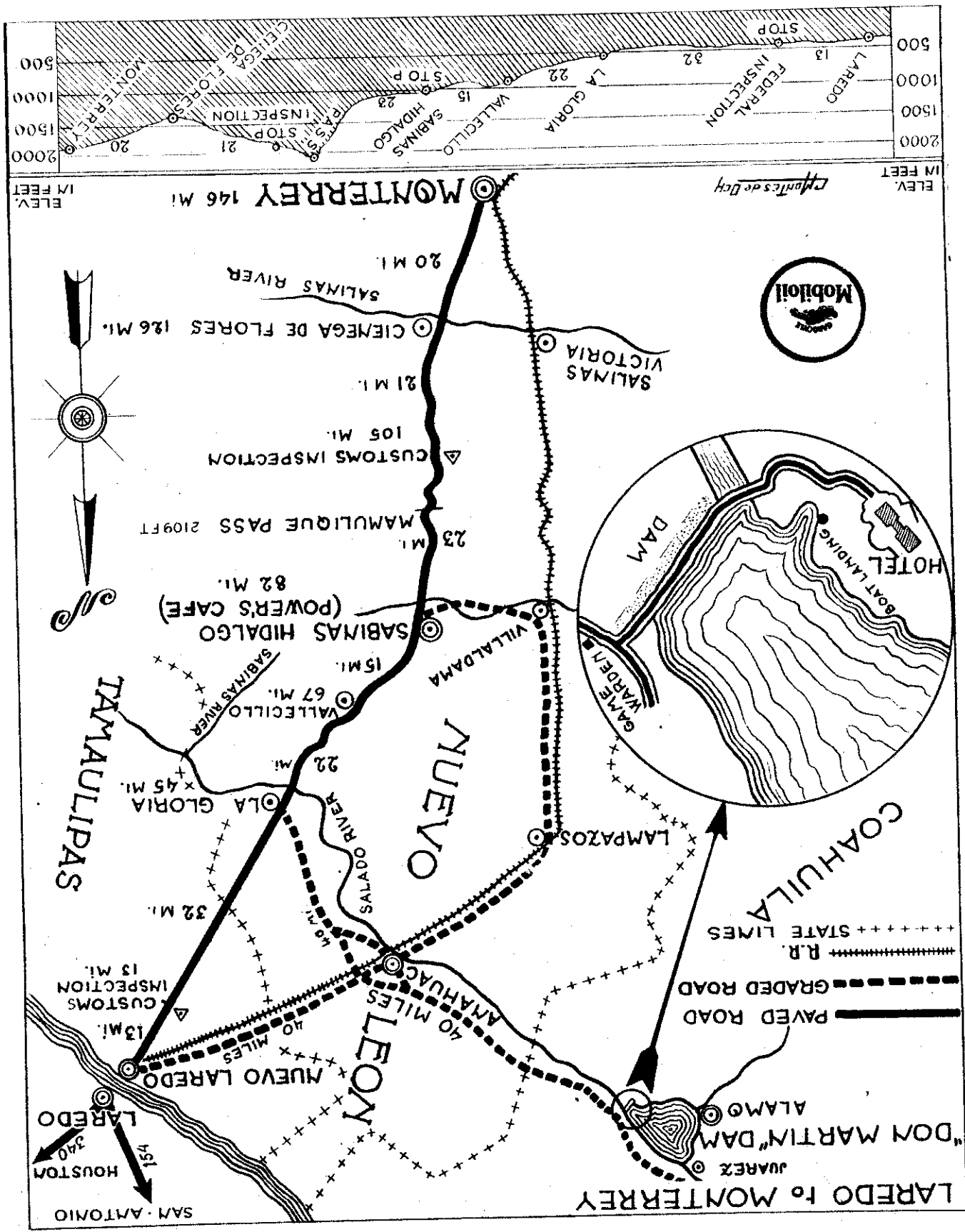
Golf, tennis, riding, and other outdoor sports may be enjoyed in Laredo as well as social activities.

Fishing and hunting may be enjoyed by the sportsman on either side of the river. Only two hours below the border is the Don Martin Dam that has provided one of the finest fishing places on the continent.



*Mamaulique Pass, 20 miles below Sabinas Hidalgo.
Photo by E. E. Barros.*







THE GRAN HOTEL ANCIRA, MONTERREY

Erected in 1909, at a cost of more than a million and a half pesos. Has been recently re-modeled and modernized throughout. Its carved stone facade and other architectural features make it the finest hotel structure in the Republic. Inside of its fine patio is a very well executed mural by the famous painter, Salvador Tarazona, representing the founding of Monterrey, in 1581, by Don Luis de Carvajal y de la Cueva.

This justly famous hostelry has well earned its reputation as the "Finest Hotel in Mexico". The rates are certainly very moderate and hardly in keeping with its fine appointments and service. It is under the able management of Mr. Angel Cueva.

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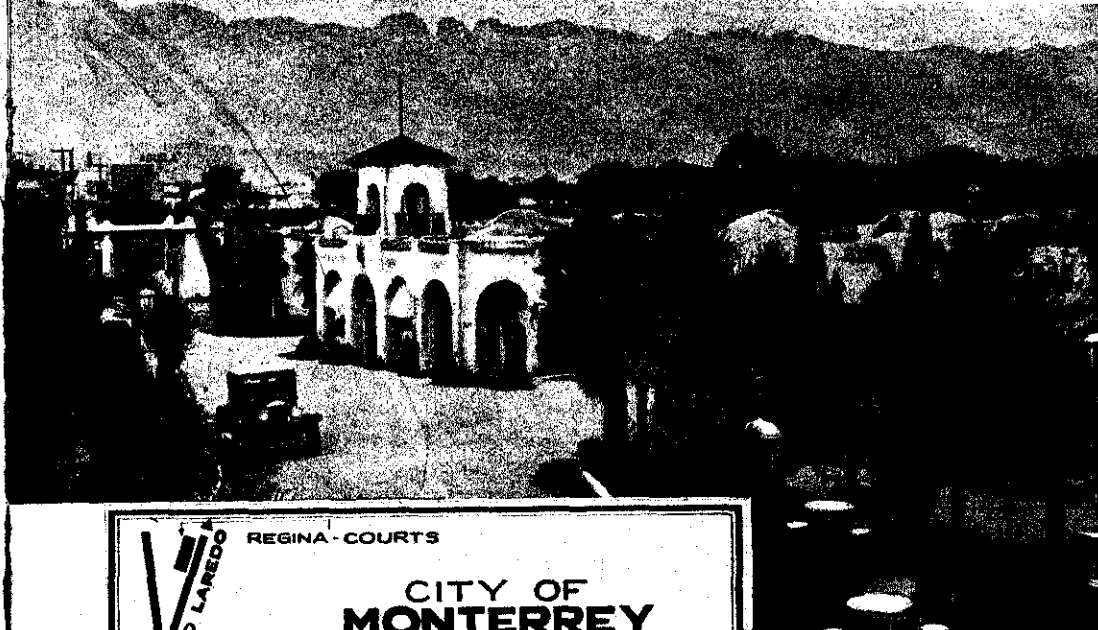
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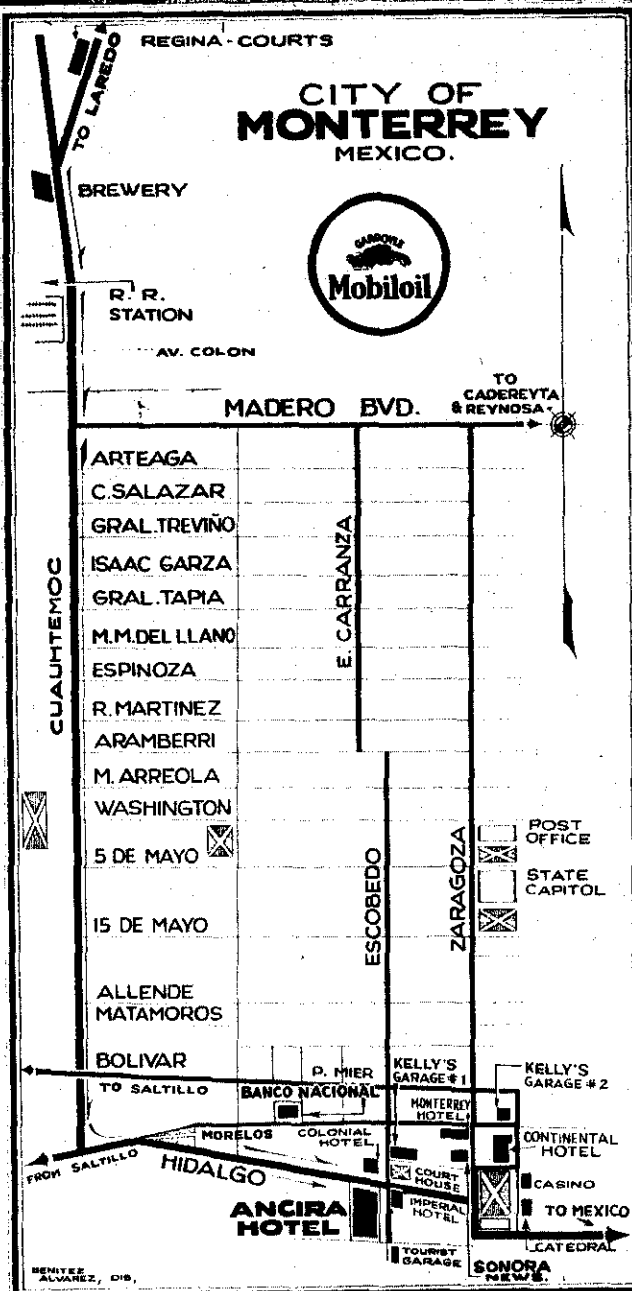
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MONTERREY, N. L., MEXICO

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of Monterrey. Elegantly furnished, moderately priced and only ten minutes from the business center. Stop and see what Regina Courts have to offer you.



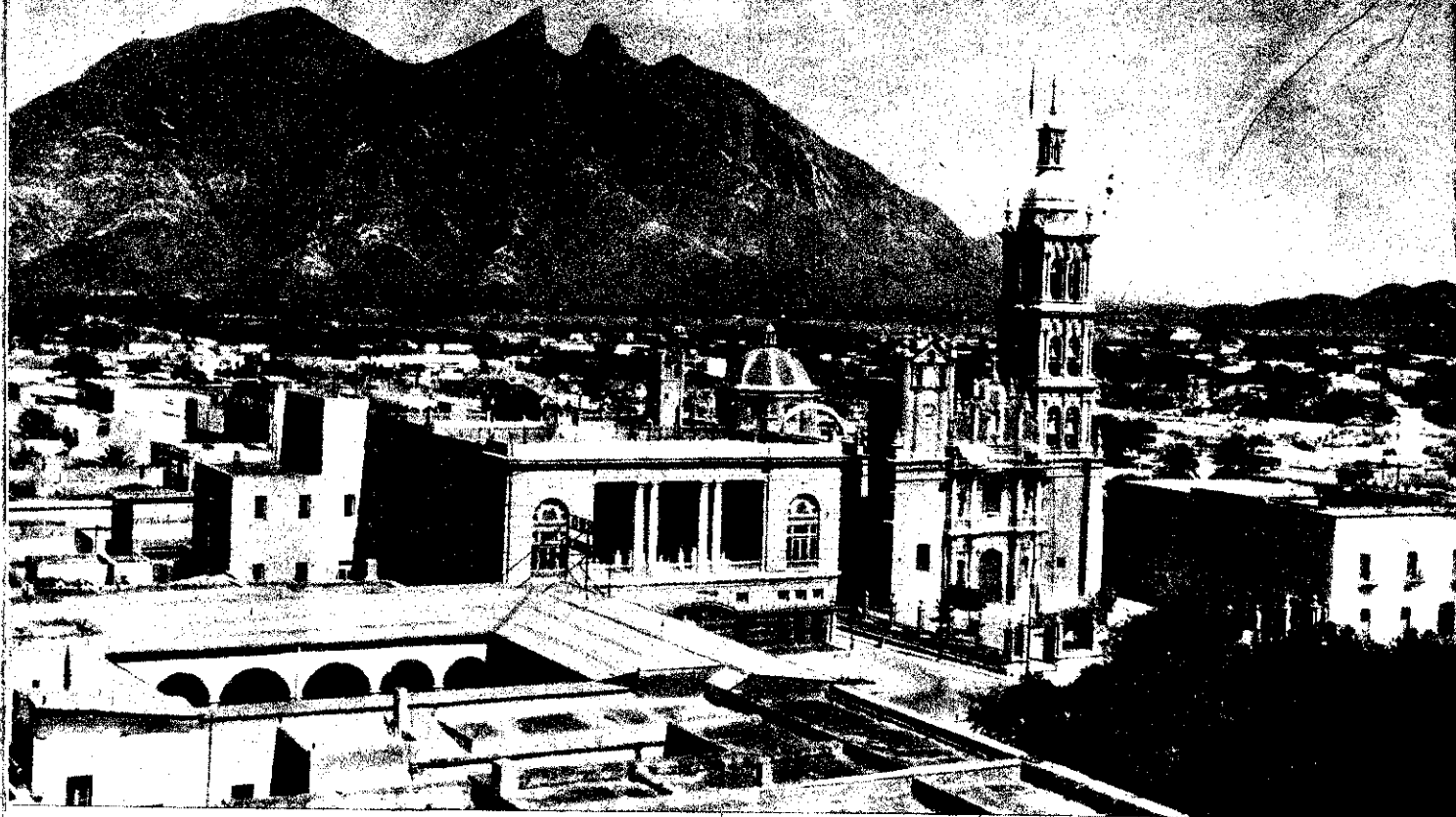
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Centrally Located
All Rooms with Bath
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Telephones
English Speaking
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Rates Moderate

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American Dailies & Magazines
Fifty years in the same location
(Half block from Hotel Ancira)
(Plaza Hidalgo) Monterrey, N. L.



View of Monterrey



Horsetail Falls

Federal Palace Monterrey

CAFE IMPERIAL

In Hotel Imperial, Hidalgo Plaza.
Is the Place to Eat
in Monterrey

American and Mexican Cooking
Chambers and Seifert.



MEXICAN COFFEE SHOP Gran Hotel ANCIRA

MONTERREY

MONTERREY (King of the Mountains) is the Capital of Nuevo Leon, Pop. 165,000. Founded by Diego de Montemayor 1596. Many good hotels (see map for location), the ANCIRA is the most highly recommended.

Today Monterrey is one of Mexico's leading cities and its most important Touring center. Its altitude of 1758 feet above sea level and its location at the foot of the Eastern Division of the Sierra Medres, makes for a healthful climate enjoyed all the year, with an average temperature of 75 degrees Fahrenheit in Summer and 61 degrees in the Winter.

Spanish Colonial reminiscences still linger in this quaint city, but in the midst of its age old buildings, which include a Cathedral and other structures with the imprint of a by-gone era, enterprising and dynamic Monterrey offers modern hotels and other places catering to the tourist, possessing all the comfort of the times. The influence of modern progress has not spoiled the old romance and tradi-

tions, as the picturesque native life and customs continue just as of old. Monterrey is truly a unique and enchanting city beckoning to the tourists in the United States and Canada in search of the unusual and attractive places easy and economical to reach.

Historical and interesting places include the famous "Obisipado", (Bishop's Palace), an imposing edifice built two centuries ago, standing on the crest of "Chepe Vera" hill west of the city. The Cathedral facing Zaragoza Plaza and other churches, offer much interesting material for the observer. Zaragoza Plaza constitutes an attraction of its own, more so when the municipal band plays on Thursday and Sunday evenings and the typical "Serenata" and the unique promenade take their course. Side trips may be easily made on perfect roads to enchanting Horsetail Falls to Villa de Santiago and to Huasteca Canyon.

Monterrey boasts of the largest industrial enterprises in the country. Steel rolling mills, Brewery, smelters and

HAVE YOUR CAR SENT TO
KELLY'S THE MOST CONVENIENT
 GARAGE TO ALL HOTELS

ore refineries.

Visitors to Monterrey should not fail to visit the most complete Industrial Exhibit in the Republic, located in the Chamber of Commerce building.

Monterrey and surrounding country offer limitless opportunities for the hunter and the fisherman. The excellent Country and Tennis Clubs provide all the entertainment and comforts desired, and a centrally located swimming pool of natural spring water will satisfy one's longing for a plunge. Night Clubs and Cabarets particularly catering to discriminating tourists abound in that Latin atmosphere of freedom and camaraderia.

Monterrey, combining the old with the new, is an ideal year-round vacation land, and heartily welcomes all visitors. All the comforts are assured in the up-to-date hotels and tourist courts.

PLACES OF INTEREST AROUND MONTERREY

FEDERAL PALACE.—"Postoffice" on the City map. This building houses all Federal Government offices, including post-office and telegraph.

STATE CAPITOL.—or "Palacio del Gobierno". In front of Postoffice. Note beautiful facade and visit the Reception and Red rooms (Sala de Recepción y Sala Roja).

CASINO.—On Plaza Zaragoza. This is not a gambling club, but the rendezvous of Monterrey's "Four Hundred". Admittance only upon introduction of a member. Ask your Hotel manager or Chamber of Commerce Information Bureau for card.

CATHEDRAL.—Across street from Casino. Built in 1790.

INDUSTRIAL EXHIBIT.—In Chamber of Commerce building, Morelos St. No. 347. Visit it by all means. Monterrey has a most progressive Chamber of Commerce and a splendid corps of highly trained officials who welcome visitors and make them feel at home.

CIRCULO MERCANTILE BUILDING.—One block South of Zaragoza Plaza. Athletic Club. Necessary to be introduced by member.

TERPSICORE CARDENS.—Out Calle Bolivar about one mile from center of city. Monterrey's beautiful night club.

HOTEL ANCIRA, PATIO AND MEXICAN COFFEE SHOP.—Mural depicting the founding of the City by Sal-

vador Tarazona, is in the patio. The Coffee Shop is also decorated by this same painter. See them.

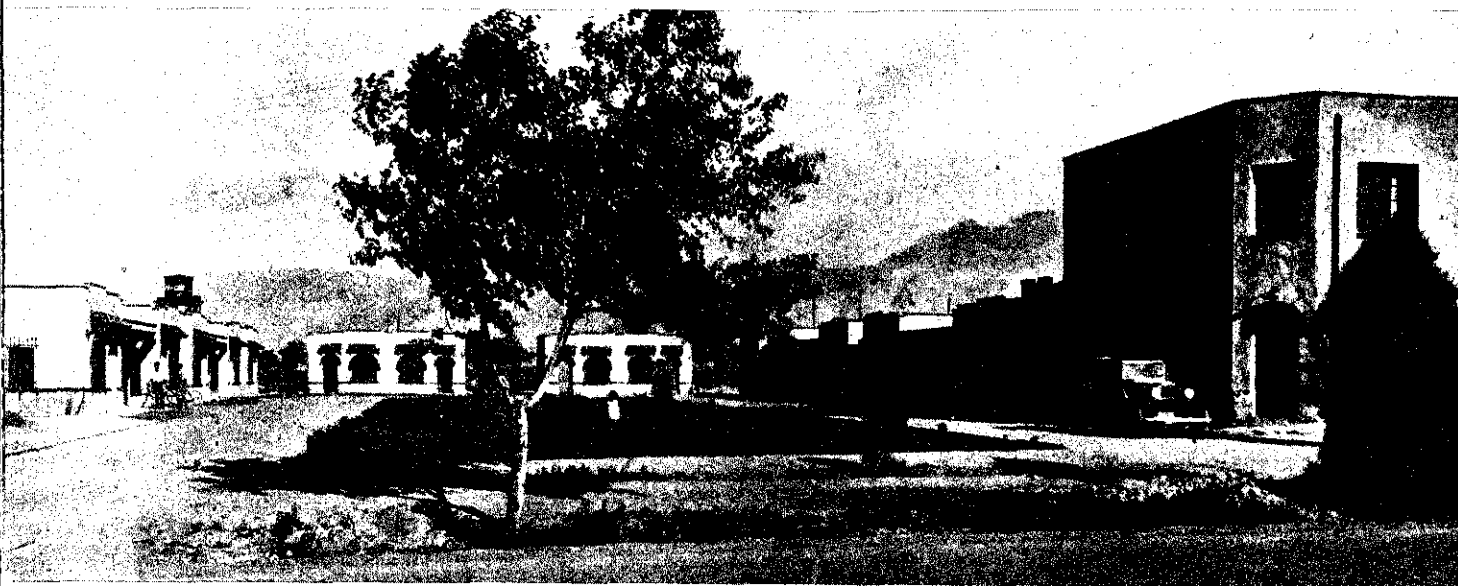
HORSETAIL FALLS.—The most interesting scenic spot near Monterrey. Drive (right) around Zaragoza Plaza and follow Mexico City highway 21 miles to Villa de Santiago; turn right into town and take road to Villa Hermosa, 3 miles. (See signs). A charge of 50 centavos per person is made for the use of the private road of the Hacienda of Villa Hermosa, which is for maintenance. However, the trip is well worth the price. You climb six or seven hundred feet and are certainly repaid by a most wonderful view of the valley, not to mention the beautiful falls. It is necessary to park car just before reaching the falls and walk a short distance. Lunch and refreshments can be had at the Villa Hermosa Hotel and restaurant. Allow plenty of time for this trip so as to enjoy it fully. On the Villa Hermosa Hacienda you will pass through an enormous orange orchard. On your way back drive through the main street of Villa de Santiago which parallels the highway.

HUASTECA CANYON. (See Monterrey, Saltillo map.)—Drive West on Bolivar for two miles, more or less, and turn left where you see a sign "Saltillo" turn right at next corner and follow road for total of nine miles to Santa Catarina. Turn left at first or second street two miles to the canyon. At the canyon you five yourself completely hemmed in by enormous cliffs of the Sierra Madres. You will enjoy this short trip.

OBISPADO HILL.—Drive West on Bolivar to the very end of street, follow road up hill to the right and then left until you reach the summit and the Obispado or Bishop's Palace. This is an interesting landmark and a wonderful view of the City can be had from here.

CHIPINQUE MESA.—Drive out Bolivar the same as going to Saltillo, but turn off at about three miles from city at sign "Mesa de Chipinque" and follow road which winds up the mountain side three thousand feet above the city. Total distance 9 miles. Restaurant and refreshments at Chipinque.

GARCIA CAVES.—Drive out Saltillo road to four miles beyond Santa Catarina (13 miles from Monterrey), and turn to right to town of Garcia. Necessary to get guide at this town for the "Grutas" (caves) and to continue the trip up the mountain side on "burros". Total distance about 35 miles from Monterrey.



HUIZACHE TOURIST CAMP SALTILLO

Completely furnished cottages with or without kitchen, with Simmons beds, beautyst mattresses, hot water all hours, private baths and independent garages.

RESTAURANT SERVICE — AMERICAN COFFEE — AMERICAN MANAGEMENT

Rates 4.00 pesos up. — Satisfaction guaranteed or money back.



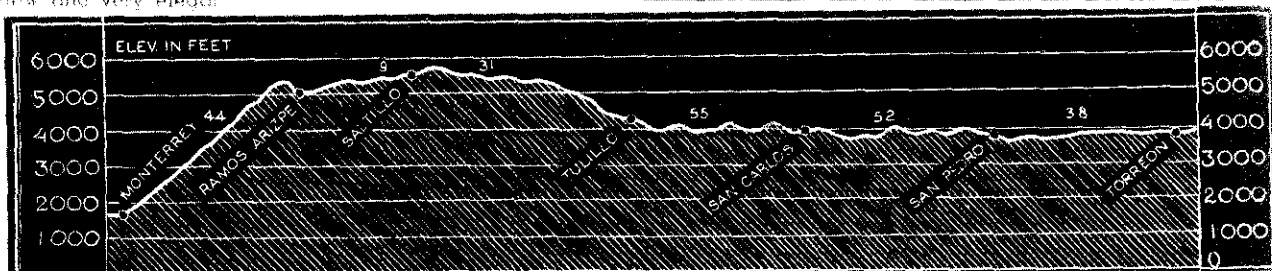
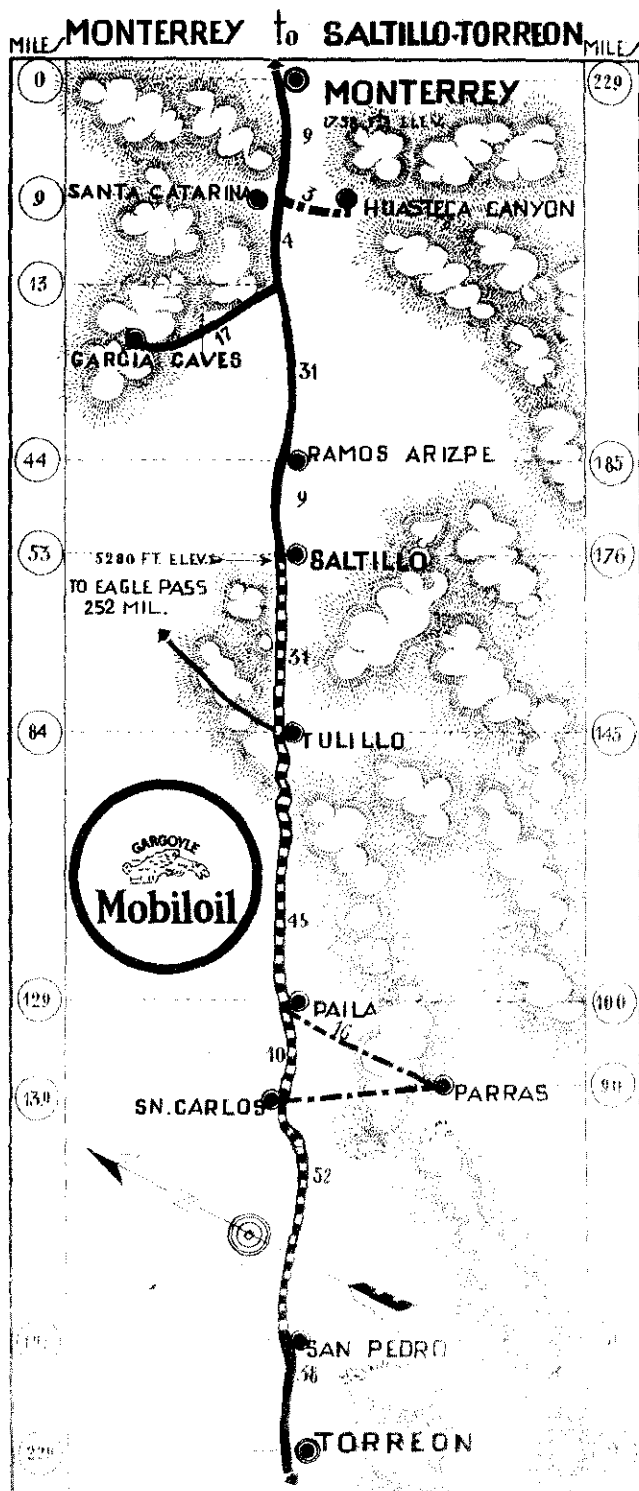
SALTILLO

Founded by Don Francisco de Urdinola July 25, 1555, is now a modern, tranquil peaceful city with paved streets, wide avenues and up-to-date buildings. Also there remain hundreds of colonial mansions which attract the attention and admiration of all visitors.

An ideal summer resort, a mile above sea-level, Saltillo is called by many the "Denver of Mexico". Its mean temperature from May to August is only 71 degrees Fahrenheit, a perfect climate, and its long, cool, twilight evenings with the shadows and reflections of the setting sun playing on the surrounding mountains are of incomparable beauty. Not even during the hottest weather do the days become unpleasantly warm. A quiet mountain city with a population approaching 60,000, Saltillo has one of the most healthful climates in the world. Should complete rest be desired it can be found here, should exercise and sports be desired, swimming, polo, golf, tennis, hunting, etc., they can also be indulged in. Quiet drives through peaceful mountains to elevations above 8000 feet can be made directly out of Saltillo.

It takes but an hour and a half to drive to Saltillo over an all-paved road. As Saltillo is due West of Monterrey the better time of the day to drive it is in the early morning or anyway before the sun has gotten low enough to strike one in the face while driving.

Saltillo has many good hotels, besides a new, splendid and up-to-date tourist courts (The Huizache, which we can conscientiously, highly recommend. The Hotel ARIZPE is new and very elegant.



Guest Ranch
SANTA 'ENGRACIA'

Hunting, Fishing, Horseback riding, swimming.

You can live enjoyably at this romantic old hacienda.

Turn right at 154 mi. South of Monterrey, then 11 mi. to ranch.

For reservations wire, telephone or write Don José Martínez.
 Santa Engracia, Tamps.

Hotel VICTORIA

C. Victoria, Tamps.
ATTRACTIVE DININGROOM

Specializing in American and Mexican Dishes.

Mgr. E. Martínez Gomez.
 Hunting and Fishing.

Rooms \$ 4.00 pesos and up
 Reliable Travel Information.

GARAGE CENTRAL

Victoria, Tamps.
 On corner of Hidalgo St.
 and Highway—at Plaza.
 Auto repairs, accessories
 "Antinock" Gas
 —English Spoken—
 Vicente Gil, Prop.

HOTEL "EL MANTE"

Villa Juarez, Tamps.

Half way between Laredo and Mexico City.

The "Logical Stop"

Over forty rooms, all with bath.
 Modern Up-to-date New

MONTERREY TO MEXICO CITY

DISTANCE, 618 miles. Driving time: 18 to 20 hrs. Condition of highway: (Aug. 25, 1935) 450 mi. last pavement, 20 ft. wide; 150 mi. last smooth gravel and 18 mi. rough, partly gravelled. This short stretch will be completely gravelled and rolled by Oct. 15. There remain three bridges uncompleted, two of the rivers crossed by ferries and the third over a pontoon bridge. Two bridges will be completed by November 20, eliminating the ferries. The mountain stretches are full width, 20ft. on straightaways and 24 on curves. (Full width roadway 30ft., from mountain side to brink). The Pan-American Highway is altogether splendidly engineered and well constructed. The program calls for the entire highway to be paved (with exception of sixty miles), by December 31, 1935. The remaining 60 miles to be paved early in 1936. There is every reason to believe that this program will be realized.

HOTELS, GAS, OIL: There are numerous small, but comfortable hotels along the whole stretch. Also gas and oil.

DRINKING WATER: Usually good and safe, but when in doubt drink "Dos Equis", or some other good beer.

LOG OF THE ROAD: Leave Monterrey on Hidalgo St. in front of Hotel Ancira, turn right at plaza, then left and straight ahead. (See map). The road leads through the Huasteca canyon and the orange belt of Nuevo León, Montemorelos — 50 miles to the South, — being its center. One never loses sight of the towering Sierra Madres to the right all the way to Tamazunchale, and after that for 100 miles they do not only appear on the right, but on the left, above and below.

LINARES: Hotel Ramal good, on plaza. Road goes straight by plaza and turns to left three blocks beyond at a Huasteca gas station. This is a good service station and open 24 hours. Recommended. In another hour the Valley of the Purificación is reached, a great corn producing area. Immediately after crossing the bridge (900 ft. long), a road to the right is encountered, which leads to Santa Engracia Ranch, a "Dude" ranch of the first caliber. Good hunting: bear, mountain lion, deer, turkey and quail. The ranch house is 11½ miles from highway over a gravelled road. A few days spent with Don José Martínez, the owner, will be highly enjoyed. Good swimming, fishing and splendid horses are to be had.

VICTORIA: Capital of Tamaulipas. Good hotels, but the Hotel Victoria is recommended for the management strive to please. Good hunting territory also, and Mr. Martínez Gomez, Manager of the Victoria, makes a specialty of equipping hunting parties at reasonable costs. The Garage Central, on the corner of the plaza and highway, service a car in the right manner. English spoken.

UMON: Road to Tampico to left. Dirt, but good Nov. to June.

VILLA JUAREZ: Center of a huge sugar plantation and the largest sugar refinery in Mexico. In operation November to April, visitors welcome. Hotel MANTE is new, has large comfortable rooms with baths. Also a splendid dining-room.

VALLES: Two hotels, Casino and Condesa. Mr. Luis Obregon operates the "OBREGON SERVICE" and is very attentive and obliging. Another 7 miles brings one to

EL BANITO COURTS: New, under the management of Mr. Mike George. Rooms with bath; restaurant, saloon, gas and oil, swimming pool, sulphur springs, even hunting and fishing. Mike speaks English and will enjoy your visit, and you will too.

PUJAL: Another road to Tampico, but less dependable than one at Umon. The River Tampico is crossed here over a pontoon bridge, as the steel structure (under construction) is not yet ready.

TANCANHUITZ: (Tan-can-weetzi) Turn-off is 17 miles

OBREGON'S SERVICE

"Antinock" Gasoline
Accessories, Parts, Oxygen welding.
Tube Vulcanizing, Lubricants.
Auto Repair Shop
English Spoken
Road information
In Valles: Luis I. Obregon.
In Tamazunchale: Lazaro Obregon,
Jr.
ASK FOR "OBREGON"

'EL BANITO' Courts

On Highway seven miles South of
Valles

A convenient Stop
Restaurant — Saloon — Courts —
Gas — Oil Every room with bath
Swimming pool Sulphur Springs
Good hunting and fishing
We will make you comfortable and
feel at home.
Mike George, Mgr.

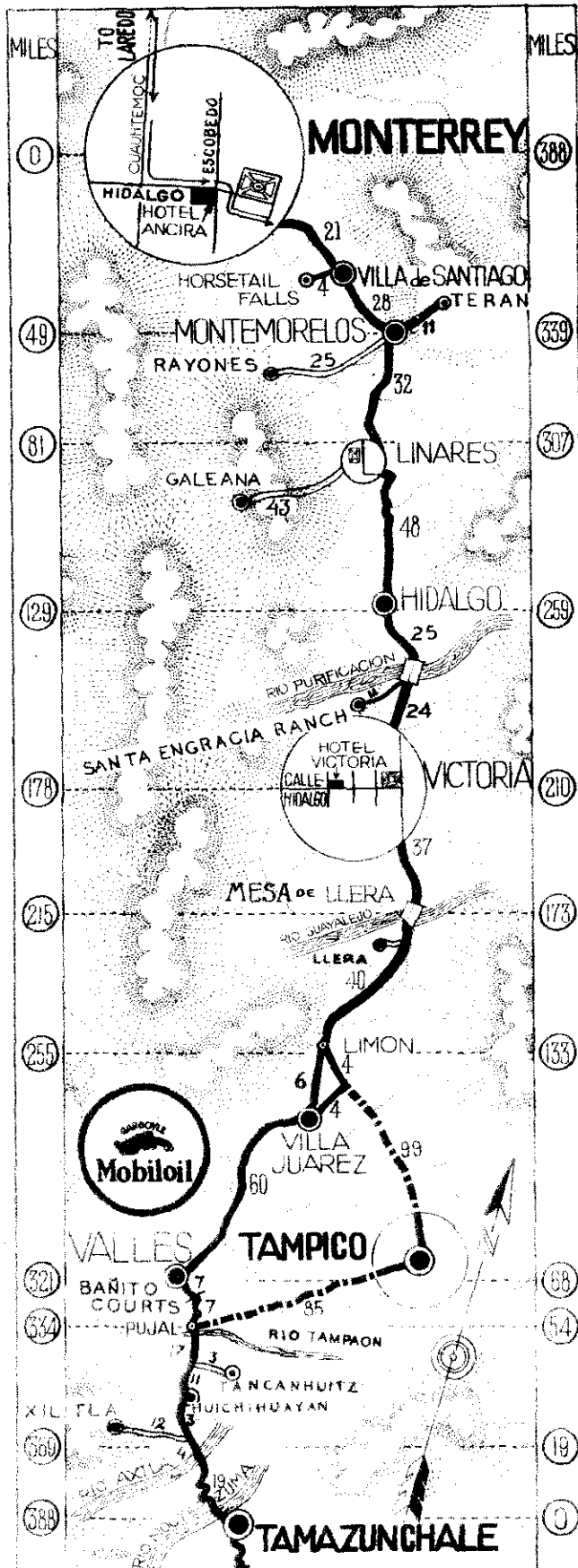
HOTEL VEGA

Clean comfortable rooms
Wholesome food
Interesting market on Sunday
"The Most Beautiful Town on the
Mexico City-Laredo Highway"
Tamazunchale, S. L. P.



Simmons Beds and Mattresses
Rooms with bath
Absolutely modern
German and American cooking

MONTERREY to TAMAZUNCHALE



MOTOR TOURISTS APPRECIATE

that no where else in Mexico can they
find this combination of
"Old Spanish Atmosphere"
with
"Modern American Comforts".

FROM a single room with private bath to a completely furnished apartment for a family of four with all of its accessories such as cooking utensils, dishes, linens, maid service and etc.

SERVICES such as Laundry; cleaning and pressing; cables and telegrams; local and long distance phone calls; guides and taxicabs; maps and highway information; and in fact every detail necessary for your convenience has been provided for.

HADY, open- air pavilion with hammocks, tables and chairs; Spanish Lounge with writing desks; billiard and pool table; car storage and many other comforts lend the environment of an exclusive club, all free to our guests.

FOR your automobile: a large storage garage; a modern and completely equipped repair shop and service station, expert trained and English-speaking mechanics; flat rate prices and all work is on a guarantee of satisfaction or moneyback.

BEING owned and operated by Americans with twenty years experience in Mexico, you are assured of a sympathetic and efficient cooperation by people who will understand.

For complete information write

SHIRLEY COURTS

Jas. G. Shirley, Proprietor.

Calzada Manuel Villalongin 155.

Mexico, D. F.

AS you approach Mexico City you can avoid the dense traffic and one-way streets by following the Orange Colored Arrows. They will lead you to our door which is within five minutes drive of the center of the city.



Emperor Maximilian used this as his country home.



Beautiful lawns and courtyard add their appeal.



All rooms are well ventilated and screened.



Flowers, vines and Colonial Arches remind you of Old Spain.

TAMAZUNCHALE to MEXICO CITY

beyond Pujal, but easily missed. Dirt road, three miles, interesting town, but don't drive it if road is wet.

HUICHIHUAYAN: (Wich-e-wa-yan). A small town 11 miles down the highway. Mr. Sam Brown, a coffee buyer, has lived here for twenty years. He has built a few rooms and furnished them for fishing and hunting parties, and is putting in a gas station and restaurant. He enjoys meeting folks from home, and usually folks from home enjoy meeting old timers, especially way down in the tropical jungles as this place is.

XILITLA: (He-leet-la). Turn-off three miles beyond Sam Brown's — town 12 miles up in the mountains. A delightful interesting town, coffee center, but the road will not be ready for comfortable travel until February, 1936.

TAMAZUNCHALE: ("Thomas and Charlie", as nicknamed by tourists. Sunday is market day and worth while to see. The Indians here are Aztecs, back at Huichihuayan they are Huastecas. Quite a few small hotels here, and a new, well appointed tourist court, the "D. Z. Turista Camp." Rooms with Simmons beds, baths and other conveniences, equal to the best. German-American cooking. The Hotel Vega is comfortable, clean, homelike and has a delightful patio. Recommended. An interesting and exciting trip can be made from Tamazunchale to Tampico by river in dugouts. If interested Mr. Vega, owner of the Hotel Vega, will make arrangements for the dugouts. It requires 5 to 10 days to reach Tampico depending on current in river. Leaving Tamazunchale the climb begins, first through tropical vegetation and later on through pine and oak forests. The mountains are virtually covered with vegetation for 100 miles, also, quite frequently overhung with clouds. When the clouds become dense it is necessary to drive cautiously until one gets above and out of them. Count on it taking three to four hours to drive to Jacala, for the urge to stop and take pictures is strong and to enjoy the wonderful scenery. This is beyond doubt the most scenic trip on the continent. The grade is never over 6% and the road well banked.

CHAPULHUACAN: (Cha-pool-wa-can) 20 miles from Tamazunchale and a few hundred yards off the highway. Quaint and curious. Worth a visit. There are many small villages en route to Jacala and hundreds of Indian shacks perched in the most inaccessible places.

JACALA: (Ha-ca-la). Lies in a beautiful valley and first spied from an elevation of more than a thousand feet above, a sight long remembered. There are a few small hotels here. Mr. Tom Simpson, mine operator, has a few rooms which he will cheerfully rent. He serves good meals. Otomie Indians here. Leaving Jacala the road continues to ascend through oak and pine forests and few signs of life are seen until the turn-off for Zimapan. Here one can get gas and Mobiloil products.

ZIMAPAN: Off the highway four miles, over a narrow road, but always passable. Town is interesting, very old, cobble Stone streets, huge church, market on Sundays. A huge cypress tree, measuring 42 ft. around base, can be seen two blocks North of church. Hotel Jardin is quaint and possible.

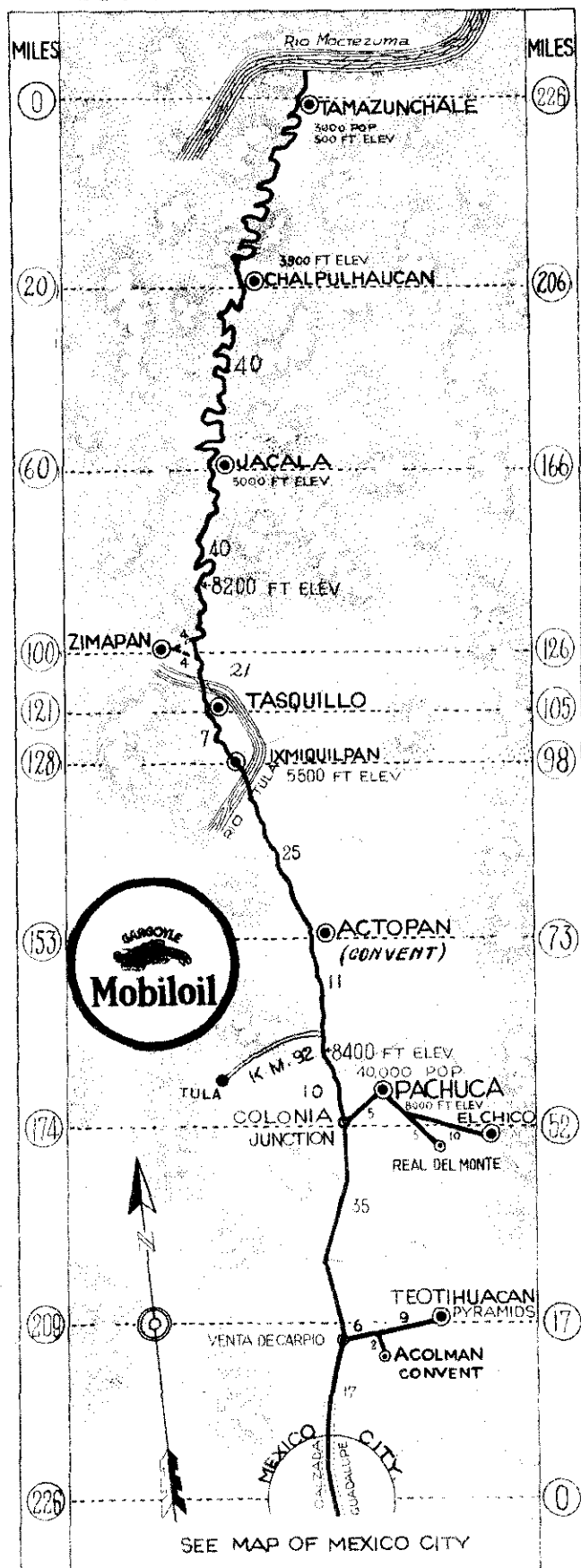
TASQUILLO: Very small town off highway a few hundred yards. Nothing of interest. One small hotel.

IXMIQUILPAN: Two small hotels, interesting church, market Mondays. Note the Otomie Indians spinning maguey fibre into balls of string as they ply along the highway.

ACTOPAN: Market Wednesday. Very interesting convent dating from 1544 with frescoes in black and white. Climb to roof for view.

KILOMETER 92: (The kilometer posts on left side of road mark distances from National Palace in Mexico City). This is the highest point on the road. Pachuca comes into view on the left at this point.

PACHUCA: Turn to left at Colonia if going to Pachuca. If one is lagged out and doesn't wish to drive to Mexico City Pachuca offers the logical stop-over, for it has good hotels. (Hotel de Los Baños and others). Pachuca has been a mining town for over 400 years and is one of the richest in the Republic. Side trips to El Chico and Real del Mon-

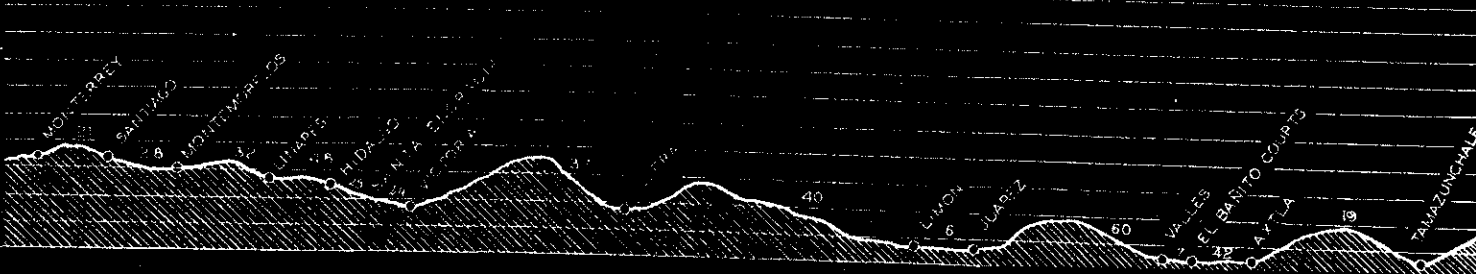


PAN-AM HIGHWAY MONTERREY to TAMAZUNCHALE 392 MILES

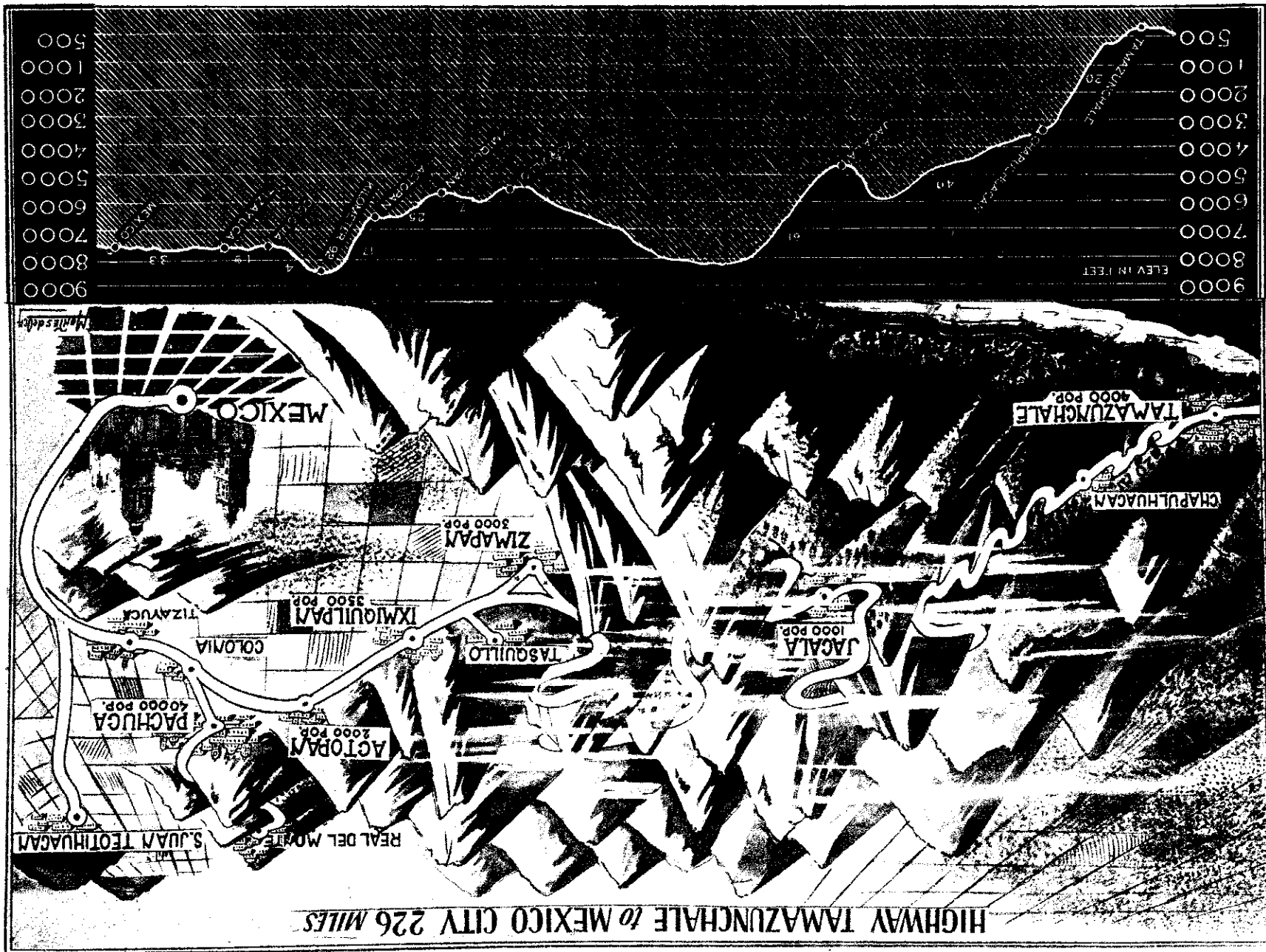


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MONTERREY TO MEXICO CITY

te mines are interesting. Beyond Real del Monte, (at Hacienda San Miguel Regla), the "Giant's Causeway of America" can be seen, so called because of the huge basaltic cliffs. Worth seeing. There is a good American hotel here.

If still full of pep and the day is not too far gone it is advisable to turn off at Kilometer 27. (Venta de Carpio), for the Pyramids.

SAN JUAN TEOTIHUACAN PYRAMIDS AND ACOLMAN CONVENT.—Turn left at Venta de Carpio, Kilometer 27. (See map.) At 6 miles from Venta de Carpio turn right, 1.2 miles, to the Convent of ACOLMAN, a fortress-like structure built in 1539. The decorations over the entrance are known as the Mexican Plateresque. The mural decorations around the main altar represent Popes and church dignitaries. Back to the Teotihuacan road and 9 miles over to **SAN JUAN TEOTIHUACAN PYRAMIDS**. "Place where Dieties are worshipped". The archaeological zone comprises several square miles but only 500 acres have been excavated. DONT miss this! Pass up anything else, or all the rest, but dont pass this up. Who built them? When? Quien sabe. Your guess may be as good as the next fellow's. But they are here, and have been for thousands of years. What a wonderful thing, after all, to be able to motor in a few days from your home over an unsurpassed scenic highway direct to these awe-inspiring, stupendous monuments left by some mysterious race thousands of years ago! Suppose one could motor direct to the pyramids of Egypt without having to ship one's car across the Atlantic, requiring weeks and costing hundreds and hundreds of dollars? Wouldn't we think it wonderful? But, even if we could do this still we wouldn't see anything more wonderful than TEOTIHUACAN (in fact, in my opinion hardly to be compared and I have seen them both). Students and scholars still have learned but little about the people who built these monuments but it doesn't take a student nor scholar to readily see that the people who did build them were far advanced in the science of astronomy and of the arts. This valley at one time was the center of a nation of thirty million souls. What pageants must have been staged here on feast days devoted to the worship of the Gods! The Pyramid of the Sun is larger at the base than Cheops, measuring 547,200 sq. ft., but not so high. However climb it and you will think it high enough. But first examine carefully the citadel and the Temple of Quetzalcoatl with its snake head carvings. After examining these climb the Pyramid of the Sun for a comprehensive view of the entire lay-out. The "Highway of the Dead", a misnomer, — for this was the main street of the city, — is 1-1/2 miles long, runs in a straight line from the Pyramid of the Moon past the "Sun" to the Temple of Quetzalcoatl. (Get a copy of R. H. K. Marett's "Archaeological Tours", at Weston's or the American Book).

Continuing to Mexico from Venta de Carpio you pass over the oldest road in Mexico. Note the stone wall on the right. This was built centuries ago to separate the waters of Lake Zumpango from those of Texcoco, which at that time reached here. At Kilometer 23 the drainage canal is crossed and immediately to the right is seen the statue of Morelos.

ON ENTERING MEXICO CITY stop and take another look at the map in the center of the guide. After passing through a few blocks of suburbs you reach a doubletrack electric railway. STOP, for it is a dangerous crossing. There is a traffic officer usually on duty across the tracks, in Calzada Guadalupe. Watch for his signals. If he faces you with hands down, or lantern down, GO, but if one hand or lantern is raised, or his side is turned towards you, STOP, and wait for signals to go. After crossing tracks turn left (unless going to Guadalupe shrine) and drive straight, 2.1 miles to Calzada de la RONDA, or second traffic officer, usually on duty. If you wish to SAVE TIME and AVOID confusing and congested traffic, then follow Route No. 1 shown on map. Turn right into Calzada de la RONDA

and follow this curved street for .5 miles, then LEFT .1 mile, RIGHT .1 mile into LERDO for .3 miles.

(NOTE: Mr. Shirley has placed arrows reading **SERVICIO SHIRLEY** along this route,—look for them). Turn RIGHT again into NONOALCO 1.3 miles, left into CEDRO for 1.4 miles (this street subsequently becomes CONTRERAS), left into ARTES for .3 miles, right into MORENO for .1 mile, then right again into VILLALONGIN for .3 miles to **SERVICIO SHIRLEY**. Mr. Shirley will be glad to give you a man to direct you to any hotel or place you wish to go, FREE of charge, even though he operates a TOURIST COURT of his own. If going to HOTEL GENEVE turn into RHIN (afterwards NIZA) and when you reach INSURGENTES turn right at first short block and in middle of second block you see the HOTEL GENEVE. (NOTE: This is the only hotel in Mexico that we know of with parking space inside premises and in front of hotel).

Mr. GORE of HOTEL GENEVE, suggests the following way of reaching the GENEVE: "In arriving over the Pan-American Highway, follow Brazil Street to Cinco de Mayo. Turn to right at the Cathedral. When you reach the National Theatre (on right) make slight curve into Juarez Avenue. Follow this to the large equestrian statue and make another slight turn left into Paseo de la Reforma Boulevard. When you reach the statue of the Indian warrior (Cuauhtemoc), swing right through the opening in stone fence (traffic regulations) and then turn left down street car line into Insurgentes Avenue. Liverpool Street is only a few blocks and the Geneve Hotel is easily recognized by the spiral columns in front. If any difficulty is experienced in finding the hotel in this great city, pay a small fee to the first taxi driver you meet to show you the way. Cars with sign "Libre" are taxis".

MEXICO CITY

Referred to throughout the Republic as "Mexico" merely, or "La Capital". Pop. 1,200,000. Alt. 7,444 ft. Climate: Perpetual Spring. "High enough to have no summer, far enough South to have no winter" is literally true. In Mexico there are only two distinct seasons: the Rainy and the Dry. The Dry season extends from about October to May and the Rainy season during the summer months. Mexico enjoys one of the highest averages of sunshine in the world: 2445.3 hours yearly, with 636.6 during the winter months. Mexico is both a winter and a summer resort for its climate is that of spring-time. Many people prefer the rainy season to the dry for it is during this season that flowers bloom everywhere. The rains occur usually in the afternoons and are of short duration. The average temperature all the year is 60 degrees, and never under 46 during the coldest months. Throughout summer it is necessary to sleep under two blankets. Whether a heat wave is sweeping the United States or if she is buried in snow, Mexico offers her travelers a comforting temperature, flowers and sunshine.

DRIVERS LICENSE: Necessary, within 24 hours after reaching Mexico City to take out a driver's license. If more than one is to drive a car then a license for each driver must be secured. The Traffic Department is on Republica de Cuba No. 90, where this license can be secured. The **Asociación Mexicana Automovilística**, Paseo de la Reforma (see map), will procure this license for you.

HOTELS: Mexico has many hotels and new ones are being built, but most of them are in the downtown district (in congested traffic and one-way streets), which makes it difficult to reach them in a car. Few have parking places or garages, but the Geneve (Génova in Spanish, pronounced "Ha-no-va"), has ample garage accommodations in connection with the hotel, which makes it very convenient for the motorist. Hotel rates are lower in Mexico than they are in the U. S. for the same class of accommodations.

TOURIST COURTS: One, only, at present, "SHIRLEYS", which is new, modern, convenient and altogether a delightful place. (See map). Furnished rooms can be had but they do not always meet the requirements of the traveler, espe-

Cathedral, National Palace and Zo-
nate Mexico



cially the motorist, for few have garages.

RESTAURANTS: No place in the world has a more cosmopolitan range of restaurants than Mexico. Here is a list of a few of them:

American:

Sanborns (see map),
Buch's Manhattan (next to Sanborns, in arcade),
Lady Baltimore (in front of Sanborns),
La Esperanza (Mrs. Thimgreen), next to Lady Baltimore,
Swastika (Colonia Roma, Colima and Orizaba Streets),
Tio Hupfer, (entrance to Chapultepec Park).

French:

Sylvain, 16 de Septiembre No. 61.

Italian:

Paolo, Calle Gante, see map.
Roma, Uruguay 25.

Mexican:

Mitla, Rep. de Chile, next to Express office,
Cafe Tacuba, Tacuba No. 28,
Las Casuelas, Colombia No. 69-A.

German:

Alt. Heidelberg, Av. Nuevo León 16.
La Culinaría, Genova No. 97.

Spanish:

Prendes, 16 de Septiembre No. 4.

Also most of the hotels have good restaurants, especially the Geneva.

BARS: On Calle Gante, "Paolo" and "La Cucaracha".

THEATRES (Teatros) and Moving Pictures (Cines): Shows in Spanish, naturally. If you understand Spanish look up SOTO'S company, usually at the Lirico. Good. Frequently two shows are given daily. Funciones de Moda in the afternoon, beginning about 6, usually, and the night performance at 9. Tandas are short acts, and it is necessary to pay for each one separately. Butacas, or Luneta, seats. Palcos, boxes. At the Palace of Bellas Artes operatic performances are frequently given, also concerts by the Orquesta Sinfonica Nacional. See the dailies for programs. The best American and European pictures are to be seen

in Mexico City soon after released.

CABARETS: L'Escargot, off Insurgentes one block (see map). Music and dancing every night. — The Regis, Saturdays only. — Montparnasse, Paseo de la Reforma and Bucareli. — Foreign Club is closed at present.

BULL FIGHTS: If you must! Two rings, see map for location and dailies for announcements. The "Toreo" seats 25,000, and is the largest bull ring in the world. The best fighters return from Spain in October and the season runs to March. Bullfights during the off season are usually second rate. Get a seat high up, in the "Sombra" (shade) so if you want to leave early you can easily do so.

PELOTA or JAI ALAI: Played in a hall called "Fronton". See map for location of the Fronton. A very fast and spectacular ball game, played usually two men to the side as tennis, but the ball is caught in a "cesta" or slender basket tied to the right hand and forearm and rebounded back against the wall. Players are high salaried professionals, usually Basques from Spain. Our people are very fond of the game. Don't miss seeing one. See the dailies for announcements.

COCKFIGHTS: If you must see one go to San Cosme 94, Sundays and Mondays, 5, 6 or 7 p. m., (see map for location, middle of guide).

OTHER AMUSEMENTS: Rugby and baseball are played throughout the year. See location of grounds on map in center of guide and the papers for announcements.

NEWSPAPERS: The "Excelsior", "Universal" and "Nacional" print a page in English. The MEXICAN WEEKLY NEWS, published in English by Mr. Chas. McAnderson, is a splendid newspaper. The AMERICAN BOOK STORE, S. A., Madero No. 25, next door to the Iturbide Palace, receive a large number of American dailies, as well as magazines and periodicals. Also a full line of books.

RANCHO DEL CHARRO: In Lomas de Chapultepec (Chapultepec Heights). Fancy riding, every Sunday morning. The costume of the charro, of Salamanca (Spain) origin, is very picturesque and highly adorned with silver. The sombrero, alone, costs into the hundreds of pesos.



MEXICO CITY'S

MOST POPULAR CURIO STORE

Av. Juarez No. 71, Mexico, D. F.

invites you to see the best selection of

MEXICAN CURIOS

WHOLESALE

RETAIL

AT POPULAR PRICES ONE PRICE ONLY

ROBERTO DE LA SELVA'S

ORIGINAL WOOD CARVINGS On exhibition.

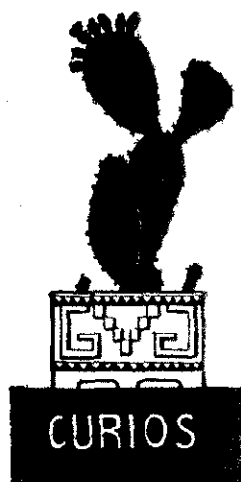
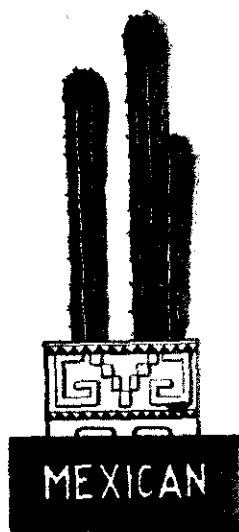
MEXICAN HAND-BLOWN GLASS

Agents for **PAN-AMERICAN TOURIST BUREAU**

Free Information Assistance given in planning tours

ARTICULOS REGIONALES "SOL", A. en P.

Fred Liebig, Manager.



ARTS AND CRAFTS—One of the great lures of Mexico. Native craftsmen turn out some very wonderful things, different from anything else in the world. Their sarapes (rugs and blankets) of pure wool, and of wool and cotton, are beautiful, artistic, and still very cheap. The best sarapes are to be found always in the stores, for the makers of these things sell them to the stores, when they can. Usually similar articles offered on the streets are of inferior quality, for the stores pick the best. Baskets are to be found everywhere, but those of Toluca are unique and beautiful.

HAND-BLOWN GLASS—Introduced from Europe over a hundred years ago, and now made in Mexico City and Guadalajara. If one wishes to see the glass blown it can be done by driving out to Av. Carrillo Puerto, No. 130. The display room for the glass is at No. 71, Av. Juárez, "EL SOL", and the down-town sales office.

ANTIQUES—Mexico is full of wonderful antiques, from Europe and China. Sanborn carries a nice line, also Weston. Other stores are on Bolivar and Allende (continuation of Bolivar). Leather goods can be had on Pino Suarez, and in most of the shops. Weston carries a very fine line of leather goods.

CHURCHES—Christ Church (Episcopal), Artículo 123 St., No. 134. Union Church, Humboldt St. No. 50. First Church of Christ, Av. 5 de Mayo No. 6.

GOLF CLUBS—(With card from one of the members). Mexico City Country Club in Churubusco, 18 holes. Chapultepec Golf Club, Lomas de Chapultepec, 18 holes.

HORSEBACK RIDING—Splendid horses can be had in the Capital and very reasonable in price. 3.00 to 5.00 (feast days) per half day. Accademies recommended: Pension Victoria, Calle Victoria No. 104. Tels. 1-74-28 and 2-13-04. Welton's, Av. Nuevo Leon, Colonia Hipodromo.

PLACES OF INTEREST IN MEXICO CITY

Your car not necessary for this trip, and while it is being washed, greased and checked over you can "do" the center of the city on foot.

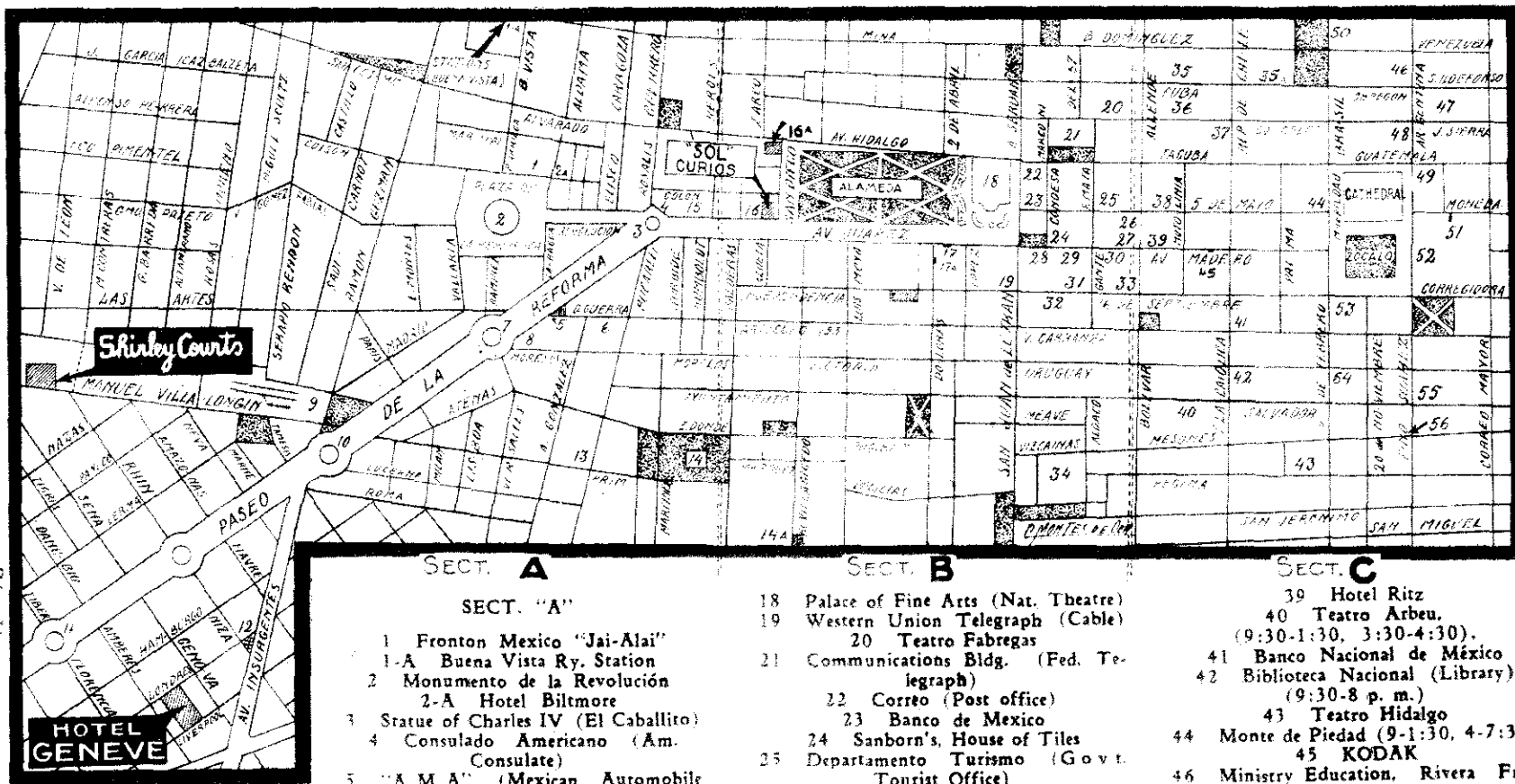
CASA DE LOS AZULEJOS (The House of Tiles), or **SANBORNS** (No. 24 on map). It is well to start from here. (Have breakfast at Sanborns — once — and you will return every morning). This building dates from about 1557 and is considered one of the handsomest Colonial mansions on the continent. Ask at Sanborns for their interesting and instructive booklet of this building.

SAN FRANCISCO CHURCH. Almost directly in front of Sanborns. Started in 1525. Has been for hundreds of years and still is the favorite church of Mexico's "Four Hundred".

ITURBIDE PALACE (No. 30). 18th century. Occupied by Emperor Iturbide in 1821 from which fact it gets its name. Note facade and decorations of large patio.

ZOCALO, or Plaza de la Constitución. This spot has been the city's center since 1325. It was here that the wandering Aztec tribes saw the eagle perched on a cactus plant with a serpent in its talons, which they interpreted as a sign from the Gods to stop their wanderings and settle down. The Zocalo is referred to as the "Aztec Forum" and it is said that its subsoil contains a museum of stone idols and Aztec relics. The Calendar stone and many of the idols in the Museum were dug up here.

THE NATIONAL PALACE (No. 52). Visiting hours for Diego Rivera's frescoes 9 to 6 p. m., daily except Sundays. (Enter central doorway and turn to left. Frescoes are on walls of stairway). Visiting hours for the Presidential section, Embassadors salon, etc., Sunday only, 10 to 1. This building dates from 1692, built on the spot occupied by Moctezuma's palace. It houses the President's executive offices, Ministry



MEXICO CITY

Shopping Map

PLACES OF INTEREST

- SECT. "A"**
- Fronton Mexico "Jai-Alai"
 - 1-A Buena Vista Ry. Station
 - Monumento de la Revolución
 - 2-A Hotel Biltmore
 - Statue of Charles IV (El Caballito)
 - Consulado Americano (Am. Consulate)
 - "A M A" (Mexican Automobile Assn.)
 - Hotel Danky
 - Statue of Columbus
 - Hotel Imperial
 - Estacion Colonia, (Ry. Station)
 - Cuauhtemoc Statue
 - Monumento Independencia (Angel)
 - American Embassy
 - Immigration Office, 99 Bucareli
 - Ciudadela (Armory)
 - 14-A Hotel Luxor
 - Ministry Foreign Relations
- SECT. "B"**
- Hotel Regis, Cine and Cabaret (Sol Curios next door to Regis)
 - 16-A Hotel Plaza
 - El Bon-Bon (Zahler's) (Chocolates)
 - 17-A Teatro Ideal

- SECT. B**
- Palace of Fine Arts (Nat. Theatre)
 - Western Union Telegraph (Cable)
 - Teatro Fabregas
 - Communications Bldg. (Fed. Telegraph)
 - Correo (Post office)
 - Banco de Mexico
 - Sanborn's, House of Tiles
 - Departamento Turismo (Govt. Tourist Office)
 - National Railways
 - Hotel Guardiola (Lady Baltimore Restaurant)
 - Weston's-curios, antiques.
 - Iturbide Palace (Am. Bookstore 2 doors East)
 - Paolo Restaurant, Bar.
 - Cine Olimpia (Moving Pict.)
 - American Club
 - Vizcainas Convent, School.
 - Commercial Museum: Pilomeno Mata 81
- SECT. "C"**
- Teatro Lirico
 - 15-A Departamento de Transito (Traffic)
 - Teatro Iris
 - Express Office, (Mitla Rest. next door)
 - Cine Palacio (Mov. Pictures)

- SECT. C**
- Hotel Ritz
 - Teatro Arheu.
 - (9:30-1:30, 3:30-4:30).
 - Banco Nacional de México
 - Biblioteca Nacional (Library) (9:30-8 p. m.)
 - Teatro Hidalgo
 - Monte de Piedad (9-1:30, 4-7:30)
 - KODAK
 - Ministry Education, Rivera Frescoes, 9-6 p. m.
 - University, Calle Justo Sierra, 9-5 p. m.
 - Preparatory School, (on Ildefonso) frescoes.
 - Secretaria de Industria
 - Aztec Ruins
 - Sto. Domingo Plaza, church, School Medicine.
 - Museo Nacional (Museum) 9-2 p. m. daily, excep Sats. (Monte Alban Jewels, daily, excep. Sundays)
 - Palacio Nacional (Rivera's frescoes daily 9-6 p. m.) (President's Dept. Sundays only 10-1 p. m.)
 - Palacio Municipal
 - Hotel Ontario
 - House of Conde de Santiago
 - Hospital de Jesus

of War and of Finance. Note the Liberty Bell above main entrance, the same one that was rung by the patriot Hidalgo on September 15th, 1810.

CATHEDRAL. Started in 1573 and dedicated in 1667. This is the largest and richest church on the continent. Inside dimensions are 387 ft. by 177, interior height 179. One of the bells weighs 27,000 lbs., and the clapper is 8 ft. long and weighs 500 lbs. (Read Terry's Mexico on this church, his article contains 15,000 words).

Statue of Fray Bartolome de las Casas — on East side of Cathedral. Inscription reads "Stranger, if you love virtue, pause and do honor; this is Fray Bartolome de las Casas, protector of the Indians".

PALACIO MUNICIPAL, City Hall. (No. 53). Built 1724. Houses offices of the Federal District.

MUSEUM (No. 51). At No. 13 Calle Moneda. Open Sunday to Friday, 9 to 2.15, (Sunday 10 to 1). Closed Saturday. Monte Alban jewel exhibit open every day except Sunday. Museum proper free, Monte Alban exhibit fee fifty centavos.

This museum has the finest collection of monoliths in America, as well as many historical paintings, archaic and other pottery, the carriage of state of Maximilian, etc. Altogether a very rich museum and several hours should be given to it. Read Terry's guide on this museum.

UNIVERSITY (No. 47), at Justo Sierra No. 16. The Anfiteatro Bolivar (in the University building) has interesting frescoes, on each side of the stage, by Diego Rivera, and at the rear frescoes of scenes from the life of Bolivar by Fernando Leal. Open daily 9 to 5.

PREPARATORY SCHOOL. (Back of University on San Ildefonso No. 43. Occupies the old Jesuit School of San Ildefonso. A magnificent Baroque structure built in 1749. Splendid frescoes by Orozco in the main patio (on three floors), as well as on the stairways. The two murals at the top of the main stairway are by Leal, Fiesta at the Chimala Sanctuary, and Murder of the Indians at Cholula, by Jean Charlot. Ask to see the Salon "El Generalito", which contains beautiful carved choir stalls with Biblical scenes by Indian artists. These came from the San Agustín Convent, now the National Library.

The University was founded in 1553. Has no campus and the various faculties are distributed over the City. The Summer School is on San Cosme No. 71. (See map).

MINISTRY OF EDUCATION (No. 46). (Secretaria de Educacion). A new building, built in 1922. On the walls around the two immense patios are the frescoes by Rivera, which symbolize the struggle of the Indian from slavery to freedom. Worth several visits. Open daily 9 to 6 p. m. closed Sunday.

AZTEC RUINS (No. 49). Thought to be the ruins of the Templo Mayor or Teocalli of the Aztecs.

SANTO DOMINGO PLAZA, CHURCH, INQUISITION BUILDING.—Three blocks North of Cathedral on Av. Brasil. The Escuela Nacional de Medicina occupies the Inquisition prison, on the N. E. corner. Visitors permitted.

CASA DE LOS CONDES DE HERAS, (No. 37). Now the National Express Office. An old Colonial structure with wonderful Churrigueresque facade.

NATIONAL PAWN SHOP, (No. 44). Open 9 to 1, 4 to 6:30. Founded by the Conde de Regla in 1775, who made a fortune in the Pachuca mines. Periodical auctions are announced in the papers.

CASA DE LA CONDESA SAN MATEO VALPARAISO (No. 41). The Home Office of the BANCO NACIONAL DE MEXICO, S. A. A very fine Colonial building, 1772, notable for its patio and double spiral stairway. Bank open 9:30 to 12:30, and 3:30 to 4:30, Saturdays, 9 to 12.

PALACIO DEL CONDE DE SANTIAGO (No. 55). Erected shortly after the Conquest. The huge carved wood doors are very fine. Building is of pink tezontle, now a private residence but you can get a peep into the patio.

HOSPITAL DE JESUS (No. 56). At No. 117 San Salvador. Oldest functioning hospital on the continent. Founded by Cortes in 1524, at the place where Cortes and Moctezuma first met.

Market and Convent of Merced (see map, page 34). The market is between Carranza and Uruguay Streets, 3 blocks East of Correo Mayor. Open 7 to 3 p. m. Largest market in Mexico. The Convent, Uruguay 170, has a beautiful well preserved patio.

LIBRARY, (No. 42). Housed in an old San Agustin Church, (1667). Has over 200,000 volumes. Open 10 to 5 p. m. Free.

VIZCAINAS CONVENT, (No. 34). A magnificent Baroque structure dating from 1751.

PALACE OF FINE ARTS, (No. 18). (Known as the National Theater). (There is parking space in front of this Theater).

The best paintings from the San Carlos Academy have been placed in this building. Open from 10 to 1 daily except Mondays. Aside from the paintings mentioned there are two frescoes, one by Orozco, depicting chaos of our present day world, and the other by Rivera, "Man at the Crossroads". The elegant Tiffany curtain, depicting the two snow capped peaks, Popo and Iztaccihuatl, is lowered and exhibited between 10 and 1, Tuesdays and Thursdays.

This building was started in 1900 and completed in 1934. Exterior of white marble.

THE POST OFFICE, (No. 22). Built in 1904. Designed by the Italian architect Bori, who also designed the Palacio de Bellas Artes.

THE SCHOOL OF ENGINEERING, across from Post-office, to the East, dates from 1797. Designed by Tolosa. In the entrance are a few fragments of a huge meteorite, one weighing over ten tons.

EDIFICIO DE COMUNICACIONES, (No. 21), directly in front of the School of Mines, dates from 1910. The National Telegraph office is in this building.

PASEO DE LA REFORMA

"El Paseo de la Reforma" Boulevard, which begins at "El Caballito" (See map), and runs to Chapultepec Park and Castle, is one of the most beautiful and most famous city drives in the world. It contains 6 glorietas or circles of 400 ft. in diameter adorned with monuments and flowers. In the first circle is the Bronze Equestrian Statue of Charles the IV, ranked by Humboldt as the second finest statue of its kind in the world. It was designed and executed by the Spanish sculptor, Tolosa, and cast in Mexico in 1803. It weighs almost thirty tons. This statue is now considered the geographical center of the city and all distances given on map Page 37 are measured from this point.

The second circle contains the statue of Columbus by Charles Cordier, a Frenchman.

In the third circle is the very excellent statue in bronze of QUAUHTEMOTZIN (also called Cuauhtemoc), the last Prince of the Aztecs. This is the work of the Mexican sculptor Don Miguel Moreña.

The Monument of Independence occupies the fourth circle. It was begun in 1901 and finished in 1910, and cost \$2,154,000.00. (There is no room in this small guide for a complete description of the monuments. We suggest you read Terry's Mexico on the Paseo de la Reforma and Chapultepec).

The Park or Forest (bosque) of Chapultepec is unsurpassed for natural beauty anywhere in the world; its giant ahuehuete trees are considered as old and fine as the red woods of California, and the park is one of the most romantic spots imaginable. An entire day can be spent to advantage in the park. Look for the Arbol de Moctezuma in front of the Tribunal, which measures 45 ft. in circumference. Also the Don Quijote Fountain.

The Castle of Chapultepec crowns the hill of Chapultepec which is about 200 ft. high. The castle was begun in 1783 but not finished until 1840. It is open to visitors during the afternoon hours (except the President's section), but permission must be had from the Intendencia in the National Palace, or a card of admission from your Consulate, or



IZTACIHUATL



POPOCATEPETL

Photos by Hugo Breheme.

make arrangements with "Turismundial" (Tourist Agency) to visit the Palace.

DEPARTAMENTO DE TURISMO (Govt. Tourist Office) (25). On Cinco de Mayo and Filomeno Mata. Established to give tourists accurate and reliable information about the country, has a corp of English speaking employees, courteous and well informed and prepared to inform tourists on any and all subjects.

THE CIUADELA, (No 14)), Museum of Artillery; the Summer School "Casa de Mascarones" (House of Masks), at No. 71 San Cosme; **The Arbol de la Noche Triste** (Tree of the Sad Night), where Cortes stopped to weep after his defeat by the Aztecs, (see map in center of guide); Chapultepec Castle and Park; the Paseo de la Reforma; the Bull Ring in Colonia Roma, etc., can be visited by car.

For a more complete description of the abovementioned places and monuments, we recommend Terry's Mexico.

The Pan-American Tourist Bureau have opened an agency in Mexico City, Juarez No. 71, where you can obtain additional unbiased information, FREE. We do not take nor pay commissions or fees, and have no guides to hire. If you want straight facts and assistance in planning your tours, call.

PLACES OF INTEREST CLOSE BY MEXICO CITY

(To the North).

GUADALUPE SHRINE (4 miles from "El Caballito"). (See maps on pages 37-34 and 35, for routes). After seeing Guadalupe it is possible to make a short cut to **TENAYUCA** and **CECILIA PYRAMIDS**, and from there over to Tlalnepan-tla and on to **TEPOZOTLAN CONVENT**, (25 mi. from Mexico) On the return take in the **Arbol de la Noche Triste**, **Calzada Mexico**, and the "Summer School" on San Cosme (Please note that many streets in Mexico have many names).

This can be done in half a day, easily. Before visiting the archaeological sites we recommend you read R. H. K. Marett's "Archaeological Tours", to be had at the American Book, Ave. Madero, three doors East of the Iturbide Palace.

THE SHRINE OF GUADALUPE.—The most sacred shrine in Mexico, erected to Our Lady of Guadalupe, on the spot where—the Legend says—she converted the Indian's tilma (zarape with a hole in the middle for the head) into a beautiful cloth bearing her image, which is still preserved in a frame of pure gold and enclosed by a solid silver railing of fourteen tons. On December 12th of each year thousands of pilgrims visit this shrine. Near the shrine is the "Capilla del Pocito", or Chapel of the Well, closely associated with the tradition of the Virgin.

TENAYUCA and CECILIA PYRAMIDS. (7-1/2 mi. from "El Caballito") This pyramid is about 135 ft. square, and 50 ft. high. Mr. Marett says: "In many characteristics Tenayuca resembles the great temple of Tenochtitlan, if our ideas about this latter edifice, which are based chiefly on written accounts, are at all trustworthy. . . . On three sides of the base of the monument are low platforms, upon which are many S-shaped serpents ranged side by side. Compared with the delicate sculpture of Teotihuacan or Xochicalco, these snakes are very crudely modelled; no two of them are quite alike either in size or feature, which leads to the belief that they were not sculptured for their present purpose, but have been collected at random from neighboring buildings. They perhaps represent a belated attempt to emulate the ample serpent-wall which surrounded the courtyard of the great Mexican temple. . . . It is worthy of note that on each of the three sides of the monument there are fifty-two serpents, which correspond to the number of years in the Aztec cycle. . . ."

TRAFFIC REGULATIONS

Necessary, within 24 hours after arrival in Mexico City to procure driver's license, either at the AMA (Asociación Mexicana Automovilista), or at the Oficina de Tránsito (Traffic Office), No. 90 Calle Cuba. (See map).

Traffic regulations, generally speaking, are the same as in the U. S. It is obligatory that brakes, both hand and foot, be in good working condition, that car be equipped with horn, speedometer, muffler, rear view mirrors and TOOL KIT.

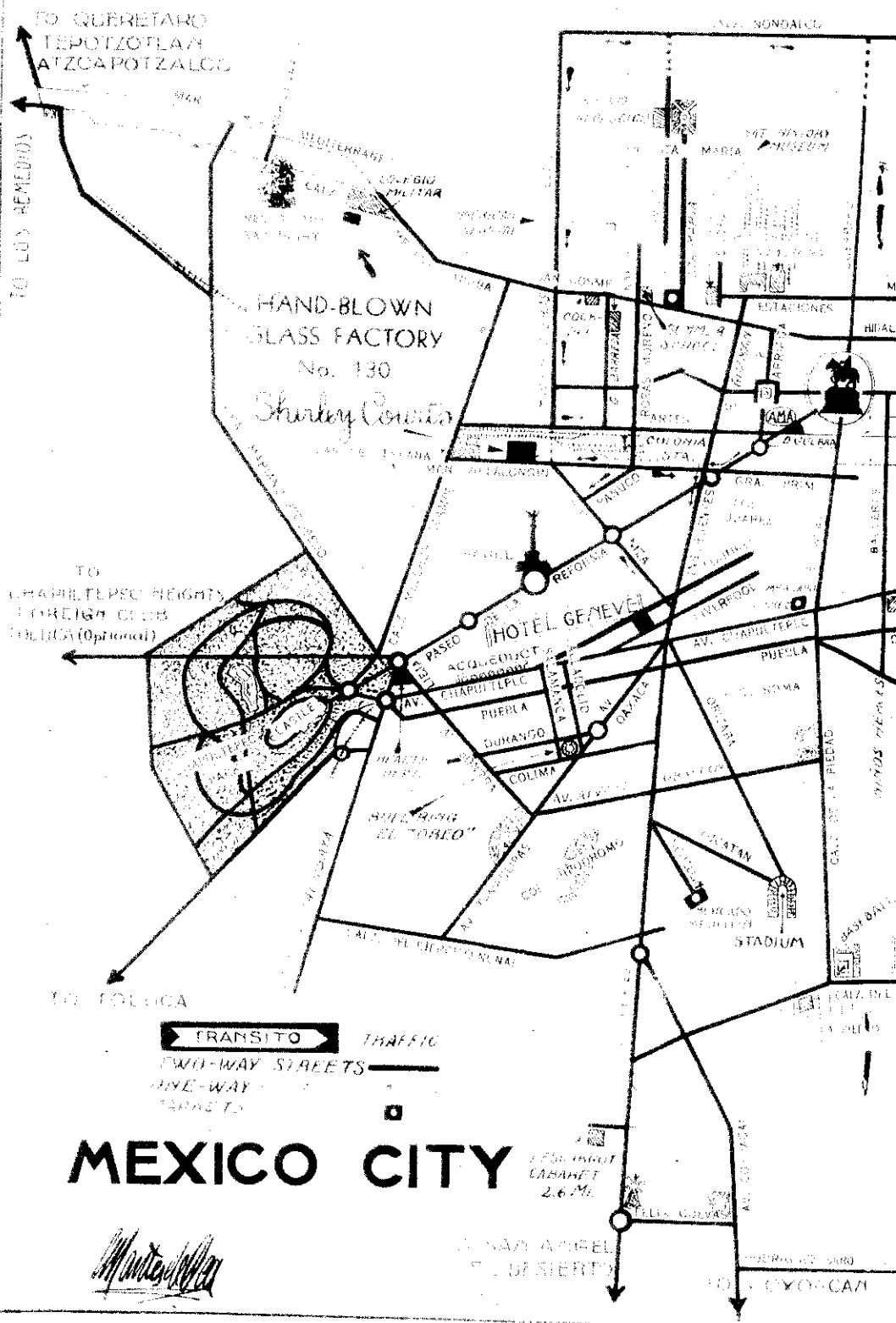
Where there is a traffic officer at crossing, watch carefully for signals, when his side is turned towards you, STOP. When he faces you, or his back is turned in your direction, GO, providing he has shown his whistle and lowered his hand or lantern as the signal to go. To make left hand turns where there is no officer await for the signal: left hand raised and opened, palm in your direction, or a right lantern. Also be sure to get in the proper lane. To make right turns get in lane on right side.

On the broad boulevards of Mexico it is permissible to pass cars to the right.

The ZOCALO. The traffic of the Zocalo is difficult to explain. There are three and four exits. Be sure to get into the proper lane. Usually by taking some of the circuitous routes outlined on the map time and worry will be saved, even though the route is much longer.

If you employ a driver be sure that he has a chauffeur's license, otherwise both he and you will be fined.

Markets (mercado) close at 1 p. m.



PLACES OF INTEREST CLOSE BY MEXICO CITY

The Cecilia pyramid has not been fully excavated and is much smaller and of much less importance. The road over to this pyramid is bad.

CONVENT OF TEPOZOTLAN. This Convent is one of the most beautiful examples of Mexican Churrigueresque anywhere. Founded in 1584. There are many fine paintings in the Church. Don't fail to see this convent.

Returning one can visit Los Remedios, another shrine, by turning off at Tacuba. See map.

TO THE SOUTH

Villa Obregon (San Angel), Coyoacán, Pedregal, Churubusco, Country Club, Tlalpan, Pyramid of Cuicuilco, Xochimilco, Ixtapalapa and Cerro de la Estrella. One should take all day for this. (See map). Drive out Insurgentes until you reach Villa Obregon.

VILLA OBREGON. Celebrated for its salubrious air, country homes and fine fruits. (Diego Rivera's ultra modern home is directly in front of San Angel Inn). The Church of El Carmen, entrance on the Plaza, dates from 1615. Note the brilliant tiles on the beautiful domes. In a crypt beneath one of the chapels are a number of very well preserved mummies.

EL PEDREGAL. (Stony-place). A basaltic lava stream covering about twenty square miles, beginning a few blocks back of El Carmen church and extending to Coyoacán and to Tlalpan. Drive through one of the streets on either side of the Church of El Carmen until you reach an arroyo, over which there are two wide bridges and several foot bridges. Cross one of these wide bridges and drive as far as you can to the right. Then on foot walk straight ahead through a gate until you come to a series of tunnels underneath the lava. There is a watchman in charge who will switch on the lights for inspection. This lava came from one of the extinct volcanoes of the Ajusco range, some say 4000 years ago and others ten thousand. Anyway skeletons of Archaic man can be examined, lying exactly as they were found, the earth having been dug from around and above. (Read Mallet's Archaeological Tours, on "Copilco", or Dr. Manuel Gamio's Las Excavaciones del Pedregal de San Angel)....

From here you can go to Coyoacán—or by continuing directly by plaza of (V. Obregon), go to Santa Teresa, (see map), and turn left to the Pyramid of Cuicuilco and Tlalpan. (A nice drive from V. Obregon through Santa Teresa and Contreras to Los Dinamos,—about 11 miles from Villa Obregon,—can be made. This road takes you up into the mountains fully a thousand feet higher than Obregon. Returning one can take the short cut to Tlalpan, turning off to the right at Santa Teresa, where there is a police station. Then on the return trip from Xochimilco and Ixtapalapa Coyoacán can be visited.)

COYOACAN. — Coyoacán and Villa Obregon have grown together. Come back to Obregon and instead of turning left into Insurgentes continue straight for a mile or so. Watch on the left for the Casa de Alvarado, house of Cortes' trusted lieutenant. It faces a giant tree with stone seats around its base. The house dates from the time of the Conquest but has undergone a number of restorations. Coyoacán is very important historically. It was from here that Cortes directed his last siege of Tenochtitlan. Across from the main plaza is the church of San Juan Batista, 1583, and nearby the Dominican Monastery, 1530.

CHURUBUSCO.—Continuing straight you reach the Calzada de Tlalpan and Churubusco. There is an interesting Franciscan convent here, and just beyond, to the left,—direction of Tlalpan,—the Mexico City Country Club.

TALPAN and PYRAMID of CUICUILCO.—After passing Huipulco, one mile, turn right for Tlalpan, a town of beautiful homes. Go straight through the town following the street-car tracks and where the road forks take left fork for Peña Pobre (paper mill), 1.7 miles from entrance to Tlalpan. Turn right and drive to the front of the mill, around it (right) and continue straight about 200 yards to the pyra-

mid of Cuicuilco.

CUICUILCO PYRAMID.—This temple, usually called a "pyramid" is really nothing but a series of superimposed truncated cones, surrounded and bound by the lava flow. However, it is the oldest building on the Continent yet discovered, positively pre-Pedregal, which means that it is anywhere from four to ten thousand years old. (One can continue from here around the Pedregal to Santa Teresa and Villa Obregon, or retrace their tracks to Huipulco, and Xochimilco).

XOCHIMILCO. (Place of the flowers). To reach the most interesting part of the "chinampas", continue through the town of Xochimilco past the plaza, turn right, and continue two miles. Canoes can be had for two pesos per hour. Xochimilco is particularly interesting on Sundays, when thousands of people come out from the Capital.

(Note: One can continue on to Chalco over a paved road, — making a side trip to Milpa Alta — and return to Mexico over the Puebla highway. (See map).)

IXTAPALAPA and CERRO DE LA ESTRELLA.—Return to junction of Huipulco and drive to electric railway station of "Ermita", turn right across tracks and go straight to town of Ixtapalapa, about two miles, which lies at the foot of the Hill of the Star. On the top of this hill the Aztecs used to light their new fires at the beginning of each cycle of 52 years. A good gravel road leads to the top, 1.7 miles, from which "some" view can be had of Mexico and the valley. The Aztecs believed that with the termination of each cycle of 52 years the world would come to an end, or rather the Sun would fail to rise. They destroyed most of their earthly belongings, utensils, etc., and sometimes even their houses. All fires were extinguished, even those on the Temples, and, of course, when the world did not come to an end they gave themselves over to great rejoicing for 13 days.

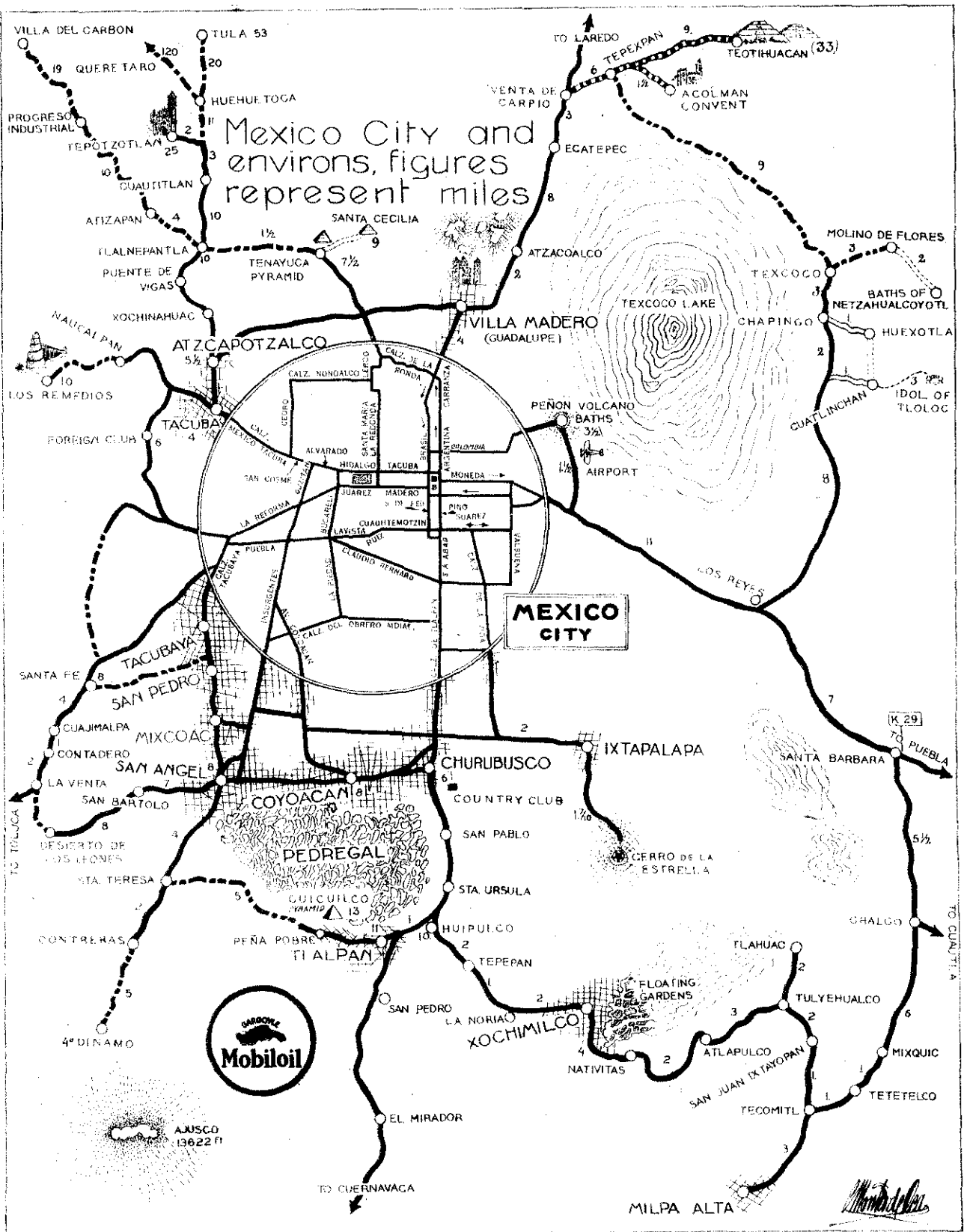
Returning from Ixtapalapa, one mile, one can turn into Calzada de la Viga and go through the town of Ixtacalco back to the city.

AMECAMECA — CUAUTLA — CUERNAVACA

This trip takes you close to the volcanoes Popo and the Sleeping Woman, and down into the semi-tropical town of Cuautla. It is a good idea to remain over in Cuernavaca, and the next day one can return to the City, explore the country around Cuernavaca, or go to Taxco or Acapulco. Cuernavaca is a splendid "headquarters" from which considerable sightseeing can be easily done. It is only 1-½ hours from the City, close to Taxco, the Caves of Cacahuamilpa, Tepetztlán and other places of interest.

Leave over the Puebla road. See map for routing. At Kilometer 30 take right fork of road, passing by the farm of Santa Bárbara. From Chalco be sure to take the road to Cuautla for there is another branching off for Xochimilco. Before reaching Amecameca the San Rafael paper mill can be seen over to the left.

AMECAMECA.—Alt. 7,800 ft., pop. 14,000. An interesting old Aztec town, celebrated for the Sacro Monte shrine and for the wonderful view of the volcanoes to be had from here. This is the starting point for the climb to the volcanoes, but don't entertain the idea unless you have plenty of fortitude, perseverance and a strong heart. Guides and horses can be secured here. Two days should be allowed for the trip to the summit of either mountain, though Iztaccihuatl is considerably easier to ascend than "Popo". The "Sleeping Woman" is extinct, but "Popo" has had many violent eruptions in the past four hundred years, and only in 1921 exhaled great volumes of smoke and gases for months. Shortly after the arrival of Cortes the Spaniards scaled the sides of Popo and extracted sulphur from the crater for the manufacture of gunpowder, and since then it is said that more than a million tons of sulphur have been taken from the volcano (Read Terry's guide). The opening at the top is over 2500 feet, the hole about 500 feet deep and the floor 1200 feet wide. Experts estimate the floor to consist of an immense deposit of sulphur one thousand feet deep. Visit the



shrine of Sacro Monte on the hill back of the Railway station.
OZUMBA.—Here you are very close to Popo, only about 5 miles from its base. The Franciscan Church has a very historical painting depicting the meeting of the Aztec Emperor, Cortes and Fray Bartolome de Olmedo.

CUAUTLA. (State of Morelos). Alt. 4260 ft., Pop. 10,000. This is the "Hot Springs" of Mexico. Even before the Conquest Indians knew of the curative properties of the Springs and came from hundreds of miles to take the baths. It is a quiet restful place and many people drive down from the capital for the week-end. To reach the baths called "Agua Hedionda", continue on main street two blocks beyond plaza and turn left following gravelled road, 2 miles from town. To leave for Cuernavaca retrace tracks to Cuautla and two miles back on Ozumba road, taking left turn for Cuernavaca, 30 miles.

TEXCOCO, CHAPINGO, MOLINO DE FLORES, TEXCOTZINGO, HUEXOTLA, COATLINCHAN, IDOL OF TLALOC, MT TLALOC PYRAMIDS OF TEOTIHUACAN.

TEXCOCO is of special interest to the historian. In ancient times it was a powerful kingdom, and remained so down to the time of the Conquest. The waters of Lake Texcoco at this time reached the city and it was from here that Cortes launched his nine brigantines to aid in the siege of the Aztec capital. There is a tablet on the entrance to the town marking the spot from which these ships were launched. (Read Terry's Mexico on the Texcucan Kingdom).

The other places named above are solely of interest to the antiquarian. Teotihuacan Pyramids can be easily included in this trip, for there is a road from Texcoco to Tepexpan, 8½ miles. See map. For Texcoco leave the Puebla highway half mile beyond Kilometer post 19, turning left at a sign reading "A Texcoco", in the town of Los Reyes.

CHAPINGO.—The Government Agricultural College is here, one time residence of ex-President Gonzalez. Some of Diego Rivera's frescoes can be seen on the stairway of the main building and the ceiling of the chapel.

HUEXOTLA.—An interesting archaeological site, consisting of a vast enclosure bound on one side by a deep ravine and on the other by a huge wall. The road branches off at Chapingo.

COATLINCHAN-IDOL of TLALOC.—Road branches off about one mile before reaching Chapingo. To Coatlinchan one mile and the idol (idolo) another three miles. Have to walk and it takes one hour each way. Get a boy to show the road.

The idol, weighing probably 300 tons, reposes, lone and abandoned, in a ravine. How it got to its present position, and why it was abandoned, are mysteries which may never be solved. (Read Marret's Tours).

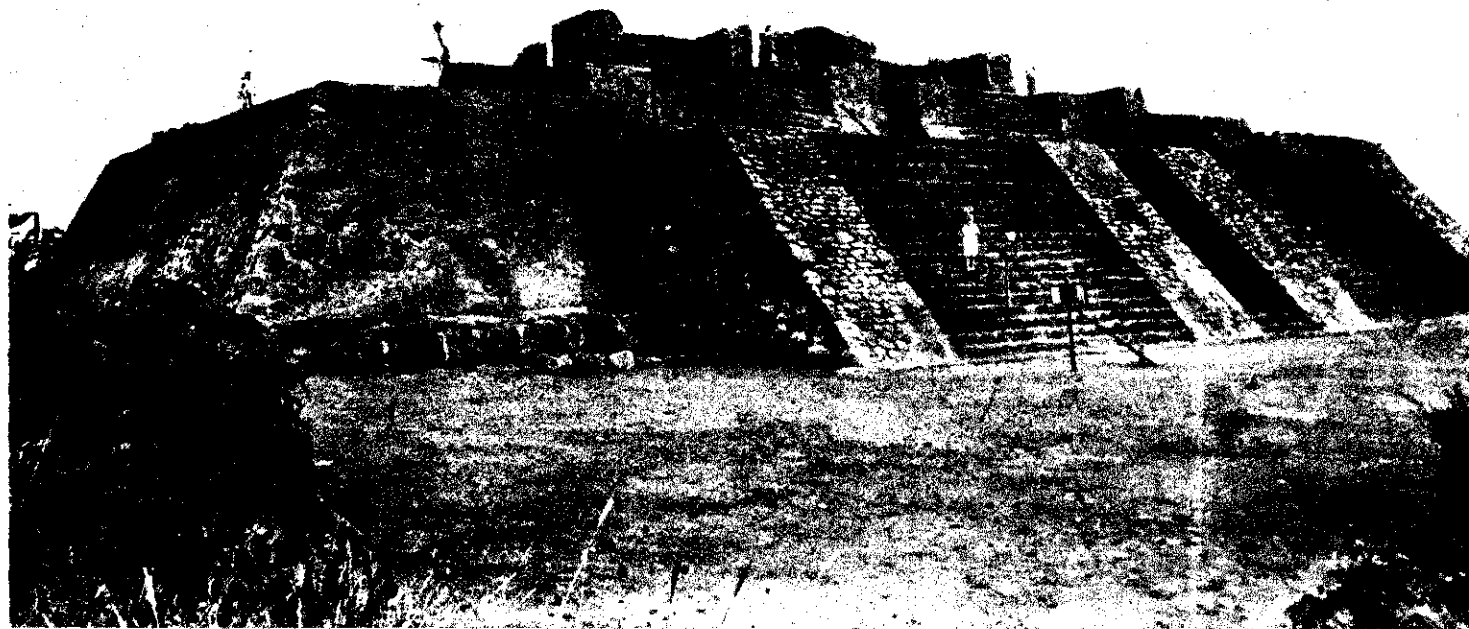
MT. TLALOC.—Can best be reached from Rio Frio, on the Puebla road, but necessary to go on foot. On top of this 13,000 ft. peak are the ruins of a city, still shrouded in mystery.

MOLINO DE FLORES. (Flower Mill).—Turn right at corner of plaza of Texcoco and follow broad road 3 miles. An abandoned hacienda but still a beautiful place.

TEXCOTZINGO and BAÑOS de NETZAHUALCOYOTL.—To reach Texcotzingo turn off to right 100 yards before crossing bridge at Molino de Flores and go straight .4 miles over a narrow road, then left over a small bridge and straight 2 miles to San Nicolas Tlaminca. Lock car, pick up a native of the village as guide and climb Texcotzingo hill on foot. Time required 15 to 25 mins. The poet king of Texcoco, Netzahualcoyotl, had a summer place on this hill. Originally the hill was laid out in terraces, or hanging gardens, having a flight of steps 520 in number, many of them hewn in the natural porphyry.

Great numbers of these steps still remain, also a terrace about half way up the hill that completely encircles it. The remains of an aqueduct which conducted water to irrigate the gardens and supply the baths still can be seen. Three baths hewn in the stone are as good as the day they were made. Near the top of the hill are two broken idols known as the King and Queen. View of the surrounding country from the top of this hill is wonderful and alone will repay you for the climb which is not hard.





Teopanzolco Pyramid at Cuernavaca

CUERNAVACA



Palace of Cortez, Cuernavaca.
Photos by Hugo Breheme.

This is the most wonderful of all the trips over the mountains from Mexico City. Cuernavaca is but 50 miles, or 1½ hours drive over a splendid all-paved highway. A wonderful view of the Valley of Mexico can be had, also of the snow capped peaks. Then shortly after passing the summit (9,660 ft.), a peep of Cuernavaca nestled in the valley 5,000 feet below will never be forgotten. Cuernavaca is a splendid place to go to if the high altitude of the Capital annoys one, also it is a splendid point to spend a lot of one's time and to do sightseeing from. You will like Cuernavaca. The Aztec kings maintained summer homes in Cuernavaca. Cortes built a palace there; the Spanish Viceroys spent half of their time in the town, and now the President and most of the officials maintain houses in Cuernavaca. However unless reservations are made in advance we suggest that you go to Cuernavaca between Mondays and Fridays, otherwise accommodations might be difficult to get. A cool breeze off the snow-peaked volcanoes that overlook the sun-drenched valley gives Cuernavaca the most even and delightful climate in all Mexico. Crystal-clear mountain springs supply it with water. Every known species of tropical fruit grows in the vicinity. Cuernavaca is a veritable paradise. It is unspoiled. There are many places of interest in its immediate vicinity, such as Tepotzlan, 12 miles (over a rough road, however), the ruins of Xochicalco, 21 miles; the Grutas of Cacahuamilpa, and the Falls of San Anton, close in. In the city itself are the Borda Gardens, the Palace of Cortes with frescoes by Diego Rivera, the Pyramid of Teopanzolco and its well preserved shrines; the Cathedral dating from 1529 and the Church of Nuestra Señora de Guadalupe. There are also many quaint towns close by as well as sugar plantations.

XOCHICALCO PYRAMID AND GRUTAS DE CACAHUAMILPA

At 14 miles south of Cuernavaca turn off to the right

MARIK HOTEL

CUERNAVACA. MOR., MEXICO.



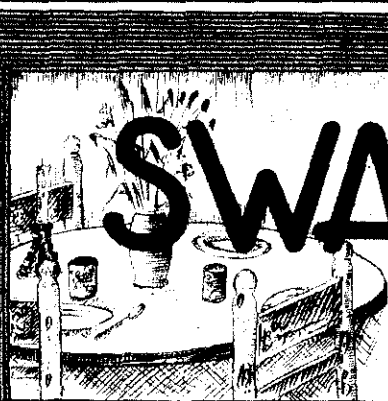
SIMMONDS BEDS

Rooms With
Running Hot
Water and Bath
Swimming Pool
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Beautiful Gardens

MATCHLESS CLIMATE
WONDERFUL SCENERY

PRIVACY
REST

DESCRIPTIVE FOLDER SENT UPON REQUEST



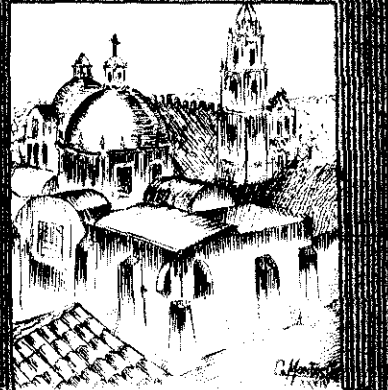
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AMERICAN MANAGEMENT
OVERLOOKING ONE OF
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Excellent American
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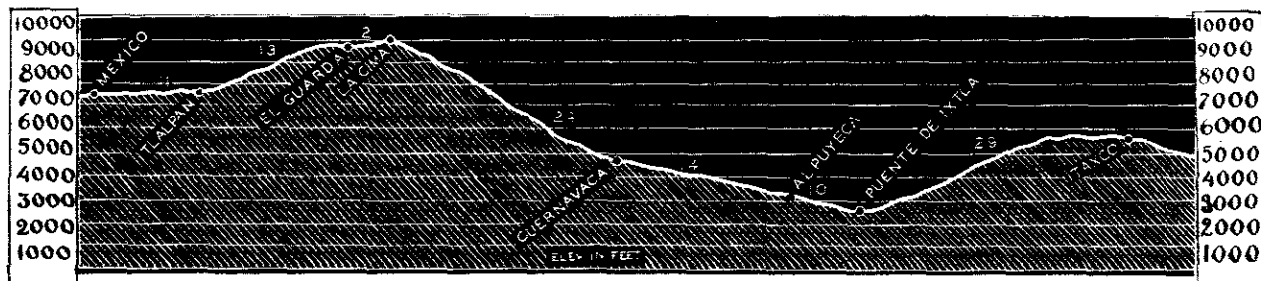
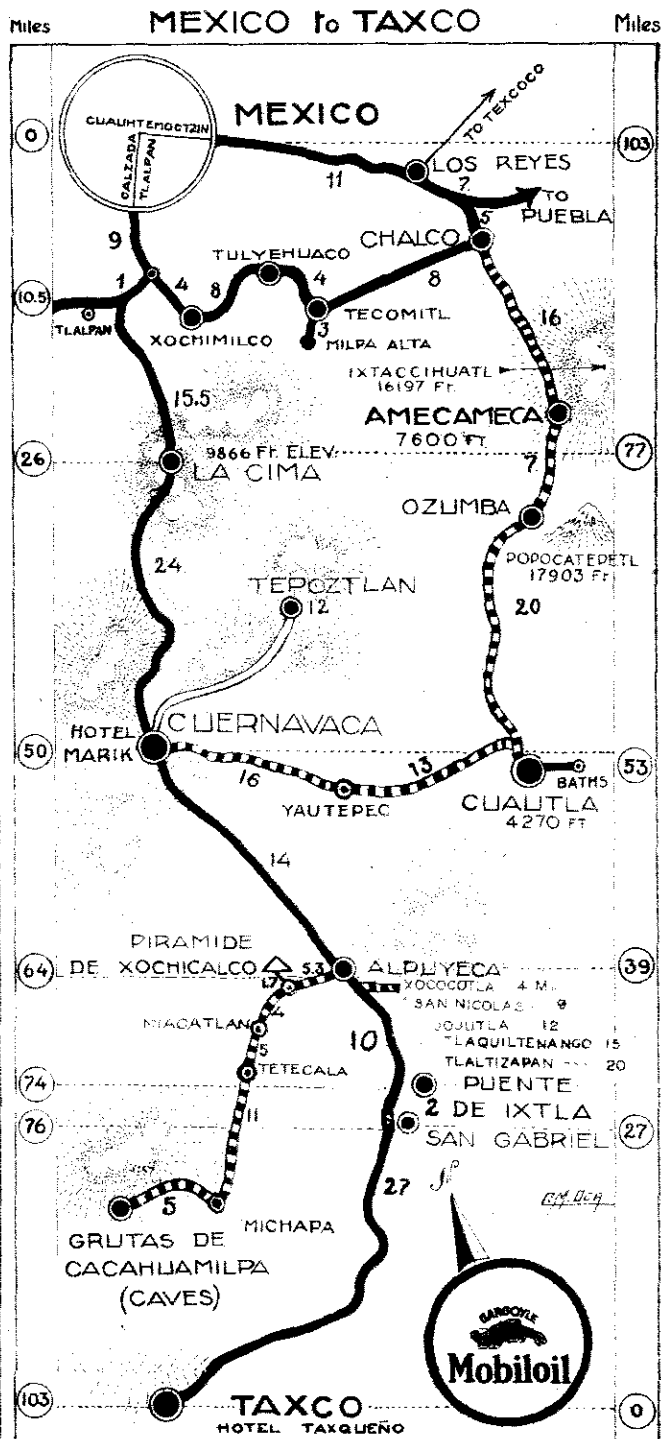
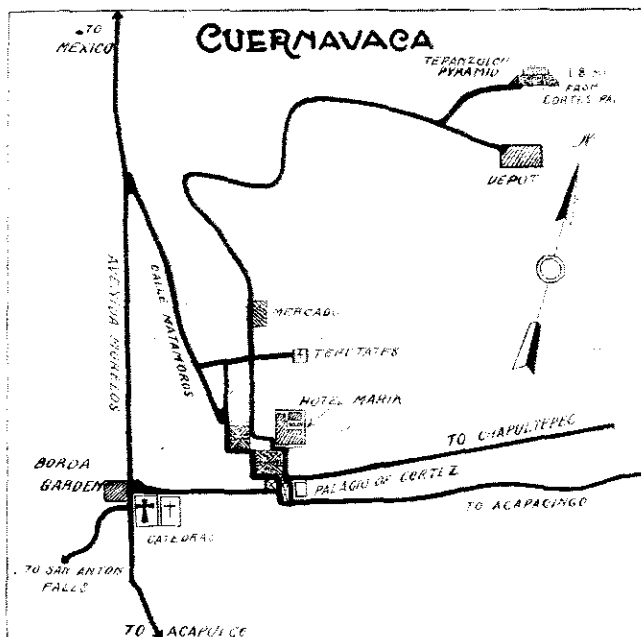


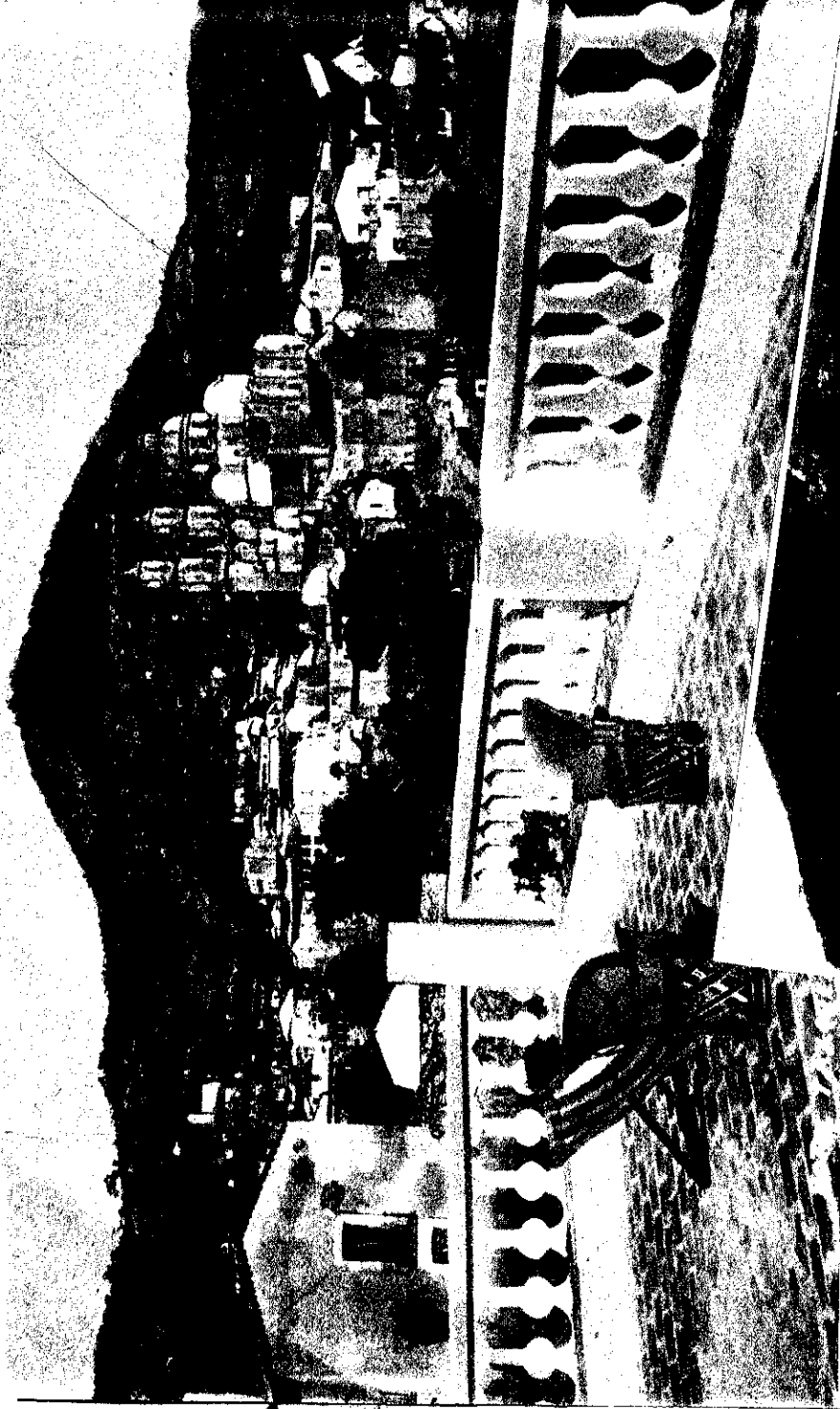
(just beyond Rio Alpuyecal), 5.3 miles, to where you see a sign reading "Xochicalco". Turn here again to the right, 1.7 miles to the ruins. Leave your car and go the rest of the way on foot, — time required to climb to the ruins about 40 minutes. Take water or refreshments for nothing can be had at the ruins. Mr. Marret classifies these ruins as Toltec. See view of ruins on page 40. (Read Marret's Archaeological Tours). For the caves continue to Tetecala and Michapa. The road from Michapa to the Grutas, 5 miles, is very narrow, merely wide enough for one car at a time. Days for visiting the Grutas, are; Sundays, only, and the following holidays: Jan 1st, Feb. 5th, May 5th, Holy Thursday and Friday, the 15th and 16th of Sept., 12th of October and the 20th of November. The hours for visiting are from 2 to 5 p. m. It is necessary to reach Michapa no later than 1 p. m., as no cars will be allowed to pass after that time. To visit the caves on other days and hours than those specified it is necessary to get permission from the Secretaria de Industria y Comercio, Argentina No. 12, Mexico City. However, this permission is not given to single parties, but merely to large groups, as it is necessary to start up the light plant and make other arrangements.

Frances Toor's Guide to Mexico. (Compact, up-to-date, inexpensive). Published by Editor of Mexican Folkways. This is a quarterly magazine on customs, art, archaeology and folk music. Frances Toor's Art Studio, Manchester, 8, (2 doors from Paseo de la Reforma, 440), Mexico City. Tea on roof garden.

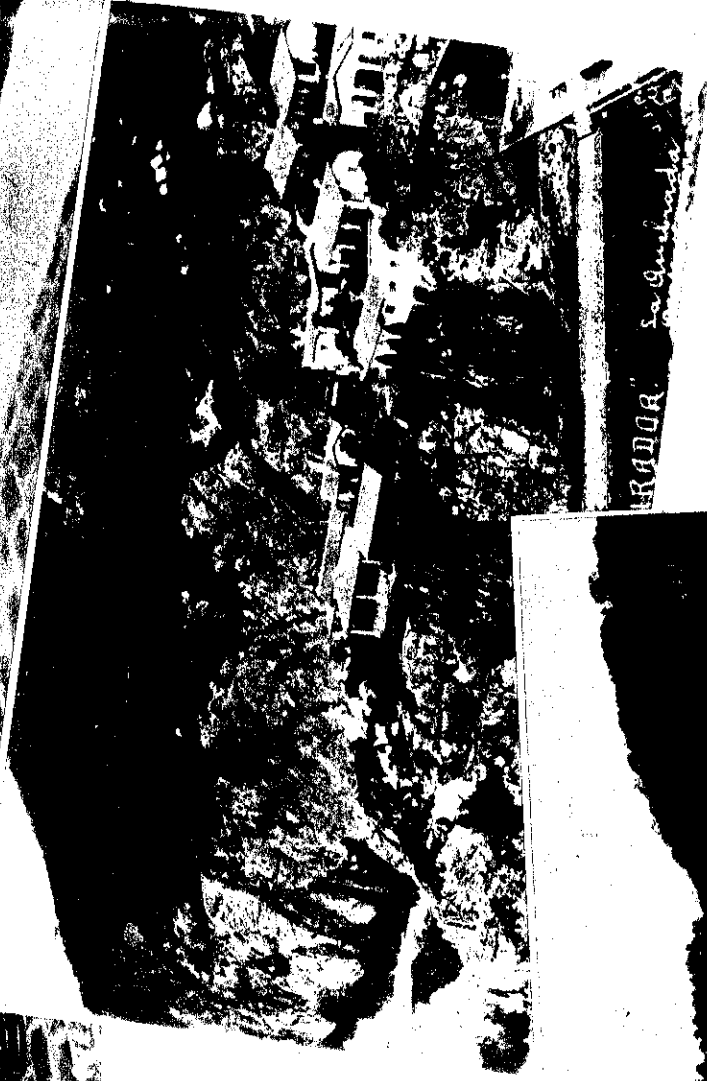
TAXCO - ACAPULCO

TAXCO.—The first silver shipped by the Spaniards to Spain came from the mines of Taxco. A Frenchman by the name of Borda made an immense fortune here in the 1700's, and it was he who founded the present town of Taxco and built the magnificent cathedral which towers above every





View of Taxco
from balcony of
Hotel Taxqueño.



HOTEL EL MIRADOR
Acapulco



View of Acapulco

thing but the mountains. The town is a colonial gem, Spanish in appearance. Every roof of every building is of red tile, every nook or corner in the place is a picture, and the cobblestone streets even have patterns woven in them. The Government has made Taxco a national monument and have prohibited the construction of anything modern in the town. Gas stations are outside the city limits. While the plaza has an elevation of 5,600 ft. above sea, many of the houses are perched another two or three hundred feet higher up on the sides of the mountains and others that much lower down. The climate is ideal, never any high winds (for it is protected by huge mountains immediately on the north), never cold and no heat, due to its elevation.

IGUALA.—Iguala is in the hot country, merely 22 miles from Taxco, but over 3000 feet lower.

CHILPANCINGO.—4,530 ft., elev., 10,000 Pop. Capital of the State of Guerrero Chilpancingo has a splendid climate due to its elevation.

ACAPULCO.—The oldest port on the North American Pacific coast. Cortes sent out ships from here as early as 1531 to explore the northern coast line. The Japanese landed their first embassy to the New World here in 1614. Considerable commerce was carried on with the Orient for hundreds of years, the merchandise being hauled on burros to the Capital. Acapulco is not only the oldest port on the coast but one of the most beautiful. Its climate is splendid and its surf bathing wonderful.

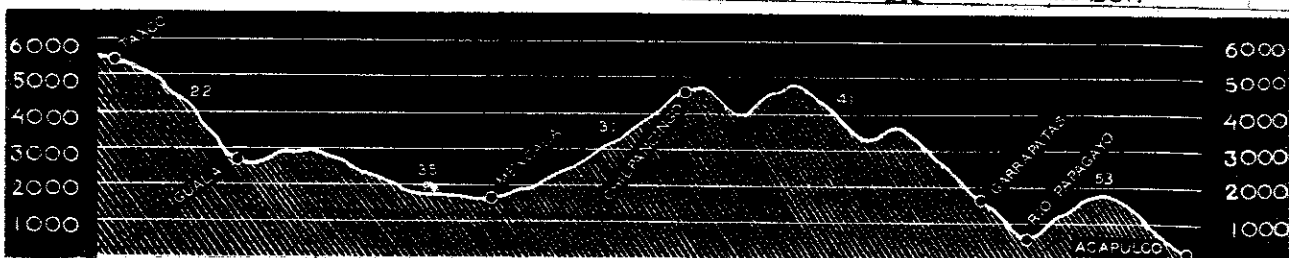
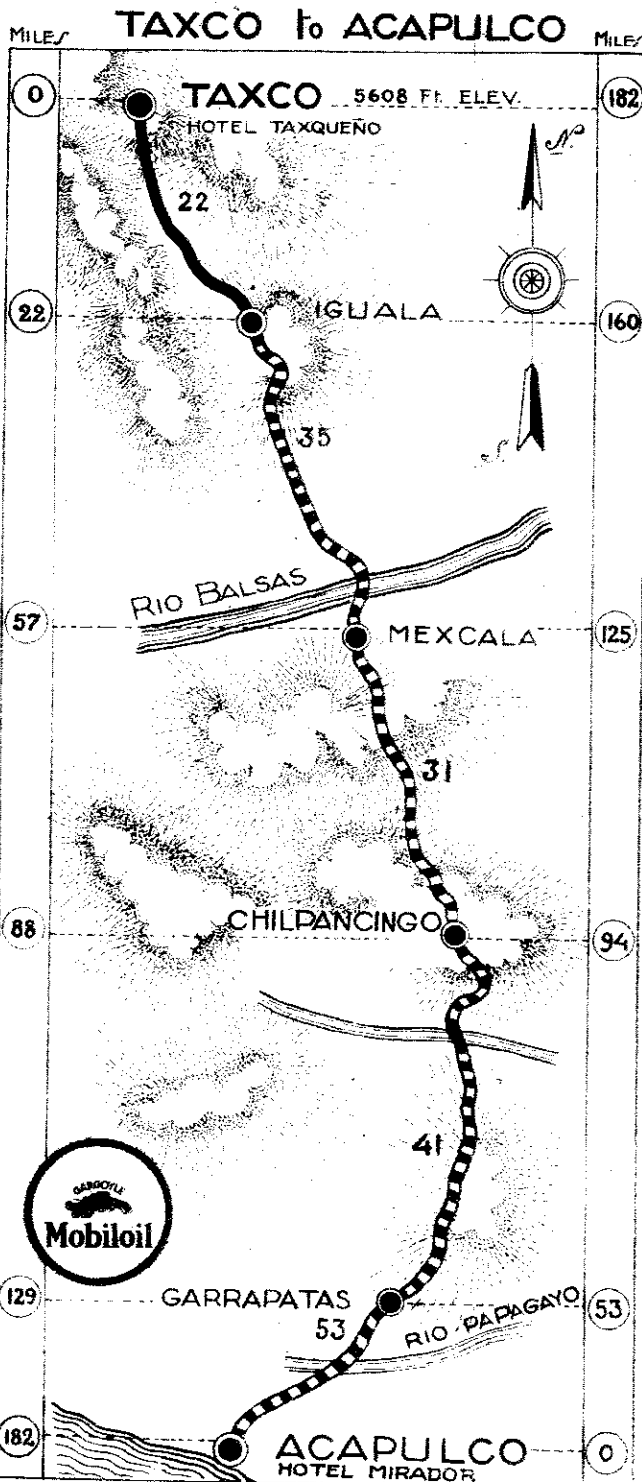
Acapulco is famous for its fishing, Tarpon especially. The HOTEL EL MIRADOR in Acapulco is situated at "La Quebrada", on the bay, is free of mosquitoes, and is altogether a very splendid hostelry and a delightful place to stay. Mr. Carlos Banard is the Proprietor.

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TAXCO, GUERRERO, MEXICO

All Rooms with bath, Balcony,
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El Comodoro de Acapulco

ACAPULCO



Señor y Señora y familia

PICO DE ORIZABA
Photo by Hugo Breheme.

