

Embassy of the
United States
of America
in Mexico





"It is an honor and a privilege for me to serve as President Nixon's personal representative in Mexico and to lead the men and women of the different branches of the United States Embassy who are serving their country here in Mexico City and throughout Mexico.

"This splendid Embassy building, which was completed in 1964, is a monument to the cooperation between the people of the U. S. and Mexico. All of us here in Mexico are proud to serve in such a fine edifice and we hope that by our service we will contribute to even closer cooperation and friendship between Mexico and the United States of America.

Robert H. McBride
Ambassador

The Honorable Robert H. McBride was born in Great Britain of American parents on May 25, 1918. He received the Bachelor of Arts degree at Princeton University in 1940.

Appointed a Foreign Service Officer in 1941, Ambassador McBride served at ten foreign posts before his arrival in Mexico. His previous posts were Havana (his first post), Algiers, Naples, Rome, Port-au-Prince, Rabat, Paris, Madrid and Kinshasa. He also has held a number of important Washington posts, Special Assistant to the Director of the Office of American Republics Affairs (1946), Officer in Charge of French and Iberian Affairs (1951), Deputy Director of the Office of European Regional Affairs (1967), and Director of the Office of Western European Affairs (1958). Ambassador McBride holds the personal diplomatic rank of career minister. He arrived in Mexico City on July 10, 1969.

Construction of the United States Embassy building on the Paseo de la Reforma near the Independence Monument was begun in June, 1960, and finished in April 1964. This building is the second largest United States chancery, surpassed in size only by the Embassy in London. Even more distinctive than its size are the special construction features which have earned it the nickname of the "Floating Embassy".

The soggy subsoil beneath Mexico City has challenged generations of builders ever since the Aztecs began converting the basin from a lake to a city of islands in the fourteenth century. Buildings may slip, sink or lean because of the unstable subsoil condition. Moreover, though Mexico City has not suffered a catastrophic earthquake, several rather severe ones have done considerable damage and the possibility of a major tremor must be considered.

For these reasons, it was decided to construct the foundation and basement walls as a watertight chamber which actually floats on the subterranean mud. A quantity of earth exactly equal in weight to the building was removed to achieve the delicate balance necessary to assure complete stability.

The central patio, with its fountain and shrubs, was inspired by the Mexican custom of combining nature's beauties with mortar and stone. The rows of intersecting arches on the main floor are the building's most distinctive and appealing feature. The flooring is a mosaic of Vermont slate in rich, subdued colors which contrast pleasantly with the whiteness of the arches. The upper floors are notable for the carefully matched symmetrical panels of Italian marble, which form the exterior walls. The building contains a snack bar, a press conference room and offices for our more than 500 Mexican and American employees.

The Embassy of the United States of America in Mexico is one of the largest diplomatic missions in the world due principally to the enormous number of tourists, and official and commercial interchange between the two countries. More than 1,000 persons—over 60 per cent of them Mexican citizens—are employed by the Embassy and its constituent parts throughout the republic. In addition to the purely diplomatic representation between the two governments, the various offices of the mission are concerned with fostering closer relations through economic, cultural, informational, commercial and agricultural activities.

The chief objective of the Embassy is to promote and strengthen Mexican-U.S. relations on the broadest possible front, striving always to maintain a close working relationship between the two governments and to develop a cooperative approach toward common problems. Secondly, the mission here seeks to foster a sympathetic understanding of the United States, its society, its government and its policies through information and cultural programs which reach all strata of Mexican society. Thirdly, when invited by the Mexican government, the mission contributes in cooperative fashion to Mexico's economic and social progress in a variety of ways. Representatives of many agencies of the U. S. Government are gathered under the Embassy roof—State Department, Agency for International Development, Treasury, Justice, Agriculture and Commerce Departments, the U.S. Information Service, the military establishments, the Bureau of Customs, the Bureau of Naturalization and Immigration and the Weather Bureau.

The Ambassador, who is the President's personal representative in Mexico, is the chief of all Embassy activities. All the various section chiefs—political, economic, consular, public affairs, the service attachés, etc.—who meet with the Ambassador regularly to



plan unified and consistent courses of action compose what is known as the Country Team. The work of the Country Team is comparable, on a somewhat smaller scale, to the function of a chief of government and his cabinet. The Deputy Chief of Mission is the second officer of the Embassy, serving as the Ambassador's deputy and acting as Chargé d'Affaires in the Ambassador's absence.

The first Embassy building in Mexico City was at Niza 53. However, the sudden increase in personnel and function of the diplomatic mission during World War II caused the Embassy to overflow into nearby buildings and into the old Imperial Hotel (now the Francis Hotel). In 1951, the Embassy, consulate and various other U. S. government agencies moved into the then recently completed 17-story Reforma Building at Calle Lafragua and Paseo de la Reforma. The U. S. government agencies occupied a large area of this building and also portions of the buildings at Paseo de la Reforma 35, Paseo de la Reforma 51, Lafragua 4, Ponciano Arriaga 11, and various warehouses around the city, as well as the compound at Insurgentes and Niza.

The new government-owned Embassy building gathers nearly all the scattered U. S. agencies together under one roof. Of the more than 500 persons who work in the new Embassy building, almost two-thirds are Mexican citizens.

The building was commissioned by the U. S. Department of State. It was designed by R. Max Brooks and Llewellyn Pitts, partners-in-charge of Southwestern Architects and Engineers of Austin, Texas. The consulting structural engineer was Dr. Leonardo Zeveaert. Constructora Marhnos, S. A. of Mexico City was the contractor. Construction was supervised by the Office of Foreign Buildings, U. S. Department of State, headed by James R. Johnstone, Deputy Assistant Secretary for Foreign Buildings.

"CUSTOMS" AND "BEWARES"

A person raised in the United States may, wholly unintentionally and without realizing it, snub or otherwise offend a Mexican. The following hints may be helpful.

Handshaking

In Mexico handshaking is the minimum of greeting and farewell on any and every occasion and among both men and women. Even if you've only spoken to a person for a few seconds, having greeted them with a handshake, another handshake is in order on parting. If in doubt, always shake hands - you can't overdo it.

Abrazos

Warmer than the handshake is the abrazo, exchanged among men who are friends, who perhaps haven't seen each other for a time, or on formal occasions to show great cordiality. Abrazos are also exchanged among men and women on special occasions, such as birthdays, going or returning from a trip, and the like.

Hoisting a Glass

Before tasting their drinks for the first time, Mexicans wait until everyone is served and then raise their glasses to each other with the greeting "Salud" ("to your health"). The proper reply is a glass raised similarly, perhaps touched to the other glasses, and the word "Salud". This may be done repeatedly while carrying on with the same drink.

"Shave and a hair cut, Bay Rum"

This common American toot on the horn or knock on the door has a most vulgar meaning in Mexican Spanish. Never use it.

Talking Distance

Americans in their native habitat usually stand about two feet from each other when talking. To a Mexican this is too far, and feels unfriendly, as if he had to shout at you. If he stands a bit closer, don't back away.

When seated for talks, it will usually be found that chairs are closer together than in the U.S.A. Avoid if possible talking to persons from behind a desk or typewriter - you may in this circumstance see a Mexican trying to "climb over", by leaning, for instance, until he gets to what he feels is the right talking distance.

Hissing

The hiss is often used in Mexico to call your attention.

Inquiries about Families

No matter how recently you have seen your friends, their spouses and children, it is always good form to ask after them and to send regards to the spouse. It is polite to make such inquiries before "getting down to business"

Bands in Restaurants

If there is a Mariachi group of musicians and singers in the restaurant, you are welcome to listen all night without paying a cent extra. But if you ask them for a song (they will probably come by your table) you are expected to pay about ten pesos per number sung at your request. If you plan to ask for several songs, come to an agreement about the rate before you ask them to play.

These payments are made to the band itself, not on the restaurant check.

GENERAL INFORMATION ON MEXICO CITY

Mexico City

Although Mexico lies on the Tropic of Cancer, the climate for the most part is more closely related to altitude and rainfall than to subtropical latitude. Generally speaking, there are only two distinct seasons: the dry, which extends from October through May, and the rainy, which extends from June through September.

Mexico City, the capital, is at an altitude of 7,349 feet above sea level, and has a mean temperature of 58 degrees Fahrenheit. The normal annual rainfall is about 23 inches, nearly all of which falls in the rainy season. The climate of Mexico City is agreeable but many persons find the high altitude enervating, and undue exertion should be avoided for the first few days. It is never hot in the shade, even in summer, and seldom below freezing on winter nights. The days are sunny and clear most of the time. During the fall of the year and early winter there are periods lasting several days when it is disagreeable. These correspond to the "northers" that blow from the Gulf of Mexico.

The Embassy

The United States Embassy is located at the corner of Reforma and Danubio, with the entrance at Reforma 305. Office hours are Monday through Friday, 9:00 A.M. to 6:00 P.M. The telephone is 525-91-00. There is a Duty Officer on duty during the hours when the Embassy is closed and a Marine Guard is on duty at all times.

Money

The unit of currency is the peso, which is equivalent to approximately eight U.S. cents. One, five, ten, twenty, fifty, one hundred, five hundred, and one thousand peso bills in paper currency are available. One peso is shown as \$1.00. One hundred centavos equal one peso. Coins, in silver and alloys, are issued in units of 1¢, 5¢, 10¢, 20¢, 25¢, 50¢, \$1.00 peso and \$5.00 pesos. Each coin is clearly marked.

Banks, hotels or reputable shops can change American Dollars or traveler's checks for you. You should receive not less than 12.49 from banks and 12.25 from hotels for U.S. \$1.00. Since money can be exchanged at almost any hotel or shop, it is not necessary to convert any sizeable amount of money in advance.

Tipping

The value of tips given in Mexico is lower than in the United States. The 10 to 15 percent scale is usual in restaurants. Within the hotel, tip the bellboy or porter who delivers the luggage to your room one peso for each large bag. One peso tips for small services are usually sufficient. Shoe shines cost \$1.20, including tip.

Taxicabs

Local taxicabs are equipped with meters and are relatively cheap. Taxicabs engaged at hotel stands charge by the trip. It is wise to ascertain price of intended trip before engaging hotel limousine. It is not necessary to tip the taxi drivers.

FIVE SUGGESTIONS FOR TRIPS OUTSIDE MEXICO CITY

1. Place - "The Pyramids"

Description - The great pyramids to the Sun and the Moon are among the wonders of history. Known as "Teotihuacan", no one knows what the names of the buildings really were or what were their uses. Except for Mondays nights, there is a nightly "light and sound" show in English at 7:00 p.m.

Hours: Sunup to sundown.

Time Distance from Embassy: One hour.

Suggested Duration of Visit: Two hours, including museum and shopping.

Cost: Three pesos per person plus one peso per car admission, plus toll fare.

2. Place - Cuernavaca

Description - With near tropical climate, it is a city of flowers and lush foliage. Places of interest include Cortes' Palace, "Las Mañanitas" for lunch, the Cathedral featuring the Mariachi Mass on Sunday and the Miel Carlota nursery which sells honey and decorative candles.

Hours: Sunup to sundown.

Time Distance from Embassy: One hour and a half.

Suggested Duration of Visit: Four hours, including lunch.

Cost: Lunch, shopping and toll fare.

3. Place - Taxco

Description - A picturesque colonial town with winding, cobblestone streets, noted for its shopping, particularly in items of silver.

Hours: Sunup to sundown.

Time Distance from Embassy: A long three hours drive.

Suggested Duration of Visit: Two to four hours.

Cost: Lunch, shopping and toll fare.

4. Place - The Volcanoes, Cholula and Puebla.

Description - Scenic drive over super highway, close enough to see snow-capped Popocatepetl and Ixtaccihuatl, Cholula offers the world's largest pyramid, with underground passageways and current archeological digging, plus over 300 churches, and the newly located University of the Americas. Puebla, a colonial city, is noted for its glazed pottery and tile work.

Hours: Sunup to sundown.

Time Distance from Embassy: Two and a half hours.

Suggested Duration of Visit: Four hours.

Cost: Lunch, shopping and toll fare.

5. Place - Tepotzotlán

Description - A truly typical Mexican town noted for its 400 year old Jesuit mission, beautifully restored and among the finest examples of church art in Mexico. The church, elaborately decorated in extreme Roccoco, has carvings and figures, armorial exhibits, a colonial kitchen and well-tended grounds. A restaurant is located in the church patio, and there are others with simple Mexican fare on the main plaza.

Hours: Sunup to sundown.

Time Distance from Embassy: One hour.

Suggested Duration of Visit: Two hours.

Cost: Two pesos for entrance into the church museum.

SHOPPING

The articles most desired by visitors to Mexico are silver, jewelry, leather goods, native handicrafts, and curios. Shops where these items are available include:

Silver

- | | |
|---------------------------------|---|
| Tane | - Amberes 70 |
| Los Castillo | - Amberes 41 |
| Sanborns | - Reforma 333 (near Embassy)
- Niza 30 |
| National Museum of Popular Arts | - Juarez 44 |

Brass

- | | |
|-----------------|-----------------|
| Peggy Page Shop | - Londres 115-A |
|-----------------|-----------------|

Leather

- | | |
|---------|---|
| Aries | - Florencia 14 (2 blocks from Embassy) Expensive
- Lobby, Hotel Presidente |
| Ginatai | - Londres 91-C |

Souvenirs and Curios

- | | |
|----------|--|
| Sanborns | - Reforma 333 (near Embassy)
- Niza 30 |
| Gaitan | - Hamburgo 89 - Corner of Copenhagen - Two floors of touristic items - leather, glass, pottery, etc. |

SUGGESTED LIST OF RESTAURANTS AND NIGHT CLUBS

Luncheon hours are usually from 1:00 P.M. to 4:30 P.M., and dinner from 8:00 or 9:00 P.M. to 1:00 A.M. The following restaurants are suggested:

- | | |
|-------------------------|---|
| Chalet Suizo | -Niza 37 (Rustic atmosphere, good value, fast service) |
| Passy | -Amberes 10 (Directly across Reforma from Embassy; garden, International, excellent) |
| San Angel Inn | -Altavista and Palmas in Colonia San Angel - 20 minute drive (Hacienda surrounded by garden; excellent food and service, expensive) |
| Bellinghausen | -Londres 95 (Sea food specialties - Garden. Very Good) |
| Del Lago | -In new Chapultepec Park (On lake, International cuisine, splendid view, expensive) |
| Luau | -Niza 38-A (Chinese, reasonable) |
| Muralto | -Torre Latino Americana (40 stories high, best view in town) |
| Sanborns | -Reforma 45; Reforma 333; Madero 4, plus locations in suburbs (Extensive menu of U.S. food and snacks, also good Mexican plates) |
| Delmonicos | -Londres 87; (Excellent, noted for service, expensive) |
| Hacienda de los Morales | -Vazquez de Mella 525 - 15 minute drive (Refurbished hacienda, garden, Mariachi music, good, expensive) |
| Mirabel | -Reforma 509 (Twelfth story, splendid view of Chapultepec Castle, international cuisine, excellent, expensive) |
| Rivoli | -Hamburgo 123 (International, excellent, very expensive) |
| Focolare | -Hamburgo 87 (International, very good, violins; expensive) |
| Fonda Refugio | -Liverpool 166 (Rustic, basic Mexican food, good, moderate) |

Champs Elysees

-Amberes 4 (Directly across Reforma from Embassy; small, unpretentious French restaurant, good, moderate)

* * * * *

NIGHT CLUBS

The following night clubs are among those most frequented by American visitors to Mexico City.

Señorial

-Hamburgo 188 (4 rooms - Jazz, Contemporary, and GO-GO)

Belvedere Room

-Continental Hilton Hotel
Reforma 166

Cero Cero

-Camino Real Hotel - Mariano Escobedo
700 (Rock/go-go , avant garde decor)

La Pinta

-Hotel Aristos - Reforma 276

La Terraza

-In front of Plaza de Toros

Gitanerías

-At Oaxaca near Insurgentes
(Flamenco, Guitars; no dancing)

Jacarandas

-Genova 44 (3 orchestras - dancing
until 4:00 A.M.)

Stelaris

-Top of Hotel Fiesta Palace - strolling
violins & dancing

* * * * *

ENTERTAINMENT

Ballet Folklórico de México

-Bellas Artes (on Wednesday evening &
Sundays; a "must") Tickets in advance

Jai Alai

-Fronton Mexico (nightly, except Mondays
and Fridays)

EARTHQUAKES

Earthquakes have occurred infrequently in Mexico City. Should another one occur, please remember the following:

- . The principal danger is usually panic. Keep cool.
- . The Embassy Office Building is as earthquake-proof a structure as can be constructed. Other modern buildings (such as the Hotel Maria Isabel Sheraton) are constructed to withstand severe earthquakes. They have extremely strong steel members. But they are flexible, and when they sway, plaster cracks from walls and ceilings and an alarming noise may be heard. This does not mean the building is falling down. The thing to do is to take shelter if possible, away from walls and windows - for instance, under a table or desk or bed. If this is not possible, stand in the doorway where the door fram is an additional protection. Wait it out.
- . Other buildings were also strongly built and have been through many quakes. Take shelter under a desk or table or in a doorway, and wait it out.
- . Do NOT attempt to descend stairs or use elevators.
- . If caught on the street one should, if possible, go out to the center, being careful of panic-stricken drivers. Get away from the outer facades of buildings where concrete, plaster, bricks or glass may fall.
- . If driving a car, come to a stop slowly and carefully and simply sit it out in the car.

AMERICAN NURSE AT AMERICAN EMBASSY

Mrs. Erna A. Mutton

Office Hours: 9:00 - 1:00
2:00 - 6:00

Office Tel: 525-91-00, Ext. 617/18

Home Tel: 514-61-85

GENERAL PRACTITIONERS

CALVA, Dr. Cesar
Copenhagen 24 3rd. Floor

525-53-71 9:00 - 1:00
4:30 - 7:00

Res: 548-57-91

CHAVEZ, Dr. Ernesto, Jr
Reforma 510-101

525-64-54 12:00 - 1:30
514-19-67 4:30 - 6:30 (except
Thurs.)

Res: 520-53-54
520-28-04

SMYTH, Dr. John
Reforma 510-402

514-14-43 4:00 - 8:00

Res: 55 -21-48

CARDIOLOGISTS

BIALOSTOZKY, Dr. David
Reforma 393-102

528-88-46 4:00 - 7:30 (except Wed.)
528-98-66

Res: 520-87-82

REBOLLAR, Dr. Leopoldo
Insurgentes Sur 598

523-72-50 5:00 - 8:00 M W F

Res: 523-09-20

EYE SPECIALISTS

AGUNDIS, Dr. Teódulo, Jr.
Hamburgo 28

511-83-53 By appointment
12:00 - 2:00
5:00 - 8:00

Res: 525-81-68

WUDKA, Enrique
Río de la Plata 56-B

525-58-60 By appointment
10:00 - 1:00
4:00 - 7:00

Res: 545-99-19

EAR, NOSE AND THROAT SPECIALIST

REINKING, Dr. Walter 545-70-60 11:00 - 1:00
Eugenio Sue 355-501 545-49-29 5:00 - 7:00
(except Wed. afternoon)

Res: 520-23-07

DENTISTS

BROWN, Albert 511-84-13 By appointment
Oaxaca 86-7th. Floor 9:00 - 1:00
4:00 - 7:00

Res: 511-21-97

MARTINEZ-ROSS, Dr. Erik 545-77-07 9:00 - 1:00
Ave. Emilio Castelar 111-4 3:30 - 6:00

CORNISH, Carlos 540-29-46
F. Berenguer 106-401

ORTHOPEDIST

ORELLANA, Carlos A. 545-74-40 12:00 - 2:00 (except
Herschel 152 4:30 - 7:30 Wed.)

Res: 524-36-11

AMBULANCE SERVICE

GAYOSSO 546-25-70

ABC HOSPITAL

Calle Sur 136 515-85-00
Tacubaya

DUTY OFFICER U. S. EMBASSY 525-91-00 for emergencies

IN CASE OF NEED, PORTABLE OXYGEN BOTTLES ARE OBTAINABLE IN EMBASSY HEALTH UNIT, ROOM 359, EXT. 617

MEXICO CITY HEALTH HINTS

ALTITUDE

7,349 feet

Many persons experience no adverse effects from altitude. Others tire easily, suffer headaches, dizziness, have difficulty in sleeping, feel shortness of breath or heart flutters if they overexert.

- . A lighter than usual diet, especially before sleeping, is recommended.
- . A lighter than usual schedule, when possible, will help. Try to find time to sit or lie down occasionally, even for a few minutes.
- . Newcomers are cautioned against strenuous physical activity. This includes everything from sports to rushing up stairs. If you have to climb stairs, carry a heavy suitcase or the like, take several deliberate deep breaths before you begin.
- . Some persons report that their tolerance for alcoholic beverages is lower at this altitude.
- . If serious symptoms are felt, ask for medical advice immediately.

DIET

Piquant

- . Mexican food is highly spiced. One should get used to it gradually.
- . One should avoid unpeeled vegetables and fruits.
- . One should drink only bottled drinking water. If you don't know whether it is drinking water, ask.
- . Digestive upsets are common. Kaopectate and Diodoquin are standard remedies. Have the medicine of your choice on hand.

EARTHQUAKES

Earthquakes have occurred infrequently in Mexico City. Should another one occur, please remember the following:

- . The principal danger is usually panic. Keep cool.
- . The Embassy Office Building is as earthquake-proof a structure as can be constructed. Other modern buildings (such as the Hotel Maria Isabel Sheraton) are constructed to withstand severe earthquakes. They have extremely strong steel members. But they are flexible, and when they sway, plaster cracks from walls and ceilings and an alarming noise may be heard. This does not mean the building is falling down. The thing to do is to take shelter if possible, away from walls and windows - for instance, under a table or desk or bed. If this is not possible, stand in the doorway where the door fram is an additional protection. Wait it out.
- . Othe buildings were also strongly built and have been through many quakes. Take shelter under a desk or table or in a doorway, and wait it out.
- . Do NOT attempt to descend stairs or use elevators.
- . If caught on the street one should, if possible, go out to the center, being careful of panic-stricken drivers. Get away from the outer facades of buildings where concrete, plaster, bricks or glass may fall.
- . If driving a car, come to a stop slowly and carefully and simply sit it out in the car.

INFORMATION ON MEXICO

GENERAL BACKGROUND

Geographic

The fourth largest of the American Republics, Mexico has an area of 758,551 square miles, a 1,945.6 mile or 3,131.1 kilometer boundary in common with the United States, a Pacific coastline of 3,759 miles, a Gulf of Mexico coastline of 1,709 miles, and a southern border with Guatemala and British Honduras of 553 miles. Steep rugged hills and mountains occupy some three-fifths of the country. There are level-to-rolling plains in the northwest along the Gulf of California, in the northeast along the Gulf of Mexico, and in the extreme southeast along the Bay of Campeche and the Yucatan Peninsula. In the interior, partially enclosed by the highlands, is a complex of basin plains, ranges and plateaus. Only about 9% to 12% of the total area is cultivable.

The interior and northern parts of Mexico have scant rainfall and little surface water. The large areas of rugged mountains, coupled with seasonal or perennial inadequacy of water, cause problems in transportation, communications and agriculture.

Population

Mexico's population is 48.3 million, according to preliminary reports on the census of January 1970. Density is higher in the cooler climates above 6,500 feet, and lowest in large desert and jungle areas. In the census of 1960, the population in towns of more than 2,500 exceeded, for the first time, that in the rural areas by a small margin, and urbanization is rapidly increasing. In the last 50 years the total population of the Republic has more than tripled. The present rate of population increase is calculated to be 3.5 per cent per year. Cities are growing much more rapidly than the national population increase.

Economic

The Mexican economy, one of the most diversified and stable in Latin America, expanded during the 1960's at an average annual rate of approximately 6.8 per cent.

Gross national product was estimated to have mounted to US\$29.4 billion in 1969. According to the Bank of Mexico, this represented an increase in real terms, of 6.4 per cent over 1968. With the population growing at approximately 3.5 per cent per year, the annual per capita increase in real GNP is estimated at over 2.9 per cent. Per capita gross national product in 1969 was over US\$600, but this figure may be somewhat misleading since a part of the rural population lives barely above the subsistence basis.

Despite this impressive growth, Mexico's rural economic problems persist. Though almost half the population is still rural, a shift has been taking place to a more urbanized industrial economy. This urbanization movement is in turn contributing importantly to the expansion of the middle class.

Endeavoring to overcome problems, accelerate economic development and raise standards of living, Mexico is devoting its national efforts to such objectives as expanding and diversifying industrial production via import substitution and export diversification programs; making agricultural production more efficient; improving housing, public health and educational facilities; improving and broadening the skills of the labor force.

Mexico is today substantially self-sufficient in agriculture.

Industry is expanding rapidly. Although Mexican capital, private and governmental, provides by far the greatest part of total investment, private foreign capital, largely from the United States, and foreign loans to the Government contribute an element which, though relatively small, is highly important. The Mexican Government encourages private foreign investment to associate itself with Mexican interests, and requires such association in what are classified as basic industries. Economic nationalism and a growing participation by the State in basic economic development characterize national policy.

The Mexican Government invests heavily in power, transportation and communications. It monopolizes petroleum and electric power and has extensive participation in other basic industries. While primarily concerned with developing industry and agriculture to meet growing domestic requirements, the Government is also seeking to expand markets abroad for an increasing volume and variety of agricultural and manufactured products.

The annual output of manufactured goods has more than tripled since 1939. Manufacturing now accounts for over 27 per cent of total production and employs less than 20 per cent of the labor force. By contrast, agriculture and livestock fisheries and forestry contribute a smaller proportion of total production but employ almost 50 per cent of the labor force.

The receipts side of Mexico's balance of international payments is composed chiefly of returns from exports, expenditures by tourists, foreign investments and loans, both public and private. Private foreign investments continue under conditions of free exchange convertibility, with the peso stabilized at 12.50 to the dollar. The United States has provided about three-fourths of the total of fixed private foreign investment. However, over 90% of Mexico's development has been financed from domestic sources in recent years.

Mexico's size and proximity make it of special commercial importance to the United States. In 1969 Mexico ranked fifth as an export market for the United States' products and about sixth as a source of imports into the United States. In 1969, U.S. exports to Mexico were valued at about US\$1,300 million, while imports amounted to about \$US880 millions. Approximately 63 per cent of Mexico's exports are destined for the United States, while the United States supplies about 62 per cent of Mexico's imports. Mexico has been making vigorous efforts to expand its trade with Japan, Western Europe, and particularly with other Latin American countries. Mexico is an active member of the Latin American Free Trade Association (LAFTA).

Mexican foreign trade policy has the two principal objectives of protecting domestic industry and agriculture and of conserving foreign exchange for imports of articles which cannot be manufactured in the country. Mexico is also emphasizing a steady increase in facilities to attract more tourism as an important foreign exchange earner.

Political

Mexico is a federal republic, embracing 29 states, two territories and the Federal District. The Constitution of 1917 is the basic law of the land.

The executive branch is composed of the Presidency and the various executive departments charged with executing the laws and administering federal programs. The Federal Chamber of Deputies and the Senate comprise the legislative branch. The Federal Court system, including the Supreme Court, makes up the judicial branch.

The President is elected for a six-year term and may not succeed himself.

The Partido Revolucionario Institucional (Institutional Revolutionary Party), known as the PRI, is the official party of the Mexican Revolution, and dominates the political life of the nation.

In recent years Mexico has moved forward to take a larger role in international affairs. In its foreign policy, Mexico underlines the distinction between independence and neutrality. The Mexican Government pursues an independent foreign policy, without remaining neutral on the great world questions. The foreign policies of Mexico and the United States on international issues usually converge, but there are occasional points of disagreement, particularly on the development of a united hemispheric policy toward the Communist government of Cuba.

The 2,000-mile border between Mexico and the United States creates unique and varied relationships and in part accounts for the multitude of unofficial and people-to-people contacts between the two nations.

Mexico has enjoyed a high degree of political stability since 1940 and her relations with the U.S. have generally been characterized by increasing cordiality and cooperation. Bonds of friendship between Mexico and the U.S. have been strengthened by increasing bilateral cooperation and the solution of some long-standing problems. A notable area of cooperation is in efforts to stop the traffic in narcotics and dangerous drugs. At the recent meeting in Puerto Vallarta of Presidents Díaz Ordaz and Nixon, an agreement on the principles which will guide the drafting of a treaty to resolve all remaining questions about the common boundary was announced. Discussions on the quality of water delivered to Mexico from the Colorado River are aimed at removing this last significant potential irritant to harmonious relations between the two countries.

The Importance of Mexico to the United States

The importance of Mexican-American relations flows from geography, history, and economic, cultural and family ties affecting personally millions of people on both sides of the border which, almost 2,000 miles long, makes us close neighbors in all that the term implies.

Mexico continues to occupy a key position in Latin America, due to its geographic position, size, dynamic development and growing awareness of the possibilities of leadership. As already noted, the U.S. supplies about 62 per cent of Mexico's imports and takes about 63 per cent of Mexico's exports. In 1969, Mexico was our fifth largest customer. U.S. direct private investment in Mexico is an estimated 75 per cent of total foreign private investment in the country.

As is so well known, Mexico's position as our immediate southern neighbor, with our only contiguous border in Latin America -- long undefended -- makes her essential to our continental security. In addition, the active part played by Mexico in the United Nations, Organization of American States, and other international organizations is of high importance to the position and objectives of the United States in these bodies.

OBJECTIVES OF UNITED STATES FOREIGN POLICY IN MEXICO

The major objective of United States foreign policy is a strong, independent Mexican nation supporting Western democratic values and following fiscal and monetary policies which permit a sustained rate of economic growth adequate to the requirements of its fast-growing population. It is also a primary objective to expand the cooperation between Mexico and the United States - in the OAS, the UN, and in other bilateral and multilateral ways. This cooperation is the more important because of the leadership role which Mexico, as a major state with a common heritage and close cultural ties with the other Latin American nations, plays in this hemisphere.

1970

Mexico

THE HOST COUNTRY

p 42
was just
a photo

AREA, GEOGRAPHY, CLIMATE

Mexico, about one-fourth the size of the US, is the third largest country in Latin America. Its land varies from low desert plains and jungle-like coastal strips to high plateaus and rugged mountains.

In the high plateau of south central Mexico lies the "Valle de Mexico," called by the natives Anahuac, or the "Country by the Waters," because of the many lakes in the region. The plateau regions are temperate; in the mountains the temperature is cold and along the seacoast, hot. Regions of heaviest rainfall are in the southern and eastern parts of the country. Mexico has few rivers, the longest being the Rio Grande. The harbors are few, and first-class natural harbors have not been developed.

Although Mexico shares a common 1600-mile border with the US, its history, people, customs, and way of life are distinctly its own.

POPULATION

Mexico, with 48 million people, is the second largest Latin American country in population. About two-thirds are Indian blood with some mixture of Spanish, known as mestizos, proudly considered to form a distinct Mexican race.

The population grows by more than a million people a year (the rate is now about 3.5%) and puts a heavy strain on the Mexican economy.

Spanish is the national language, though in some spots only Indian dialects are spoken. Mexico has a small, very wealthy upper class, a very large poor population, and a rapidly growing middle class.

The Mexican people are friendly and courteous, sometimes being overly anxious to please (e.g., answering your questions when they don't know the answer). On the other hand, they are a sensitive people and sometimes distraught at the comparatively abrupt American ways. Hand shaking is the minimum greeting on any occasion among

both men and women; more often the warm abrazo is exchanged among close friends. It's also polite to inquire about the Mexican friend's family at each meeting.

GOVERNMENT

The Mexican Constitution of February 5, 1917, provides for a Federal Republic, now composed of 29 States, 2 Federal Territories, and the Federal District in which the capital is located. Legislative power is vested in a bicameral Congress made up of 60 senators (two from each State and the Federal District) and 210 Deputies. A constitutional amendment of 1962 permits a varying number of additional Deputies to represent minority political parties which receive a stated percentage of the vote.

The President and the Congress are elected by direct popular vote; the President is elected for a 6-year term and Senators and Deputies for 6 and 3 years. Consecutive reelection to the Congress is prohibited, and the President may not hold office a second time. There is no Vice President. In case of the removal or death of the President, a Provisional President is elected by the Senate. The executive is by far the most powerful of the three branches of government.

The Mexican Congress is empowered to legislate on all matters pertaining to the national government. The President has executive power, promulgates and executes the laws of the Congress, and by delegation from the Congress legislates by executive decree in certain economic and financial fields. Powers not expressly vested in the federal government are reserved to the states, but states powers are much less extensive than those of states in the US.

The judicial system consists of local and federal courts and a Supreme Court of 21 justices.

State governments are headed by an elected governor and unicameral legislature. Gubernatorial terms are for 6 years and generally do not coincide with those of federal elected officials. The President appoints

the governors of the Territories of Quintana Roo and Baja California and of the Federal District.

The third layer of government is the municipal. Mayors and city councilmen normally serve for 3 years and are also elected by popular suffrage, i.e., by all persons 18 or older.

The federal, state, and local governments are dominated by the Partido Revolucionario Institucional (PRI). The principal opposition party is the Partido Accion Nacional (PAN).

ARTS, SCIENCE, AND EDUCATION

Besides being the political capital, Mexico City is also the center of Mexico's cultural activity. The Mexican people have a high degree of cultural awareness. To some extent this is the result of both official and private efforts to foster and popularize Mexico's cultural heritage. Several foreign cultural exchange institutes and a large number of museums, galleries, and other cultural centers carry on intellectual and artistic activities.

In recent years, substantial public and private efforts have been made to bring cultural presentations to areas outside the capital. Most cities have facilities for performances of traveling theatrical and musical groups.

US-Mexican binational centers are found in the following cities:

Mexico City	Chihuahua
Monterrey	Torreón
Guadalajara	San Luis Potosí
Hermosillo	Monclova
Tampico	Saltillo
Merida	Colima
Veracruz	Morelia

These are self-supporting organizations governed by a Board of Directors of Mexicans and Americans which were established to promote friendship and understanding between the US and Mexico through the exchange of information, exchange of persons, cultural programs, and language instructions. The cultural and social programs of the institutes include concerts, art exhibits, observance of Mexican and US holidays, lectures, seminars, discussions, and similar activities. Some of the centers have libraries.

Benjamin Franklin Libraries, sponsored by USIS, are located in Guadalajara, Mexico

City, Monterrey, Puebla, and Tampico. They are American-style libraries with services free to the public. The libraries also sponsor various cultural activities such as recorded concerts and film exhibitions.

Personnel at border posts are able to take advantage of cultural activities in US border towns, particularly in cooperation with nearby universities, colleges, and secondary schools.

Mexican higher education is in an early stage of development and many students still go abroad (largely to the US) for graduate training. The National Autonomous University of Mexico, the National Polytechnical Institute, the Ibero-American University (Jesuit-directed) are among the leading institutions of higher learning in Mexico City. State-supported and private institutions are found at certain of the consular posts but normally instruction is in Spanish. Personnel and their dependents at border posts often avail themselves of higher educational opportunities at universities, private colleges, and junior colleges in the US.

COMMERCE AND INDUSTRY

The growth and stability of the Mexican economy in recent decades has been impressive as Mexico evolves from an agricultural and mining economy into a semi-industrialized state.

The US supplies about two-thirds of Mexico's imports, largely industrial equipment and raw materials and semimanufactures, and takes some 63% of her exports.

Tourism is a growing industry and hundreds of thousands of Americans visit Mexico each year.

Mexico's economic problems are due in part to the small cultivable area, a widespread pattern of subsistence agriculture, and population pressures on underdeveloped and often limited resources. In trying to boost economic development and raise living standards, Mexico is expanding and diversifying industrial production, seeking to make agriculture more efficient and diversified, improving housing, public health, and education, and broadening the skills of the labor force.

Although domestic private and government capital provides by far the greatest part of total investment, foreign private financing, largely from the US, and credits to the government from international lending agencies contribute an important part. The

Mexican Government encourages private foreign investment to associate itself with Mexican interests and requires such association in the basic industries. Economic nationalism and an active participation by the state in basic economic development continue to characterize national policy. The Government of Mexico invests heavily in such basic facilities as power, transportation and communications, and irrigation.

TRANSPORTATION

Air transportation is good between major Mexican and US cities. Seven US airlines, two Mexican, and several others provide service from Mexico to the US and other countries. Service between the Mexican cities where American Consulates are located is good.

Railroad service within Mexico and between Mexico and the US is slow but adequate with low fares.

Mexico also has an extensive bus system providing service throughout the country and to and from the US.

A personal automobile is highly desirable at all consular posts. An auto is recommended but less necessary in Mexico City. Light-colored, air-conditioned cars are best for posts in the tropical or desert areas.

Popular models of GM, Ford, Chrysler, Willys, and American Motors products are made in Mexico, and a fair standard of repair is available for these makes. But costs for replacement parts are high, and Mexican products have not yet reached the quality of those made in the US.

If you are ordering a new car for use in Mexico, get it equipped with heavy-duty springs and shock absorbers and premium quality tires.

Employees and dependents (minimum age is 18) who intend to drive in Mexico must appear in person at a Mexican Transit Office to obtain a Mexican drivers license. Requirements include a valid drivers license and an Embassy Identification Card.

Gasoline is sold only by the government monopoly "Pemex," and filling stations are not as common as in the US. Tanks should be kept full when traveling cross-country. Gas stations are few, particularly on the drive south of Saltillo to Mexico City.

For many cars, Gasolmex (about 90 octane--in the green pump) is adequate. For high

performance engines, Pemex 100 (about 100 octane--in the yellow pump) is sold. Super Mexolina (about 70 octane--in red pump) is not recommended. Installation of an additional gas filter is recommended.

Driving is on the right. Major US border points and Mexico City are linked by excellent hard-surface roads. Perhaps the best route to Mexico City and points south is Highway 85 which begins at Nuevo Laredo and proceeds south through Monterrey, then on Highway 40 to Saltillo and on Highway 57 to Mexico City. A more scenic route south of Monterrey is via Ciudad Victoria on Highway 85.

Another road leaves the US at Nogales, Arizona, and reaches Mexico City via Mazatlan and Guadalajara. The route from El Paso, Texas, through Chihuahua, Hidalgo de Parral, Durango, Zacatecas, Leon, and Queretaro is also good though not as scenic. Good overnight accommodations exist on all routes. A fairly reliable highway emergency assistance patrol, easily spotted by their green service trucks, is provided by the Mexican Department of Tourism.

Wandering livestock is a serious nighttime driving hazard on the open highways. For this reason employees on official travel are prohibited from driving after sundown, and personal travel at night is not recommended.

Persons driving new cars for export from the US should contact the American Consulate at the port of entry for assistance in preparing documentation for the car before crossing into Mexico. (Certain paperwork is necessary to receive rebate of US excise tax on cars purchased for export.)

All personal vehicles can enter Mexico for the first time on a tourist basis by obtaining a Mexican temporary import permit at the border. The only documentation necessary is a US car title or other registration document. Upon arrival at post, the Embassy General Services Office arranges with the Foreign Ministry for registration and license plates.

Your car must be covered by third party liability insurance issued by a Mexican company. The Embassy has made arrangements whereby fire-theft-collision coverages for your car can be placed with American firms and third party liability coverage placed with a Mexican company. Information and application forms can be obtained from the Embassy's General Services Office.

To comply with Mexican Government regulations all diplomatic and consular officers

(except chiefs of diplomatic missions) who desire to import an auto under a "Free Entry Permit" (FEP) can only import a car with a basic unit sales price of less than \$40,000 Mexican pesos (currently US \$3200). This does not count accessories and extras which have no bearing on the official price affixed by the Mexican Government. If an officer wishes to waive this free-entry privilege, he may bring the car in on a Temporary Import Permit (TIP) without regard to the \$40,000 pesos limit. But in this case, the car must still meet the requirements of the Embassy's regulation, which states: "Privately owned motor vehicles, whether new or used, brought into Mexico by US Government employees must be unostentatious. Vehicles imported must be in the medium to low price range, defined to mean vehicles whose original cost (new) did not exceed four thousand five hundred dollars (\$4,500.00) excluding accessories and equipment and excise and sales taxes."

If the duty-free entry privilege is waived, the officer may only sell his car to another person who has free-entry privileges; otherwise it will have to be exported from Mexico when the tour is ended.

Persons with a car under a Free Entry Permit may also have a second car under Temporary Import Permit. Accordingly, personnel with two cars should import one within the \$40,000 pesos limit under the Free Entry Permit and the second under the Temporary Import Permit. Automobiles under TIP are exempt from the Mexican Government's valuation classification. However, to comply with the Embassy regulation, the factory retail price of any car so imported cannot exceed \$4500 excluding cost of accessories, equipment and transportation, and excise and sales taxes. No exceptions to this limit will be considered.

Those without diplomatic or consular status may import one or two automobiles under the Temporary Import Permit. The Mexican Government's valuation restriction of \$40,000 pesos has no bearing on cars so imported, but the Embassy's restriction of \$4500, as previously stated, strictly applies to all employees assigned to Mexico and to all US posts, stations, agencies, etc. in Mexico.

Employees assigned to a post in Mexico must write the Embassy's Administrative Office immediately, advising the make, model number, and basic unit price of the car they desire to bring, so that duty-free importation of the car may be verified according to the price limitation affixed by the Mexican Government. The employee will be notified of approval.

Employees are urged to bring valid drivers licenses with them. US personnel not eligible for diplomatic or consular tags use regular Mexican tags for which a small fee is charged.

COMMUNICATIONS

Telephone and Telegraph

Local telephone and telegraph service is generally adequate and international service good. Messages and calls for international services are accepted in English.

At certain posts, including Mexico City, obtaining a home phone can be difficult and often involves additional expenses and long waits.

There is a telex communications network between the Embassy and seven of the consulates.

Mail and Pouch

Letters. Incoming letters may be sent by open international mail or by Department pouch. Good international airmail service exists and letters sent between Mexico and the US are delivered in about 3 days. Air pouch is recommended for incoming and outgoing letters containing important documents.

Consulates on the US border have post office boxes on the US side, making it unnecessary to use the diplomatic pouch in most cases.

Nonprofessional couriers travel between the Embassy and certain constituent posts on a regular schedule. Officers and staff employees combine these trips with official consultation.

Packages and Periodicals. To insure receipt of packages and periodicals from the US, you should tell relatives, friends, mail-order houses, etc. to send packages via pouch addressed as follows:

Name
Post
Department of State
Washington, D.C. 20521

Such pouches are sent by surface and usually take 3 weeks. The only parcels accepted for air shipment by pouch are packages weighing under 1 pound and packages of prescription medicine, letter tapes, eyeglasses, hearing aids, batteries, film, or emergency items needed for health and welfare. These must be so identified on the package.

Packages sent by pouch cannot weigh more than 40 pounds, be more than 24" in length, or exceed 62" in length and girth combined. Items cannot be registered or insured. Liquids, fragile items, perishables, explosives, and tobacco products are prohibited.

Domestic postage must be paid to Washington. Customs declarations are not required. Delays of many weeks can occur when packages are sent through international channels instead of pouch because free-entry clearance must be processed. Sometimes packages sent via international channels never reach their destination.

It is not possible to send packages from Mexico in the pouch.

Radio and TV

A shortwave radio is useful since both VOA and Armed Forces Radio Service can be heard in Mexico. In Mexico City, Radios VIP and XEX-FM are English-language stations which provide music and news coverage.

US TV programs are shown either with Spanish subtitles or dubbed into Spanish. For some special events like space launchings, major sports events, etc., direct links with US networks give on-the-spot coverage. US sets can be used in Mexico, but voltage regulators are recommended to protect from periodic overloads which can harm sets.

In Monterrey and in certain areas of Mexico City you can subscribe to Cablevision which makes possible the reception of US TV programs. Consular posts near the US border can receive US radio and TV broadcasts.

Newspapers, Magazines, and Books

US newspapers are sold in most larger Mexican cities, although prices reflect the transportation costs involved. "The News" in Mexico City provides comprehensive world and local news coverage in English.

Most US magazines can be purchased in local stores at slightly higher than US prices or subscribed to through Department pouch at domestic rates. Expect a delay of several weeks for each issue. Most people prefer to buy weekly news magazines locally.

USIS maintains several Benjamin Franklin Libraries with books in Spanish and English. Some people have enjoyed membership in US book clubs to supplement locally available volumes.

HEALTH AND MEDICINE

Medical Facilities

While no US medical facilities are available in Mexico, an American nurse is assigned to the Embassy who is available for consultation, advice and assistance in connection with medical problems, hospitalizations, and evacuations to the US. Such evacuations are normally to the nearest US military medical facility, in San Antonio, Texas.

All hospitalizations and medical evacuations covered under the Department of State medical program must be authorized by the Embassy. The Embassy nurse initiates authorizations for admittance to local and US Government hospitals in the US and travel orders, and processes all medical claims. Medicines and miscellaneous medical supplies are supplied to the consular posts for treatment of minor illnesses and injuries as are vaccines on a semiannual or as-needed basis.

Each post maintains a list of doctors and dentists who have provided satisfactory service to employees and families in the post and has a medical adviser available for consultation.

Drugstores at all posts carry a fairly complete line of drugs at reasonable prices. Many drugs are made in Mexico and there are subsidiaries of American drug firms. But it's wise to bring a supply of your prescription drugs unless you can find out in advance that they are sold here.

Community Health

Progress has been made to raise the general level of community sanitation in Mexico. The government has many projects, both planned and underway to raise health standards and provide safe water supplies and adequate sanitation throughout the country. Sewage systems are generally adequate as is garbage collection.

An effort is being made in the schools to immunize children. DPT (diphtheria, pertussis, tetanus) and smallpox vaccinations are given to many students. There has been a large-scale drive to administer polio vaccine in many parts of the country.

Other shots are given free at the Mexican Public Health Centers.

A limited program of tuberculosis detection and treatment is underway, in cooperation with the World Health Organization. Malaria has been eradicated from the urban areas but not in some outlying areas. People traveling where the disease is prevalent should take the necessary precautions.

Food handlers are licensed by the Department of Health (Salubridad) and permits must be renewed every 6 months. Eating places are checked by health inspectors. There's also a system of inspection (though not always adequate) for slaughterhouses and dairies.

Preventive Measures

Typhoid, paratyphoid, hepatitis, amoebiasis, worms, and other types of parasites are prevalent in Mexico. Colds, sinusitis, and bronchitis are frequent and seem to linger due to the dry, dusty atmosphere. Diarrhea and intestinal upsets are also frequent.

Rabies is a problem throughout the country, though the government is making efforts to control it. All pets should be immunized and any possible exposure reported. Children should not pet or play with stray animals.

Tapwater, although pure at the source, sometimes becomes contaminated in the piping system or in the storage tanks that are present at all residences and apartments. Most people either boil their water or use bottled water, and most better hotels and restaurants use bottled water or have their own filtering systems. When traveling in Mexico don't drink the water unless you are sure it is safe.

Mexico has some reputable dairy firms, but many people boil or repasteurize the milk. Use only pasteurized dairy products sold by reliable firms. The Embassy nurse can advise you for the Mexico City area.

It is best not to eat carelessly washed or unpeeled vegetables and fruit. All foods to be eaten raw should be washed, dipped, or soaked in a disinfectant solution. The further precaution of peeling all raw foods is strongly recommended. Raw foods (such as lettuce) should not be eaten in restaurants.

A smallpox vaccination is no longer mandatory for entrance to Mexico from the US or to the US from Mexico (if Mexico was the only country visited). It is advisable for those who intend to visit other countries during their tour in Mexico.

All communicable diseases are at least as common as in the US, and tuberculosis is far more prevalent. Typhoid, tetanus, and polio vaccinations are advised. Small children should receive DTP, polio, and measles immunizations. All those over 12 should have gamma globulin to prevent hepatitis.

The altitude of parts like Mexico City affects people in different ways. Most people need only a short period of adjustment; others, none at all. The newcomer will adjust more readily if he spends the first few days as leisurely as possible with a lighter-than-usual diet, especially at night. Some signs of reaction to the altitude are an initial lack of energy, a tendency to tire more easily, shortness of breath, occasional dizziness and insomnia. If they occur, slow down a bit. Persons with cardiac or respiratory problems or hypertension should get medical advice before coming to Mexico City.

In Mexico City, the combined effects of the high altitude and what is perhaps the world's worst air pollution present problems from which everyone is likely to suffer to some extent during his tour. Complaints vary greatly of cause and in severity. You can expect more upper respiratory infections with more severity and greater duration. Also very prevalent are headaches, burning sensations in the eyes and lungs, general malaise, difficulty in sleeping, and the need for more sleep to overcome fatigue.

SPECIAL INFORMATION

The information below is applicable to all posts in Mexico.

Utilities and Equipment

Electric current at consular posts is 105-125v, 60-cycle AC; in Mexico City it is presently 105-125v, 50 cycles but will eventually be converted to 60 cycles.

We recommend bringing all electrical equipment and appliances you own. Stepdown transformers can be bought locally for your 220v equipment. Despite the possible inconvenience of waiting for ordered items after arrival at post, many employees find this desirable since they may decide to buy items locally, order from border cities, or find they do not need certain items. Normally, gas stoves are used at all posts in view of the high costs of electricity.

Food

The Embassy Commissary stocks the usual tobacco products, alcoholic beverages, and American and foreign wines. Membership is open to American US Government employees assigned to Mexico. Each member buys shares (at \$15 a share) to meet his needs and may purchase goods each quarter not to exceed the total value of shares purchased. These shares are refundable upon departure from post. Courtesy cards lasting 1 month are available for new arrivals.

Supplies and Services

Most supplies and services found in the US are available. But quality varies. Prices for imported items are usually more than they would cost in the US. A number of American firms have established branch factories in Mexico and their items are available at prices approximating those in the US. Many employees bring supplies of their favorite cosmetics, toiletries, special drugs, and other items and then restock items on trips to the States.

Tailoring, dressmaking, shoe repairs, dry-cleaning, laundries, beauty and barber shops, radio, TV, and household repair services are available. Quality of services vary as do the prices charged.

Domestic Help

Domestic help is still available in Mexico at prices within the means of most employees. However, competent, well-trained servants, especially cooks, are rare and many are available only on a daily or part-time basis. Most do not speak English. Those living in houses with gardens usually hire a gardener on a part-time basis. Bring garden tools to post.

Post Orientation Program

Orientation programs vary according to size of post, from group programs held every 3 to 4 months in Mexico City to individual briefings at small consular posts.

Spanish language classes at government expense are available in the Embassy and consular posts to official personnel and adult dependents of agencies with agreements for language instruction with the Foreign Service Institute.

The Embassy issues identification cards to all US employees. In addition, identification cards are issued to dependents over 13 years of age. A minimum of 7 recent photos, approximately 1-1/2" x 1-3/4", full face, without hat, either black and white or color, will be required for all Embassy employees; 6 for dependents over 18 of officers on the diplomatic list; 3 for other dependents. Employees at consular posts will need 5 photos; 3 photos are required for dependents of consular post employees.

Tourism in Mexico

Tourism is one of Mexico's most important industries and Mexico offers a wide variety of scenery, changes in climate, and activities for the sightseer and vacationer. With good highways and public transportation

systems, it is relatively easy to obtain a change of scenery or relief from the climate or altitude at post of assignment. The only limiting factors are the distances, sometimes involved in travel, the expense, and office needs.

Among the better known tourist spots in Mexico are these:

Acapulco. An hour by air or 6 by car from Mexico City. Its scenic bay attracts visitors from around the world. The climate is tropical, and swimming, boating, deep-sea fishing, and waterskiing are favorite sports. Expensive and crowded in season.

Chichen Itza and Uxmal. Chichen Itza, the most extensive archeological zone uncovered on the Peninsula of Yucatan, lies 77 miles over good road from Merida and can be reached in 1-1/2 hours by car. The ruins of Uxmal, which make up in beauty what they lack in scope and number, are 48 miles from Merida on the road to Campeche; a 1-hour trip by auto.

Cuernavaca. An hour by car from Mexico City on a modern four-lane highway, and 3000 feet lower, with a subtropical climate, it's a favorite resort.

Oaxaca. A day's journey by car or an hour by air from Mexico City. Located in a valley of 5000 feet, it has fine weather and holds strong appeal for those interested in archeology, with the nearby ruins of Monte Alban and Mitla and the temples of the ancient Zapotecan civilization.

Taxco. Three hours by car from Mexico City and a colorful stopover en route to Acapulco. An old mining town where Jose de la Borda mined 40 million pesos of silver when a peso was worth half a dollar. Taxco is a national monument. By law, its cobblestone streets may not be changed and new buildings must conform to the old architecture.

Other interesting places are Guanajuato, a charming mountain mining town, with cobblestone streets and red-tiled roofs; Puebla, at 7183 feet and with a temperate climate, is a town of colonial Spanish architecture which gives you a close view of "The Warrior" and "The Sleeping Lady" volcanoes; and San Miguel de Allende, one of the most famous places in Mexico for atmosphere, art, and climate.

Several of the consular posts are also popular vacation spots. These include Guadaluajara and Mazatlan.

Employees assigned to border posts have added opportunities to travel in Southern California, (visiting cities such as Los Angeles

Mexico City

AMERICAN EMBASSY

THE CAPITAL CITY

Mexico City is a cosmopolitan capital on the move. Its flamboyant architecture, broad boulevards, beautiful parks, numerous hotels, restaurants, department stores, drug-stores, and supermarkets testify to its prosperity. The old image of the Mexican senior taking his siesta beneath a big sombrero is out of date. The modern Mexican has offices in a glittering glass-walled skyscraper along the broad boulevard of the Paseo de la Reforma. The city pulses with modern buildings, a new subway, and the bustle of cars, buses, and jets.

Mexico City lies in a long valley high in the mountains of central Mexico. Many of the peaks encircling the city are extinct volcanoes, including the spectacular "Iztaccihuatl" (iss-tak-SEE-wattle) or "Sleeping Lady," and "Popocatepetl" (Po-po-ca-TEH-Petal), "The Warrior;" but nowadays they can rarely be seen from the city due to air pollution. One residential suburb, Pedregal, is built over a bed of lava.

Only 19 degrees north of the equator but at 7349 feet, Mexico City has a moderate climate year round. While there is a saying that on the sunny side of the street it is summer and on the shady side it is spring, the two seasons are the dry and rainy seasons. The rainy season lasts from June until October when the rain falls 2 or 3 hours every day (usually in the late afternoon). The weather is coolest December through February when the nights and early mornings are cold, but the days are warmed by a brilliant sun. April and May are summertime. As these months fall at the end of the dry season, dusty conditions prevail. Because of the altitude, the nights are usually cool. Average temperature is 58°F, the mean relative humidity 59%, and rainfall averages 25 inches yearly.

Mexico City has a great deal of air pollution which many people find very unpleasant. It is also a matter of concern to local authorities, as it endangers health.

Mildew is rare. Bugs and insects, including mosquitoes, may be a slight problem during the rainy season.

Some 25,000 American residents of the Federal District are registered at the Embassy and estimates of the total run to 35,000. There are smaller colonies of British, French, Germans, Lebanese, Spaniards, and other nationalities.

THE POST AND ITS ADMINISTRATION

The Embassy in Mexico City is one of the largest diplomatic missions in the world, due principally to the enormous amount of tourist, official, and commercial interchange between the US and Mexico. Almost 1100 persons, about 70% of them Mexican citizens, are employed by the Embassy and its constituent posts. In addition to the purely diplomatic representation between the two governments, the various Mission offices are concerned with fostering closer relations through economic, cultural, informational, commercial, and agricultural activities.

Under the Ambassador's leadership the country team holds regular meetings to plan, discuss, and evaluate the total US effort in Mexico.

Agencies represented on the staff of the Embassy are State, A.I.D., USIA, Agriculture, Commerce (US Travel Service and Weather Bureau), the Battle Monuments Commission, DOD, HEW (US Public Health Service), Justice (Legal, Immigration and Naturalization Service, and Narcotics and Dangerous Drugs), and Treasury (Customs and Internal Revenue).

Most offices are in the Chancery, a six-story building with marble facade and inner court which was completed in 1964. The Chancery is at Paseo de la Reforma 305; mail address is American Embassy, Apartado Postal 88 Bis, Mexico 1, D.F., Mexico; telephone 5-25-91-00.

The administrative workweek in most offices is Monday through Friday from 9:00 to 6:00.

A general duty officer and a consular duty officer are at the Embassy after hours. The switchboard is always open, and a Marine guard is on duty at all times.

Most persons arrive by air or car. New arrivals traveling by plane and train are met when they have informed the Embassy of their arrival plans. If not met, the newcomer should call the Personnel Office during working hours or the Marine guard after hours. The guard will have information about hotel reservations or the name of the appropriate person to contact.

All employees should report as soon as possible to the Embassy Personnel Office for orientation and processing.

The Embassy provides administrative support to all US agencies as determined by agreements negotiated yearly. Some examples include accommodation exchanges, payroll, vouchering, customs clearance for the importation of official supplies and personal and household effects, registration of personal vehicles, use of Health Room facilities, registration with the Foreign Office, and issuance of identification cards.

American employees are paid biweekly with pay periods corresponding to those of the Department.

LIFE AT THE POST

HOUSING

Temporary Quarters

Many hotels near the Embassy are adequate for a temporary stay. Several have modest housekeeping facilities and a few accept pets. Because Mexico City is a mecca for tourists, most hotels are not able to take care of all requests. For this reason, it is important that you give the Embassy as much advance notice as possible on your arrival time and temporary housing needs.

Permanent Housing

The Ambassador's residence is a modern two-story house on the Paseo de la Reforma. A high stone wall surrounds the grounds which include the gardens and heated swimming pool.

The DCM and the naval attache also have government-owned housing.

Quarters are leased for counselors of Embassy, the consul general, the agricultural attache (furnished), the Defense attache, the Marine NCOIC, and the Marine Security Guard. Detailed information on these quarters will be provided by the Embassy upon request.

Other staff members rent homes. Most single people and some families live in apartments.

You can expect to search for quite some time before finding suitable quarters and then have to invest money to buy and install fixtures of various types. Housing obtainable within allowances is in many ways below US standards.

While furnished apartments are available, furnishings often are not suited to American tastes and rentals almost always exceed the housing allowance. Suitable furnished houses and furnished family-sized apartments are rarely found.

Rentals are payable a month in advance and often an additional month's rent as a deposit is required. Finding suitable quarters within existing rental allowances is difficult.

Furnishings

Household furnishings ordinarily used in the US are suitable here, and we suggest you bring the basic items you own. People without furniture may wish to wait until after arrival to decide whether to buy items locally or order from the US. Upholstered furniture such as sofas, easy chairs, and wool rugs are expensive and selections limited in Mexico. A variety of colonial style furniture is sold at US prices, but care must be taken in buying only from reputable outlets that guarantee their work and use quality materials. Most homes are rented bare with resulting expenses to the tenant for installing electrical fixtures, kitchen cabinets, etc.

Rough drapery material in a variety of colors and design is sold; more adequate curtains are purchased in the US. Window sizes vary, but many new apartments include carpeting and curtains or draperies.

Household linens, china, and kitchen items are sold but at high prices. Electric blankets, recommended by many, are expensive here. Quality blankets are costly also, but colorful Indian blankets are inexpensive.

A.I.D. employees assigned to Mexico City are provided with basic furniture for the kitchen, living room, dining room, and 3 bedrooms. This includes refrigerator, stove, washer, ironing board, sofas, chairs and tables, lamps, rugs, curtains, card table and chairs, beds, and pillows. Bring your own linens, china, glassware, silverware, and personal accessories.

Utilities and Equipment

Houses and apartments have hot and cold running water and electricity. Water pressure varies and is sometimes low during the dry season, but most residences have reserve

storage tanks. Expect to be without water for hours or even days at a time occasionally.

Electricity is expensive and limits use of high consumption electrical items like ranges, clothes dryers, and heaters. Instead, gas is cheaper and is used for water heaters and cooking. Since most apartments have gas ranges we suggest you wait until after arrival to determine the need to order a stove. All gas appliances should have safety automatic pilots.

Refrigerators are seldom furnished. Food freezers are useful for families but not essential. Huge families find clothes dryers (gas) very useful, particularly during the rainy season. Though lamps and light fixtures usually are not provided, an interesting selection is sold locally.

Current in Mexico City is 105-125v, 50 cycle, single phase. Conversion to 110v, 60 cycle is planned in the future. American appliances, even those technically designed to operate on this current, have given owners a great many problems and have required expensive repairs and replacements of parts, due to the widely fluctuating voltage. Mexican appliances, though of generally lower quality, operate better in Mexico City, but are more expensive. The best solution probably lies in bringing what you already own and deferring other purchases until you can accurately judge your needs. Refrigerators bought locally at a discount have been praised by their owners.

At times water pressure is very low. Wringer washing machines or the type of automatic washer in which the water fill is controlled by the water level rather than by a timing device are recommended.

Only a few homes have central heating. Portable gas or kerosene heaters are useful. These can be purchased here. Many homes have wood-burning fireplaces, but wood is expensive.

Record players, hair dryers, and tape recorders must be adjusted to 50 cycle. However, 60-cycle sewing machines, washers, mixers, TV sets, blenders, shavers, vacuum cleaners, and other conventional appliances will work on the local 50-cycle current but many run a little hot. It's not practical to have electric clocks adjusted. Battery clocks are recommended. Voltage fluctuations do occur, and some people feel that regulators are a wise investment to protect appliances, particularly refrigerators, TV's, and stereo sets.

FOOD

Reasonably priced fresh fruits and vegetables are sold locally. Many supermarkets stock a variety of meat and fish, dairy products, fresh produce, and canned goods. Fresh foods are measured and sold in kilograms (2.2 pound) or fractions thereof.

Most foods are easily obtained at prices generally comparable to those of the US. But American housewives will find imported items expensive. These include packaged and canned goods such as tea, chocolate, powdered milk, pickles, pie fillings, cranberry sauce, and certain cereals. Locally produced packaged mixes and canned foods including soups are becoming more readily available, but vary in quality and are more expensive than in the US. Ham, fresh pork, poultry, eggs, and seafood are excellent and plentiful, but expensive. Beef is sold at reasonable prices, but the quality is much lower than in the US. Strained baby foods are almost twice the US price. Mexican beer and rum are excellent and reasonable in price, and bottled soft drinks of all varieties are sold. Frozen foods are much less common than in the US.

The Embassy Commissary stocks only tobacco products, alcoholic beverages, and American and foreign wines. But group orders may be placed with a wholesale grocer in Laredo through an Embassy service. It is also possible to order through the various foreign suppliers who specialize in serving the diplomatic corps.

A cafeteria on the Plaza Floor of the Chancery serves breakfast, lunch, coffee, and snacks on workdays.

CLOTHING

Clothing needs in Mexico City are seasonal, though no heavy winter clothing is needed. Lightweights are comfortable from March to May, mediumweight from June to November, and mediumweight with an added sweater or light topcoat for December to February. Raincoats and umbrellas are musts. Very light summer clothes are essential for traveling to low altitude areas where the climate hot.

Clothing of all kinds is sold, but prices are higher than in the US and quality generally lower. Bring US bathing suits and underwear for children and adults; these items are better and less expensive than those sold here.

Mexican-made shoes are stylish and well-made. However, lasts often do not fit American feet.

Men. In Mexico City men wear business suits of medium to lightweight. Several dark suits are needed. While not absolutely necessary, a lightweight suit is comfortable in April and May and for traveling to lower altitudes. A lightweight all-weather raincoat is convenient during the rainy season.

Your wardrobe should include informal sportswear (sports shirts, sweaters, slacks, etc.). You can bring or order from the US such items as shirts, ties, pajamas, and socks. They are sold here but not in US quality or variety and are expensive. There are several good tailors, and some Embassy men have had suits made from materials ordered abroad. Hats are rarely worn.

Black tie (tux) is needed by men of officer rank; tails and white tie almost never. Mexican Government officials usually wear dark suits to all functions but will often stipulate cocktail or long dress for senior officers' wives. Mexican and American businessmen and diplomats often specify black tie for their dinner parties. Probably only the Ambassador and Minister will ever need striped pants. They can be rented here if there's an unexpected need.

Women. Lightweight woolen, knit, and cotton suits and dresses, silks, woolen skirts and sweaters, and linens are recommended. Suits and jacket dresses give versatility to clothes, particularly for change of temperature and occasion. A lightweight cloth coat is a necessity and a fur stole or cape is useful. An evening coat, wool stole, or evening sweater is the ideal evening wrap. Full-length furs and heavy coats are not worn.

Afternoon and evening wear for social functions is usually simple and conservative, although many Mexican women wear current fashions for both afternoon and evening social functions; even pantsuits may be seen at cocktail and formal affairs. Dresses with sleeves are worn year round for official day functions. While hats are seldom worn, half hats and veils are popular for luncheons, teas, and formal calls. Mexicans resent women entering churches without covering their heads, and most wear mantillas.

The amount of clothes and variety of dress required for receptions, cocktail parties, dinners, etc., varies according to rank and representational activities. The colors may be any shade, but bring at least one basic black dress. Evening dresses may be short, though one long dress is recommended for officer-level personnel. On rare occasions staff personnel find an evening dress useful. Black patent leather shoes are popular.

Women's readymade clothes, including sweaters, are generally expensive in Mexico City. Some people have purchased attractive locally made (including knitted) dresses. Several women have dressmakers who charge medium to high prices. Excellent Mexican textiles are available but generally are not pre-shrunk, colorfast, or "drip-dry."

Quality hose and lingerie are expensive and selection is poor.

Shorts are not acceptable except for recreational purposes and at resorts. Colorful sportswear, including sports tops, shifts, pantsuits, bell bottoms, and dresses for casual wear, is sold at reasonable prices.

Well crafted silver jewelry is low priced. Native semiprecious stones such as turquoise, opals, and topaz are reasonably priced in silver or gold mountings.

Children. Children's clothes are expensive here. Most parents bring a complete wardrobe for each child and order future needs from the US. Children wear the same clothes here as in Washington during early fall. Boys wear wash slacks, sport shirts, and sweaters. Girls wear typical school dresses, jumpers with blouses, and sweaters and skirts. Some schools require uniforms. Diapers and a complete supply of baby clothing should be brought.

SUPPLIES AND SERVICES

Sundries

Medicines and drug needs, except extremely special ones, can be filled at local drugstores. Prices are about the same as the US. Many popular brands of toiletries and cosmetics are sold, but prices are somewhat higher than US. Feminine personal supplies are available but are quite expensive and often inadequate.

Toys are poorly made and expensive.

Film is expensive and local developing is excellent but costly. Engraving and printing is done locally but with long delays in delivery. Playing cards are expensive and bridge tallies and scorepads are difficult to find. Cocktail napkins, greeting cards, stationery, birthday party supplies, gift wrapping paper and ribbon, and candles are sold but quality is low and price high.

Small hardware and repair supplies are easily found locally. Iron-on mending tape and shoelaces are available but the quality is not yet very good.

Persons who sew will find patterns available but about double in price, and sewing accessories are limited.

Bring clothes hangers.

Basic Services

Drycleaning is adequate. Commercial laundries are few as washing is customarily done in the home. There is a diaper service. Beauty and barber shops compare favorably with those in the US and prices are lower.

Reasonably priced shoe repair is available.

Radio, TV, and phonograph service is satisfactory.

Auto service and repair on American makes is fair. Parts, if on hand, are expensive, but can be imported from the US. Most European dealerships are represented in Mexico City. Parts are stocked but expensive.

Good catering is available for large parties.

Domestic Help

Most American homes usually have at least one maid. They tend to work slowly and avoid responsibility, but generally are kind and pleasant. Many have not had any formal education and speak no English.

Maids are indispensable for families with small children because baby sitters are few and it's unwise to leave a house unattended. Most servants live in, and most homes have separate servants quarters. Beside wages, employers provide food and uniforms. All live-in servants expect 1 day a week off and 6 working days a year with pay. Many people grant servants 2 weeks with pay though no more than 6 working days are required by law.

Single people often hire maids to do laundry and cleaning on a part-time basis.

A member of the Embassy Women's Group maintains a list of available servants, as does the Personnel Office.

Liability insurance is recommended for servants because, in case of illness or accident, the employer often must accept responsibility for medical bills.

RELIGIOUS ACTIVITIES

Roman Catholicism is the predominant religion in Mexico with services generally in Spanish, though several are held in English.

Other faiths with services in English include Baptist, Christian Science, Church of Christ, Episcopal, Jewish, Latter-day Saints, Lutheran, Methodist, Quaker, Seventh-day Adventist, Union Evangelical Interdenominational, and Unitarian. Church announcements are printed regularly in the newspapers "The News" and "Esta Semana."

EDUCATION

Dependent Education

Most Embassy children are enrolled in private schools. About half attend the American School Foundation. Greengates, Junipero, and Lomas are among others used. A few children of high school age return to the US to school.

The American School, at Calle Sur 136 No. 135, Colonia Tacubaya, across the street from the ABC Hospital, offers coeducational programs in elementary, junior high, and high school. This school, which is accredited by the Southern Association of Colleges and Schools and receives support from the Office of Overseas Schools of the Department of State, has 2500 students, about 40% Mexican, 40% American, and the rest of other nationalities. Classes in the grade school are conducted half-day in Spanish and half-day in English. The school year follows basically the US system, starting in early September, a 2-week vacation at Christmas, and ending late in June. Uniforms are not worn.

Greengates School is a private, coeducational academy in the British system for elementary (lower school) and high school (upper school). Its address is Av. Circunvalacion Pte., Jardines de San Mateo. Applicants are tested for acceptance and placement. The school year starts late in September and ends in June. Classes are in English with Spanish taught as a foreign language. Uniforms are required and are available in Mexico City. Plain brown oxford shoes are required for footwear. Almost 30 different nationalities are represented in the student body. Expenses for enrollment at Greengates generally exceed the education allowances.

Colegio Junipero, at Calle Bondonjito 238, Colonia Tacubaya, across the street from the American School, offer a coeducational program for pre-primary (slightly higher than kindergarten in the US) through 8th grade. It's under the auspices of the St. Patrick's Catholic Church in Mexico and is taught by the Benedictine Sisters. Its vacation schedule is about the same as that at the American School. No uniforms are worn. Classes are taught half days in Spanish.

The Lomas Grade School, at Sierra Madre 135, and Lomas High School at Avenida Manuel Avila Camacho 25, are taught in English with Spanish as a foreign language. No uniforms are required. One-month vacation periods are provided in August and December.

Except for Greengates School and Lomas Grade School, most schools conform with government requirements that all elementary grades be taught in Spanish at least half of every school day and that its approved curriculum be observed.

In addition, there are French, German, and Mexican schools, as well as several small schools teaching the Mexican-American curriculum.

Most schools provide bus service.

Many nursery schools are available.

No boarding schools in Mexico City are of US standards.

Special Educational Opportunities

The University of Mexico (The Universidad Nacional Autonoma de Mexico) has an estimated enrollment of 100,000 (including 50,000 in the preparatorias, equivalent to the last 3 years of an American High School), and offers degrees in many fields, including economics, law, medicine, architecture, dentistry, engineering, and the humanities. Most classes are in Spanish.

The National University of Mexico, the National Polytechnical Institute, the Ibero-American University (Jesuit-directed), and the graduate level Colegio de Mexico are among the leading institutions of higher learning in the city. However, Mexican higher education is in an early stage of development and most students still go abroad (largely to the US) for graduate training. The Colegio Nacional offers free of charge a high level lecture program by leading Mexican intellectuals and scientists.

The American School Foundation offers a varied adult education program.

The Mexican-North American Institute of Cultural Relations offers an extensive program of cultural exchange, including art exhibits, special lecture series, concerts, ect. Language classes are also offered in Spanish and English. Three-week intensive courses in Spanish (3 hours a day for a total of 45 hours) and normal courses (1-1/2 hours daily) for 3-weeks are offered monthly. The latter are scheduled during the day and evening. Special rates are given to Embassy employees and dependents.

Post Orientation Program

On arrival US employees assigned to Mexico City are processed through the Embassy Personnel Office and given a briefing kit containing much informative material. Also, a check-in procedure provides for various interviews and orientation in Embassy office.

Periodically, the Embassy has an orientation program for new American personnel and their adult dependents to brief them on US objectives in Mexico, conditions in the host country, and the organization of the Embassy.

The "Aztec Calendar," the Embassy's news bulletin, normally is published every other week. It contains official and unofficial announcements, information on Women's Group activities, and classified ads.

The Embassy Women's Group has a Hospitality Committee whose members provide additional assistance to new arrivals and their families, particularly with housing, shopping, and servants.

RECREATION AND SOCIAL LIFE

Sports

Popular private country clubs include the Chapultepec Golf and Country Club, the Churubusco Country Club, and the Club de Golf Hacienda. Diplomatic memberships are limited, however, and dues are quite high. Consequently, only some senior officers of the Embassy and a few others are members.

Several sports club with reasonable dues offer swimming, tennis, soccer, and fronton. Among these are the Reforma Athletic Club, the Centro Deportivo Israelita, the French Club, and the Club Espana. A limited number of diplomatic memberships are available and several accept applications from other Embassy employees. The Centro Deportivo Chapultepec, in the heart of the city, also is popular, but Embassy memberships are limited.

Bowling is very popular. Over 100 persons compete in the Embassy Bowling League which meets weekly almost year round. Other sports include ice and roller skating, swimming, bicycling, and horseback riding. Of additional interest for the youngsters is Little League baseball. A YMCA and a YWCA are available. Although sports gear is so in Mexico, it is more expensive than in the US.

As in most Latin countries, soccer is a favorite spectator sport. Others include

horse racing, jai alai, American football, baseball, softball, basketball, and polo. Bullfights are held almost every Sunday in the world's largest arena.

Bridle clubs rent or stable horses, but riding is expensive. In addition to the riding paths in Chapultepec Park, there are paths not far from the downtown area and scenic routes in the hills surrounding the city.

Mexico offers hunting for quail, dove, duck, and big game. Excellent bird hunting is found near the capital but bigger game is too far away for weekend hunting. Special permission must be obtained from the Mexican Government to have and use personal firearms.

There is fresh water fishing for trout and bass and some of the world's best deep-sea fishing off Acapulco, Mazatlan, and Guaymas on the west coast and Veracruz and Tampico on the Gulf.

Mountain climbing at nearby Popocatepetl and Iztaccihuatl is popular, too, but isn't recommended for those not yet accustomed to high altitude.

Touring and Outdoor Activities

Possibilities for touring and sightseeing are unlimited. The Mexico City area abounds in archeological ruins, excellent museums, glass factories, old cathedrals, and colorful markets.

Chapultepec Park is a popular lagoon-centered woodland, several miles square, located in the heart of Mexico City. It offers an excellent zoo, many bridle paths, picnic areas, playgrounds, miniature trains, botanical gardens, rental bicycles, and a colorful amusement park. It is happily crowded on Sundays and holidays.

Mexico City's central location makes possible weekend trips to lower altitudes and to scenic resorts and towns. Travel by car, bus, train, and plane is relatively easy. Impressive scenery with places for hiking and picnics can be found within 90 minutes from Mexico City.

Entertainment

Symphony concerts, opera, and ballet are presented in the famed Palacio de Bellas Artes (Palace of Fine Arts), Mexico's cultural center, but its feature attraction is the "Ballet Folkorico" which is presented weekly on Wednesdays and Sundays. This performance of Mexican regional folk dances, presented by professional dancers, is colorful and popular.

The Palacio de Bellas Artes also has a smaller theater (the Sala Ponce) where chamber music, concerts, lectures, and more intimate events are presented. The Sala Ponce is also used to present art shows. The Bellas Artes theatrical activities are concentrated in the handsome new Teatro Jimenez Rueda. The University of Mexico also sponsors a lively avant-garde cultural program in the Teatro Universitario on Avenida Chapultepec, in the Casa del Lago in Chapultepec Park, in the University Museum in the University City, and in the Aristos Gallery on Insurgentes Sur. The Organismo para la Promocion Internacional de la Cultura (O.P.I.C.), sponsored by the cultural section of the Mexican Foreign Office, puts on an active program of music, folklore, drama, film, and art shows in their Teatro de la Paz on Cozumel Street. In addition, there are a number of small commercial theaters whose productions (in Spanish) are usually on the lighter side.

The new Museo de Arte Moderno in Chapultepec Park puts on shows of international significance in its two handsome new buildings. Numerous commercial galleries emphasize contemporary Mexican works.

The great period of the Mexican muralists of the twenties and thirties is over, but there is still activity in the visual arts. Even with a National Conservatory, musical activity is less significant than that in the visual arts.

Mexico City has a number of modern movie theaters, including cinerama, which show recent foreign as well as Mexican films. American films are in English with Spanish subtitles. Prices are controlled and quite low.

Popular and classical records of US and Mexican artists are sold in monaural and stereo at prices slightly higher than in the US. Their quality is good.

Mexico City has many fine restaurants with a wide selection of cuisine; few offer dancing. There are many cocktail lounges with background music. Restaurants and nightclubs tend to be as costly as in the US.

Social Activities

Among Americans. The Embassy Women's Group is composed of the wives of US employees and female officers active and retired assigned to Mexico City. Their activities include monthly meetings, charity work, sewing, excursions, teaching English, bowling, bake sales, bridge, and movies. Several members assist Embassy families with their housing and servant needs.

Some senior members of the Embassy belong to the University Club, primarily a luncheon club. The American Club, in a new building near the Embassy, waives the initiation fee for Embassy employees and offers luncheons, various social activities and entertainments.

Scouting activities are available for the younger set. Well-known clubs and organizations in Mexico City include the American Legion, Boy Scouts, Daughters of the American Revolution, Junior League, Kiwanis, Knights of Columbus, Lions, Navy League, Rotary, Shriners, and various US college alumni clubs.

International Contacts. Although Mexicans are quite friendly when met socially, you may find it hard to establish close personal relationships. A good knowledge of the language and a real effort to make friends is needed to reach a point where you are invited into a Mexican home. Business contacts and official social occasions are your best chances to meet local people.

Several duplicate bridge clubs open to foreigners, as well as Mexicans, have weekly tournaments. Canasta is a favorite of Mexican ladies.

OFFICIAL FUNCTIONS

Nature of Functions

Official functions in Mexico City follow the pattern of most large embassies. The Ambassador and senior officers entertain and are entertained by high-ranking Mexican officials, senior officers of diplomatic missions, and leading members of the community. Most entertaining is at home with receptions, cocktail-buffets, dinner parties, or luncheons.

The size of the Embassy staff makes it impractical to include all commissioned officers on the diplomatic list. Inclusion is based on whether an officer must be included to enable him to carry out his duties effectively. Officers with consular titles are put on the consular list.

Standards of Social Conduct

Employees and spouses invited to representational functions of the Ambassador and other senior officers are expected to arrive 10 minutes early and assist in every way possible to make the gathering a success.

Protocol follows generally the rules as set down in the booklet "Social Usage Abroad" published by the Foreign Service Institute.

The following procedures are adhered to by married officers of all agencies assigned to Mexico City, as well as single officers, with diplomatic and consular titles:

The Ambassador and his wife do not require that cards be left at the residence. Instead, cards for the Ambassador and his wife are left with the Ambassador's secretary as soon as possible after arrival. Section chiefs make appointments for new officers of their section to meet the Ambassador in his office. The executive counselor does the same for staff employees. New arrivals are received periodically at the residence in small groups for cocktails.

A member of the Embassy Women's Hospitality Committee is assigned to assist the wives of all new arrivals with calls.

Officers should bring an initial supply of calling cards with them; 200 in the officer's name and 100 "Mr. and Mrs." should be sufficient. It is suggested that officers leave plates for calling cards with a printer in the US and plan to order additional cards and informals as needed. Engraving costs are higher in Mexico, the paper is of a different quality, and delivery is slower.

All personnel will find a supply of "informals" useful for invitations.

SPECIAL INFORMATION

Mail and Pouch Addresses

International airmail is usually faster than the pouch and most employees find it reliable enough for personal correspondence. Important documents of a personal nature as well as magazines and packages should be sent by pouch. Correspondence should be addressed to the Embassy rather than the home address, as follows:

For international mail:

Mr. John Doe
American Embassy
Apartado Postal 88 Bis
Mexico 1, D. F., Mexico

For pouch:

Mr. John Doe
Mexico City
Department of State
Washington, D. C. 20521

Note: No other markings (except "IS" for USIS and "ID" for AID, placed to the right of "Mexico City") are needed and no other markings should be used.

Shipping Effects

Overland Surface Shipments. For personnel assigned to Embassy Mexico City shipments should be consigned and marked:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas

Mark for:

Mr. John Doe
American Embassy
Mexico, D. F.

Shipments Via Sea. Since the Embassy uses a customs broker for shipments entering at the ports of Veracruz, Tampico, or Acapulco, all sea shipments for personnel assigned to Embassy Mexico City should be consigned and marked:

Villasana, S. A.
Aguiles Serdan 425
Veracruz, Ver.
Mexico

Mark For:

Mr. John Doe
American Embassy
Mexico, D. F.

Villasana, S. A.
Edificio Luz
Tampico, Tamps.
Mexico

Mark For:

Mr. John Doe
American Embassy
Mexico, D. F.

Villasana, S. A.
Edificio Alvarez
Acapulco, Gro.
Mexico

Mark For:

Mr. John Doe
American Embassy
Mexico, D. F.

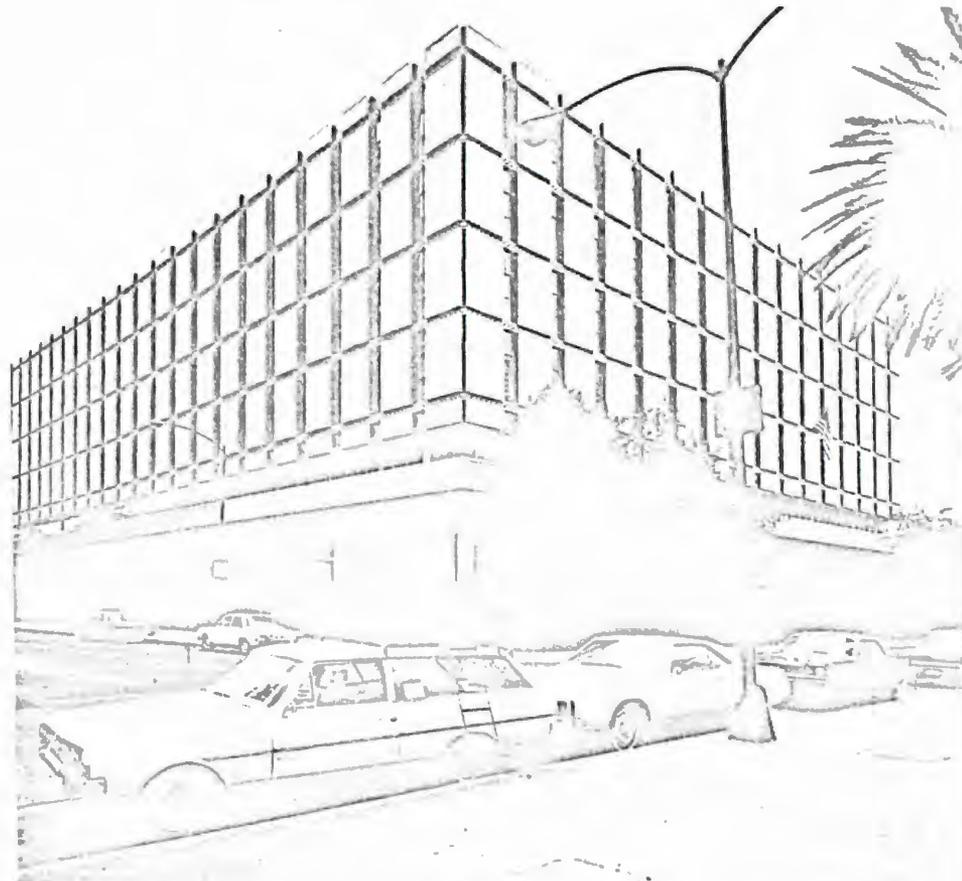
Unaccompanied Baggage. Small lots of unaccompanied baggage, which must consist solely of clothing and minor personal effects needed by the traveler on arrival, may be cleared at the port of entry or at Mexico City with a free entry permit. Otherwise, the passport and keys are required.

Air freight should be addressed as follows:

Employee's name
American Embassy
c/o Agencia General de Carga Aerea, S.A.
Aeropuerto Internacional
Mexico, D. F.

See special note on shipping effects under "Notes for travelers."

Most of the offices are in the Chancery, a six-story building with a marble facade and inner court.



Chihuahua City

CONSULATE

THE POST CITY

Chihuahua City, with a population of about 250,000, has a small and dwindling American community. It is the capital of the largest state in Mexico (the size of Oregon) and is in the center of the central plateau of Mexico, 4600 feet above sea level. The city is 240 miles south by highway from El Paso, Texas. The ruggedly mountainous Sierra Madre Occidental makes up the western part of the State, while the central and eastern sections are basically plains. Climate is semiarid.

Chihuahuenses are very conscious of their revolutionary history and one of the main tourist attractions is the Francisco ("Pancho") Villa museum where his widow personally conducts tours. Chihuahua is important economically for its cattle, forestry, and mining industries.

The city recently began a modernization and beautification program which already qualifies it as a modern city by US standards.

THE POST AND ITS ADMINISTRATION

The Consulate is on the ninth floor of a 16-story "skyscraper," the tallest in town, which overlooks Chihuahua's principal plaza, at Edificio Banco Provincial del Norte. From the windows of the combined hotel-commercial building, you have an impressive view of the heart of the city with its 18th-century Spanish colonial cathedral and the surrounding mountains. The Consulate is a special purpose post with responsibilities for a limited range of consular functions. The mailing address is Apartado Postal #2, Chihuahua, Chih.; telephone number is 2-74-95.

LIFE AT THE POST

HOUSING

Temporary Quarters

Chihuahua has two first-class hotels and a few motels which are reasonably comfortable and have rates within the temporary quarters

allowance. One hotel is downtown while the other, the Victoria, is about 1 mile from the city's commercial center. The latter has more space for families with a cabana arrangement around a large garden and swimming pool. Temporary quarters with cooking facilities are hard to find so be prepared to eat in the hotel or local restaurants.

Permanent Housing

The principal officer's residence (government leased) has 3 bedrooms plus 1 storage-guestroom, living/dining room combination, and 3 baths, as well as servant quarters and additional storage space. Closet space is more than adequate. The central air-conditioning is good, but the central heating at times is inadequate. The residence is in a suburban, nonresidential area. The isolation from residential neighborhoods accompanied by pests more common to the countryside than the city are the disadvantages, especially for young children. However, the residence grounds are extensive and include an attractive swimming pool.

Furnishings

Since the government-leased house is unfurnished, it is necessary to ship all the furniture and furnishings needed to set up house-keeping. The principal officer's residence is equipped with an aged water heater, stove, power mower, and plain dining room set of table and six chairs.

FOOD

Modern supermarkets provide all of the food necessities, with the recent arrival of a limited line of frozen foods a welcome addition. Dairy products are good and in abundance thanks to the Mennonite community 50 miles west of the city. Beef is quite good since the State is noted for its cattle production, but the variety of meat sometimes presents a problem. Most Americans and not a few Mexicans indulge themselves by bringing groceries from the US at regular intervals, especially typical American treats not available in Mexico.

CLOTHING

Lightweight clothing especially of the spring-fall variety is particularly useful as even the really cold months are interspersed with balmy days. A limited supply of clothing is available, but many Americans and Mexicans supplement this market with shopping trips to El Paso, Texas. No formal or rain wear is needed. Suits for women are a good bet since they can be worn year round either with or without the jacket. Casual wear for women still has not taken hold in Chihuahua but is daily increasing in popularity. With a few youthful exceptions, styles are generally conservative compared to US "big city" fashion.

RELIGIOUS ACTIVITIES

Although Roman Catholicism predominates, Chihuahua has Methodist, Baptist, Presbyterian, Mormon, Church of Christ, and Lutheran churches.

EDUCATION

Dependent Education

At Post. Chihuahua has a number of good private schools, but all instruction is in Spanish. All but two of these schools are affiliated in some way with the Catholic Church. The exceptions are the Palmore School (Methodist affiliation) and the non-denominational Montessori School. Various reasonably priced kindergartens are also available.

Away from Post. Many Chihuahua residents send their children to boarding schools in the US, particularly to those in Texas.

RECREATION AND SOCIAL LIFE

The Club Campestre has a fine golf course, swimming, riding, and tennis facilities. A Spanish Club offers a swimming pool and tennis courts. There is a bullring, bowling alley, and amusement parks. The YMCA has a fine gymnasium for indoor sports such as tumbling, basketball, volleyball, as well as tennis and handball courts, and swimming pool. Basketball courts and baseball dia-

monds are found throughout the city. Horseback riding in the hills surrounding Chihuahua is a rewarding experience.

A series of guest companies bring the fine arts to Chihuahua in summer. Music is a way of life and several local groups and artists regularly perform, including Sunday band concerts in the principal plaza.

Social life is fairly relaxed but continuous. International as well as local service clubs are active and combine social activities with service to the community.

Calling cards are widely used and 500 can probably be used to advantage. The use of family names according to the Spanish system can sometimes cause confusion if an American puts his middle name on a calling card. A middle initial only would eliminate the possible confusion.

SPECIAL INFORMATION

Medical Facilities

The city has competent dentists and doctors in most specialities. Many have had some or all their training in the US and speak English. Good general practitioners are difficult to find, but excellent American medical facilities are only 240 miles away. As local laboratory facilities are sometimes unreliable, diagnosis and specialized care is often sought in El Paso or elsewhere in Texas.

Shipping Effects

Please see the Ciudad Juarez section of the Post Report for information on shipping effects to Chihuahua; Ciudad Juarez is Chihuahua's "parent" post and household shipments are routed through it. Shipments originating outside the US should be addressed as follows:

John Doe
American Consulate
Chihuahua, Chihuahua, Mexico
c/o US Despatch Agent
New Orleans, (SAN FRANCISCO)

See special note on shipping effects under "Notes for travelers."

Ciudad Juarez

CONSULATE

THE POST CITY

In many respects Ciudad Juarez may be termed a typical Mexican border town. Its central portion is a haphazard blend of neon-lighted nightclubs, street hawkers and trinket shops with raucous Mexican music, and a generally free morality. All of this combines with a highly Anglicized Spanish and all the modern-day reminders of the wide openness that characterized the early frontier days. The upper classes and a rapidly growing middle class of bankers, lawyers, doctors, manufacturers, and tradesmen carry on the old manners and customs of a more leisurely society and the Consulate officers have opportunities to make close and lasting friendships with them.

The contiguous cities of El Paso, Texas and Ciudad Juarez, with a combined population soon to pass the one million mark, are the largest on the Mexican border. Under Mexico's Border Industrialization Program, designed to raise the standard of living along the entire border, a growing number of important American industries have been encouraged to establish branches in Ciudad Juarez where they can take advantage of the abundant, low-cost, and highly productive labor supply. Ciudad Juarez maintains a strong position as the financial and commercial center of the State of Chihuahua.

In recent years the city has endeavored to improve its cultural advantages by the creation of a National Frontier Program Center with a program for Mexican arts and crafts and a museum and adjoining facilities. Ciudad Juarez is a very tourist-conscious and North American-oriented city, while still maintaining all the flavor and color of its Indian and Spanish heritage.

Ciudad Juarez is located in an arid desert region surrounded by high barren mountains. It is some 3700 feet above sea level. The region is a land of sunshine marked by numerous cloudless days and a minimum of 6 to 8 inches of rainfall a year. The four standard seasons are: winter (December to March), spring (April to May), summer (June to September), and fall (October to November). The bane of the region's climate is the prevalence of dust storms in February, March, and April.

THE POST AND ITS ADMINISTRATION

The Consulate is in a one-story building in an attractive residential area at 2286 Avenida 16 de Septiembre, at the corner of Calle Paraguay. Telephone 2-25-10 and 2-25-11 (El Paso phone number 915-533-4339). Postal address is P.O. Box 10545, El Paso, Texas 79995; or Apartado Postal 164, Ciudad Juarez.

Working hours (in Juarez time) are 8:00-4:30 in the summer months and 9:00-5:30 in the winter months, with a half-hour for lunch. Ciudad Juarez uses Central Standard Time throughout the year, but El Paso operates on Mountain Standard Time during winter and Daylight Saving Time in summer.

LIFE AT THE POST

HOUSING

Temporary Quarters

Most new arrivals prefer to stay in El Paso while seeking permanent housing. Several first-class hotels are available, as well as convenient motels on routes leading into El Paso and near the border. Newcomers who are staying a month or longer in temporary quarters often prefer the comfortable furnished apartments with housekeeping facilities that are available near the El Paso International Airport. Sylvia's Hotel in Ciudad Juarez, within walking distance of the Consulate, is recommended for those not seeking cooking facilities.

Permanent Housing

The Consulate at present has eight unfurnished houses or apartments under government leases. We suggest you correspond with the administrative officer about the quarters you will be assigned. Arrangements can be made by the post to include in your initial free entry request any items of household furnishings you may buy in El Paso's furniture and department stores.

The two-story principal officer's residence is near the downtown section of Juarez. It has a one-car garage, small front garden, small side terrace, and large back patio

and garden with barbecue pit. Downstairs is a combination living-dining room, kitchen with outside entrance, laundry room, breakfast room, library, 2 bedrooms, and 2 baths. Upstairs, with separate outside entrances, are a third bedroom with a bath and servants quarters. The house is equipped with carpeting, draperies, cooling and heating units, stove, wall oven, freezer, refrigerator, and washing machine.

FOOD

Food in Ciudad Juarez presents no problem. Modern supermarkets are numerous in both El Paso and Ciudad Juarez.

CLOTHING

You will need a seasonal wardrobe. But put more emphasis upon lightweight clothing in view of the high temperatures and long summers. In winter, heavier suits for men are more appropriate and certainly more comfortable. Because of the small amount of rainfall, little rain wear is needed. Formal wear is also seldom needed, except by the principal and deputy principal officers. Women will find a good supply of summer dresses a must. For the winter season wool suits are comfortable, and along with a light wool coat the basic requirements are met. Women will find the cocktail and short evening type dresses to be ideal for this area.

Because the close proximity to the US, more casual wearing apparel is permitted. But it's not recommended that women wear shorts and slacks as often as they would in the US.

RELIGIOUS ACTIVITIES

There are both Protestant and Catholic churches in Ciudad Juarez and El Paso. All services are held in Spanish in Ciudad Juarez. El Paso also has a synagogue and temple.

EDUCATION

Dependent Education

At Post. Americans with school-age children may use the very good public or private schools in El Paso. The post's educational allowance is based on the cost of tuition at the public schools plus transportation costs from Ciudad Juarez each day and return.

The University of Texas at El Paso (UTEP) with an enrollment of about 30,000, grants bachelor of arts and sciences and master of arts degrees, with night and summer school courses available.

The schools of Ciudad Juarez are very limited in English. There is a kindergarten near the Consulate where English is used. Classes are held in the morning only.

Away from Post. Some Americans, for personal reasons, choose to send their children to schools away from the post.

RECREATION AND SOCIAL LIFE

Members of the Consulate staff are given a special rate at the Juarez Country Club, which has one of the finest golf courses in the area, as well as tennis facilities, steam baths, and a large swimming pool. Bowling alleys and horseback facilities are also available in both cities, as well as excellent skiing facilities in New Mexico, about 100 to 120 miles from El Paso. Movies, sports events, occasional concerts, plays, and assorted cultural offerings are found in El Paso.

The extent of the individual's social activities depends largely on his or her initiative. There is a virtual absence of official functions. A minimum supply of calling cards is needed by both officers and wives; noncommissioned personnel need not go to this expense.

SPECIAL INFORMATION

Medical Facilities

General practitioners, specialists, dentists, oculists, optometrists, and medical and surgical treatment obtainable in El Paso are on the whole superior to those in other American cities of comparable size. The services of William Beaumont General (Army) Hospital are available under the Department of State medical program.

Shipping Effects

There are ample and more adequate storage facilities in El Paso than in Ciudad Juarez. For that reason your household effects will remain in the hands of the shipping agent or a customs broker, depending on origin of shipment and packing instructions, until you have found permanent quarters in Ciudad Juarez. For household shipments from the US, packing instructions will govern temporary destination in El Paso. Namely, if loose-packed in cartons and small crates,

the shipment should be forwarded in care of shipping agent in El Paso. If shipment has been packed in large solid crate, shipping instructions should be made for assignment to customs broker in El Paso, addressed as follows:

John Doe
American Consulate
c/o Bailey-Mora Company
800 South Santa Fe Street
El Paso, Texas 79901

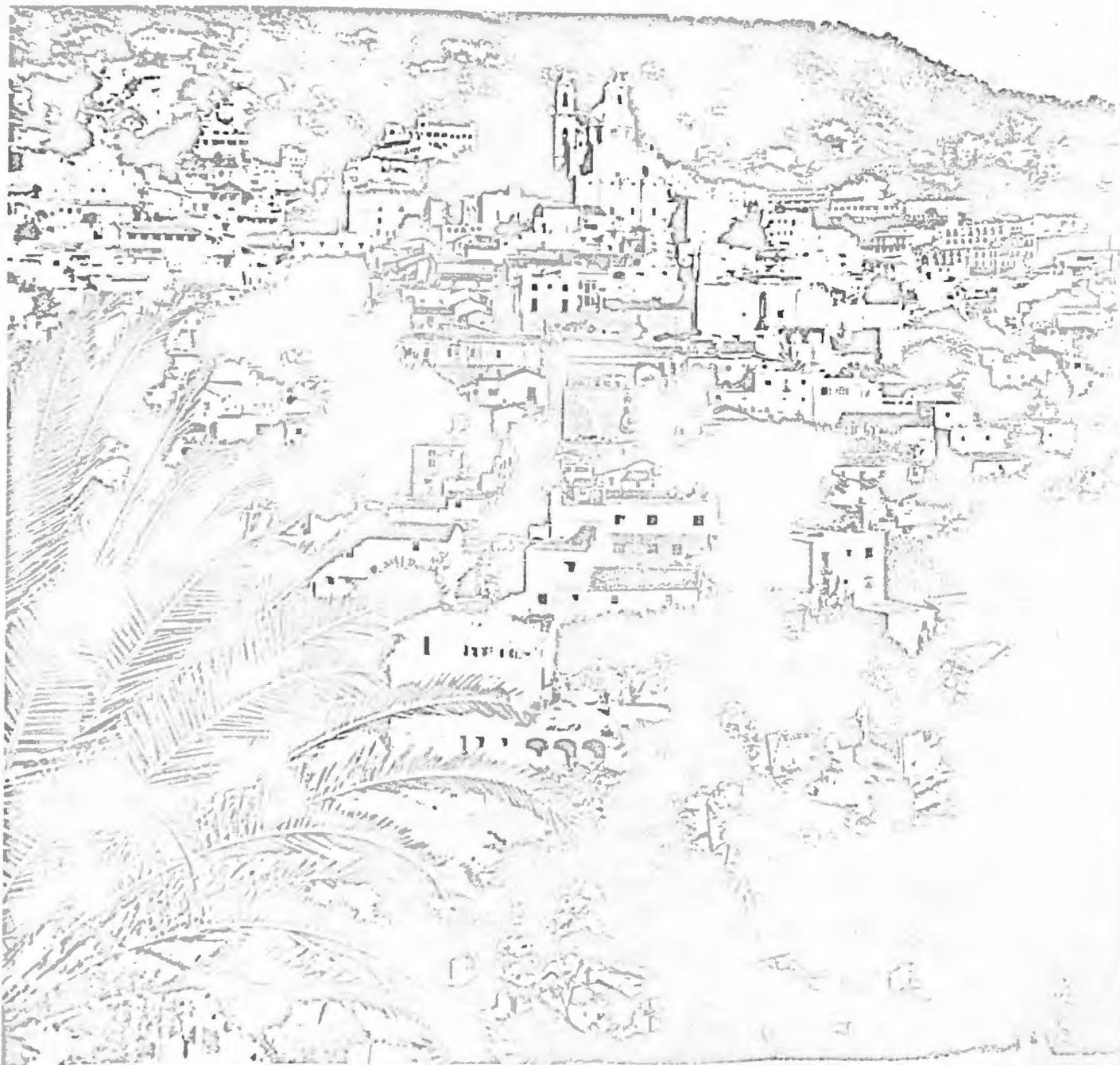
Unaccompanied baggage and small shipments suitable for handling by Railway Express should be addressed as above through the El Paso customs broker.

For shipments originating outside the US, the US Despatch Agent in New York, New Orleans, or San Francisco will be used, depending upon point of origin. (For those going to New Orleans, shipping lines should be instructed to off-load at Houston or Galveston, Texas, if possible, but documents should be sent to the US Despatch Agent, New Orleans). Cases should be addressed:

John Doe
American Consulate
Ciudad Juarez, Chihuahua, Mexico
c/o US Despatch Agent
San Francisco (New Orleans or New York)

See special note on shipping effects under "Notes for travelers."

Although Mexico shares a common 1600-mile border with the US, its history, people, customs, and way of life are distinctly its own.



Guadalajara

CONSULATE GENERAL

THE POST CITY

Guadalajara, with a population of 1.4 million, including 10,000 resident Americans, is on broad tableland almost completely surrounded by mountains and cut by deep gorges. The climate is one of the best in the world. Its people, the Tapatios, as they call themselves, are proud of their city, its history and traditions. They are hard-working, friendly, and informal. At 5092 feet, Guadalajara is high enough to escape the heat and dampness prevailing along the coast in summer. Average temperatures are similar to Los Angeles. The atmosphere is dry except during the mid-June to October rainy season. From mid-April to mid-June daytime temperatures are hot, often in the 90's.

The city has been modernizing in recent years: widened and paved streets, new water and sewage systems, new parks and buildings, etc. It now compares favorably with many attractive US cities.

THE POST AND ITS ADMINISTRATION

The Consulate General is a two-story, air-conditioned building at Progreso 175. Office hours are 8:30 to 5:30 except Saturdays, Sundays, and Mexican and American holidays when an officer is on duty. Represented on the staff are USIS, Immigration and Naturalization Service, Social Security Administration, and the Bureau of Narcotics and Dangerous Drugs. There is also a representative of the Embassy's Legal Attache's Office. All are housed in the Consulate General. Telephone number is 25-29-98. Post office address is Apartado 1 Bis, Guadalajara, Jalisco, Mexico.

LIFE AT THE POST

HOUSING

Temporary Quarters

Guadalajara as a tourist city has many hotels, motels, and furnished apartments adequate for a temporary period and within the temporary post allowances.

Personnel, accompanied by their families are offered accommodations in one of the furnished apartments, called "suites" locally, or in hotels such as the Hilton, Gran, and Fenix. The suites are completely furnished and are equipped with refrigerator and cooking stove. Most have play areas for children and swimming pools.

Permanent Housing

The residence is under a short-term lease which expires in December 1975. It is a modern one-story house with an ample garden in the rear. It's in a new residential area, Providencia, at Paseo de las Aguilas 2469, a 10-minute drive from the office. Telephone 15-51-58. It has 4 bedrooms, 2 with private bath and 2 sharing a connecting bath. Each room has ample closets. Entertainment and family rooms include living room with fireplace, dining room, library, and sitting room. There are 3 servants rooms and 2 baths, breakfast room, laundry room with 120 and 240v outlets, closed storage area, and 2-car garage. There is an ample covered terrace. The garden contains a heated swimming pool with diving board, and 2 dressing rooms, each with toilet and shower. At garden parties over 400 guests may be entertained.

The official residence is unfurnished except for these government-owned items: refrigerator, freezer, gas stoves with ovens; air-conditioner in the master bedroom, curtains and draperies throughout, flat silver for 12, china and glasses for 24, kitchen utensils (no electric appliances), 6 bridge tables with chairs, aluminum porch and pool-side furniture, and a power lawn mower. Floor plans and photos are available for inspection in the Department.

The official residence of the Branch PAO is under lease which expires in January 1972. It's a one-story house in a suitable residential area at Calle Cuba 74, a 7-minute drive from the Consulate General. Entertainment rooms consist of large living room and dining room with a fireplace between them. A covered terrace leads from the living room, facing a garden of about 20 x 100 feet. Total entertainment space can accommodate 300 people. The house has 4

bedrooms with ample closets, 3 baths, and 2 storage rooms. The kitchen has gas units for cooking (excluding an oven which would need to be provided by the occupant). There is a bedroom and bath for a domestic servant, a large pantry, and laundry room equipped with an automatic gas water heater, and two-car, covered carport.

Other members of the staff must rent quarters. Many single family houses are being built in the newer sections of Guadalajara. Most houses are somewhat over the post quarters allowance, and are unfurnished. But an effort is being made to have the allowances increased to meet the higher cost of leasing private houses.

Furnishings

Personnel are urged to bring most items of household furnishings and appliances with them to the post. A simple automatic or wringer type washing machine would be useful. Since the voltage is 110, if you bring an electric dryer, make sure the dryer operates on 110v current and not 220. Good gas cooking stoves are available at reasonable prices in Guadalajara and it's wise to wait and buy your stove here after you have seen the space available in your kitchen.

FOOD

Food is plentiful and most items found in the US are obtainable. It is not necessary to import foodstuffs although Consulate General personnel often place orders cooperatively in case lots duty-free from wholesalers in Texas, and individually buy smaller quantities of desired items upon visits to border cities.

CLOTHING

Clothing needs in Guadalajara are seasonal, although lack of extremes in temperature excludes the need for heavy winter clothing. Lightweight materials are comfortable from April to August, mediumweight from September to November, and mediumweight with an added sweater or light topcoat from December through March. But even in the cooler months Guadalajara becomes quite warm before midday and even mediumweight clothing becomes uncomfortable until sundown. Raincoats and umbrellas are advisable for the rainy season from May to September. Very light summer clothes are a must for travel to areas where the altitude is low and the climate hot.

A plain dark suit is indicated for official occasions. Formal social occasions are

rare; but a white or black tuxedo jacket is appropriate at some dances. Cocktail dresses are very useful.

RELIGIOUS ACTIVITIES

In addition to the many Catholic churches (one has services in English), several Protestant churches offer English services.

EDUCATION

Most children are enrolled in the American School, located in a good residential area of the city. It offers a coeducational program from pre-kindergarten through high school, with bilingual instruction in the first six grades. It is a nonprofit, nonsectarian organization with an American School Director. It is accredited by the Southern Association of Colleges and Schools. School bus service is provided from the major residential areas at a reasonable fee. The school year begins in early September and closes in mid-June with 2-week vacation at Easter and Christmas. There are pre-kindergarten and elementary grade summer sessions and some courses at high school level.

No uniforms are required at the American School.

The Butler Institute is a coeducational, nonsectarian private school that offers education in English from 7th through 12th grade and is directed at preparation for college in the US. Other good schools exist offering instruction in Spanish.

RECREATION AND SOCIAL LIFE

The climate encourages a wide variety of outdoor sports. A number of swimming pools and tennis courts, as well as horseback riding and bowling alleys are available. Several 18-hole golf courses and one 9-hole course are in the Guadalajara area. Membership is no longer offered to new American members of the Consulate General staff in the Guadalajara Country Club. But you may play at any of the courses by paying green fees which are about the same as in the US. Attempts are being made to obtain honorary memberships at some of the clubs for Consulate personnel.

Golf clubs, bathing suits, firearms and ammunition, and fishing tackle should be brought to the post.

SPECIAL INFORMATION

Medical Facilities

The city has a number of well-equipped hospitals and clinics and a good number of American-trained and English-speaking doctors and surgeons representing all medical specialties.

Shipping Effects

Overland Surface Shipments. All overland surface shipments should be consigned and marked:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas

Mark For:

Mr. John Doe
American Consulate General
Guadalajara, Jalisco, Mexico

Shipments Via Sea. Since the Embassy uses the services of a customs broker for shipments entering at the ports of Veracruz, Tampico, or Acapulco, all sea shipments for personnel assigned to the Consulate General, Guadalajara, should be consigned and marked:

Villasana, S. A.
Landro y Coss 31
Veracruz, Mexico

Mark For:

Mr. John Doe
American Consulate General
Guadalajara, Jalisco, Mexico

Villasana, S. A.
Edificio Luz
Tampico, Tamps.
Mexico

Mark For:

Mr. John Doe
American Consulate General
Guadalajara, Jalisco, Mexico

Villasana, S. A.
Edificio Alvarez
Acapulco, Guerrero
Mexico

Mark For:

Mr. John Doe
American Consulate General
Guadalajara, Jalisco, Mexico

Unaccompanied Baggage. Small lots of unaccompanied baggage, consisting solely of clothing and minor personal effects needed by the traveler on arrival, may be cleared at the port of entry or at Guadalajara without a free entry permit.

Air freight should be addressed:

American Consulate General
Guadalajara, Jalisco, Mexico

Mark For:

Mr. John Doe

Shipments of household and personal effects generally arrive by truck via Nuevo Laredo or by sea via Veracruz. No shipment should be sent collect. Shipments originating in the US usually come unpacked in moving vans. When ocean transportation is involved, lift vans are used. Since loss from breakage or pilferage occurs from time to time, it is advisable that everything be itemized on the packing lists and insured.

In order for the Embassy General Services Office to obtain free entry permits for household and personal effects, the employee must airmail or air pouch to the Embassy General Services Office the following information:

Name, title, and address of shipper(s).

Mexican port of entry and means of shipment to that point.

Specific number of trunks, suitcases, lift vans, cases, cartons, barrels, crates, or packages. Unpacked household effects arriving by van are described as a "lot" but the number of pieces contained therein should be specified. If information is not known, an overestimate rather than an underestimate should be made.

Documentation. It is emphasized that the correct mailing address for documentation papers is separate and apart from the addresses and markings indicated in the paragraph on overland surface shipments because the address shown is that of a warehouse, where no office or facilities for the acceptance of mail are available. Therefore, all documentation, that is, waybills, including letters, etc., must be airmailed to the American Consulate General, Apartado 1 Bis, Guadalajara, Jalisco, Mexico.

See special note on shipping effects under "Notes for travelers."



The American School in Mexico City has an elementary, junior high, and high school program.

Palacio Nacional in Mexico is one of many tourist attractions.



Hermosillo

CONSULATE GENERAL

THE POST CITY

Hermosillo, named after a Mexican general and meaning beautiful little city in Spanish, is just that. The people take great pride in the beauty and cleanliness of their city. It is located just 180 miles south of Nogales, Arizona, and has a population of about 180,000.

Hermosillo is situated in the middle of a desert area at about 700 feet above sea level. It is the hub of a small transportation network which provides the city with excellent bus, rail, and air transportation north to the US and south to central Mexico. Air traffic, served at an international airport 7 miles west of town, offers daily flights to Mexico City, Guadalajara, and the US. Thousands of Americans pass through the city en route to and from points further south. It has several rich families, a swelling middle class, and a far smaller proportion of poor people than most cities in Mexico. The small American "colony" is so homogenized into the local community that it is not recognizable as a group.

Hermosillo is the state capital of Sonora, Mexico's largest state, which is part of the great southwest desert of the North American Continent. Geographically, it has the same soil and climate as southern Arizona, New Mexico, western Texas, and the desert regions of California. The climate is hot and dry, yet healthful. The summer period (May into October) brings daily temperatures of 100 degrees or more. Rainfall averages 8 inches a year with a rainy season in July and August and a little more coming in December and January. Winters (from November to April) are cool and spring-like.

The Consular District has been one of the more rapidly growing areas in Mexico with respect to population and output. The economy is based on farming in the large irrigated lowlands of western Sonora, with cotton and wheat the most important crops.

The region is also a major producer of cattle, shrimp, copper; poultry, and winter vegetables. The district has traditionally had close economic ties with Arizona.

THE POST AND ITS ADMINISTRATION

The Consulate General is on the third floor of the ISSTESON Building on Boulevard Miguel Hidalgo y Costilla No. 15; telephone: 3-89-25, 3-89-24, or 3-89-25. Post office address is Apartado Postal 972, Hermosillo, Sonora. The USIS office and Benjamin Franklin Library are a short distance from the Consulate General as is the binational center. The Department of Agriculture is represented by a Plant Pest Control District Supervisor and a district supervisor in charge of screw-worm eradication. A small NASA office is located in Empalme, near Guaymas, Sonora.

LIFE AT THE POST

HOUSING

Temporary Quarters

On the northern approaches to Hermosillo are several motels suitable for temporary quarters, but if you prefer a more central location, the Hotel San Alberto, only 1 block from the Consulate General, is recommended.

Permanent Housing

The post has three houses under lease. But these leases expire in the summer of 1971 and will not be renewed. At that time all post personnel, with the exception of the principal officer and BPAO, will occupy privately leased quarters. All personnel assigned to this post after the date of this report will occupy privately leased quarters.

The residence is a 1-story, 4-bedroom, 3-bath house in one of the best residential areas. It has an L-shaped living-dining room, breakfast room, utility room, and a kitchen fully equipped except for a gas stove. The residence is air-conditioned with seven window units. The garden is 50x25 feet, most useful for outdoor entertaining in season.

There is detached servants quarters with bedroom and bath. The house has some pieces of government-owned furnishings but the occupant should expect to furnish this house almost in its entirety.

The BPAO's house is situated in a new, modern subdivision. It has combined living-dining room, kitchen, 3 bedrooms, 1-1/2 baths, and detached servants quarters with a bedroom and bath. The house has a carport for one vehicle and small, enclosed front and rear lawns. The incumbent BPAO is single and this house would probably not be suitable for a family with children. For this reason, the house is under lease for the duration of the present BPAO's tour only.

Furnishings

In addition to normal household furnishings, bring major appliances such as a gas stove (adapted for butane gas use), refrigerator/freezer, automatic washing machine and, in some instances, a hot water heater. Small space heaters are useful during winter as the evenings and early mornings become chilly. The post has a few window air-conditioners which are on loan to personnel occupying privately leased quarters. Air-conditioning is a necessity and extra units can always be used. Electrical current is the same as in the US, 110v, 60-cycle AC. When buying electrical appliances remember that electricity is extremely expensive in this area, and it is not uncommon to have electrical bills in excess of \$100 a month, especially in summer.

Since Tucson, Phoenix, and other US commercial centers are not far away, you may wish to place orders for furnishings and appliances to fit your particular needs after arriving at post and obtaining quarters. Personnel now at post have done this with success and it may result in a considerable savings in unneeded equipment and furnishings.

FOOD

Foods of all types are plentiful in Hermosillo. Meat products are good and below US prices. Fresh vegetables are always in season and safe to eat. The city has several supermarkets similar to those found in the US. In addition, personnel may take advantage of shopping trips to Nogales, Tucson, and Phoenix.

CLOTHING

Summer clothing is worn year round with fall suits, sweaters, shawls, and coats needed only in evenings in December through February. Dress is generally informal. Men rarely wear jackets during the hotter months. Dress at social functions is business suits and simple cocktail dresses. A tuxedo is

needed on one occasion annually, the Black and White Ball. Wash-and-wear materials are recommended.

RELIGIOUS ACTIVITIES

There are a number of Catholic churches with Spanish services, several small Protestant churches, but no synagogue.

EDUCATION

No local educational facilities exist for non-Spanish speaking students at post. The post recommends that no families with school age children be assigned to Hermosillo since it has been necessary for children to study through Calvert Correspondence Courses or attend school away from post. The educational allowance is close to meeting costs of "Away from Post" schools in border states: Guadalajara; and Mexico City.

RECREATION AND SOCIAL LIFE

Except for swimming and other water sports at beautiful beaches located 1-1/2 hours away at Kino Bay (west) and Guaymas (south), it is difficult to engage in outdoor recreational activity during the long summer months. But in summer some Hermosillo residents head for the nearby mountains where the climate is cooler. Hermosillo has a modern bowling alley in an air-conditioned building and an excellent 9-hole golf course. Hunting is popular and sport-fishing in Guaymas is world famous.

The city has several movie theaters, four TV channels, and six radio stations, as well as a new civic auditorium for dramatic productions and other cultural activities. One of the TV stations repeats Mexico City programming and another is the university educational channel. The American community is relatively small and social contacts are largely with the Mexican community. Informality is the "norm" on most occasions.

All officers should bring a supply of calling cards (300 should suffice for a 2-year tour) not only for courtesy calls but also for exchange with nonofficial callers of professional standing.

SPECIAL INFORMATION

Medical Facilities

Local medical resources are fairly diversified and reliable and are considered adequate. Many of the doctors trained in the

US and several privately owned hospitals are considered multibed. American personnel. Medicines are easily obtainable, relatively cheap, and of high quality. More sophisticated medical services in all fields of specialization is readily available at Tucson, Arizona.

Agencia Joffroy
For American Consulate General
Hermosillo
158 Bankard Avenue
Nogales, Arizona 85621
John Doe

Shipping Effects:

All unaccompanied surface (land) shipments of effects originating in the US or routed through the US, destined for this post should be addressed as follows:

Sea shipments are handled by the Embassy in Mexico City and reference should be made to that section in the country report.

See special note as shipping effects under "Notes for travelers."

Mariachis entertain during a local festival.



Matamoros

CONSULATE

THE POST CITY

Matamoros is on the south bank of Rio Grande, 28 miles from the Gulf of Mexico. Two bridges connect it with Brownsville, Texas, the southernmost city in the US. Matamoros has 180,000 residents; Brownsville, 55,000. It is hot and humid almost year round, with temperatures in the 90's during summer, late spring, and early autumn. Being at the edge of the frost belt, winters (early November through late March) are mild, but punctuated by cold spells known locally as northers. The temperature has dropped as low as 25°F.

Most commercial activities are tourist oriented. Curio shops are plentiful. American and Mexican currencies are used in the retail businesses on both sides of the river.

The economy seems to be slowly changing from an agricultural pattern into an industrial one. New industries, mostly electronics, are being planned. The fishing industry, too, is being developed, and may become lucrative soon.

THE POST AND ITS ADMINISTRATION

The Consulate is on First Street in downtown Matamoros. Phone numbers are 2-02-41 and 2-12-41. Postal address is Apartado Postal 451, Matamoros, Tamaulipas.

LIFE AT THE POST

HOUSING

Temporary Quarters

Hotels, motels, and apartments are available in Matamoros or Brownsville. A 121-room Holiday Inn recently opened in Matamoros.

Permanent Housing

The government leases a three-bedroom house for the principal officer. It is attractive and centrally air-conditioned, but the rooms are small.

Furnishings

Climatic conditions do not require special furniture.

FOOD

All your food needs can be met at modern supermarkets in Matamoros or Brownsville.

CLOTHING

Summer clothes are worn 9 months of the year and mediumweight woolens from December to March. Dress on both sides of the border is informal and only a few social events require formal dresses and tuxedos.

RELIGIOUS ACTIVITIES

Churches of most faiths can be found in Brownsville while Catholic churches predominate in Matamoros.

EDUCATION

Matamoros has several elementary and secondary schools with Spanish instruction. Consular children are enrolled in public schools in Brownsville.

RECREATION AND SOCIAL LIFE

The Brownsville area offers excellent recreational facilities with its golf course, tennis courts, fishing, boating, and hunting. Several modern air-conditioned theaters, restaurants, and nightclubs are also available.

Social life consists primarily of attending various official functions and meetings such as Lions, Kiwanis, Rotary, and businessmen's luncheons.

SPECIAL INFORMATION

Medical Facilities

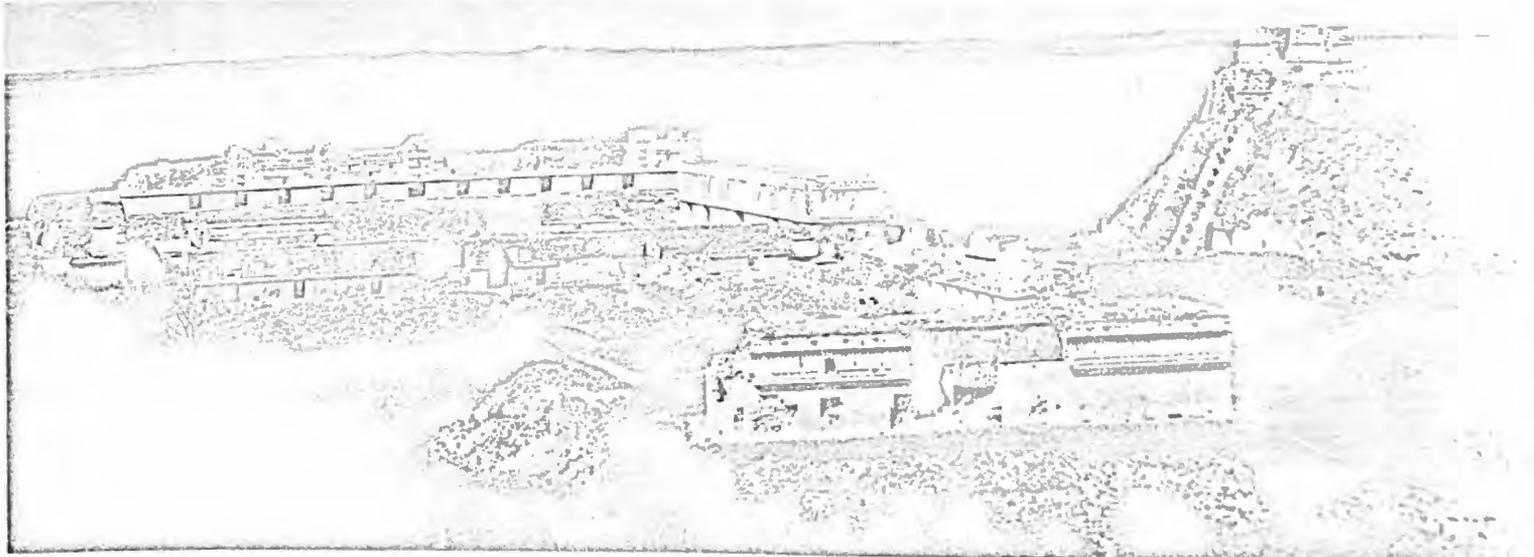
The medical facilities of Brownsville are better than the average American city of comparable population. It also has a modern well-equipped hospital. Facilities at the Naval Hospital at Corpus Christi are available for serious illnesses.

Among the ruins of Uxmal is the Quadrangle of the Monks, Yucatan.

Shipping Effects

Competent service is available in Brownsville where several large American packing and moving companies are represented.

See special note on shipping effects under "Notes for travelers."



Mexico's flamboyant architecture, broad boulevards, beautiful parks, restaurants, and department stores testify to its prosperity.

Mazatlan

CONSULATE

THE POST CITY

Mazatlan is a port city on Mexico's west coast, about 780 miles south of Nogales, Arizona. It is situated on a peninsula almost wholly surrounded by water and, except for a few hills, is just a few feet above sea level. The surrounding terrain is low and somewhat swampy. It is a relatively new city with about 140,000 residents. Other than a small Chinese colony, no foreign group exists. But it attracts many American tourists seeking an escape from cold, northern winters.

The tropical summer (May-November) is hot and humid with frequent strong and sudden thundershowers. During the dry winter (December-January) the climate is pleasant. Mildew is prevalent year round and constant effort is required to control mosquitoes, cockroaches, crickets, and ants.

Agriculture is the most important industry, and the northern part of Sinaloa has become the chief supplier of winter vegetables for the US. Shrimp fishing is also important. The seaport of Mazatlan is the biggest and busiest port between San Diego and Panama.

THE POST AND ITS ADMINISTRATION

The Consulate has five rooms on one end of the Hotel La Siesta on the beach front at the corner of Avenida Olas Altas and Mariano Escobedo. Phone numbers are 26-85, 26-87, and 29-05. A recording device is connected to 26-87 which gives the addresses and phone number of the consul and vice consul when the office is closed. Postal address is Apartado Postal 321.

LIFE AT THE POST

HOUSING

Temporary Quarters

Several good hotels and motels along the beach front are suitable for temporary

stays and can be rented within the temporary allowance. A few one-bedroom furnished apartments with maid service are also available. During the heavy tourist season (mid-November to mid-April) reservations should be made as far in advance as possible.

Permanent Housing

Apartments are more available than houses for the second officer who must rent quarters.

Mazatlan's current is AC, two-phase, 110-120v, 60 cycle. Gas stoves, electric refrigerators, and window air-conditioners (220v and not below 9500 BTU) should be ordered from the US.

FOOD

Most foods are available, including baby foods. There is no need to import foods except for special diet/health reasons or economy.

CLOTHING

Because of the tropical climate, casual dress is the rule almost year round. Sport shirts and slacks for men, cottons and silk for women. Even during the short winter, lightweight clothes are best. Tuxedos and formals are worn two or three times a year but aren't a necessity. There are good dressmakers but material is scarce and very expensive; men's tailors are far from first class. Children's shoes are available but lasts differ from the American.

RELIGIOUS ACTIVITIES

In addition to five Catholic churches there are several Protestant churches. No services are in English.

EDUCATION

Mazatlan has no American schools or any that teach in English.

There are two schools American children attend: ICO (Instituto Cultural de Occidente), a private coeducational school run by Italian Catholic priests with grades 1 through 12; Remington, (girls only) run by an order of nuns with grades 1 through 9.

Some Americans send their children to private boarding schools in Tucson, Arizona, and San Diego, California. Investigate these possibilities before departing for the post.

RECREATION AND SOCIAL LIFE

Adult recreation activities include hunting and fishing, swimming, water-skiing, golf, and tennis. Americans patronize three movie theaters. Social activities are informal with officers having excellent opportunities to meet Mexican officials through Rotary and Lions Club meetings and at the golf course and private parties.

SPECIAL INFORMATION

Medical Facilities

Mazatlan has no hospitals considered adequate by US standards. Three clinics are clean, well kept, and used by Americans. Several good doctors and dentists practice in the city.

Shipping Effects

It's necessary for the Consulate to obtain free entry permits from the Embassy for almost all items brought into Mexico. It takes 3 or 4 weeks to obtain these permits.

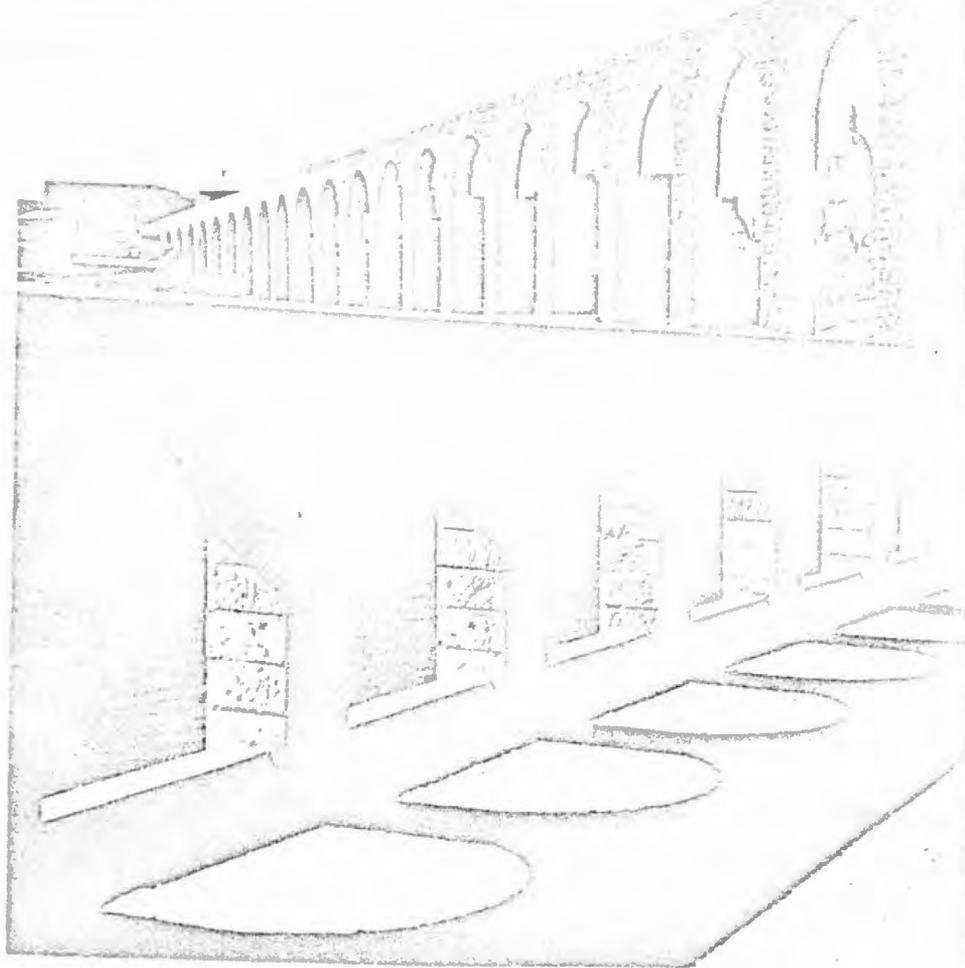
Shipments of household goods should be consolidated as much as possible since the number of requests for free entry presented to the Foreign Office must be kept at a minimum.

See special note on shipping effects under "Notes for travelers."

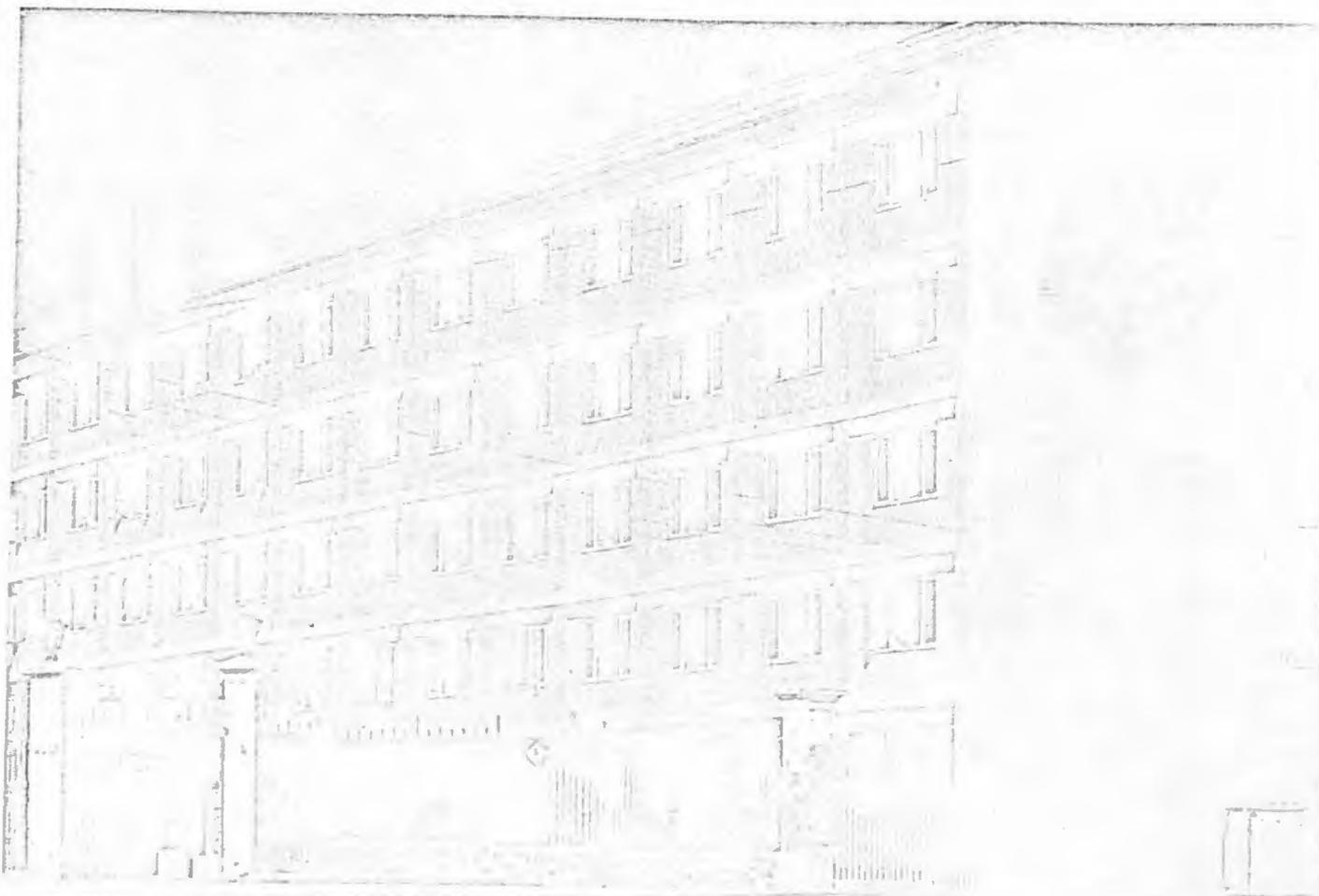
Both Mexicans and foreigners shop in "mercados" for their fruits and vegetables.



This aqueduct, built more than a century ago, still carries water to Zacatecas, which is only a mile and a half above sea level.



The American British Cowdry Hospital is across the street from the American School.



Merida

CONSULATE

THE POST CITY

The Peninsula of Yucatan is noted for the friendliness of its inhabitants and its impressive archeological zones. It is the locale of the ancient Mayas and is strewn with ruins and relics of their culture. Merida itself is built on the site of the old Maya ceremonial center of T'HOO. Due to its isolation the city has a long tradition of separatism which is reflected even today. The Yucatecan people are generally considered to be much different in their habits, culture, and outlook from people of the rest of Mexico.

Merida claims about 250,000 people, the bulk of whom are a fusion of the Mayan and Spanish races. Foreign colonies are small. English is widely understood, and several thousand American tourists visit the district annually.

Merida is about 19 miles from the sea and 25 feet above sea level. Climate is tropical with three seasons: rainy season, early June through September or later; cool or winter season, through the end of February; and the dry season, March, April, and May.

THE POST AND ITS ADMINISTRATION

The Consulate is at Calle 56-A No. 453. Taxi drivers will more easily recognize the address if given as Paseo Montejo No. 453. Phone numbers are 1-60-30 and 1-26-03. Office hours: 8:00 am-4:30 pm. Postal address is Apartado 130, Merida, Yucatan, Mexico.

LIFE AT THE POST

HOUSING

Temporary Quarters

Merida has a number of modern hotels suitable for a temporary stay.

Permanent Housing

There are two furnished homes in the Consular compound. The principal officer residence has 5 bedrooms and 3 baths, studio with bath, living and dining area, enclosed terrace, kitchen, pantry, laundry room, small storage room, and maids quarters including shower. In addition, it has a carport for two cars. The principal officer will find the residence fully furnished but with room for a few small pieces.

It is equipped with a gas stove, refrigerator, and freezer in the kitchen and semi-automatic washer and separate dryer in the laundry room. A newly assigned principal officer should correspond with the post about the kitchen utensils, chinaware, crystal, silver, and electric appliances to bring. Bedroom and bathroom linens, pictures, and bric-a-brac should be brought.

The second residence has 4 bedrooms and 2 baths, combined living-dining room, kitchen, laundry room, and maids quarters with showers. It has a carport for one car. The residence contains basic furnishings, including a stove, refrigerator, and freezer, but does not have linen, china, silver, glassware, or cooking utensils. An officer being assigned should write for information concerning other items.

FOOD

Food supply in Merida is adequate, but much below US standards of quality and variety. Since canned goods of all kinds must be used a great deal, you may want to bring a supply with you. Some American brands packed in Mexico are sold, but prices are quite high and quality inferior to the US product. Baby foods are expensive here.

CLOTHING

Lightweight clothing is worn year round. Coat and tie are not usually worn at the office. Men generally wear slacks and a guayabera, a special type of dress shirt common to the region. While formal wear is rarely used, bring a summer-weight tux.

Women wear cotton or other lightweight dresses like those worn in the US in summer.

It is wise to bring all clothing and shoes you will need during your tour.

RELIGIOUS ACTIVITIES

Many Catholic churches and a number of Protestant churches are in Merida. Some services are in English.

EDUCATION

Most private primary and secondary schools are run by Catholic religious orders. All teaching is in Spanish. The level of instruction is considered marginal by American standards, and some parents would consider supplementary home instruction desirable. Merida has no American schools, although one, the Colegio Peninsular Rogers Halls, has Catholic Maryknoll sisters on its staff.

RECREATION AND SOCIAL LIFE

You may wish to bring tennis rackets, fishing tackle, shotguns, rifles, and other sports equipment. Boating, fishing and hunting are quite good in the area. The Country Club and the Circulo de Empleados Bancarios (across the street from the Consulate) has tennis courts and swimming pools, and a new golf course opened in the summer of 1970. The beach at Progreso where cottages may be rented is about a 30-minute drive. The archeological ruins are the principal points of interest for sightseers.

There are air-conditioned theaters, a large stadium for baseball, a bullring, and a museum.

Social life is not strenuous. Personnel may belong to the Country Club, the Circulo de Empleados Bancarios, the Rotary Club, and the Lions Club. Main black tie events are the New Year's Eve dances and a series of dances at carnival time in February.

A hundred calling cards should be enough for a tour here.

SPECIAL INFORMATION

Medical Facilities

Local doctors are considered competent as a group except for serious medical problems. There are several good dentists, oculists and opticians, and specialists in all branches of medicine.

Shipping Effects

Shipments of household effects usually enter through the port of Progreso where the Consulate has a shipping agent. Overland shipments from the US usually enter through Nuevo Laredo, where that Consulate is in charge of clearance.

Shipments entering through Progreso should be addressed:

American Consulate,
Paseo Montejo 453
Merida, Yucatan, Mexico

For:

John Doe.

Sea shipments to Merida rarely clear customs at ports other than Progreso, but if they are to enter through Veracruz or Acapulco they should be marked as follows:

VERACRUZ:

Villasana, S. A.
Landro y Coss 31,
Veracruz, Veracruz, Mexico

For:

John Doe,
American Consulate,
Merida, Yucatan, Mexico

ACAPULCO:

Villasana, S. A.
Edificio Alvarez,
Acapulco, Guerrero, Mexico

For:

John Doe,
American Consulate,
Merida, Yucatan, Mexico.

All shipments to Merida entering through NUEVO LAREDO should be consigned and marked as follows:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas

For:

John Doe
American Consulate
Merida, Yucatan, Mexico.

See special note on shipping effects under "Notes for travelers."

Mexicali

CONSULATE

THE POST CITY

Mexicali, the capital of the State of Baja California, is a fairly modern, fast growing city. A great deal of new construction is underway and continual renovation in progress. The city's 388,972 residents include about 2600 US citizens; most are of Mexican descent who work in California. Spanish is the prevailing language of the city, with English understood and spoken by a surprisingly small percentage. Mexicali's economy is based principally on the growing and ginning of cotton. About 65 small plants, of which 10% have major US financing, have been established to assemble parts for US consumption. Fresh and frozen fish are hauled to Mexicali from the Gulf of California for transshipment to the US. Tourism plays a relatively minor role in the economic development of the area.

The most populous part of the Mexicali Consular District is an extension of the Imperial Valley of Southern California and includes the northwestern part of the State of Sonora.

From the middle of May until late October the climate is hot, often humid. There is little or no relief at night, and the only defense against the heat is good housing with efficient air-conditioning. In contrast with the excessive summer heat, the short winter (mid-November to mid-February) has temperatures averaging from 35° to 45° with occasional frosts. It rains more during the colder months, but the total for the year rarely exceeds 1 inch. The time between the two seasons is delightful. Sand and dust storms can blow up when least expected and last as long as 24 hours.

The area is subject to earthquakes. Crickets are the outstanding pest annoyance of the hot weather, and winter clothing must be safely stored and made inaccessible to them.

THE POST AND ITS ADMINISTRATION

The Consulate is at Avenida No. 1974. Phone 762-6312/13 or 03. Postal address is Apartado Postal 402, Mexicali, Baja California or P.O. Box 1192, Calexico, Calif. 92231.

LIFE AT THE POST

HOUSING

Temporary Quarters

New arrivals may live in temporary quarters in either Mexicali or Calexico; both have several good motels and hotels at about the same cost. Furnished apartments are also available to families at moderate monthly rates.

Permanent Housing

The post has no government-owned quarters. The principal officer's home is on an adjoining street, about 100 yards from the Consulate, in a good but conservative residential district. The residence has 4 bedrooms, 2 bathrooms, a very large living room, good-size dining room and kitchen, and a large garden and patio. Maids quarters and bathroom are in a separate building which also has a laundry room. The enclosed carport holds two vehicles. The house has central heat and air-conditioning and the maids quarters has a window air-conditioner which is government-owned.

The vice consul's home is in a new residential district about a mile or so from the principal officer's home. It has 3 bedrooms, 2 bathrooms, combined living-dining room, and a fair-size kitchen. Maids quarters are in a small building which also has a laundry room. The house has central air-conditioning and the maids room has a government-owned air-conditioner. The house has a large garden.

Both homes are well suited for representational purpose as well as for family accommodation.

Suitable houses can be rented in Mexicali, but rentals are high. It is hard to find homes with such facilities as central air-conditioning and heat.

FURNISHINGS

Almost any kind of furniture, appliances, and household equipment is suitable at this post. Government-owned furnishings at the post are an old bedroom set with twin beds (poor condition), refrigerator with freezer,

and a gas stove (good condition); and some wrought-iron patio tables and chairs.

FOOD

It is not necessary to import food supplies; the variety and types of food found in the US are available.

CLOTHING

During the summer men usually wear light-weight slacks and sports shirts. Long-sleeve white shirt and tie are worn for dress or evening wear. Women need a good supply of light cottons.

Since the winters are quite cool, especially at night, men wear mediumweight suits and even topcoats occasionally. In winter, knits, jerseys, and gabardines are suitable for women.

A very lightweight dark suit is generally worn at the Governor's informal parties given during summer; in winter a dark suit is worn for evening occasions. Mexican women tend to overdress, generally wearing cocktail type dresses and even furs when weather permits.

RELIGIOUS ACTIVITIES

Churches of various denominations are available, the ones in Calexico offering services in English and the ones in Mexicali in Spanish.

EDUCATION

Educational facilities in Mexicali are limited. Good public schools, as well as private religious schools, are available in Calexico and most parents send their children to these schools. In addition, the Imperial Valley College at El Centro and Imperial Valley Campus of San Diego State College at Calexico are readily accessible for college courses.

RECREATION AND SOCIAL LIFE

Ample opportunities exist to share in social activities among Americans in Calexico, but the main emphasis is on international con-

tacts. While protocol affairs are rare, official and semiofficial social events are frequent. Good facilities exist for golf, tennis, swimming, fishing, and hunting.

A supply of about 300 calling cards, more often used as business cards, is recommended. They can be obtained locally at charges approximating those of Washington, D.C.

SPECIAL INFORMATION

Medical Facilities

Minor medical and dental care in Mexicali is adequate, but hospitals are below US standards. Facilities at Calexico and San Diego, California are generally used. The Naval Hospital in San Diego can be used if provided with orders by the Department or the Embassy.

Shipping Effects

Shipments originating in the US should be marked as follows:

American Consulate
P. O. Box 1192
Calexico, California

For: John Doe

Shipments originating abroad should be marked:

American Consulate
P. O. Box 1192
Calexico, California USA

For:

(your initials)
Care of:
name and address of respective
Despatch Agent

Shipments consigned in Mexico should be marked:

American Embassy
c/o American Consulate
Mexicali, Baja California, Mexico

For:

(your name)
Mexicali, Baja California, Mexico

See special note on shipping effects under "Notes for travelers."

Monterrey

CONSULATE GENERAL,

THE POST CITY

Monterrey, with a metropolitan area population of over 1 million, is the third largest city in Mexico. The accidents of geography and history have given the people of Monterrey, "Regiomontanos" as they call themselves, a character all their own. While the city is heavily industrialized, the surrounding area is primarily agricultural and pastoral. The diversity of the area can provide an interesting tour of duty.

The city is visited by thousands of US tourists annually, creating heavy workloads, particularly for the consular sections. Every officer can expect to become well acquainted with visa, protection, and citizenship problems during his tour.

Monterrey is in a semiarid valley at an altitude of 1765 feet, surrounded on three sides by rugged mountains. Southeast of the city is one of the most important citrus producing areas in Mexico. Most of the surrounding area, nonetheless, is semiarid and covered with growth.

Most rain falls from May to October. Summer often begins in early April. Winters are short and not too severe, generally lasting from December through February. Dust can be a problem, especially in the dry season. Also the city has developed a serious smog problem.

During the last decade Monterrey has grown substantially and is now an important industrial and financial center. The city is credited with contributing about 15% of Mexico's industrial production. It is also headquarters for nationally prominent insurance and banking concerns. As a result, the atmosphere (ambiente) is noticeably different from that in other areas: The business community, which sets the tone of the city, is conservative in its politics and religion; advanced in its approach to technical innovation and economic opportunities; closer to American than traditional Latin concepts in business practices; and devoted to the family, hard work, and the expansion of the family enterprise.

THE POST AND ITS ADMINISTRATION

The Consulate General is currently in the Edificio El Roble, a 10 story building, with main entrance at Avenue Juarez 800 Sur. Housed on the first three stories are the Consulate General, USIS, INS, the Legal Officer, and the Benjamin Franklin Library. Phone 43-06-50. Mailing address is Apartado Postal 152, Monterrey, Nuevo Leon, Mexico.

LIFE AT THE POST

HOUSING

Temporary Quarters

Monterrey has several first-class hotels and a few good restaurants. While there are also many motels, most, are too far from the center of town to be convenient. New arrivals with dependents usually use the El Paso Autel, a 15-minute walk from the office. The El Paso has kitchenettes, a swimming pool, and is the only hotel accepting pets. Rooms are limited and reservations must be made well in advance of arrival.

Permanent Housing

Although suitable housing is available, rents are high and continue to rise. Furnished units in addition are particularly high and usually contain poor furniture. Unfurnished apartments are by far the most economical.

Furnishings

American style furniture, at prices much higher than in the US can be purchased readymade. Relatively inexpensive, durable wicker and reed furniture and custom-made furniture by local craftsmen is also available. Household items, such as gas water heaters light fixtures, etc., can be bought here or at border towns in the US. Piped natural gas or bottled gas is commonly used for cooking, and for water heaters and space heaters. Normally electric fans or air-conditioners (220v models recommended) are used in at least one room.

FOOD

Some American foods are sold locally, but frozen foods are still rare. Most fruits and vegetables familiar to Americans, as well as tropical and semitropical fruits, are available. Meat prices are generally lower, but at the same time, the meat tends to be tougher. A freezer can be most useful, especially for large families.

Strained and junior baby foods canned by US-affiliated firms in Mexico now sell at nearly twice stateside prices.

CLOTHING

Generally, clothing worn in the spring, summer, and fall in Washington can be worn in Monterrey. Clothing may be purchased here and on trips to US border towns.

Dinner jackets (tux) for men, whether black or white, are seldom needed but should be brought if owned. Hats are seldom worn by men except with informal outdoor wear for protection against sun and rain. In the summer men often wear guayaberas (fine white cotton shirts with hand-sewn tucks). Local readymade men's suits are inferior to equivalently priced American products and the style is not that generally worn by Americans. But shirts and other accessories are sold locally. A trench coat or light overcoat is appropriate for the short winter.

Women seldom wear full-length formal gowns, although they are becoming more common. Cotton and linen cocktail dresses are appropriate for summer afternoon and evening social functions. They may range from simple to dressy. Because of the climate, lightweight dresses are the most practical. A winter coat and a raincoat or umbrella will serve for the short winter. Shorts and slacks are not worn in public. Very fine traditional Mexican folk ensembles are available at reasonable prices. But for standard wardrobe items most Americans prefer to buy their clothing in the US. Although Mexican shoes are stylish and reasonably priced, it's difficult to fit a narrow foot. Lovely sandals for summer can be found to fit the narrower foot, however.

RELIGIOUS ACTIVITIES

English services are held in the Chapel of the Franciscan Convent, the Union Church, and the Holy Family Episcopal Church. There is also an Orthodox Church.

EDUCATION

Most Americans here send their children to

the American School Foundation of Monterrey, a private coeducational school offering classes from nursery through 12th grade. Instruction is in English with intensive English courses available to Mexican children and intensive Spanish courses for Americans. The school is a fully accredited member of the Southern Association of Colleges and Schools and the Texas State Department of Education. Course material is based on the educational standards in Texas.

RECREATION AND SOCIAL LIFE

Monterrey has two country clubs. Golf courses, tennis courts, and swimming pools are available. Opportunities also exist for horseback riding, hiking, hunting, and fishing. In addition to spectator sports such as bullfighting and baseball, there are several modern movie theaters and many good restaurants. Three TV stations are in the Monterrey area, and stateside TV is available on cable in Colonia del Valle.

The Monterrey consular corps was organized in 1946. Its social program has been limited to monthly dinners and annual conventions. A few official calls must be made, and a supply of 150 official calling cards should be enough.

SPECIAL INFORMATION

Medical Facilities

A number of the city's general practitioners and specialists are highly recommended; many interned and served their residence in the US. There are good dentists. A large, modern, well-equipped hospital is used for emergency care. Diagnostic labs are adequate for ordinary requirements. In summary medical services are usually adequate, except in difficult and unusual cases which would require return to the US for treatment.

Shipping Effects

Shipments of household goods should be addressed to the American Consulate at the port of entry for customs clearance and transshipment (except Laredo; see below for marking). Special wrapping and crating is not necessary for shipments bound for Monterrey. Shipments from the US are usually forwarded to Monterrey by van lines via Laredo, Texas. Shipments originating in Europe generally enter through Tampico, sometimes through Veracruz. Shipments originating in the Orient generally enter through Acapulco. If shipped, autos should

not be crated. They should be consigned to the Villasana y Cia. at the port of entry. After delivery at the port of entry, the owner may arrange to pick up the car himself or have it driven to Monterrey.

There are no authorized warehouses in Monterrey. Local packing and shipping concerns do have some warehouse space but this is not fully protected from the elements and only effects in lift vans or crates should be stored for any period of time. In general, storage in Monterrey is not recommended if it can possibly be avoided.

The local firm used by the Consulate General does an expert job of packing and crating, and most people have been completely satisfied with the work.

All shipments to Monterrey entering through Laredo, Texas, should be consigned and marked as follows:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas 78040

For:

John Doe
American Consulate General
Monterrey, Nuevo Leon, Mexico

For shipments entering through Veracruz, Tampico, or Acapulco, the following marks are used:

Tampico:

Villasana y Cia.
Edificio Luz, 20 piso, Desps. 204-207
Tampico, Tamaulipas

For:

John Doe
American Consulate General
Monterrey, Nuevo Leon, Mexico

Veracruz:

Villasana y Cia.
Landeroy Coss 31
Veracruz, Veracruz

For:

John Doe
American Consulate General
Monterrey, Nuevo Leon, Mexico

Acapulco:

Villasana y Cia.
Edificio Alvarez, 10 piso
Acapulco, Guerrero

For:

John Doe
American Consulate General
Monterrey, Nuevo Leon, Mexico

Upon shipment of effects, all shipping documents and bills of lading should be sent to either the American Consulate General for Laredo, Texas entry; or to Villasana y Cia. for the entry at Tampico, Veracruz, or Acapulco, so that they may begin the clearance sent. If you desire early entry of unaccompanied baggage or household effects, give the following information to the administrative officer at this post: your name and title; type, date of issuance, and number of passport and visa; ETA and port of entry; and contents value, and port of entry of shipment (for Monterrey this is usually Nuevo Laredo), and means of shipment.

See special note on shipping effects under "Notes for travelers."

Nuevo Laredo

CONSULATE

THE POST CITY

Because of its location on the border, Nuevo Laredo offers a challenge not normally found in the Foreign Service. Americans at this post are in the unusual position of serving abroad and yet being part of the official and social community of Laredo, Texas, and Nuevo Laredo. Nuevo Laredo combines the conveniences of shopping in the US with the attractions of living abroad.

Nuevo Laredo is the most important port of entry on the US-Mexican border for shipping and travelers to the interior of Mexico. It has an estimated 160,000 residents; 10% speak English, the remainder only Spanish. Mountains skirt the southwestern boundary of the consular district, and brush, cactus, and scrub desert vegetation abound. The city itself is on a gently rolling plain 342 feet above sea level. The climate is characterized by heat, abundant sunshine, and semi-aridity. It is hotter than Washington, D.C., but much less humid. High temperatures are usual from March through October although it is not uncommon to have occasional hot days in winter as well. No well-defined rainy season exists, although May, June, and September usually have the greatest amount of rainfall.

THE POST AND ITS ADMINISTRATION

The post was originally opened on November 13, 1871, as a commercial agency under the Consulate at Matamoros. In 1879, the agency was elevated to a Vice Consulate and later the same year to a Consulate. In 1889, the post became a Consulate General. The fall of 1897 saw the Consulate General moved to Monterrey, and Nuevo Laredo continued to serve as a Consulate.

No other US Government agencies are represented in this district. The Consulate occupies the ground floor of a two-story building at Calle Madero and Avenida Ocampo. Phone 2-0005. Address is P.O. Drawer 449, Laredo, Texas 78040.

LIFE AT THE POST

HOUSING

Temporary Quarters

Nuevo Laredo has a modern, air-conditioned motel (comfortable for a temporary stay). Laredo, Texas, also has a number of motels and hotels newcomers may use. Temporary allowances apply on both sides of the border.

Permanent Housing

Government-leased unfurnished houses are provided for all officers in Colonia Madero, a prosperous residential area on the southern outskirts of Nuevo Laredo:

Residence of Principal Officer. A large comfortable house was leased in December 1968 for 5 years. The house is built primarily on two levels, with bedrooms on the upper level, living and dining rooms, kitchen, guest bedroom, bar, servants quarters, entrance hall, and laundry room at ground level. The one basement room may be used for a den, office, or workshop. The house has a terrazzo tile terrace opening off the dining room, a small orchard of fruit trees, and small swimming pool. A two-car open garage offers a covered entrance to the kitchen. The dining area can seat 10 to 12 persons. The kitchen has adequate cupboard space, counters, and small pantry. A 14-foot frost-free refrigerator and two-oven, modern gas stove are provided.

The guest bedroom on the ground floor has an adjoining bath which also opens off the entrance hall, and may be used for a visitors powder room.

Three bedrooms and two baths are on the upper floor, with a large open terrazzo terrace suitable for outdoor entertaining. A long screened porch faces on the rear garden. Closet space is adequate.

The house is unfurnished except for fitted carpeting in the living-dining area, two bedrooms, and the stairs; draperies in all rooms, and the refrigerator and stove mentioned above.

The house has central heating and air-conditioning.

Residence for Consular Officer. Built in 1964, the house is a one-story brick residence of modern design. Floors are white terrazzo tile throughout the house, in the carport, and on the terrace.

An L-shaped living-dining room with sliding glass and screen doors opens onto a small terrace overlooking the garden. A bedroom-den with private bath and separate entrance opens off the dining area.

Three bedrooms and one bath are along a hall leading from the front entrance. A private bath adjoins the master bedroom.

The kitchen has stainless steel counter tops and built-in metal cabinets in yellow. A 14-foot frost-free refrigerator and a gas range with an electric rotisserie are furnished. Venetian blinds are at all windows except those overlooking the garden.

A large walled garden is convenient for outdoor entertaining much of the year.

The house has central air-conditioning and central heat.

Staff Employee's Residence. A two-story Mexican hacienda-style house in Colonia Mexico, built in 1963, has been placed under

5-year lease for the staff employee assigned to this post. Floors are of red simulated brick tile, as is the large covered terrace which opens off the living room.

Living room, dining room, den, entrance hall, kitchen, breakfast room, and maids quarters are downstairs. A small bath opens off the den, which may be used as a guestroom. Upstairs are three bedrooms and two baths. The house has central air-conditioning and heat, plus a wood-burning fireplace in the living room. The house is unfurnished.

Furnishings

All furnishings are available in Laredo, Texas. Electrical current is 60 cycle, single phase AC, 110v. Natural gas is used for cooking and central heating systems.

FOOD

Adequate food supplies are available through local purchases at the municipal market and small grocery stores and purchases in Laredo.

CLOTHING

During the hot season, lightweight clothing is a must. In the office, men wear summer

suits (often wash-and-wear). Women wear cottons.

At parties men often wear sports shirts and slacks, and women favor airy cottons. For more formal occasions, men wear white or black dinner jackets and women cocktail dresses in wash fabrics.

During the winter, custom occasionally requires formal attire--dinner jackets for officers and gowns or very dressy cocktail dresses for the ladies. Usually noncommissioned personnel don't need formal wear.

Fall and spring-weight suits, dresses, overcoats, and rain boots are used during winter when temperatures can drop into the 20's and 30's. All wearing apparel needed for this climate is available in Laredo, Texas.

RELIGIOUS ACTIVITIES

Roman Catholicism is the predominant religion in both Laredos. Most Christian denominations are represented in Laredo, Texas and services in English are available.

EDUCATION

Schools in Nuevo Laredo are generally overcrowded and instruction is offered only in Spanish. For these reasons most personnel prefer to enroll their children in schools in Laredo, Texas. Laredo Junior College offers a limited curriculum for freshman/sophomore years of college. No educational allowance is paid.

RECREATION AND SOCIAL LIFE

Swimming pools, public tennis courts, bowling alleys, and golf courses are available in Nuevo Laredo and Laredo. In addition, the area has good hunting and fishing. Entertainment in the two Laredos is similar to that in any small American town with occasional cultural programs, fairs, and little theater programs. The usual form of entertainment is a cocktail party with buffet supper to which both Americans and Mexicans are invited. Calling cards are essential.

SPECIAL INFORMATION

Medical Facilities

Medical and dental facilities in Laredo, Texas, are good, and employees at the Consulate customarily consult doctors in the US. Employees may also use medical facilities at Laredo Air Force Base.

Shipping Effects

2102 Washington Street
Laredo, Texas 78040

Shipping entering Mexico from other countries
via the US should be addressed as follows:

John Doe, American Consul
c/o US Despatch Agent
(US Despatch Agency address)

Bills of lading should show Laredo, Texas,
as destination. Correspondence regarding
shipments, including copies of GBL's, should
be mailed to American Consulate, P.O. Drawer
449, Laredo, Texas 78040, as the warehouse
has no mail drop.

For forwarding to:

American Consulate Warehouse
2102 Washington Street
Laredo, Texas 78040

The Embassy should be informed immediately
of shipments scheduled to enter Mexico over-
land from Central America or by sea at Mexi-
can ports. Additional instructions will be
issued for such shipments.

Shipments originating in the US should not
be loose-packed and should be consigned as
follows:

John Doe, American Consul, Nuevo Laredo
American Consulate Warehouse

See special note on shipping effects under
"Notes for travelers."

"Charreadas" (Mexican type rodeos) are almost as popular as bullfights.



San Luis Potosi

CONSULATE

THE POST CITY

San Luis Potosi, capital of the state bearing the same name, has a population of about 280,000, including some 225 Americans. The city is colonial in architecture, having been colonized by Spaniards after 1592 when rich gold and silver mines were discovered there. The downtown area has narrow cobblestone streets and many attractive buildings with carved stone facades. San Luis Potosi is centrally located in the country and lies on a broad semidesert plateau about 2° south of the Tropic of Cancer at 6482 feet above sea level.

It has a dry, pleasantly mild and temperate climate, with an average annual rainfall of 14 inches spread out over an average of 67 days yearly, and negligible changes in temperature, except for the warm midday sun. Summer temperatures are normally 75°-81°F during the day and 60°-68° at night; in winter, 68°-75° during the day and 38°-48° at night. Occasionally in the hottest months (April-May) temperatures rise to 90°. During the coldest months (December-February) occasional nortes, caused by cold air masses being pushed down from northern high pressure zones, cause temperatures to drop below normal, but they rarely last longer than a few days.

Potosinos, as they call themselves, are a friendly though conservative and proud people. The city is gradually developing industrially, and the new residential sections have broad, tree-lined and well-lighted streets and modern houses. Agriculture is the main industry of the area, followed by mining and small textile, foundry, metal, chemical and light machinery industry. Owing to its strategic geographic position, the city is a hub of bus, truck, and railway activity.

THE POST AND ITS ADMINISTRATION

The Consulate occupies two offices on the fourth floor of the Edificio Lamadrid, a modern 10-story building completed in 1967, located at Avenida Venustiano Carranza 980. Consulate mailing address is Apartado Postal 697, San Luis Potosi, S.L.P., Mexico. Phone 2-13-30. Office hours are 8:30 am to 1:00 pm and 2:30 to 6:00.

LIFE AT THE POST

HOUSING

Temporary Quarters

One first-class hotel and several good hotels and motels are suitable for temporary quarters. Furnished quarters with kitchen facilities are available at a hotel, a motel, and an apartment house.

Permanent Housing

The principal officer's residence is government leased. It is a modern, spacious, two-story unfurnished house in the best section of the city. It has a living room, dining room, breakfast room, 5 bedrooms (with sitting room in the master bedroom), 3-1/2 bathrooms, modern kitchen with cabinets, 3 balconies, front and back porches, small front and back gardens, servants bedroom for two with bathroom, laundry room, outside twin washtubs with drying area, and covered carport for 2 cars. Curtains and two hot water heaters are installed in the house.

Permanent quarters are often difficult to find as owners prefer to sell rather than rent the type of house an American would consider suitable for leasing. But with patience and diligence you can usually find comfortable quarters at the right price.

FOOD

Several supermarkets stock a wide variety of fresh and canned food, meat, fish, and dairy products. Fruit in season is excellent and cheap. American brands canned locally are reasonably priced, though variety is limited and quality sometimes not as good. Strained and junior baby foods prepared in Mexico by US affiliates are sold but at higher prices than in the US. A limited variety of packaged frozen foods have been introduced recently. Bottled soft drinks of all varieties are available, as well as good and inexpensive beer. No need exists to import food, except for delicacies and special American prepared foods which are either difficult to find or expensive.

CLOTHING

Because seasonal temperature variations are not as great as in the US, very heavy or very light clothing is not needed in the city, although travel to lower altitudes calls for tropical clothing. Sweaters and topcoats are worn occasionally during the chilly mornings and evenings from September to March, and raincoats are useful during this period, too.

Men wear medium to lightweight business suits to offices and clubs; sport shirts, sweaters, and slacks or western ranch-style attire for informal occasions; and dark suits or tuxedos for formal occasions.

Cotton, linen, silk, and lightweight woolen skirts, dresses, and suits are recommended for women, as well as lightweight sweaters and cloth coats. A stole or cape is useful in the evenings; full-length furs are not worn. Cocktail dresses are a necessity for formal affairs, and a black or white (or combination black and white) full-length gown is needed if you plan to attend the annual gala "Black and White Ball" (the gown can be made locally if need be).

It is wise to bring children's wardrobes (except for school uniforms) and supplement them with local purchases and mail orders from the US.

Clothing and shoes of all kinds are available; tailors, seamstresses, and shoemakers are not expensive, but styles, sizes, and materials differ from American brands.

RELIGIOUS ACTIVITIES

The Roman Catholic religion predominates in the city. No masses are said in English, but a few priests speak English. Most Protestant services are in Spanish, although interdenominational services directed by American missionaries are held occasionally in a Protestant church. No Jewish services are held in the city.

EDUCATION

San Luis Potosi has no school offering instruction in English although discussions are underway about establishing one. Nearest such schools are at Queretaro, Tampico, Monterrey, and Mexico City. American children generally attend one of several good private primary and secondary schools operated by Catholic religious orders, and their education is supplemented by home instruction of the Calvert system type. Uniforms are worn at all schools except by boys in the secondary schools.

RECREATION AND SOCIAL LIFE

The Club Deportivo has excellent facilities for swimming, tennis, fronton, bowling, basketball, soccer, and miniature golf, in addition to steam rooms. A golf club has a 9-hole course and new clubhouse with swimming pool and steam rooms. Fishing and boating are limited to a small area created by a dam about 30 minute's drive by car. Spectator sports are soccer, baseball, bullfights, cockfights, charreadas (Mexican-type rodeos), and wrestling. A rifle association has a clubhouse and firing range.

SPECIAL INFORMATION

Medical Facilities

Several good general practitioners and specialists in medicine and dentistry practice in the city; many have had some post-graduate training in the US. Medical services are adequate, with difficult cases referred to specialists in Texas. Diagnostic laboratory facilities and hospitals are also adequate. Drugs and prescription medicines can be obtained locally at prices comparable to those at home.

Shipping Effects

Shipments of household effects usually enter through the border city of Nuevo Laredo or the port of Veracruz. Overland shipments entering through Nuevo Laredo should be consigned and marked:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas 78040

For:
John Doe
American Consulate
San Luis Potosi, S.L.P., Mexico

Sea shipments to San Luis Potosi should be consigned and marked as follows:

Villasana, S.A.
Ladero y Coss 31
Veracruz, Veracruz, Mexico

For:
John Doe
American Consulate
San Luis Potosi, S.L.P., Mexico

See special note on shipping effects under "Notes for travelers."

EDUCATION

Americans normally send their children to the American School of Tampico which has kindergarten through 10th grade. It was established in 1917 and now has about 400 students, most of whom are Mexicans. Instruction is in English and Spanish. The school has an annual inscription fee plus monthly tuition which varies depending on the grade. Most books are provided.

RECREATION AND SOCIAL LIFE

Social life is quite informal. Several social clubs offer dining facilities, and two sports clubs have swimming pools; one has a 9-hole golf course. The city has four tennis courts, and there is a public beach at Miramar. The Tampico area also offers fishing and an abundance of game for the hunter. Eight movie houses, three are air-conditioned, offer mostly American films. There is one local TV channel, and another which rebroadcasts programs from a Mexico City channel.

SPECIAL INFORMATION

Medical Facilities

Some doctors at Tampico's medical center

Speak English and have had training or experience in the US.

Shipping Effects

Shipments should be addressed as follows:

American Embassy
c/o American Consul
Tampico, Mexico

For:
John Doe
Vice Consul at Tampico, Mexico

If your shipment is to enter Mexico via Nuevo Laredo, it should be consigned and marked as follows:

Villasana y Cia., S.A.
POB 1539
1000 Maryland Avenue,
Laredo, Texas

For:
John Doe
American Consulate
Tampico, Mexico

See special note on shipping effects under "Notes for travelers."

Tampico

CONSULATE

THE POST CITY

The city of Tampico, extending about 7 miles inland from the Gulf of Mexico along the north bank of the Panuco River and adjacent lagoons, is actually two cities: Tampico with roughly 200,000 inhabitants and Ciudad Madero with roughly 90,000. The two cities constitute a single entity both physically and economically.

It is the principal port for northeastern Mexico and has developed around the Mexican oil industry. Industry and agriculture are on the increase, however. It is about 95% native, some 400 Americans live in the area.

The terrain is mildly rolling, with maximum elevations of around 80 feet. Winter extends from November through March accompanied by "northers" with high winds and heavy ground fog each morning.

Summer is April into November. During normal years the rainy season lasts from about mid-May through September. The area is occasionally in the path of a Gulf hurricane which can flood and isolate the entire region. Relative humidity is high year round, and mildew is a serious problem. Tampico also has an oversupply of inimical insects of every variety.

THE POST AND ITS ADMINISTRATION

The Consulate offices are at Diaz Miron 106 Oriente, one of Tampico's better buildings. Phone 2-36-00 or 2-36-01. The USIS Benjamin Franklin Library, located in the binational center, is administered by the Consulate.

LIFE AT THE POST

HOUSING

There are five hotels in downtown Tampico as well as several motor courts available for temporary stays.

Government-leased unfurnished quarters are provided for consul and vice consul. A

small inventory of government-owned furnishings, including 1 electric refrigerator, 1 deep freeze, 3 wardrobes, 4 ceiling fans, 2 dehumidifiers, 13 air-conditioners, 2 gas heaters, and a gas stove are available.

Furniture prices are high and workmanship poor. It is therefore wise to bring all furnishings and furniture to post. Current is 125v, 60-cycle, single phase, AC. In bringing a hi-fi set from the US, it is best to have an automatic voltage regulator installed or select a model with an automatic switch.

FOOD

All necessary foods for a well-balanced diet are available here. Except for canned baby foods and specialty items, there is no need to import foods.

CLOTHING

Dress is extremely informal. A few men wear suits and ties, but most men wear slacks and short-sleeved, open-necked sport shirts. Wool suits and raincoat or light topcoat can be worn in winter. A winter dinner jacket will be useful.

Women wear washable summer dresses 9 months of the year. The rest of the time fall-weight clothing is perfect. Long evening gowns, long gloves, and hats are seldom worn.

Children wear cotton dresses, blue jeans, etc., both at home and at school.

At least for younger children, flannel night-clothes are needed in winter and sweaters and woolen clothing should be provided for cool days.

RELIGIOUS ACTIVITIES

In addition to Roman Catholic churches with services in Spanish, there is a small Anglican and Episcopal church which holds regular services in Spanish and English. Several other Protestant churches offer services in Spanish.

EDUCATION

Americans normally send their children to the American School of Tampico which has kindergarten through 10th grade. It was established in 1917 and now has about 400 students, most of whom are Mexicans. Instruction is in English and Spanish. The school has an annual inscription fee plus monthly tuition which varies depending on the grade. Most books are provided.

RECREATION AND SOCIAL LIFE

Social life is quite informal. Several social clubs offer dining facilities, and two sports clubs have swimming pools; one has a 9-hole golf course. The city has four tennis courts, and there is a public beach at Miramar. The Tampico area also offers fishing and an abundance of game for the hunter. Eight movie houses, three are air-conditioned, offer mostly American films. There is one local TV channel, and another which rebroadcasts programs from a Mexico City channel.

SPECIAL INFORMATION

Medical Facilities

Some doctors at Tampico's medical center

speak English and have had training or experience in the US.

Shipping Effects

Shipments should be addressed as follows:

American Embassy
c/o American Consul
Tampico, Mexico

For:
John Doe
Vice Consul at Tampico, Mexico

If your shipment is to enter Mexico via Nuevo Laredo, it should be consigned and marked as follows:

Villasana y Cia., S.A.
POB 1539
1000 Maryland Avenue,
Laredo, Texas

For:
John Doe
American Consulate
Tampico, Mexico

See special note on shipping effects under "Notes for travelers."

Tijuana

CONSULATE GENERAL

THE POST CITY

The city of Tijuana lies just south of San Diego, Calif., and the vegetation and physical environment are similar to those of Southern California in many respects. The city is 5 miles from the Pacific Ocean at about 75 feet above sea level. It is built in and around small hills which are part of the Pacific Coast Range.

Tijuana is a fairly modern city whose municipal services have been severely taxed in recent years by the tremendous influx of new residents. Present population (1970 Census): County of Tijuana, 335,000; city of Tijuana, 272,000. Principal economic activity is tourism. Also, industrial plants assemble US-manufactured components into finished products for export back to the US.

Climate is similar to that of San Diego, with no extremes in temperature. Winter temperatures may drop to the 40's F at night but seldom go to freezing. Days are usually sunny. Heat is usually moderate even in summer. Rainfall, which normally falls from October to March, averages 10.4 inches yearly. Heavy night and morning fogs are common. Vegetation is sparse on the slopes surrounding the city resulting in a generally dusty condition almost year round.

Those living in the Tijuana Consular District are mainly of Spanish-Indian descent, and Spanish is the common language. English is widely spoken and understood, though. About 5000 Americans reside in the Consular District, apart from the many thousands of tourists who cross the border every day (some 14 million a year). No other large foreign colony exists.

THE POST AND ITS ADMINISTRATION

The Consulate General is at Tapachula 96, a modern two-story building. Telephone number is 6-1001 (when calling from the US, 903-386-1001). An officer of the US Immigration and Naturalization Service and secretary are attached to the Consulate General. The Department of Agriculture also maintains a Plant Control Office in Tijuana. The Consulate General's postal address is Apartado Postal 68, Tijuana, Baja California and P.O. Box 1358, San Ysidro, California, 92073.

LIFE AT THE POST

HOUSING

Temporary Quarters

Temporary quarters are available on both sides of the border. There is a wide selection of motels and hotels in Chula Vista and San Ysidro, California, some with connecting rooms and kitchenettes. The most desirable temporary lodgings in Tijuana are in the Country Club Motel, a few blocks from the Consulate General. The motel has a swimming pool, restaurant, and bar. It has connecting rooms and suites but no kitchenettes.

Permanent Housing

The Consulate General has leased a number of apartments and houses. The unfurnished 2-, 3-, and 4-bedroom units are in the better residential areas. Since a few of the quarters have refrigerators and/or stoves, we recommend that you write the administrative officer regarding the quarters you will be assigned and its furnishings. Inasmuch as the housing situation has eased in the last few years, newcomers may be given a housing allowance.

The principal officer's residence, is a handsome two-story house about 2-1/2 miles from the Consulate General. It is on a hill with a magnificent view of Tijuana and San Diego. The house has 5 bedrooms, 4 baths, living room, dining room, library, breakfast room, and maid's quarters with bath. The residence is unfurnished but has a built-in gas range and oven, refrigerator, dishwasher, clothes-washer, freezer, and water softener and filter. It has central heating, wall to wall carpeting, and draperies. Ample storage space is in the attic. Representational china and glassware are provided, but no linens or silverware. There is a two-car carport, a large, fenced, well-landscaped lawn with night lighting. Photographs and floor plans are available in FBO.

Furnishings

Because of the moderate climate in this area, no special furnishings or protective

precautions for the care of furniture are necessary.

FOOD

Most foods available in California are also sold in Tijuana. But most American personnel prefer to do their shopping in California supermarkets.

CLOTHING

Lightweight wool or cotton-dacron suits are worn by some men year round but heavier suits can be worn from November to May. Formal attire is seldom needed, though on rare occasions a dinner jacket (dark or white) may be worn. If you don't own formal clothes, it's recommended that you not buy any until you get here. For example, it's easy to rent men's formal clothes for any occasion. Overcoats and topcoats are seldom necessary.

During the winter months, women may prefer to wear woolen suits, dresses with jackets, etc., since the weather is cool, though temperatures seldom reach freezing. Afternoon dresses and sports clothes in silk, rayon, and cotton, plus several cocktail dresses, should complete a woman's wardrobe. Full-length woolen coats are appropriate in winter. A light wrap or fur stole is usually necessary on summer evenings. Formal evening dresses are seldom worn. In Tijuana women generally wear hats to large club functions (Rotarians, Lions, etc.) and to weddings, but on few other occasions. In San Diego hats are usually worn for large noontime or afternoon gatherings, such as official naval ceremonies, luncheons, and ladies' club meetings.

Children wear play and sun suits during the summer.

All types of clothing are available in Tijuana and San Diego.

RELIGIOUS ACTIVITIES

No churches in Tijuana hold services in English. Access to churches of all denominations on the US side of the border is easy.

EDUCATION

Because of the overcrowded conditions and different standards of education in Tijuana schools, all American personnel have enrolled their children in public or parochial schools

in the US, primarily in Chula Vista. Some children have attended boarding schools or private day schools in San Diego. No special allowance for "Away from Post" is authorized.

RECREATION AND SOCIAL LIFE

The Tijuana Country Club with its 18-hole golf course, swimming pool, tennis courts, and restaurant facilities offers courtesy memberships to officers of the Consulate General. Ample opportunity exists for outdoor activities such as hunting, fishing, and swimming, and camping is possible throughout the peninsula. Nearby Ensenada is noted for its fishing, yachting, and sailing. Spectator sports include jai alai, horse and greyhound racing, and bullfights. Tijuana has several modern movie theaters, some excellent restaurants, and many night-clubs, most of them squalid and with only mediocre entertainment.

Officers of the Consulate General, particularly the Consul General, have many social and official meetings on both sides of the border with government officials, business and professional people, and officers of military commands. It is suggested that newcomers bring enough calling cards for the customary initial calls. The Consul General will require about 500 cards during a 2-year tour; economic and protection officers 300-400 cards; other officers less.

SPECIAL INFORMATION

Medical Facilities

There are capable doctors and dentists in Tijuana, many of whom have studied at US universities. Most personnel consult doctors in the nearby San Diego area, however. Due to the proximity of the US and the limited hospital facilities in Tijuana, employees and their dependents needing hospitalization usually go to the US. The Naval Hospital in San Diego is used for hospitalization under the Department's medical program. An American medical adviser under contract performs medical examinations in Tijuana for the post.

Shipping Effects

No special packing, marking, wrapping, or limits on lift van size are necessary for the shipment of household effects. Since you must live in Mexico to receive quarters allowance, the ultimate destination will be Tijuana. But because no acceptable storage facilities exist in Tijuana, household effects and unaccompanied baggage should be shipped to the employee in care of one of the storage companies in San Diego.

None of the storage and transfer companies in San Diego is licensed to haul into or unpack shipments in Tijuana. This makes it necessary to arrange for a Mexican firm to pick up the shipment from the storage company in San Diego, haul it to Tijuana and unpack at the employee's residence. The residence-to-residence method of shipping should not be used on shipments for personnel assigned to Tijuana.

Among the San Diego firms having excellent storage facilities are:

Sullivan Storage and Transfer Company
(United Van Lines)
4660 Alvarado Canyon Road, San Diego

Bekins Van and Storage Company
1202 Kettner Boulevard, San Diego

Atlas Transfer and Storage Company
(Allied Van Lines)
2050 Hancock Street, San Diego

See special note on shipping effects under "Notes for travelers."

In some old towns, cobblestone streets may not be changed, and new buildings must conform to the old architecture.



Veracruz

CONSULATE

THE POST CITY

Veracruz is Mexico's principal port. It is a tropical city characterized by hot, humid summers with heavy rainfall (from May to October) and moderate winters punctuated by strong northwinds (nortes), often reaching hurricane strength, from October through April. The city is built on flat sandy soil and is surrounded by sandhills. The city has 225,000 residents.

Like all of Mexico, Veracruz exhibits the results of the fusion of the Spanish and the Indian cultures into the civilization of modern Mexico. While strongly influenced by its Spanish traditions, Veracruz has adopted recently some of the external aspects of modern cities everywhere. Much of the center of the city has remained untouched, providing Veracruz with its fascinating architectural contrasts and giving one a sense of the historical unity of the city's vivid past.

The only foreign group of any size is the Spanish colony. The American colony is small and not very active. Few American retirees have settled in the Veracruz area. Veracruz is not on the main tourist routes, yet as many as 20,000 Americans visit the city each year, principally in the winter.

Veracruz is Mexico's richest state. Its wealth traditionally has come from the rich agriculture blessed by ample rainfall nearly year round. Local products include sugar (half of Mexico's production), coffee, corn, cacao, tropical and citrus fruits, tobacco, and cattle. The State of Veracruz is also rich in oil and sulphur. Seafood is abundant on the coast. The Port of Veracruz is an important center for the metal industry, boasting an aluminum plant, a steel pipe factory, and a shipyard.

THE POST AND ITS ADMINISTRATION

The Consulate is small but diversified on the waterfront post at the corner of Calle Arista and Malecon. Office phone numbers are 2-30-40 and 2-22-53. Postal address is American Consulate, Arista #20, Veracruz, Ver.

LIFE AT THE POST

HOUSING

Temporary Quarters

Several hotels within walking distance of the Consulate are suitable for temporary quarters and within the temporary quarters allowance. No local hotels have cooking facilities.

Permanent Housing

Solid hardwood furniture is best for the climate and to protect against termites. Metal deteriorates rapidly in the humid salt air. Bring electrical appliances, air-conditioners, and fans to post. Rental houses normally lack fixtures, curtains rods, kitchen cupboards and fixtures, towel racks, etc. The principal officer's residence is within a compound which also includes the Consulate. The residence/office is under a short-term lease which expires March 15, 1971. The exteriors of both buildings are quite run-down, but a long-term lease may be renegotiated due to the property's excellent location. Directly overlooking the sea, the residence commands an imposing view of the harbor.

The ground floor has a large tiled porch, living room, dining room, pantry, kitchen, laundry, telephone closet, storage closet, and half bathroom. Upstairs are 3 bedrooms (one of them very small), 2 bathrooms, and 5 small walk-in closets. The residence has 7 window air-conditioners. There is a swimming pool on the side of the front garden, and a cabana with shower, lavatory, and toilet. In the rear of the residence is a one-car garage with an attached room now used as a storage and tool room. Another car port is at the southeast end of the residence. Above the garage and tool room are servants quarters.

The residence is equipped with a washing machine, vacuum cleaner, floor polisher, two refrigerators (one barely serviceable and the other in good condition), and a 1957 deep freeze, which is to be replaced shortly. The residence has crystal, china,

A few kitchen utensils, and some bath linen. Although the residence is supplied with 4 new pillows, 2 new bedspreads, some sheets and towels, a principal officer should bring bed and table linen, as well as his own silverware. Stainless steel is preferable because of heavy tarnishing and corrosion. All the windows have curtains. No pictures are furnished for the walls, and the floor and table lamps need replacing. Because of its seafront location the building requires continuous upkeep. Salt compounds rise with moisture in the masonry walls and corrode pipes and flake off plaster and paint. Salt air and salt winds corrode exterior metal-work and paints.

Adequate unfurnished houses for other personnel can usually be located within about 1 month of arrival. A few nice apartments are available at times. Furnished housing considered adequate is rare. At present, a three-bedroom, unfurnished house can be rented for about \$125-175 a month. Such a house would have 1-1/2 or 2 baths, (showers only), a kitchen, a large combined living-dining room, and maids room and bath. There is no lawn since most houses have a combined patio and garage.

Most rental houses are not built with air-conditioning in mind and the lessee must assume the expenses for preparing the house for the installation of air-conditioning. Unfurnished houses rarely have venetian blinds, screens, light fixtures, storage closets (both kitchen and clothes), and the many miscellaneous items found in unfurnished houses in the US. All newly assigned personnel should include two or three window air-conditioners, floor fans, and all major household appliances in their initial shipment of household effects.

At present the Consulate has no furniture or appliances for use of the second officer. Prices for locally made furniture is prohibitive and selection poor. You should bring your kitchen cabinets, towel racks, etc.

FOOD

With the exception of special baby foods and some specialty items, no food imports are necessary.

Good seafood is generally plentiful for most of the year. Pork, beef, and chickens are regularly available. The beef tends to be tough and stringy and is often just hacked away from the carcass. A pressure cooker is most useful in preparing beef recipes.

Wives buy their fresh fruits and vegetables in the local market. Two or three small supermarkets are the source of canned foods

and staples. Pasteurized milk has recently been introduced in the local market. If you enjoy ice cream, an ice cream freezer is a necessity.

Speciality foods such as cake mixes, various sauces, and other items normal to the American diet are hard to find locally. Although the Embassy Commissary Association places a monthly group food order, post personnel have found this procedure to be unsuitable.

CLOTHING

Lightweight clothing suitable for the tropics is worn year round. Washable clothing is best. A lightweight dark suit is useful for special events and for some social gatherings during the cooler months. Tuxedo and white dinner jacket are rarely needed.

Women will need a few cocktail dresses and at the most one simple dinner gown. Lightweight, washable dresses will be needed for every day wear.

Bring most clothing and shoes you'll need with you.

Men should bring plenty of lightweight slacks and short sleeve shirts since a suit coat is rarely worn.

Sweaters and warmer clothing are needed during the norte season and also for trips to Mexico City.

A baby's wardrobe is minimal and local products should suffice.

RELIGIOUS ACTIVITIES

There are many Catholic churches, although none currently has an English-speaking priest. A number of small Spanish-language Protestant churches exist.

EDUCATION

Veracruz has no American school. In general, conditions are better in private Catholic schools than public schools, but in both all instruction is in Spanish. Even if the children are fluent in Spanish most American families send their secondary school-aged children to schools in Mexico City or to the US.

RECREATION AND SOCIAL LIFE

Tennis courts and swimming pools are avail-

able in Veracruz, but the public beaches are not especially attractive nor safe from sharks. Golfers must drive to Jalapa, 2 hours away, or Cordoba, slightly further, to play on 9-hole courses. Fishing and hunting are good sports to enjoy at the post. A small boat and motor will provide hours of recreation in the many rivers and lakes and in the Gulf. Spectator sports include soccer, baseball, basketball, bowling, and wrestling.

Few cultural programs of high caliber are offered in Veracruz. Small groups offer monthly programs but the entertainment is mediocre. Staff members attend three of the city's six movie houses. They show fairly recent films. American radio and TV sets can be used without problem.

Veracruz is the scene of Mexico's most famous pre-Lenten carnival, although it has fallen in popularity and prestige in recent years. Other important weeks for visitors to Veracruz are Semana Santa, the May and September government holidays, and Christmas, when more than 75,000 tourists come to the city.

One day trips from Veracruz can be made to the Cordoba-Orizaba area, Fortin de las Flores, Jalapa, Lake Catemaco, and various archeological sites. Most of the main tourist attractions in Mexico are within 1 or 2 days' drive. Mexico City is an hour by air, or 6 hours by car. The US border (Brownsville) is 2 long days of driving away.

Business calling cards are useful to officers, but cards are seldom used by wives.

SPECIAL INFORMATION

Medical Facilities

Doctors in Veracruz are competent for ordinary diseases, illnesses, and minor surgery, and several small clinics are used in emergencies. Dentists, oculists, and optometrists are considered "fair." For more complicated medical cases post personnel have gone to Mexico City or San Antonio, Texas for treatment. The Consulate maintains a

very small stock of standard medical supplies and medicines. Local drugstores have a fairly complete line of drugs.

Shipping Effects

Before arrival make all arrangements for shipping your effects through the Consulate, which will coordinate the necessary paperwork with the Embassy. Household effects coming from the east coast of the US can, with luck, arrive here in 1 month.

Air shipments to Mexico City should be marked as follows:

American Embassy
Mexico, D. F.

For:
Mr. John Q. Doe
American Consulate
Veracruz, Veracruz

Shipments arriving by ship at Veracruz:

John Q. Doe
American Consulate,
Veracruz, Veracruz

Through:
VILLASANA Y CIA., S.A.,
Agentes Aduanles
Landro y Cos 31,
Veracruz, Veracruz
Mexico.

Shipments arriving at Nuevo Laredo:

American Consulate (Warehouse)
2102 Washington Street
Laredo, Texas 78040

For:
John Q. Doe
American Consulate
Veracruz, Veracruz
Mexico

For shipments arriving at any other port of entry, write the Consulate for information.

See special note on shipping effects under "Notes for travelers."

Notes for travelers . . .

GETTING TO THE POST

Normally, employees travel to posts in Mexico via commercial airlines or personal automobile.

Newly assigned employees are requested to notify their respective posts of their travel plans, including date and means of arrival, so that temporary housing may be arranged and, if appropriate, they can be met.

CUSTOMS, DUTIES, AND PASSAGE

American personnel, excluding resident employees, are entitled to duty-free entry of personal belongings, household effects, and automobiles for their personal use. These privileges are designed to enable employees to furnish their homes adequately; under no circumstances should personal property be imported for sale.

You and your family should have valid passports with current Mexican visas. Tourists may enter the country with a tourist card instead of a visa. In rare cases where employees or their families have been unable to obtain Mexican visas before leaving the US, they have entered Mexico as tourists and were issued proper papers later. If an employee coming here has a child born in Mexico he should check with the Department concerning special documentation problems which may arise.

Your pet will need a veterinarian's certificate of good health and evidence of anti-rabies shots in the past 6 months. These papers must be certified by a Mexican consul for which a fee is charged. Employees arriving by plane with a pet should inform the Embassy well in advance so that the papers can be arranged.

SPECIAL NOTE ON SHIPPING EFFECTS

There must be no discrepancy between the address on the vans or cases you send, the bills of lading covering your shipment, and the information given the Embassy to effect free entry. A discrepancy of this sort will mean that free entry will have to be re-

quested again from the Mexican Government. Shipments must be addressed in English.

The Embassy also wishes to emphasize that the correct mailing address for documentation papers is different from the address shown for surface and sea shipments which are for warehouses where no office or facilities for the acceptance of mail are available. Therefore, all documentations, i.e., waybills, including airway bills, packing lists, personal letters, etc., must be airmailed to the American Embassy, Apartado Postal 88 Bis, Mexico 1, D. F., or sent by air pouch to the Embassy, Mexico City.

Automobiles. Employees bringing a vehicle from the US are reminded that Foreign Service regulations require that it be driven rather than shipped, since there is a connecting and hard-surface highway. However, the Department will amend the orders to authorize shipment of the vehicle when a hardship would result (e.g., a single girl driving alone, a family with small children traveling in the heat of summer, etc.).

We call your attention to the provisions of 6 FAM 145.2 a (2). You are not automatically authorized to drive your private automobile on a mileage basis in connection with consultation in the US and transfer to or from Mexico. Special authorization must be obtained on the basis that such travel is advantageous to the government.

If you are shipping a car, full details of routing and a complete description of the vehicle (make, model, year, type, serial number, motor number) and a list of all extra equipment (number of spare tires, radio, heater, etc.) must be sent to the general services officer well in advance with an information copy to the Consulate at the port of entry (or the customs broker) where the car is consigned.

You should inform the Consulate at the port of entry (or the customs broker) whether you wish your car driven to Mexico City by a commercial driver or shipped by truck or rail.

If you want a commercial driver, you must arrange insurance at your own expense.

The Embassy has no storage facilities for

vehicles that arrive before the employee does. Any expenses incurred in this connection are the responsibility of the employee.

Household and Personal Effects. Shipments generally arrive by truck via Nuevo Laredo or by sea via Veracruz. No shipment should be sent collect. Shipments must be in lift vans and it is best that everything be itemized on the packing lists and preferably insured since loss from breakage or pilferage occurs from time to time.

The Consulate warehouse in Laredo is not a long-term storage facility, nor can it accept "Loose-Pack" shipments. It is neither pest nor moisture controlled, and goods are shipped to their final destination as soon as possible.

For the Embassy General Service Office to obtain free-entry permits for household and personal effects, the employee must air-mail or air-pouch to the General Services Office the following information:

Name, title, and address of shipper(s).

Mexican port of entry and means of shipment to that point.

Specific number of trunks, suitcases, lift vans, cases, cartons, barrels, crates, or packages. If information is not known, an overestimate rather than an underestimate should be made.

If liquor is included, name and address of supplier, brand and kind of liquor, number of cases, number of bottles in each case, and size of bottle.

FIREARMS AND AMMUNITION

If you wish to bring in firearms and ammunition, they must be included with your household effects. A special permit from the Mexican Government is required before you may use firearms in Mexico. Procedures to follow when applying for the permit are available from the General Services Office upon arrival at post.

US personnel assigned to the Embassy and all Consulates may bring in only the following quantities and types of nonautomatic firearms and ammunition:

Item	Quantity
Pistols	2 (not to exceed 45 caliber)
Rifles	1 (not to exceed 400 magnum)
Shotguns	2 (not to exceed 12 gauge)

Ammunition	100 rounds pistol
	100 rounds rifle
	1000 rounds shotgun

CURRENCY, BANKING, WEIGHTS AND MEASURES

The monetary unit in Mexico is the peso, worth about 8¢. The present official rate of exchange is 12.49 pesos for \$1 (US). Each peso contains 100 centavos. The mark used to designate pesos is the same as the dollar symbol, except that it has only one upright line (\$). Banking facilities are comparable to those in the US except that with checking accounts canceled checks are not returned with monthly statements. The First National City Bank of New York is the only American bank with a branch in Mexico City.

The Embassy Disbursing Office performs authorized accommodation exchange for employees. A US checking account is recommended. Some employees also have local checking accounts. The Embassy does not cash peso checks, and cashing checks locally is much more complicated than cashing them in the US. Travelers checks are almost universally acceptable.

Some American credit cards (e.g., Sears, Diner's Club, American Express) are accepted in Mexico. Gasoline credit cards are not.

Employees should bring enough money to allow for at least 2 months' expenses. In addition to paying rent in advance, many landlords require an additional month's rent in lieu of a fiador or cosigner. In addition, it often costs several hundred dollars when moving into a new home for draperies, fixtures, heating units, etc.

If you are driving, buy enough pesos at the border to get you to the post. Dollar and travelers checks are freely accepted at motels and hotels, but often there is a service charge for the exchange.

The metric system of weights and measures is used and distances are figured in kilometers. One kilo (kilogram) is equal to 2.2 pounds; 1 kilometer is five-eighths of a mile.

TAXES, EXCISES, EXCHANGE, FINANCE, AND SALE OF PERSONAL PROPERTY

American employees assigned to Mexico are subject to taxes on electricity and gasoline. There is a stamp tax on leases, customarily paid half by the tenant and half by the lessor; however, the General Services Office can obtain an exemption for the tenant's portion. Exemptions can be obtained from phone tax only if the phone is registered in the

tenant's name and it appears on the diplomatic or consular list.

There is no objection to the sale of reasonable amounts of personal property like old items you are replacing or items you want to sell when transferring. Items that cost more than \$100 (US) require advance approval from the Embassy Sales Board.

RECOMMENDED READING

Economics

Call, Tomme Clark. The Mexican Venture: From Political to Industrial Revolution in Mexico. Oxford Univ. Press (New York 1953).

Glade, William P. The Political Economy of Mexico. Univ. of Wisconsin Press (Madison 1963).

Mosk, Sandford. Industrial Revolution in Mexico. (Berkeley 1950).

Vernon, Raymond. The Dilemma of Mexico's Development. Harvard Univ. Press (Cambridge 1963).

Fine Arts

Cranfill, Thomas. The Muse in Mexico. Univ. of Texas Press (Austin 1959).

Myers, Bernard. Mexican Painting in Our Time. Oxford Univ. Press (New York 1956).

Plenn, Virginia. A Guide to Modern Mexican Murals. Ediciones Tolteca, 1963.

History and Political Science

Brandenburg, Frank. The Making of Modern Mexico. Prentice-Hall. 1964.

Cline, Howard Francis. The United States and Mexico; rev. ed., enl. Harvard Univ. Press (Cambridge 1963).

Cline, Howard Francis. Mexico, Revolution to Evolution, 1940-1960. Oxford Univ. Press (New York 1962).

Diaz del Castillo, Bernal. The Bernal Diaz Chronicles: the True Story of the Conquest of Mexico; tr. and ed. by Albert Idell. Doubleday (Garden City 1956).

James, Daniel. Mexico and the Americans. Frederick A. Praeger (New York 1963).

Peterson, Frederick A. Ancient Mexico. Putnam, 1959.

Prescott, William Hickling. The Conquest of Mexico. Modern Library Edition.

Scott, Robert E. Mexican Government in Transition. Univ. of Illinois Press (Urbana 1964).

Simpson, Lesley Byrd. Many Mexicos. Univ. of California Press, 1960.

Tannenbaum, Frank. Mexico, the Struggle for Peace and Bread. Knopf, 1950.

Sociology and Social Literature

Azueta, Mariano. The Underdogs; tr. by Enrique Munguia, Jr. New American Library (New York 1963).

Fernandez de Lizardi, Jose Joaquin. The Itching Parrot; tr. by K. A. Porter. Doubleday (Garden City 1942).

Gonzalez Pena, Carlos. History of Mexican Literature. Southern Methodist Univ., 1945.

Guzman, Martin Luis. The Eagle and the Serpent; tr. by Anita Brenner. Viking, 1944.

Lewis, Oscar. The Children of Sanchez. Random House (New York 1961).

Lewis, Oscar. Pedro Martinez. Random House (New York 1961).

Lewis, Oscar. Mexican Case Studies in the Culture of Poverty. Basic Books (New York 1959). Parts of this study formed the basis for the later work, The Children of Sanchez.

Lewis, Oscar. Tepoztlan, Village in Mexico, Holt, Rinehart and Winston (1960). Reprint of one of Lewis' earlier published works and reputedly his most scientific. A study in depth of a small town near Cuernavaca.

Magdalena, Mauricio. Sunburst; tr. by Anita Brenner. Viking, 1944.

Northrop, F.S.C., The Meeting of East and West. Macmillan, (New York 1946 and 1963). Chapter II, pp. 15-65. An interpretation of Mexican civilization and culture.

Pan American Union. Mexico. (Washington, D.C. 1963).

Paz, Octavio. The Labyrinth of Solitude; tr. by Lysnader Kemp. Grove (New York 1963).

Verissimo, Erico. Mexico. Orion Press (New York 1957).

Miscellaneous

Clark, Sidney. All the Best in Mexico. Dodd, Mead and Company. (New York 1961).

Johnson, William Weber and the editors of Life. Mexico (Life World Library). Time, Inc., 1964 (excellent photographs).

Simon, Kate. Mexico: Places and Pleasures. World, 1963.

Terry, Thomas Philip. Terry's Guide to Mexico. Doubleday and Company (Garden City 1962).

Toor, Frances, New Guide to Mexico. Crown Publishers, 1960.

Wilcock, John and John Foreman. Mexico on \$5 a Day. Arthur Frommer, Inc., 1969.

Wright, Norman Pelham, A Mexican Medley for the Curious. Imprenta Nuevo Mundo, S.A. (Mexico 21, D.F., 1961).

Periodical

McDowell, Bart. "Mexico in Motion." National Geographic, Volume 120, October 1961, pp. 490-539 (excellent photographs).

Regional Baja California (Tijuana and Mexicali)

"Baja California Overland." L. Burr Beldon; La Siesta Press, Glendale, Calif., 1967.

"Beaches of Baja," Walt Wheelock; La Siesta Press, Glendale, 1968.

"Camping and Climbing in Baja," John Robinson; La Siesta Press, Glendale.

"The Forgotten Peninsula," Joseph Wood Krutch; William Sloan Associates, (New York 1961).

"The Hidden Heart of Baja," Erle Stanley Gardner; William Morrow and Company (New York 1961).

"Hovering Over Baja," Erle Stanley Gardner; William Morrow and Company (New York 1961).

"Hunting the Desert Whale," Erle Stanley Gardner; William Morrow and Company (New York 1960).

"Mexico's Magic Square." Erle Stanley Gardner; William Morrow and Company (New York 1968). Recommended.

"Off the Beaten Track in Baja," Erle Stanley Gardner; William Morrow and Company (New York 1967).

Regional

Border - Horgan, Paul. Great River: The Rio Grande in North American History.

Timms, Charles A. The International Boundary Commission, U.S. and Mexico. University of Texas.

Veracruz - Quirk, Robert E. An Affair of Honor: Woodrow Wilson and the Occupation of Veracruz. University of Kentucky Press (Louisville 1962).

LOCAL HOLIDAYS

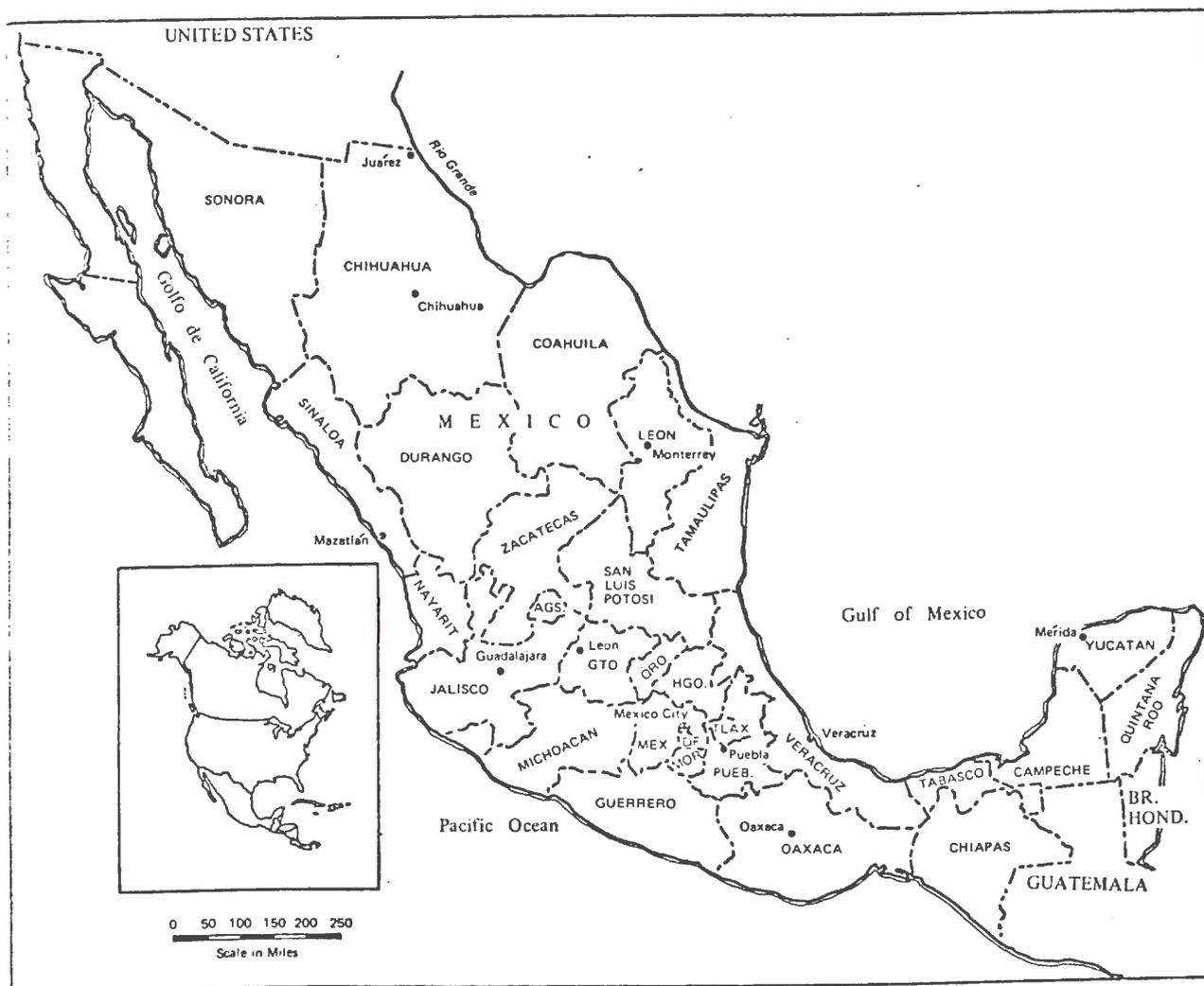
The following Mexican holidays are observed by the Embassy and Consular posts:

Anniversary of Mexican Constitution	Feb. 5
Juarez's Birthday	March 21
Good Friday - Friday before Easter	
Mexican Labor Day	May 1
Anniversary of the Battle of Puebla	May 5
Anniversary of the Proclamation of Mexican Independence	Sept. 16
Columbus Day	Oct. 12
All Soul's Day	Nov. 2
Revolution Day	Nov. 20

MEXICO TRIP
BRIEFING BOOK

Clay T. Whitehead

XV. MEXICO



Area: 758,258 square miles

Population: 48.93 million (1969) growing at 3.4% per year

Major Cities: Mexico City (Greater; 8.5 million), Guadalajara (1.5), Monterrey (1.2), Puebla (0.5), Leon (0.5), Juarez (0.4)

Gross National Product (GNP): \$28,840 million (1969)

Recent Average Real GNP Growth Rate: 6.9% per year (1965-1969)

GNP per Capita: \$589

Telephones: 1,460,000 (1970)

Telephones per 100 Population: 2.9 (1970)

Telephone Main Lines: 825,000 (1970)

Main Lines per \$100,000 GNP: 2.7 (1970)

Telephones Served by Automatic Exchanges: 93.7% (1970)

Telex Subscriber Lines: 3600 (1970)

Data Modems: —

Satellite Earth Stations: 1

A. ECONOMIC AND POLITICAL SETTING

1. GEOGRAPHY AND POPULATION

Mexico is the third largest country by area in Latin America, about the size of the European Common Market countries plus Switzerland. The country has rugged topography with mountain ranges along each coast reaching over 18,000 feet in height. Between the mountains is a high central plateau at 5000 to 8000 feet, where is located a large portion of Mexico's economic activity. Much of the country has inadequate rainfall, particularly along the Pacific and in the North. The climate is tropical along the East coast, however, with heavy rainfall, and relatively mild on the plateau.

Mexico has the second largest population in Latin America and has one of the highest population growth rates — 3.4% per year — in the world. Strong urban migration is occurring, and an estimated 70% of the population will live in cities by 1980.

2. GOVERNMENT AND ECONOMIC POLICY

Mexico is a federal republic with a constitution modeled partly on that of the United States and an elected president, legislature, and judiciary. The President, whose term of office is six years (he cannot succeed himself) has considerable power, and the legislature rarely takes any initiative, acting generally as a rubber stamp for the President. The Partido Revolucionario Institucional (PRI), which represents a broad spectrum of political views including all but the extreme left and right, has won all elections since it was organized in 1929. The party swept the last elections in July 1970. No violent or unconstitutional change in government has occurred since 1920.

Mexico is well along in achieving a social and economic revolution. Land reform during the 1920s and '30s was followed by labor protective laws with emphasis upon education and school improvement for the nation as a whole, the introduction of social security, and a 1963 law whereby management must share profits with labor.

The petroleum industry, almost all electric power production, the railways, and the airlines are nationalized. The government has a large interest in the principal telephone company, Telefonos de Mexico, and also participates in food, steel, motor vehicles, and a large number of other industries through 100% state-owned entities and mixed public/private companies. Mexico has a law against expropriation which is respected; expropriation is highly unlikely.

Foreign investment in Mexico is large, equaling as much as 10% of total public and private investment. Mexico needs and welcomes foreign capital, and foreign investments are secure; however the country has a strong policy of Mexicanization, with a goal of 66% Mexican ownership interest in all companies. At present, a large number of companies are majority-owned or even wholly owned by foreigners, but pressures toward Mexicanization are likely to become stronger. Mexico exerts additional control over the economy through local content requirements, selective price controls, tax concessions, immigration permits, import licenses, etc. Mexico's tariffs are high compared to industrialized nations, but the lowest in Latin America. The country controls the export of some goods to ensure an adequate local supply.

3. THE ECONOMY

Despite an exceptionally high birth rate, Mexico has made spectacular economic progress since the Second World War, aided by fiscal responsibility and sound economic planning, focusing on housing, health, agriculture, and industry. Manufacturing has been growing at 8-9% per year, a rate likely to continue in the immediate future. It now accounts for about 18% of the country's employment and 27% of production value. Mexico produces a high percentage — now estimated at 80% — of its own consumer goods. Its development of labor-intensive industries immediately across the US border has been highly successful.

Agriculture has been declining in relative importance in the economy although growing solidly in absolute terms. Together with forestry and fishing, it accounts for about 46% of employment and 16% of production value. Because of difficulties of rugged topography and lack of rain, much of Mexico is difficult to farm, although some areas have rich agricultural land. Irrigation is widely used.

Mexico is rich in minerals and timber. The country is a leading producer of silver and is also significant in gold, copper, lead, zinc, sulfur, coal, petroleum, and natural gas.

Wages in Mexico were relatively stable from 1958 to 1968, with the exception of 1964. The average increase between 1965 and 1968 was 2%. The rate moved up to 3.5% in 1969 and jumped to 6.5% in 1970. Inflation is expected to slow in 1971 as a result of credit restraint and a cooling economy. The Mexican Peso was last devalued in 1954 when it was changed from 8.65 to 12.5 Pesos to the dollar.

Because of the country's stability and economic progress, Mexico has had a high rate of foreign investment despite the Mexicanization policy. Nacional Financiera, the country's national development bank, has floated bond issues in the United States and Europe. Fifty-six percent of foreign investment is in industry. Approximately 82% of all foreign investment is from the United States, followed by the United Kingdom, Canada, Sweden, West Germany, and Japan. Mexico's rate of investment has recently been about 18% of GNP, which is relatively low for the needs of rapid industrialization; Europe's current rate is approximately 23%.

Although Mexico has the second largest electric power production in Latin America, one-third of the population is still outside power distribution areas. A rural electrification program is in progress to bring services to a larger part of the population.

The country's national railroads have undergone extensive modernization in recent years. There are no good natural harbors and no navigable rivers of any length.

4. FOREIGN TRADE AND BALANCE OF PAYMENTS

Mexico's major exports are cotton, cane sugar, fresh fruits and vegetables, cattle and meat, coffee, shrimp, maize, sulfur, petroleum products, and zinc, lead and steel sheet and tubing. Food and raw materials together provide approximately 40% of total exports, but the export of manufactured goods is increasing sharply in importance — from 11% of the total in 1960 to about 25% now. Mexico's chief imports are machinery (electrical and nonelectrical), vehicles and parts, organic chemicals, and iron and steel products. The United States is by far the country's most important trading partner; others are Japan, Switzerland, and West Germany.

Mexico has traditionally run a large payments deficit financed by foreign borrowing. The country's external debt is large. In recent years exports have amounted to 65-70% of imports, but the trade gap widened sharply in 1970 when imports rose 18% while exports stagnated. Falling world prices for agricultural exports and accelerating demand for imports to meet the needs of industrialization and in response to rising incomes of the population are contributing to the problem. Mexico's negative balance of payments has become one of the nation's most serious problems. To correct the situation, Mexico is further pressing the development of import substitution and export industry.

Tourism is an important foreign currency earner for Mexico, providing half a billion dollars in income in 1969.

5. LANGUAGE AND CULTURE

Fifty-five percent of Mexico's population is a mixture of Spanish and Indian descent. Indians represent 29% and whites 15%. Spanish is the principal language. Of the population over six years in age, 70% is literate. Education is compulsory up to the age of 15 and free. Mexico places great emphasis upon vocational education.

Mexico in 1967 had 33 television transmitting stations and 308 radio stations. Broadcast stations are all privately owned and government licensed. It is estimated that the number of television sets doubled between 1967 and 1969. The country has 256 newspapers, of which 23 are in Mexico City.

8. ORGANIZATION AND REGULATION OF TELECOMMUNICATIONS

A private company, Telefonos de Mexico S.A. (Telmex), provides telephone service, domestic and

international, for almost all of Mexico. The exceptions are a small area above Monterrey and another near Tijuana on the US border; these are served by two other private companies and account for approximately 2% of Mexico's telephones. The Ministry of Communications and Transport (SCT) provides all other telecommunication services including telex and telegraph, both domestic and international. The SCT operates Mexico's satellite ground station, which is located at Tulacingo, approximately 100 miles northeast of Mexico City. The SCT also sets telecommunications policy, supervises Telmex (sets conditions of service and rates and controls expansion), handles international telecommunication relations, and occasionally leases transmission facilities to Telmex. The government owns a 48% interest in Telmex in the form of preferred, nonvoting stock.

Radio and broadcasting are privately owned in Mexico. Most Mexican television stations are members of the corporate family of Telesistema Mexicano, S.A.

The SCT's telecommunications activities are handled by its Directorate-General of Telecommunications. This is divided into a Sub-Directorate of Permits and Concessions, responsible for telecommunications regulation including the services of Telmex, and a Sub-Directorate of Services, which provides the telecommunication services furnished through SCT. A separate Directorate-General of Tariffs within SCT has approval authority over all tariff changes, those of the SCT's subdirectorates of services as well as Telmex and the two other private companies.

C. TELECOMMUNICATIONS SERVICES, TRAFFIC, AND PRICING

1. VOICE SERVICE

a. Domestic

Telmex had 825,000 main lines and 1,460,000 telephones in operation at the end of 1970. Telephone density was 2.9 per 100 population. About 52% of Mexico's telephones are located in the Federal District (Mexico City). The system was enlarged by 176,237 telephones in 1970. This represents a 13.7% increase, one of the highest anywhere in the world.

Approximately 82% of all automatic lines have direct distance dialing capability. The automation of long-distance service in Mexico is being carried out in two stages: the first involves semiautomatic communication through an operator at the originating point of call, and the second eliminates the operator and provides a completely integrated signal from telephone to telephone.

Despite the growth in service, there is large unsatisfied demand, with delays of up to six months to connect

new subscribers in areas where service is available. Mexico currently has about 50,000 applicants waiting for telephones — equivalent to 3% of the telephones in operation.

Intercity telephone (as well as telegraph and telex) transmission in Mexico is provided by HF radio, microwave, coaxial cable, two troposcatter systems, and an open-wire network. The rugged Mexican terrain favors microwave, which is increasing relative to the other modes. A national microwave system is nearing completion; its capacity, which is now only partially utilized, is large and should be adequate for Mexico's needs for some ten years. The system stretches about 12,000 km in all, reaching virtually all areas of Mexico. The capacity of individual links runs from a minimum of 60 channels to 960 and 1800. The SCT operates the portion of the system along the West Coast of Mexico, and Telmex operates it over the rest of the country.

Mexico has a radio communications network with attended stations for telephone, telegraph, and maritime communications roughly paralleling its microwave network. One troposcatter system serves the Lower California peninsula and the other the Yucatan peninsula.

The combined wire telecommunications network of SCT and Telmex currently comprises about 67,000 km of single lines (50,000 SCT) with another 330,000 km under development (150,000 SCT). The expansion is concentrated in rural areas.

Local telephone calls numbered 2.45 billion in 1968 and 2.93 billion in 1969. We expect that local traffic will increase at about 13% per year during 1969-1980, reaching 6.5 billion in 1975 and 12.5 billion in 1980. Domestic long-distance calls, which numbered 40 million in 1968 and 46 million in 1969, have grown at an average annual rate of 16% in recent years. We expect that the rate will slow somewhat in the 1970s from the recent exceptionally high rate to 13%-14%, with total domestic long-distance calls 100 million in 1975 and 180 million in 1980.

b. International

International telephone calls have grown at an average annual rate of 16% over the last few years. The total was approximately 6 million in 1969. We forecast that the international calling rate will continue to grow in the 1970s at the recent rate, with the number of calls approaching 30 million in 1980.

Communications by earth satellite from Mexico are now possible to Brazil, Argentina, Chile, Peru, Colombia, Panama, Spain, England, France, Italy and Japan.

2. TELEX SERVICE

As of 1969, telex service was available in 34 cities in Mexico, all through automatic exchanges. The annual increase in subscribers, who numbered some 3600 in 1970, is very rapid — currently more than 30%. National telex traffic in 1968 was 14 million minutes, international traffic 20,000 minutes. We forecast that the growth of telex will continue at a high rate, between 15% and 20% per year on the average, for the period 1970-1980, with total subscribers in the range of 16,000 by 1980. National telex traffic should approximate 76 million minutes in 1975, and 100 million in 1980.

3. TELEGRAPH SERVICE

Telegraph service in Mexico was available in 1969 through about 2500 offices in over 2300 towns. Approximately 180 of the offices had at least one teletypewriter.

Both domestic and international telegraph traffic grew at an average rate of approximately 5% per year during 1959-1969, with total domestic messages rising from 2.7 million in 1959 to 4.3 million in 1969 and international messages from 1.1 million in 1959 to 1.8 million in 1969. (Money orders at the same time grew an average of 7.5% per year, rising from 3.4 million in 1959 to 7.0 million in 1969.) SCT forecasts, which seem reasonable, put the rate of growth for domestic telegraph at an average of approximately 1.5% per year during 1969-1980 (messages rising to 52 million in 1980) and for international telegraph at an average of 4% per year over that time (messages rising to 2.75 million). (The SCT expects money orders to continue increasing at approximately the 1959-1969 rate, reaching about 15.5 million by 1980.)

4. OTHER SERVICES

Mexico currently has no special facilities for transmitting data. Whatever is transmitted goes by leased lines over regular voice channels. The telephone switching network in the Federal District, however, could easily handle medium-speed data transmission, and the telex system could handle low-speed (100 baud) data transmission. A special commission reporting to the Minister of Communications is currently studying the matter of data transmission.

Television programs, most of which originate in the Federal District, are distributed throughout Mexico over the national microwave network. A small CATV system in Mexico City, whose subscribers are largely limited to the city's English-speaking community, distributes programs brought in by a single video line from the United States.

5. TARIFFS AND REVENUES

Mexico's tariff policy is to price services commonly used by low-income groups, such as local telephone and telegraph, at prices which such people can afford and compensate for any losses in these services by placing tariffs above compensatory rates on other services such as telex and long-distance telephone. However, new telephone subscribers must purchase stock in Telmex, worth the equivalent of \$240 for individuals (home service) and more for businesses. The stock pays a return of 12% per year.

The fact that only one company is involved in providing telephone service makes for a simpler tariff structure than in some other Latin American countries. Thus, for example, long-distance tariffs correlate quite closely with distance, as can be seen in Table M-1,

TABLE M-1

LONG DISTANCE TELEPHONE TARIFFS IN MEXICO¹ (1970)

<u>From Mexico City to:</u>	<u>Approximate Distance</u> (miles)	<u>3-Minute Call²</u>
Mexicali	1125	\$1.75
Merida	600	1.42
Monterrey	400	1.17
Guanajuato	250	0.92
Oaxaca	185	0.83
Puebla	50	0.38

1. Excluding 20% federal tax

2. Approximately 50% more for person to person, and 25% less at night

Source: Telmex

Telmex's total revenues in 1970 came to \$150 million. Net income in that year was just under \$16 million. Besides retained earnings, its sources of capital are the stock sales to new subscribers, other stock and bond sales, bank borrowing, and supplier credits. The government does not subsidize Telmex, although it has an interest in Telmex in the form of preferred, nonvoting stock.

6. EQUIPMENT MARKETS AND SUPPLIERS

1. INVESTMENT AND PURCHASING POLICY

In choosing suppliers, Telmex emphasizes compatibility with installed systems, maintenance capability by existing personnel, and the presence of manufacturing facilities in Mexico. Major suppliers are required to give long-term credit at low interest rates ranging up to ten years at 6-8% per year. ITT and Ericsson are the two

most important suppliers, totaling about \$80 million worth of sales to Telmex in 1970. Mexico manufactures most major types of telecommunications equipment with the exception of fully automated central exchanges and high-capacity microwave equipment.

Energoinvest, a Yugoslav electric equipment maker, has recently established a new joint venture with Mexican interest to manufacture telecommunications equipment in Mexico.

Telmex's investment in 1970 to provide new lines and telephones came to \$118 million. The organization's annual investment in new plant increased an average of 15% per year between 1965 and 1970, with the net cost of the installed telephone plant reaching \$520 million in 1970. We estimate that the rate of increase in new investment will continue at about 15% per year during 1970-1980, with new investment in 1980 reaching \$460 million.

2. TELEPHONES

Mexico's average annual growth in subscribers, lines, and telephones has been 12-14% over recent years. In 1970 Telmex installed 176,237 new telephones, adding 109 communities to those receiving telephone service. We estimate that growth in installed telephones will continue in the 1970s at the recent rate, reaching about 2.3 million in 1975 and 3.5 million (4.9 per 100 population) in 1980.

3. SWITCHING

As Figure M-1 shows, Telmex had approximately 1300 telephone central exchanges in 1968, about 150 of them automatic, up from 600 in 1960, of which 45 were automatic. This represents an average growth rate of approximately 10% per year; Telmex forecasts that its telephone central exchanges will continue to increase at this rate to reach 4000 by 1980, of which 650 will be automatic.

Telmex plans to introduce computer-controlled switching for long-distance service and is investigating its introduction for local service.

Compagnie Générale de Constructions Téléphoniques (CGCT) currently has a \$91-million contract to supply and install in Mexico Pentaconta¹ crossbar telephone exchanges. By the end of 1971, CGCT will have installed 150,000 Pentaconta lines in Mexico.

4. TRANSMISSION

Mexico's long-distance circuits, measured in kilometers, grew at an average annual rate of 21% during 1965-1969, increasing from approximately 1.4 million in

1. Registered trademark of ITT.

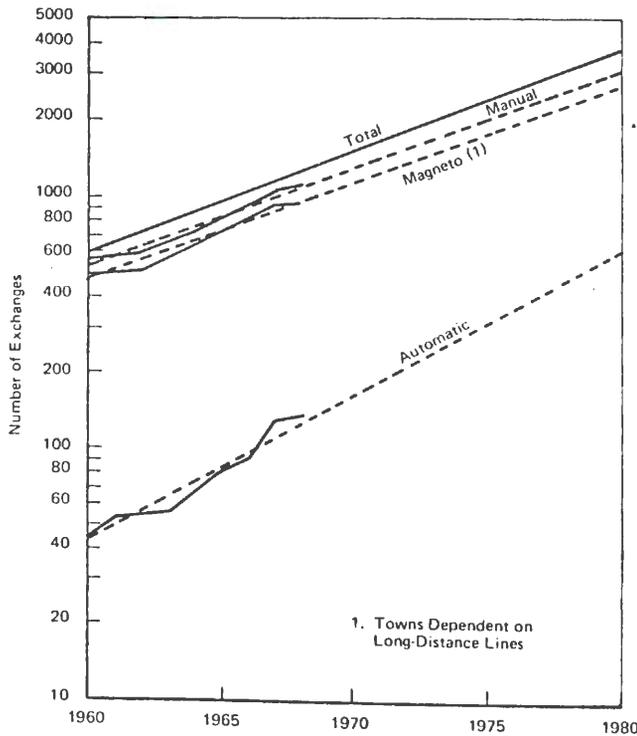


Figure M-1 Telephone Central Exchanges of Telefonos de Mexico, 1960-1980

1965 (650 microwave) to 3.0 million in 1969 (3.0 million microwave), as Figure M-2 shows. The rate of growth is likely to slow to 10-15% per year on the average during 1969-1980, with the total reaching 10-12 million km in 1980.

Mexico's earth satellite station operated by SCT currently leases 23 international channels to Telmex. Telmex forecasts that it will use 86 channels by 1973 and 134 by 1976.

Mexico's international circuit requirements for 1973 and 1978, as estimated by the Inter-American Development Bank, are as shown in Table M-2.

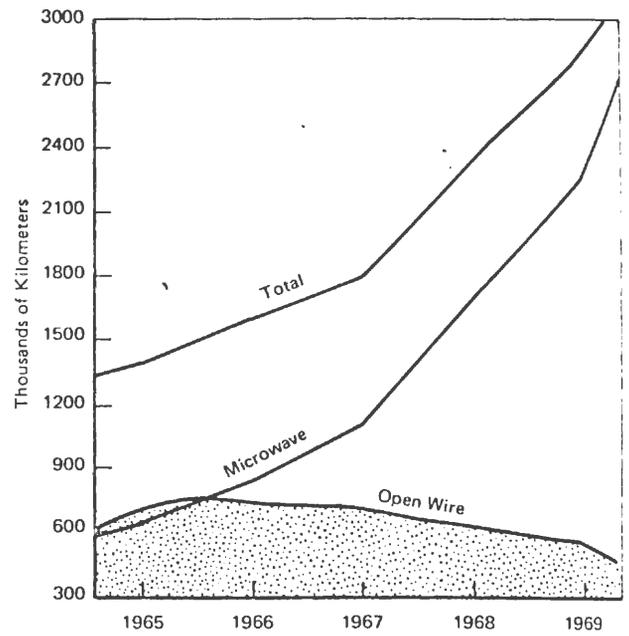


Figure M-2 Mexico's Long-Distance Circuits in Kilometers, 1965-1969

TABLE M-2

MEXICO'S PROJECTED INTERNATIONAL CIRCUIT REQUIREMENTS

	Telephone		Telex		Telegraph	
	1973	1978	1973	1978	1973	1978
Connecting Mexico with:						
Rest of Latin America	74	106	24	35	13	14
Canada and United States	900	1675	74	160	58	74
Europe	53	88	40	57	6	6
Africa	0	0	0	0	0	0
Asia	4	6	0	0	0	0
Other than Latin America	957	1777	114	227	64	80
Total	1031	1883	138	262	77	94

Source: IADB.

1972 ECONOMIC PROGRAMS
OUTLOOK FOR 1973

1. Progress of the Economy in 1972 and Prospects for 1973:Mexico Shows Strong Growth Rate Trend

According to Lic. Ernesto Fernandez Hurtado, Director of the Banco de Mexico (central bank), Mexico achieved a growth rate in real terms of more than 7 percent during 1972. Thus, per capita growth during 1972 was 3.5 percent or slightly higher. The growth rate trend, which picked up during the last months of 1972, has continued unabated into the first months of this year, giving rise to estimates of continued real GDP growth in the 7 percent range for calendar year 1973.

This increasing growth reflects in large part the Mexican Government's fiscal and monetary policies designed to stimulate the economy after a real GDP growth of only 3.7 percent in 1971. There have been selective reductions in central bank reserve requirements, expanded public sector spending, certain tax incentives, particularly in underdeveloped zones, and other measures taken to achieve what the Mexicans hope will be a non-inflationary growth.

However, observers of the Mexican economic scene will be taking a close look at some of the leading indicators of price rises here, as there is some question whether inflationary pressures might not result from a dramatically expanded growth rate resulting from the Government's new policies. Mexico's 1973 budget calls for expenditures of a record 173.6 billion (US\$13.9 billion), or about 34 percent of projected GDP. However, almost half of this represents the budget for Mexico's decentralized agencies and government-owned companies. The central government budget itself is only 89.4 billion pesos, or about 19 percent of projected GDP. However, including the central government's budget with the budget for decentralized agencies and government companies, the total increase in expenditures over 1972 is some 26.1 percent.

The budget for 1973 concentrates resources on the areas of Mexico's most pressing social and economic problems -- the impoverished rural sector, education, and health -- in the pursuit of President Echeverria's goal of social justice. But it is not yet clear how the considerable budget deficit is to be financed and, as noted above, inflationary trends will have to be watched. In this regard, it is interesting to note that Undersecretary of the Treasury Gustavo Petricioli recently announced that the Mexican Government was also carefully studying government subsidies to decentralized agencies and state-owned companies with a view to reducing them wherever possible. He added that the Mexican Government's policy over the next several years is to increase the ratio of federal tax revenues from its present 9 percent to 18

LIMITED OFFICIAL USE

percent of GDP.

Sectoral Growth in 1972 and Prospects for 1973

Sectoral growth of the Mexican economy showed divergent trends during 1972. Agricultural production in 1972 registered little, if any, growth as compared with a 2.7 percent increase in 1971. Construction industry activities grew by about 8 percent in 1972, and are expected to show an overall increase of some 12 percent this year, in large part due to such Mexican Government activities as INFONAVIT, the Secretariat of Public Works, Secretariat of Hydraulic Resources, CFE, FNM, PEMEX, Social Security, and health agencies, whose activities are discussed in detail elsewhere in this report.

Aggregate figures for 1972 growth in the industrial and service sectors will not be available until the central bank's annual report is published. According to the central bank's statistics, however, industrial production grew by 9.8 percent during the first ten months of 1972. It is expected that the 1973 picture for industrial growth will also be a favorable one.

Leading the strong sectoral growth in industry are trucks, tractors, construction (see above), fertilizers, chemicals (though somewhat spotty), petrochemicals (again rather spotty), iron and steel (though some non-ferrous metals such as aluminum are weak), durable consumer goods, and some non-durables (though here soluble coffee is weak).

The Comisión Federal de Electricidad -- CFE -- the state electric power agency -- was able to produce 10.8 percent more electric power during the first ten months of 1972 than in the comparable period of 1971. Electric power generation during January-October 1972 amounted to 29.9 billion kilowatt-hours (kwh), as compared with a rise of 9 percent during a comparable 1971/70 period. Current expansion and development plans of the CFE call for an increase in generating capacity of 12.8 million kw by 1976. Part of this financing probably will be supplied by the International Bank of Reconstruction and Development which recently released to CFE the initial tranche of a US\$ 125 million loan for this purpose. This would amount to a dramatic increase in installed capacity, which now amounts to some 8.1 million kw. Locations of new generating facilities include the geothermal plant at Cerro Prieto, Baja California, the Valley of Mexico, Monterrey, Guaymas, Salamanca, La Villita, and Infiernillo.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

In the petroleum sector, processing of crude oil by Petroleos Mexicanos, PEMEX, the state oil agency, increased by 8.2 percent during the first ten months of 1972, and continued through the balance of 1972 and into 1973 at about the same rate. Meanwhile, domestic crude production increased by a slightly lower rate, requiring the importation of additional crude. The 10.7 percent increase in sales of processed petroleum products also required additional imports of refined products. It is possible, given recent discoveries and increased PEMEX resources being devoted to exploration and exploitation activities, that a smaller quantity of crude and finished petroleum products will have to be imported during this calendar year, though there will undoubtedly continue to be substantial imports at least through a good part of 1974, in the Embassy's judgment.

While final statistics are not yet available for the mining sector (the annual report of the mining commission is usually released in June), it appears that sectoral growth was about 2.5 percent in 1972, compared with 1.2 percent in 1971. Silver, copper, and fluorspar both showed strong production gains, and higher export earnings represented both increased production and strength on international commodity markets. Zinc should show similar strength in 1973. Despite the small but publicized pending sales of sulfur, production and exports should continue to be depressed in the face of an uncertain world market. In the first ten months of 1972 as compared with a similar period last year, Mexican sulfur production was off 22.8 percent, falling to 769,000 metric tons. Exports during January-October 1972 were even lower, at 423,000 tons.

Monetary Policy

The Banco de México (central bank) allowed the money supply to increase to 57.6 billion pesos as of November 30, 1972, a figure 19 percent higher than on the same date the year before. Indications are that the money supply continued to grow at about the same rate through December 1972, and that the central bank intends to maintain a monetary policy designed to encourage a reasonable increase in growth rate in 1973, while at the same time watching for signs of overheating of the economy.

Mexico and the Devaluation of the Dollar

After meeting with President Echeverría in the early morning hours of February 13, 1973, Treasury Secretary Margain and Bank of Mexico Director Fernandez Hurtado announced (Mexico 0950)

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

that Mexico's policy was to maintain the peso's parity with the dollar, and to continue full convertibility at the 12.50 rate which has prevailed since 1954. Among the advantages cited for maintaining dollar-peso parity are increased foreign tourism, increased advantages for Mexican products sold in the U.S. and third countries vis-a-vis Japanese and European (particularly German) products, and stability in the US-Mexican capital market. Secretary Margain noted that maintaining the traditional exchange rate was an especially logical step as some 80 percent of Mexico's international exchange transactions are with the United States. At the same time, the Secretary added, Mexico seeks within the Committee of Twenty long-term solutions to international monetary problems which will be in the best interests of the Third World as well as the rich nations.

Mexico's Stock Market

The Mexico City Stock Exchange (Bolsa) evidenced what for the weak Mexican stock market amounts to banner activity during the first nine months of 1972 in comparison with the same period in 1971. The total value of transactions amounted to 40.4 billion pesos, up 38.7 percent over a comparable period in 1971. Development of the fixed income securities market was particularly strong, while, as always, there was hesitation over equity investments.

In Mexico, there is a very spotty demand for corporate stock shares, and liquidity is correspondingly low. Consequently, the great majority of investors prefer fixed security investments which can readily be discounted if immediate liquidity is required. Nevertheless, equity transactions did increase by 48.2 percent during the first nine months of 1972 over the comparable 1971 period, from 8.5 million shares in the January-September 1971 period to 12.6 million in the same period during 1972. However, sales of securities with fixed interest rates reflected an even greater improvement during the same 72/71 period, increasing from 628 million pesos to 1.1 billion, a rise of 75.5 percent. With the tax advantages on capital gains now accruing to owners of equity shares vis-a-vis fixed securities, it is possible that the equity market may become more attractive to Mexican investors during 1973.

Inflation

Mexico City's Wholesale Price Index, a leading indicator, rose by 2.8 percent during 1972, as compared with 3.7 percent in 1971. These figures are obtained by averaging on a calendar year basis. Looking more closely at the 1972 Index, whole-

LIMITED OFFICIAL USE

sale prices showed an increase in the early months, stabilized during later months -- particularly in the September-November period -- and then rose by a dramatic 1.6 percent in December 1972. While these one-month figures do not by themselves add significantly to the uncertainty about inflationary pressures which might build up during 1973 (see above) they certainly provide an additional reason for observers of the Mexican economic scene to keep a close eye on future developments.

Foreign Trade

Mexican exports during 1972 were 22.7 billion pesos (1.8 billion dollars), some 22.9 percent higher than in 1971. However, imports increased by 22 percent last year, and amounted to 36.7 billion pesos (2.9 billion dollars). Of this total, public sector imports were a little more than 8 billion pesos, or about 22 percent of total imports. Thus, at year's end, Mexico was left with a record trade deficit of 14 billion pesos (1.12 billion dollars). These preliminary figures, just released by Nacional Financiera, the Government development bank, indicate that the 1972 trade deficit was slightly greater than the previous record deficit of 1.11 billion dollars in 1970. The 1971 trade deficit was 968 million dollars. Mexico's exchange earnings from tourism increased by 17-20 percent last year, however, and net earnings from border transactions continue to be significant. While final balance of payments figures have not been officially published, the Mexican central bank has indicated that its gross reserves appreciated by 200-265 million dollars during 1972, and that there was a further substantial increase in the first weeks of 1973. This information serves to discredit rumors which were circulating in Mexico City recently to the effect that Mexico was experiencing a capital flight situation.

President Echeverría's Visit to Japan

While the Mexican Government and press devoted a great deal of attention to prospects for expansion of Japanese-Mexican economic relations prior to President Echeverría's visit to Japan March 9-14, 1972 (Mexico 2135), concrete results in terms of increased trade and investment appear meager. The President's visit was only one of many high-level trips by Mexican Government officials during the past year in an attempt to expand and diversify Mexico's exports. Secretary of Industry and Commerce Torres Manzo, usually accompanied by Lic. Julio Faesler (Director of the Mexican Foreign Trade Institute), has visited Europe and Asia (including the People's Republic of China) during the past year in trade promotion efforts. The consensus is, however, that export diversification is a difficult and lengthy process, and that Mexico's real future lies

LIMITED OFFICIAL USE

in expanding its trade with the colossus of the north, which last year received about 70 percent of Mexico's exports.

2. US-Mexico Balance on Current Account in 1972

Mexican statistics on year-end bi-lateral balances on current account are not yet available. However, according to a recent press report quoting U.S. Department of Commerce figures, Mexico had a bilateral deficit of 350.4 million dollars in its trade with the U.S. during 1972, as compared with a deficit of 466 million in 1971. (Speaking at a meeting attended by President Echeverría on February 22, Director Julio Faesler of the Mexican Institute of Foreign Trade announced that Mexico's trade deficit with the EC countries was some 400 million during 1972. It is interesting to note that Mexico has a larger trade deficit with the EC than it does with the U.S., despite the fact that two-thirds of her foreign trade is with us, as compared with about 11.5 percent with common market countries.) While final 1972 tourism figures have not been released, tourism plus Mexico's net receipts from border transactions should certainly give Mexico a surplus in the bilateral balance on current account.

3. Legislative Action and Proposals in General Economic-Financial Area

New Investment Law

The Mexican Congress approved the proposed law "to promote domestic investment and to regulate foreign investment" and sent it to the President on February 16, 1973. It is expected that it will be signed by the President and become law within the very near future.

The proposed law is chiefly concerned with the regulation of foreign private direct investment in Mexico. It creates a national Commission consisting of seven key cabinet ministers which must approve foreign investment proposals. It also establishes a National Registry of Foreign Investment where approved investments are registered.

While much of the new law merely codifies existing legislation, regulations, and procedures, it is somewhat stricter in at least one important regard -- the proposed direct investment must be in a joint venture composed of at least 51 percent Mexican participation, unless specifically exempted by the Commission.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

Contrary to earlier fears expressed by concerned investors, the new law will not be retroactive. However, investors wishing to go into new fields of economic activity or new product lines will have to go to the Commission for approval. There is considerable uncertainty about precise guidelines in this and other matters pending the establishment of administrative procedures. Undersecretary of Industry and Commerce Campillo Sainz has assured potential investors that the Commission will be highly flexible in its consideration of investment proposals which are especially beneficial to Mexico's economic development goals.

Another provision of the law is designed to prevent the foreign take over of existing Mexican enterprises. All shares held by foreigners in Mexican companies must be nominative. The status of foreign residents here with immigrant ("inmigrado") status is not fully clear, although the general guideline will be that if the immigrant is acting on behalf of a foreign enterprise, then his status is "foreign", but if he is acting in a personal capacity, then in most respects he is treated as a Mexican citizen.

Other noteworthy provisions of the law forbid foreigners to invoke the protection of their own governments in any investment claims against Mexico, list the sectors reserved for purely Mexican investment, outline investment criteria, control the sale of coastal and border land to foreigners and regulate trust arrangements in these areas, and bar the use of "prestanombres" (strawmen).

In sending the proposed law to the Chamber of Deputies for approval, a Mexican Senate spokesman on February 2 noted that "this law is by no means ultranationalistic, but rather it is an indispensable and just step to stimulate the productive forces of Mexico." Another Senator added that "we want and we need foreign capital which comes to us in good faith and for legitimate profits."

Commenting on the foreign investment law to a group of Japanese businessmen on February 3, President Echeverria stressed that the three basic points of the law were: 1) that foreign investments should be made outside the heavily industrialized zones, in less developed areas; 2) that except in certain circumstances the investment should be in a joint venture with Mexican capital; and 3) that foreign investment should

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

be in new companies rather than in the purchase of existing Mexican companies. The Mexican President is quoted by the press as saying that "we want people abroad to know that the way Mexico is going is simply Mexico's own route...we do not follow the models of other nations...we need foreign capital and technology, and we will reach out for it (from all over the world)."

Tax Reform

Several new tax measures came into effect on January 1, 1973, having appeared in the Diario Oficial of December 30, 1972. Despite widespread rumors to the contrary, no new taxes were introduced this year, probably to the great relief of Mexicans who had thought that the new measures would include such unwelcome new taxes as a levy on their travel expenses abroad, and the reinstatement of an inheritance tax.

The general business tax on gross sales of products, other than basic foodstuffs and inexpensive clothing, was increased from three to four percent. Some sixty percent of the revenues generated by this increase will be transferred to states and cities for local needs. In return, these entities must abolish their own business taxes. This measure is expected to bring in about 2.5 billion pesos, of which about 1.6 billion will be shared by states and cities.

Other measures in the new tax law include higher cigarette, beer, and soft drink taxes, higher taxes on telephone service, and diesel fuel. Services for government functions such as revenue stamps, notariats, and automobile registration will go up. Contractors will be taxed a percentage of the size of their projects rather than on alleged profits. Land speculators will be taxed so as to discourage long-term, speculative holding now common in Mexico.

Under new tax regulations, Mexican taxpayers may convert their stocks and bonds from bearer shares to nominative, and thereby reduce the withholding rate on dividends and interest payments. Also, the categories of industrial machinery and electronics products, including computers, on which tax write-offs of 35 percent a year are allowed, were significantly expanded. Anti-pollution equipment has been exempted from import duties. However, interest paid on foreign supplier credits will now be taxed at a flat rate of 20 percent instead

of at the former 10 percent rate. Capital gains taxes were increased on the sale of both urban and rural real estate.

The administration of tax enforcement is also facilitated by the new law. Regional revenue centers are being established, and inspection of company books will now become more thorough and more common. The power of tax authorities to assess income tax on the basis of estimated income in cases where unreported income is suspected has been broadened. Penalty interest for delayed payment of taxes has been set at 2 percent per month.

Of special interest to Americans and other foreigners residing outside Mexico are provisions relating to the withholding of greater amounts of taxes from dividends and payment on fixed-rate securities held by persons living abroad. The increase in the amount of tax withheld will depend on the interest rate paid by the Mexican security. As one example, a bono financiero (financiera bond) paying nine percent will now have 16 percent of the interest payment withheld from the overseas remitee, rather than 12 percent as before. This reduces the effective rate of return from 7.92 percent to 7.50 percent. Mexican taxes so withheld can be deducted from U.S. taxes, so this is not expected seriously to affect the average (and honest) U.S. taxpayer who has money out in Mexican securities.

Of obvious concern to the Export-Import Bank and its clients and associates is the provision that its borrowers will no longer be exempt from the payment of a ten percent tax on interest payments to foreign banking institutions. This new provision of the tax law specifically removes the exemption from the regular ten percent tax payment formerly enjoyed by foreign government institutions. Embassy officers and senior officials from the Eximbank have discussed this matter with senior GOM officials, but at present there appears to be little hope that Eximbank's exemption will be reapplied (Mexico A-74).

Technology Law

In November, President Echeverría submitted a proposed law for the control of the transfer of technology, patents, and trademarks to the Mexican Congress. The new law won Congressional approval in late December, was signed into law by the President, and was published by the Diario Oficial on December 30, 1972.

LIMITED OFFICIAL USE

The law establishes a National Registry of Science and Technology under the Secretariat of Industry and Commerce, and provides that all new technology contracts must be submitted to the Registry for approval. It lists some fourteen conditions under which contracts may be barred from registration. These include contracts where the technology to be transferred is already freely available in Mexico, where the imported technology is too costly, where the technology import involves possible foreign intervention in the administration of a Mexican firm, where the contract establishes an obligation on the part of the Mexican firm to acquire equipment or to hire personnel on an exclusive basis, where the contract limits exports, where sales or prices are controlled, where the contract is in excess of ten years, and where the terms of the contract call for disputes to be decided by foreign tribunals.

A certain amount of discretion is given to Mexican officials in waiving some of the above requirements. If the Registry fails to make a decision on a given contract within 90 days, then the contract can be considered to have been approved, and is duly registered. This latter provision was added to prevent the Registry from becoming the bottleneck which many Mexican and foreign businessmen fear. The concern remains among businessmen, however, that the new administrators in the Registry may lack the necessary scientific and managerial expertise to make complex decisions which could better be made by the Mexican firms themselves.

The technology law went into effect on Feb. 1, 1973. Its principal stated goals are to guide Mexican companies to obtain the maximum benefits of technology at the minimum cost, thus reducing the outgo of foreign exchange without adversely affecting economic growth. An unstated goal of the new law is to inhibit the past practice of gaining tax advantages by declaring certain remittances as costs of technology transfer rather than describing them more accurately as profits or avoiding taxes by transfers to name-drops in tax havens.

Government spokesmen have pointed out that Mexico's new technology law follows the general guidelines of technical sections of the United Nations, and is similar to laws enacted in Japan, Argentina, Brazil, and the Andean Pact.

Changes in Banking Regulations

Effective in April 1972, foreign banks operating in Mexico were required to register with the Secretariat of Treasury and Public Credit in order to obtain a marked tax advantage over unreg-

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

istered firms. This has resulted in the registration to date of more than fifty foreign financial institutions, slightly more than half of these from the United States. In essence, unregistered foreign firms pay a minimum tax to the Mexican Treasury of 20 percent on all interest payments received. Registered firms or their borrowers pay a standard 10 percent tax.

Registered firms must submit to the Mexican National Banking Commission complete records of their holdings and transactions, including annual reports, loans authorized, and other details. Names and professional qualifications of representatives operating in Mexico must also be submitted on a regular basis. In order to register, firms must also file a statement that they will operate in conformity with Mexican financial policy as laid out by the Secretariat of the Treasury and the Banking Commission. Apparently, no problems have been created by this new registration procedure, and the Embassy understands that the mechanism is working smoothly.

4. GOM Attitude Toward Private Sector

During the last months of 1972, GOM officials criticized private businesses, both Mexican and foreign, for allegedly operating with no sense of "social justice." Mexicans were criticized for "forgetting they are Mexicans." President Echeverria may have begun the rhetoric in a July 14 speech in which he criticized "some bank owners who have watched their institutions grow...but discard everything that represents a force for a better economic development in the country and only think of their personal interests, as if they had no country." (Mexico A-512 - 8/12/72.) After the banks lent US\$1 billion to the GOM, the President was much warmer. (See Mexico A-541, 8/25/72.)

After the President's July 14 speech, and especially after the September 1 Informe, virtually every leading GOM figure made one or more public statements calling for private firms to pay less attention to profits and more to "social justice" and the well-being of the country. (Mexico A-593 - 9/19/72 contains statements immediately following the Informe.)

However, such public criticism of the Mexican private sector by government officials seems to have tapered off recently,

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

and there are some signs of a thaw in public-private sector relations. One reason for the thaw is the general feeling of relief by businessmen over the relatively modest proposals contained in the tax law (see above). Another reason aside from the tapering off of public criticism described above, is an apparent greater willingness of government officials to listen to private sector spokesmen.

GOM officials have stated, both privately and publicly that protectionism should be decreased in order to force Mexican businesses to bring their prices more in line with world prices. Secretary Torres Manzo told the Senate on September 20 that Industry and Commerce was drafting new regulations to reduce protection if an industry failed to become competitive. (Mexico A-613, 9/27/72.)

It has been GOM policy for some time to deny protection for products of bad quality or more than 25 percent above cost of imports, but many exceptions have been granted even to new industries. It is almost inconceivable that the GOM would take action which would result in the closing of existing firms.

In summary, GOM attitudes seem friendlier recently toward business, in areas at least when private business is willing to follow GOM goals. IMCE, though widely criticized, is at least trying to help private business expand its foreign sales. Torres Manzo has told businessmen that the GOM was always ready to hear their complaints, especially regarding export promotion. (Mexico A-718, 11/24/72.)

Expanding Economic Role of GOM

GOM business holdings increased in several key areas during 1972. Some 34 percent of Azufrera Panamericana was purchased from Pan American Sulfur, making it 100 percent GOM owned. Private tobacco intermediaries were nationalized and the GOM holds controlling interest in TABAMEX. The GOM acquired a majority of the stock in Teléfonos de México, and Secretary of National Patrimony Flores de la Peña is now President of the Executive Committee (Mexico A-689, 11/13/72).

LIMITED OFFICIAL USE

On August 11, Flores de la Peña called for the Mexicanization of mineral sales (Mexico A-538, 8/23/72), and one such company has been formed with the Japanese, with a GOM majority interest. INFONAVIT, in addition to providing needed housing, will create thousands of jobs. The GOM has battled unemployment and underemployment in rural areas with a program of feeder roads, which during 1973 is expected to employ 300,000 campesinos in their spare time. (Mexico A-617, 9/28/72)

5. Socio-Economic Developments During 1972 and Predictions for 1973

A. Population-Family Planning

In April 1972, the Director General of Maternal and Child Medical Care announced that the Secretariat of Health would start a family planning program on January 1, 1973. The announcement emphasized that the goal of the program will be "responsible parenthood" and not "birth control". Couples will be free to decide on the number of children wanted without any pressure from the Government to reduce the size of their families.

The training of personnel at the Secretariat started in June 1972 and the program began on January 1, 1973 as announced. However, instead of starting simultaneously at all health centers throughout the country as originally planned, it has started with 15 clinics in the Federal District and 8 clinics in neighboring states. They plan to expand into the Bajío region of central Mexico in March of this year and to cover the 2,000 health centers which the Secretariat operates throughout the country by the middle of 1974.

The training program was financed partly with a grant from the Pan American Health Organization (PAHO). The Secretariat is now preparing a request to the United Nations Fund for Population Activities (UNFPA) for financing the service program during the next six years. The amount to be requested has not been determined yet. The local representative of the UNFPA seems favorably disposed to recommend assistance to the Mexican program if the request appears reasonable and well documented.

The Secretariat is also preparing a request to the UNFPA for assistance in a program to extend its health services to the rural sector. At the present time there are no health centers in communities with less than 2,500 inhabitants. The program is intended to provide rudimentary health services to communities ranging between 500 and 2,500 inhabitants. Such services would include family planning assistance. The preliminary estimate of the cost of this program is US \$40 million but we understand that this estimate is likely to be reduced before presentation to the UNFPA.

The two social security programs of the GOM have also started family planning programs for their members. The IMSS, which includes private

sector workers, and the ISSTE, comprising government workers, have pilot projects under way in the Federal District and intend to expand to the rest of the country during 1973.

The private family planning organization, the Fundación para Estudios de la Población (FEPAC), is now operating 52 clinics throughout the country. Last year it received a grant from the United Nations Fund for Population Activities (UNFPA), of which about half a million dollars will be disbursed during 1973. With this financial assistance from UNFPA they plan to double the number of their clinics during the year. FEPAC is the Mexican affiliate of the International Planned Parenthood Federation and has been receiving about 50 percent of its funds from the Federation.

Two studies on population dynamics with U.S. Government participation are now under consideration, one at Huixquilucan and the other at Toluca, both in the State of Mexico. The Huixquilucan study is to be carried out by the University of Wisconsin in collaboration with the Secretariat of Health. It will study the effect of urbanization on population growth and develop a prototype for a health service in a rural community which might later be used by the Secretariat in its rural sector program. The Secretary of Health has already approved the Huixquilucan project and we are now awaiting the decision of AID/W concerning the granting of financial assistance to the University of Wisconsin for its participation in the program.

The Toluca project is sponsored by Tulane University, which also expects to obtain financial assistance from AID. It is similar in objectives to the Huixquilucan project but would be carried out in the area surrounding the city of Toluca, which is somewhat less rural than the Huixquilucan region. The Medical School of the University of Toluca would be the Mexican executing agency with assistance from the Secretariat of Health. The Director General of Coordinated Health Services of the Secretariat approved the feasibility study but approval by the Secretary for the service program is still pending. Consideration by AID/W and the Embassy will await the Secretary's approval.

B. Social Security Expansion

On January 31, 1973, President Echeverria sent to Congress a bill improving the social security benefits now being received by those under the Instituto Mexicano de Seguro Social (IMSS) as well as increasing the number of persons covered by it. The bill has been approved by the Chamber of Deputies and by the Senate, and is expected to be signed by the President and to become effective on April 1, 1973. Without increasing the premiums the bill raises the amount of the basic annuities as well as the annual increments, with the highest proportional increase for the lower salary groups as a means of income redistribution. The minimum old age annuity will be raised from the present level of 450 pesos to 600 pesos (\$48) per

month. This minimum had been only 150 pesos until December 1970 - in little more than two years therefore the minimum annuity has been increased by 300%.

A new benefit provided by the bill is that of nurseries for the children of women workers to be financed by a payment to be made by all employers amounting to 1% of the wages paid to all workers. Social security benefits are extended to workers doing piece work at home and there are provisions for voluntary incorporation into the system of domestic workers, those engaged in family industry, independent workers, ejiditarios, communal farmers and small private farmers.

The bill also provides for social services such as health education and vocational training. In addition it provides some health benefits referred to as "social solidarity" services, for low income groups not members of the IMSS. The Director of IMSS recently stated that the goal is to reach 20 million Mexicans by the end of the present administration in 1976. This would involve a doubling of the 1970 coverage which was about 10 million (3.2 million workers and their families).

C. Rural Sector Assistance

A National Plan for Rural Development, aimed at increasing rural employment in both farm and non-farm activities, was announced on November 5, 1972. Under the plan campesinos will be employed in the construction of rural infrastructure, improving rural housing, and providing for other needs of rural communities. Both men and women are to be employed and they will be paid at the minimum wage rates legally established for the various regions of the country. At the same time that these public works are carried out, efforts will be made to create permanent sources of employment in the rural communities in order to reduce as much as possible rural migration to the cities. It is planned to establish both small and large industrial enterprises in the rural sector to be owned by the campesinos themselves. The plan also includes the training of rural workers in trades in which they might be able to find employment as well as the training of farmers to become more productive.

Implementation of the plan started in the state of Tlaxcala with the construction of small irrigation projects, roads, potable water works, drainage and other community improvements. It is planned to extend it to other states in the next four years, giving preference to the poorest regions in the various states. Among the agencies involved are the Secretariats of Agriculture, Hydraulic Resources, and Public Works, as well as the Department of Agrarian Affairs and the Federal Electricity Commission. Also involved are governmental financial institutions such as Nacional Financiera, the Banco Nacional Agropecuario, the Banco Ejidal, and the Fondo de Fomento Ejidal. Although essentially a federal program it will be coordinated with the state governments. It appears that the

Federal Government is willing to increase investment in the rural sector substantially during 1973, if viable projects are presented by the various agencies involved, up to about three times the amount invested in that sector during 1972.

The programs designed to help the rural sector are certainly needed and should assist in providing increased employment opportunities. Underemployment is the major problem facing the Mexican rural sector and its solution is becoming increasingly more difficult in view of the rapid growth of population. Despite 58 years of land redistribution there are today more than four million landless campesinos for whom employment opportunities in the rural sector are very limited. They exceed in number the ejidatarios or recipients of land under the agrarian program. Furthermore, the parcels of land held by the latter are in most cases so small that they provide only partial employment. In addition, there is a large number of small private farmers who must also be included among the rural underemployed. The growth of non-agricultural employment in recent years has been insufficient to cope with this enormous problem of rural underemployment.

The 1960 Census showed that more than half of the agricultural holdings occupied only 13 percent of the agricultural area of the country and contributed only 4 percent of the value of total agricultural production. Data from the 1970 Census are not available yet but there is no reason to suppose that the situation has improved. These small units cannot afford to apply modern technology and productivity is relatively low. Concern over this situation resulted in the Federal Law of Agrarian Reform signed by President Echeverria in March 1971 (A-232 of May 28, 1971), one of the principal objectives of which was to improve the organization of the ejidos in an effort to bring about a more efficient use of their resources. As provided by previous legislation, collective organization of the ejidos is mandatory in a number of cases, such as ejidos devoted to livestock raising and forestry. The new law provides that such organization is also mandatory in cases where economic criteria, such as the investment needed for developing available resources, indicate that individual operation is "less convenient". It also provides for voluntary organization of ejidatarios and of ejidos for production; the purchase of assets for the common use, such as machinery; as well as for the purchase of consumer goods and the building of common warehouses. These cooperatives may join to form unions and federations in each state.

Despite these provisions of the law of 1971 little has been done towards the formation of rural cooperatives or collectives. According to the 1960 Census only about 2 percent of the ejidatarios were in collective ejidos and the proportion now is probably not much larger. However, there has been increasing reference in private and official statements in recent weeks to the need to bring about the organization of the ejidatarios and small private farmers as a means of raising their level

of living and increasing production. On January 24, 1973, it was announced that at a meeting with President Echeverria it had been decided to initiate a program to bring about the gradual organization into cooperatives of the rural sector. The program is to start with six of the 59 irrigation districts in the country and is to include eventually all of the irrigated area and finally the unirrigated.

The announcement was made by the Secretary of Hydraulic Resources who said that the aim was to create a "latifundio" without "latifundistas" through the establishment of large rural enterprises for the production, trade, and processing of agricultural and livestock commodities. The Secretary added that 90 percent of the economically active population of the rural sector was producing 50 percent of the output. This he attributed to the fact that small producers had to obtain their inputs at a higher cost thus resulting in "a transfer of economic resources from the primary sector to other more powerful economic sectors which are thus deepening the poverty of the rural sector". The solution, he said, is to increase the participation of the farmer in the various stages of production and trade of agricultural commodities. To bring this about they should be supplied with an adequate organization, credit, and technical assistance for production and trade.

D. Housing for Workers

An important development in the field of housing in 1972 was the establishment on May 1 of the Instituto del Fondo Nacional de la Vivienda para Trabajadores (INFONAVIT), to which employers are required to contribute 5 percent of their payrolls. No contribution is required from the workers. The Institute finances the construction of housing projects and makes loans to workers for the purchase of new homes or for repairing or improving existing homes. The loans for new housing are for terms ranging from 10 to 20 years at an interest rate of 4 percent.

INFONAVIT plans to build about 70,000 housing units per year. This is in addition to other governmental housing programs such as those of the Fondo de Operación y Descuento Bancario a la Vivienda (FOVI), the Department of the Federal District, the Banco Nacional de Obras y Servicios Públicos, and the Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado (ISSTE).

E. Decentralization of Industry

In an effort to promote industrial decentralization and regional development a decree was published in July 1972 providing fiscal and other incentives to industries established outside of the major industrial areas of the country (see A-604, September 25, 1972). This decree revises the Law for New and Necessary Industries on which the industrial promotion program had been based since 1954. While the 1954 legislation

applied equally to the entire country, the new decree will benefit principally the less industrialized areas.

For the purposes of the decree the country was divided into three zones. The first of these includes the Federal District and surrounding municipalities as well as Monterrey and Guadalajara. This zone is excluded from most of the benefits of the decree. The second zone comprises the municipalities of Tlaquepaque and Zapopan in the state of Jalisco, Lerma and Toluca in the state of Mexico, Cuernavaca and Jiutepec in Morelos, Puebla and surrounding municipalities, and the municipality of Querétaro. The third zone includes the rest of the country. Among the incentives to be granted to industries in the second and third zones are exemptions amounting to: (1) 50 to 100 percent of import duties on machinery and equipment and in some cases on raw materials and spare parts; (2) 50 to 100 percent of gross receipts and special manufacturers' sales taxes and of stamp taxes; (3) 60 to 100 percent of income taxes on earnings derived from the sale of fixed assets; and (4) 10 to 40 percent of corporate income taxes. It also provides for accelerated depreciation on investment in machinery and equipment.

In addition to the fiscal incentives, industries in the second and third zones will be given technical assistance, assistance in obtaining credits, pre-investment and feasibility studies, assistance in studies of markets and sources of supply of raw materials, as well as assistance with methods of production, requirements for establishing the enterprise, and the purchase and selection of machinery and equipment. In order to benefit from the incentives provided by the decree, enterprises must be at least 51 percent Mexican-owned, the executive personnel must be Mexican, and the majority of the members of the Board of Directors must also be Mexican. In addition, their production must have a national content of at least 60 percent (with some exceptions) and their annual remittances abroad for technology, patents, etc., must not exceed 3 percent of annual sales.

The GOM has also initiated a plan, covering most of the country, for the development of industrial towns and parks. In addition, the activities of the Trust Fund for Pre-Investment Studies at Nacional Financiera will be expanded through a loan now being negotiated with the IDB. The Fund's program will serve to identify and prepare investment projects and will give special attention to promoting decentralization and the development of small and medium-scale industries. Another effort in this direction was the establishment in December 1970 of a trust fund in Nacional Financiera for the promotion of industrial complexes. To this end a National Plan was prepared providing for the establishment of 68 poles of development. Projects are being executed in Mérida, Veracruz, San Martín Texmelucan and Tizayuca.

As a further effort to regional development and decentralization of industry, Nacional Financiera has recently established a Regional

Development Administration which will be responsible for the installation, operation, and administration of 20 branches of the institution in the country. Two of these branches are already in operation, one in Puebla and the other in Mérida, and the remainder are being organized.

F. Aid to Small and Medium Business

The Mexican Government has been engaged in a program to aid small and medium-scale industry since 1954, when the Fondo de Garantía y Fomento a la Industria Mediana y Pequeña (FOGAIN) was established. FOGAIN is a trust fund administered by Nacional Financiera and its principal activity is to discount loans extended to small and medium-scale industry through financial institutions, both public and private. About one third of the total industrial production of Mexico comes from small and medium industries. This program also contributes to decentralization of industry since the interest rate charged for loans discounted by FOGAIN ranges from 11 percent in the first zone of highest industrial concentration to 9 percent in the least industrialized third zone. Since its establishment in 1954 FOGAIN has discounted loans amounting to US \$229 million to about 6,000 companies.

A decline in the amount of credits authorized by FOGAIN took place last year, from US \$27 million in 1971 to \$16 million in 1972. However, a significant expansion is expected during 1973 as a result of a new program partly financed by a loan of US \$10 million which the IDB approved in December 1972. The loan will finance 40 percent of this US \$25 million additional program to be carried out by FOGAIN. The new program will also be of assistance in the decentralization plan since 55 percent of the resources are to be used in the less industrialized regions. The IDB had granted five loans to FOGAIN previously for a total of US \$26 million for its program of assistance to small and medium industry. About half of the total funds available to FOGAIN since its establishment have come from the IDB. In order to coordinate this program with the decentralization program, FOGAIN will appoint a representative to each of the branches to be established by Nacional Financiera.

Furthermore, a Trust Fund for National Industrial Development was established in April 1972, also within Nacional Financiera, to strengthen the operating capacity of industrial enterprises, in particular small and medium enterprises, through the temporary subscription of part of the capital stock of these enterprises, not exceeding 33 percent of the total capital. The initial fund was US \$4.0 million but it is to be increased with further contributions from the Federal Government as well as from municipal and private agencies and through external financing.

6. Transportation and Communications

A. Civil Aviation

The U.S.-Mexico Air Transport Agreement of August 15, 1960, as amended and extended, is due to expire on June 30, 1973. Negotiations for renewal of the Agreement will be initiated at Mexico City on March 19, 1973. It is expected that several sessions will be required for negotiation of the Agreement and that the talks may continue well into June.

Under the terms of the present agreement and at the request of the Mexican Government, consultations were held at Washington in April and May of 1972, at which time the Mexican delegation sought as its primary objective to substitute a route from Tijuana-Honolulu-Tokyo with full traffic rights for a route to Santa Ana, California. The latter route had been granted Mexico in the existing agreement but was subsequently found by the U.S. to be inoperable. The talks adjourned without agreement after the Mexican delegation, while apparently accepting our position that the economic values of the two routes were disproportionate, rejected all U.S. counterproposals.

Although the Mexican Government has not yet been willing to give us an indication of its specific concerns in connection with the upcoming renegotiation of the basic agreement, Minister of Communications and Transport Mendez Docurro recently told Ambassador McBride that he expects the negotiations to be difficult. It seems likely that the entire route structure will be reviewed, with the Mexican side under heavy pressure from its influential commercial pilots union to arrange matters so that a larger share of the tourist traffic will be carried by Mexican airlines. It is improbable that Mexico will suggest a return to capacity predetermination, but a reduction in the period before a capacity increase may be challenged is a likely request. How hard Mexico will press for the Honolulu-Tokyo route is conjectural. In a press interview last October, Minister Mendez was quoted as saying that Mexico intends to raise this matter again during the 1973 negotiations. In the same month, however, the Minister told the commercial pilots union that at present the Mexican airlines should not seek unprofitable foreign routes but rather should give first priority to serving the domestic market.

Informal discussions with Mexican airline representatives indicate that the privately-owned airline Mexicana plans to devote its major attention during the next several years to its domestic routes, as suggested by the Minister, but will oppose granting of further rights to U.S. airlines on segments competitive with Mexicana's present Mexico-U.S. routes. AeroMexico (government-owned) has announced similar intentions for the short term but is interested in eventually expanding its international services, with the San Francisco area its main target in the U.S.

B. Highway Cooperation

On November 16, during the course of a Mexican-sponsored International Conference on Transport Infrastructure, Secretary of Transportation Volpe and Mexican Secretary of Public Works Bracamontes signed a bilateral Memorandum of Understanding providing for a joint research and the exchange of technical information relating to highway planning, design, construction and maintenance. Subsequently, Secretary Bracamontes designated Under Secretary of Public Works Rodolfo Felix as his Coordinator for carrying out projects developed under the terms of the Memorandum, and Secretary Volpe named Assistant Secretary for Policy and International Affairs John L. Hazard as the U.S. representative.

Secretary Volpe also designated John E. Hirten, Assistant Secretary for Environment and Urban Systems, for arrangements concerning U.S.-Mexican cooperation in transportation planning for border city-pairs. Although cooperation on border city planning was not specifically mentioned in the November 16 Memorandum, technical level meetings of U.S. and Mexican officials were held at Brownsville during 1972 to discuss surface transportation plans for the Matamoros/Brownsville area. The Department of Transportation hopes to expand the scope of cooperative border city planning and by an exchange of letters place such projects within the framework of the Memorandum of Understanding.

Felix has informed the Embassy that the Secretariat of Public Works favors in principle a formal arrangement on city-pair planning provided that a means can be found to limit the areas of cooperation to those under the exclusive jurisdiction of the Secretariat. He would prefer an initial meeting with Assistant Secretary Hazard to work out a program within the present terms of the Memorandum of Understanding, after which he would explore the more difficult border planning problem with Assistant Secretary Hirten. Concerning the latter subject, Secretary of Public Works Bracamontes reportedly wishes at this stage to avoid a policy-level meeting at a border city lest the city chosen assume that it will be given priority in any cooperative program that might emerge.

C. Communications

On November 9, 1972 at Washington Secretary Rogers and the Mexican Ambassador signed a bilateral agreement concerning frequency modulation broadcasting in the 88 to 108 MHz band and, by an exchange of notes, concluded a separate arrangement affirming that "FM broadcasting stations within the jurisdiction of each party will be assigned and operated for the basic purpose of providing an effective service to nationals within its frontiers." The Agreement concerns the allocation of FM broadcasting stations for a distance of two hundred miles on each side of the border and will serve to minimize harmful interference to the FM broadcasting

operations of the two countries. On the occasion of the signing, the Department announced that the Agreement was a further result of President Echeverria's visit with President Nixon last June. The Agreement was subsequently ratified by the Mexican Senate in late December, but we are still awaiting a diplomatic note informing the U.S. Government that the necessary measures for the Agreement to take effect have been adopted in accordance with Mexican constitutional procedures.

7. Fisheries

Mexico moved ahead during the period with its ambitious program of developing its fisheries and increasing fish production. Implementing the first segment of an announced 500-vessel construction program, construction was started on the first of 280 shrimp boats in 12 Mexican shipyards. A contract was awarded to a U.S. firm for 284 marine diesel engines for powering these and other fishing vessels, for a value of about US \$6 million. U.S. industry was alerted to the opportunities in this program for the sale of marine electronic and other equipment. During the coming year it is expected that additional increments of this program will be authorized. The goal for increasing fish production is to double the approximately 250,000 tons of total production in 1970 by the end of 1976. Whether this will actually be accomplished is problematical. If the goal is reached it will have a considerable impact both on domestic availability and consumption of fishery products and on the availability of export items.

In U.S.-Mexico fishery relations, the most notable event of the past year was the expiration on December 31, 1972 of the bilateral fishery agreement which entered into force five years ago. The GOM advised us in mid-year that Mexican law prohibited the renewal of such agreements based on traditional fishing beyond the five year period. The net effect of this expiration is that U.S. vessels are now required to remain outside of 12 miles from Mexico's coast instead of the 9 miles permitted under the agreement. On the Pacific coast the loss is negligible, while on the Gulf of Mexico coast the shrimp taken from this 3-mile strip by U.S. vessels is estimated to be about \$1 million annually. In several meetings the GOM indicated, however, its interest in continuing on an informal basis some cooperative research work on species of common interest. Steps are being taken to implement this, and it may be possible to formalize these arrangements at a later date. There are also some indications that the question of a new bilateral fisheries agreement could be re-opened sometime in mid-1973.

Another matter causing considerable concern to some segments of the U.S. fishing industry was the passage in May 1972 of Mexico's new Law for the Development of Fisheries. Some provisions of this law, notably that requiring at least 50% Mexican nationals aboard foreign vessels fishing under license in Mexican waters, could have a serious impact on the operations of some southern California boats.

Starting in July in Washington attempts were made to resolve these problems, but it was not until the fourth meeting in January in Mexico City that an understanding satisfactory to the U.S. was reached. At one point, the third meeting in San Diego in December, an impasse was reached and threats of reprisals were made by some of the more vocal fishing industry representatives. These included embargoes on U.S. imports of various Mexican fishery products, including shrimp, and picketing of Mexican tuna vessels in a San Diego shipyard for repairs. Finally, under prodding from Mexico's Foreign Office, an "administrative interpretation" of the applicable provisions of the new Fishery Law was made by the GOM in such a way as to have minimal impact on the U.S. vessels. It can be expected that details of the operation of U.S. vessels in Mexican waters under license will present problems from time to time. Given the accelerated interest and activities of the GOM in marine resource exploitation, the stated eventual goal of reserving Mexico's coastal marine resources exclusively for Mexicans, and Mexico's recent move to a leading position as a proponent of the Patrimonial Sea Concept (under which all natural resources out to as much as 200 miles from the coast are claimed as property of the coastal state), smooth sailing for the U.S. - or for other foreigners - is not a realistic outlook.

Mexico also tightened its requirements for scientific research vessel clearances as part of its growing interest in controlling and supervising its marine resources. Longer lead times and considerably more detailed information are now being required. This trend will in all likelihood continue.

Multilaterally, Mexico's participation in the Inter American Tropical Tuna Commission (IATTC) continued to be more active and demanding. In its overall fishery expansion plans, tuna plays an important part, with some 20 new tuna vessels in the construction program. At the IATTC annual meeting in Panama in November, Mexico took a forceful position in insisting on a greater share of the catch under the Commission's regulatory system. Failing to reach agreement in Panama, the Commission met again in San Diego in December and Mexico was successful in negotiating for the opportunity to catch a minimum of 12,000 tons of yellowfin tuna in special allocations for the year 1973. This represents a 50% increase over Mexico's special allocation of 8,000 tons in 1972. It can be expected that the GOM will continue its active efforts either to achieve a new regulatory system within the IATTC more favorable to Mexico or to push hard for additional concessions under the existing system. The U.N.-sponsored Law of the Sea Conference scheduled to commence in late 1973 will have a considerable impact on this whole picture. If the Patrimonial Sea concept is accepted internationally, Mexico's position will be strengthened and its role in the IATTC will be even more prominent.

US - MEXICO
TELECOM SITUATION

The Mexico-U.S. communications summary contained in the following pages has been prepared by AT&T. Generally, AT&T indicates that their relationship with Mexican communication authorities is good and that there are no major problems. AT&T currently has 53 transit circuits (to Central and South America) in operation with transit traffic growth estimated at 12 circuits per year. One potentially troublesome area involves provision of international dataphone service. Unlike the U.S. where the same carrier provides both public message and private line service, these services are provided in Mexico through separate entities. Telefonos de Mexico (TELMEX), a private corporation of which the government owns 51% of the stock, provides public message telephone service, while the Ministry of Communications and Transport (SCT) provides private line service. AT&T would prefer to see international dataphone be handled over the public message network for reasons of operational efficiency.

MEXICO - U.S.

TELECOMMUNICATIONS SITUATION

1. Organizations for Communications in Mexico

Telefonos de Mexico (TELMEX)

- Organized on standard corporate lines
 - Chairman of the Board - Manuel Senderos
 - Managing Director - Carlos Lozano Garcia
- Mexican government has been majority (51%) shareholder since August 1972
- Provides only public message telephone service

Secretaria de Telecomunicaciones Y Transportes (SCT)

- Organized as a Government department
 - Secretary - Ing. Eugenio Mendoza Docurro
 - Director of Telecommunications - Carlos Nunez Arellano
- Provides all other telecommunications services such as public message telegraph, private line telephone and telegraph, data, telephoto, radio program and television
- Regulates utility activities (including those of Telmex)
- Represents Mexico as member of CCITT, Intelsat, etc.

2. Existing Circuits

- 764 Message Telephone Circuits
- 60 Private Line Circuits (30 Voice - 30 Telegraph)
- Up to 2 two way Television facilities

3. Border Crossing Points

- Laredo, Tex. & Nuevo Laredo, Mex. - Microwave Radio
 - 51% of message telephone circuits plus TV and other
- El Paso, Tex. & Ciudad Juarez, Mex. - Coaxial Cable
 - 41% of message telephone circuits and TV
- Nogales, Ariz. & Nogales, Mex. - Microwave Radio
 - 8% of message telephone circuits
- Various other points for connecting adjacent border towns for local traffic only (i.e., Brownsville - Matamoros)

4. Message Telephone Service

Message Telecommunications Service between points in the contiguous United States and points in Mexico is provided on an "end-on" basis. That is, AT&T and Telmex each have their own rate schedule applicable to that portion of a call which is within their territory and receive

as compensation all revenues generated by their schedule. The charge for a call between a point in the interior of the U.S. and a point in the interior of Mexico consists of two parts, and are combined on the customer's statement by the telephone company responsible for billing. The rate schedule in each country covers the charge from the service point in that country to a specific border point of connection, which is generally determined by the location of the Mexican service point.

5. Direct Distance Dialing

- Introduced to U.S. exchanges from Mexico City exchanges in 1970, subsequently extended to the majority of Mexican telephones.
- Introduced to Mexico City exchanges from U.S. November 1971, subsequently extended to Monterrey exchanges.
- Not considered International Direct Distance Dialing (IDD).
- Mexico's numbering system, which uses 8-digit telephone numbers, has required the modification of U.S. switching machines, complicating and delaying introduction of DDD (there are also slight differences in the ringing, busy, and circuits busy signals, and recorded announcements are in Spanish).

6. Growth

- Message Telephone
 - 1963 2.2 million messages, \$13.6 million revenues
 - 1971 7.1 million messages, \$41 million revenues
 - Last year (1971) showed a 21% growth in messages and a 12% growth in revenue over 1970.
 - Anticipate a need for 850 circuits by end of 1973.
- Private Lines
 - Little market development in Mexico
 - Sophisticated station equipment rare in Mexico
 - U.S. working with SCT to develop market.

7. Participation in International Organizations

- CCITT
 - At the present time Mexico does not participate extensively in the various study groups of CCITT. They have participated in The World Plan organization and do participate in the administrative council of the ITU.

- CITES

- Mexico participated extensively in all phases of CITES (Inter-American Telecommunications Conference). This organization is set up under the auspices of the organization of American States. At present, Carlos Nunez, Director General of SCT is Chairman of Committee I (Inter-American Network) of CITES. Mexico hosted the last CITES meeting and took a very active role in all phases of the organization.

Mexico would be expected to increase their role in the ITU in the future particularly as the Latin American Network develops. They would also be expected to participate actively in CITES in the future.

8. Recent Developments

- Message Telephone Service
 - During the opening ceremony for direct dial service between the U.S. and Mexico in 1970, Telmex management pledged that, with the help of labor and effective controls on inflation, there would be no increase in telephone tariffs over the ensuing five years. Telmex is trying very hard to live up to this and is even more sensitive to it since the increase in governmental ownership.
 - In February 1971, a formal proposal was made to Telmex for the establishment of MTS rates on a "through" or point-to-point basis using a mileage sensitive rate schedule. Telmex rejected the proposal as inappropriate at that time due to resulting higher rate levels, and their 1970 commitment to maintain existing tariff levels, for 5 years.
 - Recently, Telmex has requested changes in the assignments of border connection points from the Laredo to the El Paso connection point, for tariff rating purposes, to recognize the larger number of circuits now being routed to El Paso. The effect of this change will be additional revenues for Telmex due to the increased facility mileage within Mexico for many calls, without the need for a Mexican Tariff change. There will be little effect on the U.S. portion.
- International DataPhone
 - An area for further negotiations between AT&T and both SCT and Telmex will be discussions relating to the introduction of permissive international data transmission over the public message network. Although many countries are in favor of the permissive approach, Mexico might choose to be an exception in light of the Private Line/Message Network split of responsibility between SCT and Telmex.

SECRETARIA DE COMUNICACIONES Y TRANSPORTES (SCT)
(Secretariat of Communications & Transportation of the Republic of Mexico)

COMMUNICATIONS & TRANSPORT MINISTRY

Secretary -- Eugenio Mendez Docurro
Under Secretary -- Javier Barrientos
Under Secretary -- Miguel Alvarez-Acosta

DIRECCION GENERAL DE TELECOMUNICACIONES

Carlos Nunez Arellano

Subdireccion General de Servicios (Services) -- Subdireccion Comercial
Clemente Perez Correa Miguel E. Sanchez Ruiz

Subdireccion de Operacion
Hector Arellano Moreno

Subdireccion de Desarrollo
(Development)
Jesus Rios Alvarado

Subdireccion General de Administracion
Oscar I. Flores Bustamante

Subdireccion General de Asuntos Internacionales (International Affairs)
Carlos Rosardo

COMMUNICATIONS AND TRANSPORT MINISTER

Eugenio Mendez Docurro was born in Veracruz, April 17, 1923. He studied primary school in his native city. In 1942, he joined the National Polytechnic Institute where he received a degree in engineering on Feb. 16, 1948.

He attended Harvard University on a scholarship from 1947 to 1949. Later he lectured there. He also did post-graduate studies in Paris.

He has been director of the Polytechnic School, director general of the telecommunications department, and a member of the Mexico-U.S. commission for project Mercury.

He is a member of five Mexican scientific associations and has published several books on his field.

He once received a decoration for his work from the Italian government.

NOTES

BRIEFING NOTES

MEXICO'S PARTICIPATION IN INTELSAT

Representation on Board of Governors

Under the definitive agreements, Mexico had to combine with Peru to qualify for a position on the new Board of Governors. However, Peru (0.80) holds the bigger investment share and represented Mexico (0.73) at the first Board of Governors meeting. (NOTE: This may be a "sensitive point" with Mexico at this time.)

R. Pinto, INTEL-Peru, was the Peru/Mexico Governor at the first Board meeting in March. Mexico has three accredited alternates:

- C. Nunez, Director-General, Telecomunicaciones
- C. Rosado, Sub-Director, International Affairs
- A. Rozental

Mexico/Spain Use of Transponder

Mexico and Spain plan to begin using a half-transponder for a dedicated television channel on July 9. (NOTE: This date is not public. COMSAT advises the Spanish signatory has just informally advised the Manager of this intention.)

MATERIAL RECEIVED FROM
MESSRS. ALBERTI &
HAMILTON

MEXICO

Political Developments and Bilateral Issues

The Echeverria Administration has now completed its second year in office. Although it has devoted more attention to international affairs than have preceding administrations, it has also stressed the need for economic growth with "social justice."

Domestic Policy

Domestic policy has focused on the problems of income distribution, assistance to depressed rural areas, housing, and governmental health and education facilities.

To advance these objectives, the GOM has adjusted its tax rate structure to increase revenue from personal income, increased federal investment and spending particularly in the provinces with large Indian populations, and undertaken ambitious housing and health care projects.

Foreign Policy

At the Third United Nations Conference on Trade and Development in Santiago, Chile in April-May, 1972, President Echeverria proposed passage of a Charter on the Economic Rights and Duties of States analogous to the UN Universal Declaration of Human Rights. This charter would enunciate principles of conduct in the field of international trade, foreign investment and development assistance, defining the relationships between the developed and lesser developed countries. The Echeverria Administration has also proposed a permanent "third world" seat, with veto power, on the UN Security Council. These two stances have enhanced Mexico's image as spokesman for the lesser developed world. The reception given to President Allende of Chile in December, 1972, when he returned President Echeverria's visit to Chile at the UNCTAD III, accentuated this impression.

Foreign Investment

Mexico has offered a favorable climate of investment during the last thirty years due to its political stability and has consequently enjoyed an excellent external credit rating with international agencies and from public and private sources in the United States. Despite recent GOM criticism of the

private sector and a general foreign direct investment law expected to be approved in the near future, that climate probably will continue to be favorable.

Salinity

A 1944 Water Treaty between the United States and Mexico stipulates the quantity of Colorado River water to be delivered annually to Mexico. Since 1961, Mexico has complained that due to the salinity of these waters, the quality of the treaty waters is not adequate for the uses stipulated in the treaty. Following President Echeverria's visit to the United States in June, 1972, President Nixon appointed former Attorney General Herbert Brownell to recommend a solution to this problem. Mr. Brownell's report is now under intensive study by the Nixon Administration.

Illegal Immigration

Although approximately 44,000 immigrant visas and 180,000 border crossing cards were issued in the past year, nearly twice that number of Mexicans were deported by the Immigration and Naturalization Service. Acknowledging that this is above all a Mexican social problem, the GOM has said it does not want to export its problems to the United States. Following President Echeverria's visit to the United States in June, 1972, each President established a group to study the situation. The US report has now been submitted to President Nixon.

Narcotics

Nearly 80% of the marijuana and 15% of the heroin in this country enters from Mexico. "Operation Cooperation," a mutual effort to develop capabilities to stem this traffic has been an encouraging development. A \$1.3 million Materiel Assistance Agreement concluded between the US and Mexican Attorneys General in September 1972 should further support this effort.

MEXICO

Fact Sheet Summary

I. Treaties and Agreements

A. With the United States, Mexico has treaties defining boundaries and riparian rights, and a large number of treaties and agreements covering economic, cultural and legal matters. In 1972 agreements were signed to promote cooperation in scientific matters and the exchange of technicians.

B. Mexico is a member of the OAS and a signatory to the Rio Pact, which specifies that "an armed attack by any State against any American State shall be considered as an attack against all the American States;" each signatory "undertakes to assist in meeting the attack."

II. Security

A. Mexico's military has 83,000 men and an annual budget of \$270 million.

B. The United States has no troops or military installations in Mexico.

III. Economic

A. Basic Facts - With a population of 52 million and a GNP of \$34.7 billion, Mexico has a per capita GNP of \$667. Although it has enjoyed a high growth rate of 6.6% (1965-1971), its population growth rate is also high at 3.4%. The United States is Mexico's major trading partner, accounting for 2/3 of both its exports and imports. US investment valued at \$2.1 billion, accounts for 2/3 of all foreign investment in Mexico.

B. Trade (\$ millions)

1. <u>Exports to:</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>
United States	\$ 880.0	\$ 970.0	\$1,012.0
Japan	96.0	68.8	64.2
Total Exports	1,365.0	1,373.0	1,474.5
2. <u>Imports from:</u>			
United States	1,235.0	1,566.0	1,478.0
West Germany	157.5	185.0	205.2
Total Imports	2,078.0	2,460.8	2,407.3

Principal exports to the United States are sugar, tomatoes, cattle, coffee and shrimp. Principal imports from the United States are motor vehicles (\$188 million in 1971) and chemical products.

Preliminary statistics for the period January-June, 1972 show a 22% increase over 1971 in exports and an 11% increase in imports.

C. Investment - In 1971 US investment in Mexico totaled \$2.1 billion. Over half of this was in manufacturing. The largest single investor was Sears Roebuck, followed by Ford. Total foreign investment was \$3.25 billion in 1971. The investment climate continues to be favorable, despite some uncertainty due to GOM criticism of the private sector and a general foreign direct investment law expected to be approved in the near future.

D. Assistance from (\$ millions)

	<u>Cumulative</u> <u>1946-1971</u>	<u>FY 1971</u>
United States	\$1,230.9	\$ 45.6
IBRD	1,053.4	75.0
Total from Non-US Sources	1,666.5	176.1

Most US assistance has been in the form of EXIM Bank loans, totaling \$931.7 million during the period 1946-1971. The US bilateral aid program with Mexico ended in 1966.

IV. Cultural and Scientific

A. US-originated commercial programs are widely disseminated through the Mexican media, perhaps too widely for Mexican nationalists.

B. USIS has 22 US employees located in five Mexican cities and an FY 1972 budget of \$2,200,000.

C. A large number of Mexicans study in US universities -- 32,828 during 1948-1971 and 2,689 during 1971.

D. The United States and Mexico cooperate extensively on space matters and our scientific relations are generally close.

V. American Presence

A. Official 974

B. Private 98,000

2/5/73

I conferencia
mundial
de televisoras
de servicio
público



LISTA DE ASISTENTES

PRIMERA CONFERENCIA MUNDIAL DE TELEVISORAS DE SERVICIO PUBLICO

ARGENTINA

DR. DARIO CASTEL
Director General
LS 82 T V Canal 7
Avenida Leandro N. Alem 735
Buenos Aires,

TELEX: 012-2396 AR - LS 82
TEL: Of. 32709199

BOLIVIA

SR. VICTOR AGUILAR DORADO
Director General T V Bolivia Canal 7
Calle Ayacucho 467
Casilla 900
La Paz

TEL: Of. 50481

COLOMBIA

SR. CARLOS DELGADO PEREIRA
Director General INRAVISION
Vía Eldorado,
Bogotá

TELEX: 44-311
TEL: Of. 446020

PERU

SR. CORONEL ARTURO LOPEZ PARDO
Gerente de Radiodifusión de ENTEL-Perú
Las Begonias 375
San Isidro,
Lima

TEL: Of. 40-23-90

I conferencia
mundial
de televisoras
de servicio
público



- 2 -

PERU

SR. FERNANDO SAMILLAN
Director, Canal 7
Televisión Nacional
Jirón Tacna -708
San Miguel,
Lima

TEL: Of. 2759-70

PUERTO RICO

SR. ELIEZER CARO MARTINEZ
Director WIPM TV
Canal 3,
Departamento de Instrucción Pública
Box 449
Mayagüez, 00708

TEL: Of. 832-2044
832-0164

VENEZUELA

SR. ING. JACOBO AEPLI
Gerente Internacional
T.V.N. 5 - Cía. de Teléfonos
Apartado 1226
Caracas,

TELEX: 21-380
TEL: Of. 557378

SRA. LIANA CORTIJO
Departamento de Producción
T V N. 5
Terraza de las Acacias,
Caracas

TEL: Of. 62-5901

SR. LIC. RUBEN OSORIO CANALES
Director General, Canal 5
Televisión Nacional
Terraza de las Acacias,
Caracas

TEL: Of. 62-4718



- 3 -

ALEMANIA FEDERAL

SRA. BRIGIDA ALEXANDER
Representante de Transtel,
Rep. Fed. de Alemania, en México
Manuel M. Ponce 332-3
México 12, D.F.

TEL. Of. 548-28-12

CANADA

SR. JORGE J. RODRIGUEZ
Jefe de la Oficina de Servicios
Latinoamericanos.
Canadian Broadcasting Corp.
Maison Radio Canada.
P.O. Box 600
Montreal, Quebec,

TELEX 0526-7417
TEL. Of. 285-2432

CHECOSLOVAQUIA

SR. JULIUS FABRY
Secretario Cultural de la
Embajada de Checoslovaquia.
Avenida de las Palmas 720
México 10, D.F.

TEL. Of. 540-25-47

ESPAÑA

SR. LUIS EZCURRA CARRILLO
Subdirector General de Radiodifusión
y Televisión.
Televisión Española
Prado del Rey,
Madrid

TELEX: 27-694
TEL. Central 2182060
2181624
TEL. Directos 2181333
2181278

I conferencia
mundial
de televisoras
de servicio
público



- 4 -

ESPAÑA

SR. FELIX FERNANDEZ SHAW
Director de Relaciones Internacionales
de la Radiotelevisión Española,
Casa de la Radio
Prado del Rey,
Madrid

TELEX: 27-694
TEL. OF. 218-3599

FRANCIA

SR. GUY VIOLANTE
11 Rte. de Croissy - 78110
Le Vesinet

TELEX: 224-27-83
Paris

INGLATERRA

Sr. LEONARD CHASE
Jefe de Adiestramiento de Producción,
BBCTV
Londres, WC 1

TELEX: 22-182
TEL. Of. 7431272

JAPON

SR. TAMOTSU ISHIKAWA
Corresponsal y Representante de NHK
en México.
Sta. Margarita 311
México 12, D.F.

TELS. MEXICO 543-97-77
543-93-81
TELEX MEXICO 01772586
NIPPONHOSO
TELEX NHK JAPON
0011781-24338
0011781-22377
TEL. NHK JAPON
(03) 501-4111

I conferencia
mundial
de televisoras
de servicio
público



- 5 -

ITALIA

SR. UMBERTO BONETTI
Director Oficina RAI, América Latina
1044 Avenida 18 de Julio
Montevideo, R.O. del Uruguay

TELEX: 765-RAI-MVD-CX
TEL. Of. 987068/9

SR. VITTORIO BONI
RAI, Director de Relaciones
Con Organismos Internacionales
Via del Babuino 9
Roma

TELEX: Roma 61142
TEL. Of. 38781

SR. ERNESTO BRAUN
RAI, Director Comercial (SACIS)
Via del Babuino 9
Roma

TELEX 625362 ✓
TEL. Of. 38781 Ext. 25-20

DR. MICHELE DE MARIA
Representante de RAI en México,
Oficina para México y América Central.
Paseo de la Reforma 336-3er piso
México 5, D.F.

TEL. Of. 514-10-64

MEXICO

ING. MARIO AGUILAR SANCHEZ
Director Técnico
Televisión Activa, Canal 13 TV
Torre Latinoamericana
México 1, D.F.

TELS: 521-27-95
512-13-13
513-13-13

LIC. PEDRO CERVANTES SANZ
Director Administrativo y Finanzas
Canal 13
Torre Latinoamericana
México 1, D.F.

510-48-13
510-48-15



- 6 -

MEXICO

LIC. JOSE MARIA DOMENECH
Director de Programación-C.13
Torre Latinoamericana
México 1, D.F.

TEL. Of. 510-48-14
521-28-07

DR. LUIS FELIPE DUARTE
Director de Mercadotecnia C.13
Torre Latinoamericana
México 1, D.F.

TEL. Of. 512-75-54
512-87-71

ING. PEDRO HEREDIA
Asesor Administrativo -C.13
Torre Latinoamericana
México 1, D.F.

LIC. RAYMUNDO LOPEZ ORTIZ
Jefe del Departamento de Asuntos
Jurídicos (Radiodifusión y
T.V. Dirección General de Educación
Audiovisual y Divulgación.
Sría de Educación Pública
México 1, D.F.

TEL.: 527 71-33

SR. JORGE LOPEZ PAEZ
Coordinador de Programas.
Oficina de la OEA en México,
Niza 12 108
México 6, D.F.

LIC. ANTONIO MENENDEZ
Director General TVA C. 13
Torre Latino Americana
México 1, D.F.

TEL.: Of. 510-48-11

I conferencia
mundial
de televisoras
de servicio
público



- 7 -

MEXICO

Sr. MANUEL MORALES DE LA PARRA
Jefe de Control de Producción C. 13 TEL. Of. 5850644
Torre Latinoamericana
México 1, D.F.

LIC. EMILIANO OROZCO
Coordinador Administrativo C. 13 TEL. Of. 510-48-09
Torre Latinoamericana 510-48-10
México 1, D.F.

LIC. GILBERTO RAMOS
Secretario Particular del TEL. Of. 518-48-11
Director General C. 13 518-48-12
Torre Latinoamericana
México 1, D.F.

LIC. ROBERTO RODRIGUEZ
JEfe de U.S.O.M. C.13 TEL. Of. 521-32-16
Torre Latinoamericana,
México 1, D.F.

SR. JOSE CARLOS RUIZ
Representante del Secretario General TEL. Of.
de la OEA en México,
Niza 12-108
México 6, D.F.

LIC. FERNANDO VALDES FLORES
Jefe de Comunicación Social, C. 13 TEL. Of. 510-48-09
Torre Latinoamericana
México 1, D.F.

SR. OSCAR M. ZAVALA
Jefe de Comunicación Social, TEL. Of. 510-48-09
Torre Latinoamericana, 5-10-48-10
México 1, D.F.

I conferencia
mundial
de televisoras
de servicio
público



- 8 -

MEXICO

SR. HUGO PATIÑO
Torre Latinoamericana
México 1, D.F.

TEL. Of. 513-13-13

SR. MANUEL MICHEL
Asesor Creativo -
Coordinador de Cine, Productor,
C. 13
Mina 24,
México 1, D.F.

TEL. Of. 585-06-44

NACIONES UNIDAS

SR. LEO RIVAS, JR.
Director Centro de Información de
las Naciones Unidas para México,
Cuba y Rep. Dominicana
Hamburgo 63, 3er piso
México 6, D.F.

TEL. Of. 514-94-46
525-75-50

SR. FELIPE DE LA LAMA NORIEGA
Oficina de Información del Centro
de Información para México, Cuba y
República Dominicana,
Hamburgo 63, 3er piso
México 6, D.F.

TEL. Of. 514-94-46
525-75-50

I conferencia
mundial
de televisoras
de servicio
público



DOC. FINAL (1)

LOS REPRESENTANTES DE LAS TELEVISORAS DE ENTIDADES PUBLICAS NO LATINOAMERICANAS ASISTENTES A ESTA CONFERENCIA, MANIFIESTAN EL ALTO-INTERES QUE HA DESPERTADO EL DESARROLLO DE LA MISMA Y SUS CONCLUSIONES.

Todos los representantes de estos organismos manifiestan que comunicarán a sus órganos rectores y a los diversos departamentos interesados en las actividades sobre las que se ha tratado en la conferencia, para poder alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, y en particular sobre las actividades siguientes:

- a). Lograr el mayor intercambio de programas y establecer las condiciones más ventajosas posibles para la distribución y adquisición de programas y facilidades técnicas.
- b). Contribuir en la capacitación del personal de las televisoras de entidades públicas latinoamericanas, en sus más diversos aspectos y en la forma que se solicite por ellos.
- c). Proporcionar informaciones sobre la programación y contribuir con sus propias experiencias en la organización-

I conferencia
mundial
de televisoras
de servicio
público



- 2 -

DOC. FINAL (1)

de los servicios, si es de interés esta contribución para las entidades latinoamericanas.

- d). Estudiar conjuntamente las medidas necesarias para alcanzar una acción común en vista de una reducción de los -- costos operativos.

Cada organismo en particular, notificará al Secretariado Permanente de la Conferencia, las condiciones específicas de esta -- ayuda.

Leonard Chase

BBC (REINO UNIDO)

André Font

ORTF (FRANCIA)

J. J. Padiou

CBC (CANADA)

Italo Lotti

RAI (ITALIA)

Yoshitaka Ishikawa

NHK (JAPON)

Alfonso Sánchez

TELEVISION ESPAÑOLA (ESPAÑA)

F. Heine

TRANSTEL
REPÚBLICA FEDERAL ALEMANA



DOCUMENTO FINAL

DOCUMENTO FINAL DE LA PRIMERA CONFERENCIA MUNDIAL DE TELEVISORAS
DE SERVICIO PUBLICO

Los representantes de Televisoras de Entidades Públicas, ésto es, - pertenecientes mayoritaria o totalmente a organismos, corporaciones o fundaciones de carácter o finalidades públicos convocados a la - Primera Conferencia Mundial de Televisoras de Servicio Público, realizada en la ciudad de México entre los días 18, 19 y 20 de octubre de 1972, adoptaron los siguientes acuerdos durante las sesiones de la conferencia reunidos en este documento final, que suscriben:

1. Denominar a estas reuniones "Conferencias Mundiales de Televisoras de Entidades Públicas".
2. Considerar como objetivos comunes los que se mencionan en el anexo 2.
3. Promover el intercambio con fines de capacitación de acuerdo al contenido del anexo 3.
4. Aprobar los acuerdos de la declaración número 1 del bloque de Canales de Televisión Latinoamericanas de Entidades Públicas, y documento final 1, firmado por los países representantes de las Televisoras de Entidades Públicas no Latinoamericanas.

I Conferencia
mundial
de televisoras
de servicio
público



- 2 -

DOCUMENTO FINAL

5. Aceptar por unanimidad la invitación del señor Presidente de la República de Colombia, Misael Pastrana Borrero y realizar la Segunda Conferencia Mundial de Televisoras de Entidades Públicas en la ciudad de Bogotá, Colombia.
6. Aceptar la invitación que a nombre de Televisión Española formuló el Sr. Luis Ezcurra, para realizar la Tercera Conferencia Mundial de Televisoras de Entidades Públicas en España, en la ciudad que denominará durante la Segunda Conferencia en Bogotá.
7. Se acordó por unanimidad que la Presidencia de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en Trecevisión Activa, Canal 13 de México, D. F. y la Secretaría en Canal 5 Televisión Nacional de Venezuela en la ciudad de Caracas.
8. Los países Latinoamericanos acordaron comprometerse a un intercambio de video-tapes de una a tres horas al mes. La Secretaría permanente queda encargada de la implantación y puesto en marcha de este acuerdo.

México, D. F., a 20 de octubre de 1972.

I conferencia
mundial
de televisoras
de servicio
público



DECL. 1

DECLARACION CONJUNTA DE LA PRIMERA CONFERENCIA MUNDIAL DE TELEVI-
SORAS DE ENTIDADES PUBLICAS

PLANTEAMIENTO

Las necesidades y aspiraciones son rasgos identificables del rostro latinoamericano y la televisión como medio masivo de comunicación puede contribuir a satisfacerlas, ante la oportunidad de la concurrencia a la Primera Conferencia Mundial de Televisoras de Entidades Públicas que las distingue en su carácter de desarrollo social, resulta de capital trascendencia el contemplar la posibilidad de formalizar un vínculo operativo permanente, que facilite el intercambio y adquisición de recursos y experiencias de necesidad común, expresada en los considerandos siguientes:

Es común denominador buscar formulas que faciliten el incremento de la productividad en su aprovechamiento.

Las televisiones de entidades públicas tienen requerimientos particulares a satisfacer, conduciéndola a desarrollar y producir sus propios satisfactores en función de las demandas específicas.

Las características sociológicas del contexto latinoamericano, son factores naturales de aglutinamiento para integrar los esfuerzos individuales de la televisión de entidades públicas, que

I conferencia
mundial
de televisoras
de servicio
público



DECL. 1

- 2 -

favorezcan el intercambio, la adquisición y producción, en la medida que contribuyen a incrementar individualmente los recursos disponibles.

El carácter del intercambio, adquisición y producción, en el ámbito de las televisiones de entidades públicas está circunscrito al apoyo del desarrollo integral del hombre, norma de satisfacción de los esfuerzos con estos propósitos.

Por estos considerandos, los asistentes latinoamericanos a la Primera Conferencia Mundial de Televisoras de Entidades Públicas, declaran conjuntamente su concenso al planteamiento descrito y manifiestan interés al proyecto de formalizar un vínculo operativo permanente que fortalezca la acción de desarrollo social de las Televisoras de Entidades Públicas en Latinoamérica.

I conferencia
mundial
de televisoras
de servicio
público



REPRESENTANTES DE LOS CANALES DE TELEVISION DE LOS PAISES LATINO-AMERICANOS QUE SUSCRIBEN LA DECLARACION I DE LA CONFERENCIA.

DR. DARIO CASTEL
CANAL 7
BUENOS AIRES, ARGENTINA

SR. ELIEZER CARO
CANALES 3 Y 6
MAYAGUEZ, PUERTO RICO

SR. VICTOR AGUILAR
CANAL 7
LA PAZ, BOLIVIA

LIC. RUBEN OSORIO CANALES
CANAL 5
CARACAS, VENEZUELA

SR. CARLOS DELGADO
INRAVISTON
BOGOTA, COLOMBIA

LIC. ANTONIO MENENDEZ
CANAL 13
MEXICO, D. F.

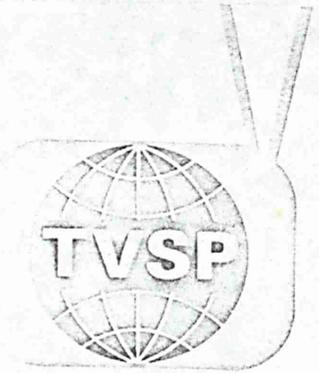
SR. FERNANDO SAMILLAN
CANAL 7
LIMA, PERU



DECLARACION DE OBJETIVOS COMUNES

Las entidades aquí representadas, conscientes de la inmensa responsabilidad que tienen los medios de comunicación y en especial la televisión ante la sociedad en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, consideran que la televisión en tanto cumple una función de servicio público debe tender hacia el bien común a través de los siguientes objetivos:

1. Proporcionar información en forma comprensible sobre los elementos nacionales e internacionales, que son condicionantes de la vida del hombre.
2. Satisfacer las necesidades en las áreas de formación, educación, cultura y entretenimiento, en todas sus manifestaciones, reafirmando los valores humanos.
3. Promover la toma de conciencia sobre los problemas nacionales y del mundo, fomentando la comprensión de la realidad y la actitud crítica que mueva a la acción por medio del conocimiento.



4. Difundir y estimular el conocimiento de la creatividad humana.
5. Coadyuvar a la formación del buen gusto.
6. Fomentar la participación del individuo en el proceso creativo de la comunidad.
7. Promover el diálogo y la participación del auditorio , permitiéndole expresarse a través de este medio.
8. Estudiar las formas en que los individuos y la comunidad puedan manifestar sus expectativas personales, comunitarias y colectivas de manera que ellas sean consideradas en los contenidos programáticos.

Bases Para el Intercambio de Educación, Cultura y Entretenimiento en Televisoras Latinoamericanas

Se Logró en la I Conferencia Mundial de Televisoras de Servicio Social

Durante la primera Conferencia Mundial de Televisoras de Servicio Público, se establecieron las bases para formalizar un vínculo operativo permanente, —entre catorce países, de los que figura México— que facilitará el intercambio y adquisición de experiencias y conocimientos de necesidad común, a fin de fortalecer el desarrollo de las televisoras en Latinoamérica.

Se planteó la inmensa responsabilidad que tienen los medios de comunicación y, en especial, la televisión ante la sociedad, para contribuir al desarrollo integral del individuo, de acuerdo a las necesidades de información, educación, cultura y entretenimiento.

También se reafirmó la necesidad de difundir y estimular el desarrollo de la creatividad humana, contribuir a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo, permitiéndole expresarse a través de este medio de comunicación.

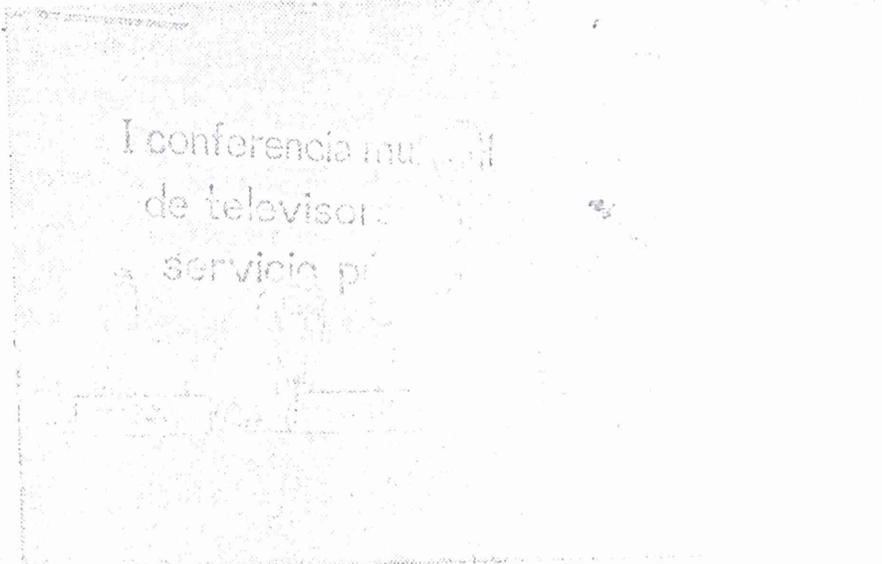
Se acordó que se establezca un programa integral de intercambio de informaciones y experiencias, así como la cooperación para crear un cen-

tro de formación y capacitación televisiva para América Latina.

Entre los participantes a esta Primera Conferencia, estuvieron representantes de Argentina, Bolivia, Colombia, Canadá, España, Francia, Italia, Japón, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela.

Entre los representantes de países no latinoamericanos que asistieron figuran los de la BBC de Londres, la CBC de Canadá, NHK de Japón, ORTF de Francia, RAI italiana, TVE de España y Transfederal de la República Federal Alemana, que manifestaron su más decisivo apoyo para alcanzar altos grados de asistencia y colaboración con las televisoras latinoamericanas.

En la sesión final se acordó, por unanimidad, que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas, tenga su sede en Trecevisión Activa, Canal 13, de México, y la secretaría en Televisión Nacional, canal 5 de Venezuela, en la ciudad de Caracas.



EN LA I CONFERENCIA Mundial de Televisoras de Servicio Social se estableció una serie de intercambios de programas y servicios con las entidades públicas de TV. El licenciado Antonio Méndez, director de Trecevisión Activa, presidió la reunión, acompañado de Carlos Holand, de Inravisión, de Colombia; Rubén O. Canales, de canal 5, de Venezuela; Darío Castel, de canal 7, de Argentina, y Fernando Samillán, de canal 7 de Perú.

Conferencia Mundial que Beneficiará a Nuestra TV

Concluyó la primera Conferencia Mundial de Televisoras de Servicio Público. Los resultados se establecieron sobre las bases de vínculos permanentes que faciliten el intercambio y la adquisición de recursos y experiencias de necesidad común.

Estos propósitos habrán de fortalecer la acción del desarrollo social de la televisión en todo el mundo.

En la ciudad de México, representantes de Argen-

tina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela, plantearon la responsabilidad que tienen los medios de comunicación y en especial la televisión ante la sociedad, en cuanto a la contribución al desarrollo del individuo y de la propia comunidad, comprendidas dentro de la información, la educación, la cultura y el

entretenimiento que proporcionan.

Se señaló la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar en la formación

del buen gusto y fomentar la participación del individuo, en el diálogo y en la expresión a través de este medio de comunicación social.

Los frutos concretos,

después de haberse discutido a través de ponencias, serán el establecimiento inmediato de un programa integral de intercambio de informaciones, programas, y la recomendación para crear

un centro de formación y capacitación televisiva en América Latina.

Apoyaron todos los trabajos las televisoras BBC de Londres, la CBC de Canadá, la NHK de Japón, la

OMTF de Francia, La RAI de Italia, la TVE de España y la TRANSTEL de la República Federal Alemana. Aportarán asistencia y colaboración a Latinoamérica e in-

tercambio de programas y contribución en la capacitación del personal técnico.

En la sesión final se acordó, por unanimidad, que la presidencia del organismo, tenga su sede en Televisión Activa Canal 12, y la Secretaría en el Canal 5, de Caracas, Venezuela.



CIERTO: Por buscar una oportunidad para darse a conocer, muchos actores de la nueva hornada ofrecen sus servicios a los productores sin cobrarles nada, o conformándose con lo que les den... CLAUDIA Martell niega que haya decidido retirarse... PODRIA surgir hoy el acuerdo de realizar semanas del cine mexicano en Quito y Guayaquil... ES UN hecho, en cambio, que se celebrará un evento de esa naturaleza en la ciudad de Guatemala del 7 al 14 de diciembre próximo, organizado por Películas Mexicanas. Ya se procede a seleccionar los filmes que se exhibirán y los artistas que integrarán nuestra delegación... JUAN de Wyskota leerá hoy sus cuentos ante los integrantes del Taller Literario de Bellas Artes, en el Museo de San Carlos... LA "ENGLISH Chamber Orchestra", dirigida por Sir John Pritchard, da un concierto esta noche en la Sala de Espectáculos de Bellas Artes... EL ESTABLECIMIENTO inmediato de un programa integral de intercambio de informaciones, programas y servicios, así como la recomendación para crear un centro de formación y capacitación televisiva para América Latina, fue uno de los acuerdos adoptados por los representantes de televisiones de servicio público de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela. Los trabajos se realizaron del 18 al 20 del actual, inclusive, y en la última sesión se acordó que la presidencia del organismo permanente de la Conferencia Mundial de Televisiones de Entidades Públicas, tenga su sede en Trecevisión Activa, Canal 13, de México, y la Secretaría en Televisión Nacional, Canal 5, de Venezuela... ROSALIO Solano, director de fotografía de la película "El Principio", dijo que durante las tres primeras semanas de rodaje, nadie creía en el director Gonzalo Martínez. ¿No se reflejará esto en la pantalla? Veremos... PARA Pepe Alameda (programa del mediodía por "W", ayer), la fiesta taurina celebrada en la Plaza México el domingo anterior, "fue una pachanga que, por lo mismo, no merecía comentario alguno". Para él, quizás, pero ¿por qué no explicar al público en qué consistió? Seriedad, hombre, seriedad... LA PROXIMA semana se cambiará el elenco de la serie "La criada bien criada", cuyo personaje central interpreta María Victoria, y para integrarlo han sido contratados la sin par "Vitola" y "Borolas"... Y HASTA AQUI, por hoy...

Iberoamérica Mejorará la Capacitación Televisiva

Quedaron formalizadas las bases para intercambiar de inmediato programas y servicios, así como técnicas, para una mejor capacitación televisiva en América Latina, durante la Primera Conferencia Mundial de Televisores de Servicio Público.

La reunión celebrada en la ciudad de México, tuvo como objetivo un estudio de las condiciones actuales de la televisión en el mundo y en especial en América.

En ella se planteó la inmensa responsabilidad de que tienen los medios de comunicación, sobre todo la televisión en la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad.

En el desarrollo de la conferencia, a la cual asistieron representantes de todo el mundo, se recalcó la necesidad y la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar el interés por la cultura.

(SIGUE EN LA PAGINA CUARENTA Y UNO)

Iberoamérica Mejorará la Capacitación Televisiva

(VIENE DE LA PAGINA DOS)

Después de haberse realizado la conferencia —durante los días 18, 19 y 20 de octubre— se acordó, por unanimidad de los asistentes, que la presidencia del organismo permanente de la Conferencia Mundial de Televisores de Entidades Públicas; tenga su sede en la ciudad de México, en Trecevisión Activa del Canal 13; la vicepresidencia fue para Venezuela, las representaciones son por el licenciado Antonio Menéndez, director del 13, y licenciado Rubén Osorio Canales, director del Canal 5 de Venezuela.

Martes 24 de Octubre de 1972



La ceremonia inaugural de la I Conferencia Mundial de Televisoras de Servicio Social, para establecer una serie de intercambios de programas y servicios entre las entidades públicas de televisión, estuvo presidida por el licenciado Antonio Menéndez.

MEXICO, D. F., Martes 24 de Octubre de 1972



EN LA PRIMERA Conferencia Mundial de Televisoras de Servicio Público efectuada en esta capital del 18 al 20 del actual bajo la presidencia del Lic. Antonio Menéndez (centro), director general de Trecevisión Activa Canal 13, se acordó otorgar la presidencia permanente de la Conferencia a esta estación.

14 Países Participan en la Conferencia Mundial de Televisoras de Servicio Público

Las bases tendientes a fortalecer la acción de desarrollo social de las televisoras de entidades públicas en Latinoamérica, intercambiar recursos y experiencias y formalizar un vínculo operativo permanente, se establecieron en la Primera Conferencia Mundial de Televisoras de Servicio Público celebrada con la participación de 14 países, inclusive el nuestro.

Los países participantes en la reunión son Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela.

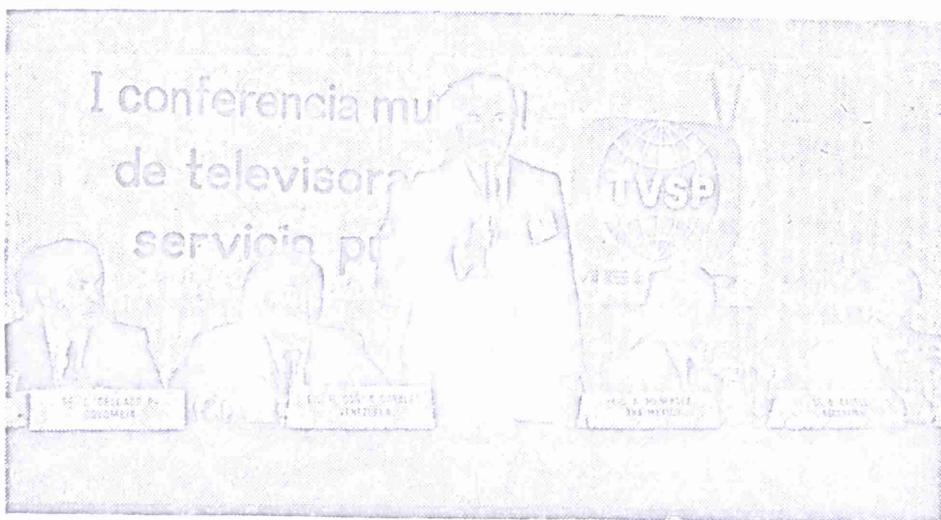
En la conferencia presidida por el licenciado Antonio Menéndez, director general de Trecevisión Activa, Canal 13 de nuestro país, se señaló también la responsabilidad que tienen los medios de comunicación y, en especial, la televisión ante la sociedad, para contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

Además, se puntualizó en la reunión sobre la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo y permitiéndole expresarse a través de ese medio de comunicación social.

Como primeros frutos de esa Conferencia que se celebró en esta capital del 18 al 20 del actual, figuran el establecimiento inmediato de un programa integral de intercambio de informaciones, programas y servicios, así como la recomendación de crear un centro de formación y capacitación televisiva para América Latina.

Las entidades no latinoamericanas que asistieron a la reunión acordaron brindar su apoyo a las de nuestro hemisferio para que alcancen sus metas proporcionándoles asistencia y colaboración.

La presidencia permanente de la Conferencia Mundial de Televisoras de Entidades Públicas la tendrá Trecevisión Canal 13 de nuestro país.



Carlos Delgado, de Colombia; licenciado Rubén Osorio Canales, de Venezuela; doctor Darío Castel, de Argentina, y Fernando Samillán, de Perú, escuchan la exposición del licenciado Antonio Menéndez, director general de Trecevisión Activa y presidente de la I Conferencia Mundial de Televisoras de Servicio Público.

Intercambiarán Experiencias las Televisoras de Servicios Públicos

Por ANTONIO ORTIZ IZQUIERDO
Redactor de EL UNIVERSAL

El establecimiento inmediato de un intercambio de informaciones, programas y servicios, así como la recomendación para crear un centro de formación y capacitación televisiva para América Latina, fueron los puntos concretos a los que se llegó en la Conferencia Mundial de Televisoras de Servicios Públicos efectuada en esta capital.

Representantes de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, Puerto Rico, Perú, Reino Unido, República Federal Alemana, Venezuela y México, integraron esta reunión.

Se establecieron las bases para formalizar un vínculo operativo permanente que facilitará el intercambio y la adquisición de recursos y experiencias, para fortalecer la acción de desarrollo social de las televisoras de entidades públicas en América Latina.

Fue planteada en el curso de la Conferencia la responsabilidad que tienen los medios de comunicación, y en especial la televisión, ante la sociedad.

Se habló de que la TV debe contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

También se apuntó en la reunión,

que debe difundirse y estimularse el conocimiento de la creatividad humana, roadyuvando a la formación del buen gusto, fomentando la participación del individuo y promoviendo el diálogo.

Las sesiones de trabajo de la Conferencia Mundial de Televisoras de Servicio Público fueron presididas por el licenciado Antonio Menéndez, director general de Trecevisión Activa, o sea, Canal 13 de México. Como vicepresidente estuvo el licenciado Rubén Osorio Canales, director general de Canal 5 de Caracas, Venezuela.

Otro de los acuerdos tomados fue en el sentido de que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en México, precisamente en Trecevisión Activa, y que la secretaría sea Televisión Nacional Canal 5, de Caracas.

Los representantes de la BBC de Londres, la CBC de Canadá, NHK del Japón, ORTF de Francia, RAI italiana, TVE de España y Transtele de la República Federal Alemana, expresaron su más decidido apoyo para alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas de América Latina, y en forma muy especial, en lo que se refiere a un mayor intercambio de programas y a contribuir en la capacitación del personal técnico.

Terminó la Conferencia Mundial de Televisoras de Servicio Público

Conferencia Mundial de TV de Servicio Público

Misión de los Medios de Comunicación

Reunidos en la ciudad de México, los representantes de televisoras de servicio público de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela, se establecieron las bases para formalizar un vínculo operativo permanente, que facilitará el intercambio y adquisición de recursos y experiencias de necesidad común, para fortalecer la acción de desarrollo social de las televisoras de entidades públicas en Latinoamérica.

Entre las finalidades comunes, en esta primera Conferencia Mundial de Televisoras de Servicio Público, se planteó la inmensa responsabilidad que tienen los medios de comunicación y, en especial, la televisión ante la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

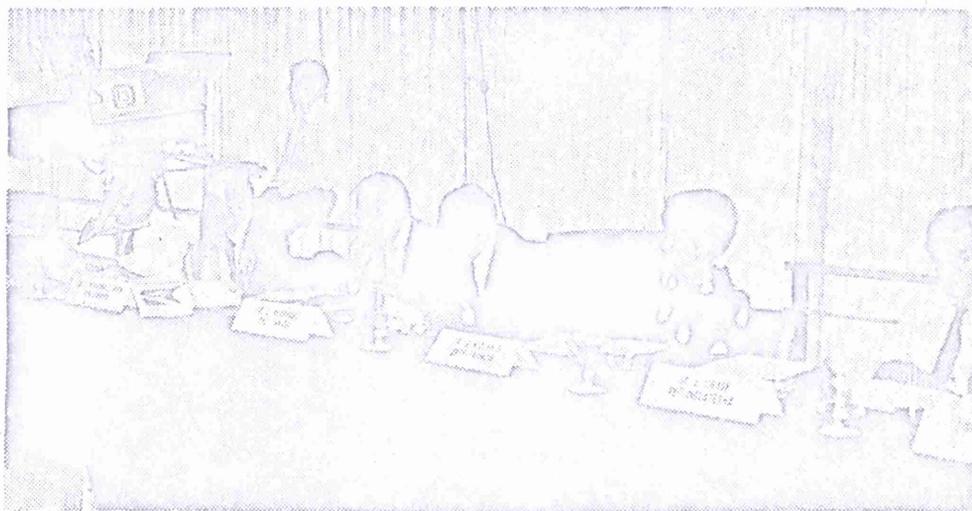
También se señaló por la conferencia, la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo y permitiéndole expresarse a través de este medio de comunicación social.

Las sesiones de trabajo de esta primera conferencia se llevaron al cabo los días 18, 19 y 20 de octubre y fueron presididas por el licenciado Antonio Menéndez, director general de Trecevisión Activa, Canal 13 de México, y como vicepresidente el licenciado Rubén Osorio Canales, director general de Canal 5 de Caracas, Venezuela.

Como primeros frutos concretos de la reunión, después de estudiar una serie de ponencias presentadas por las diferentes representaciones, se pueden citar el establecimiento inmediato de un programa integral de intercambio de informaciones, programas y servicios, así como la recomendación para crear un centro de formación y capacitación televisiva para América Latina.

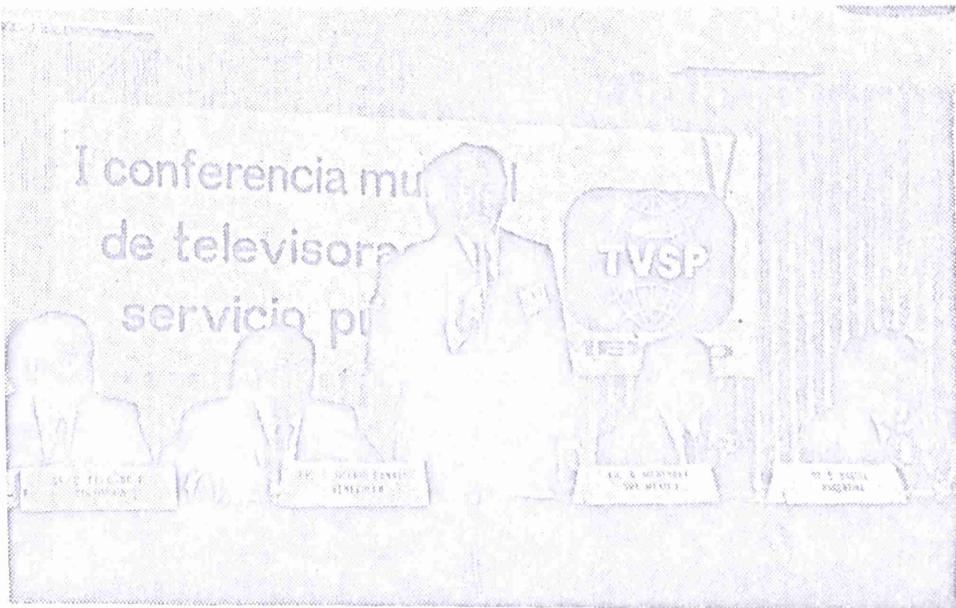
Las entidades no latinoamericanas asistentes, como son la BBC de Londres, la CBS de Canadá, NHK de Japón, ORIF de Francia, RAI Italiana, TVE de España y Transtel de la República Federal Alemana, manifestaron su más decisivo apoyo para alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, sobre todo para un mayor intercambio de programas y contribuir en la capacitación del personal técnico.

En la sesión final se acordó por unanimidad que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en Trecevisión Activa Canal 13 de México, D.F. y la secretaría en Televisión Nacional, Canal 5 de Venezuela, en la ciudad de Caracas.



EN LA I CONFERENCIA Mundial de Televisoras de Servicio Social participaron los representantes de las más importantes entidades internacionales de TV. En la gráfica el señor Luis Ezcurrea, de TVE de España; Félix Hernández Shaw, de la Unión Europea de Radio; J. Rodríguez, de la CBC de Canadá; Guy Violante, de la ORTF de Francia, y Leonard Chase, de la BBC de Londres.

Conferencia Mundial de Televisoras



Al iniciarse los trabajos de la I Conferencia Mundial de Televisoras de Servicio Social, para establecer una serie de intercambios de programas y servicios entre las entidades públicas de TV, el licenciado Antonio Menéndez, director general de Trecevisión Activa Canal 13, preside la reunión, acompañado del señor Carlos Delgado, de Inravisión de Colombia; licenciado Rubén Osorio Canales, de Canal 5 de Caracas, Venezuela; doctor Dario Castel, de Canal 7 de Buenos Aires, Argentina; y señor Fernando Samillán, de Canal 7 de Lima, Perú.

Para Toda Iberoamérica

Crearán un Centro de Capacitación de TV Para Emisoras de Servicio Público

El Plan Surgió Aquí con Delegados de 14 Países

En esta capital surgió el plan para crear un centro de formación y capacitación televisiva, el cual fortalecerá la acción de desarrollo social de las televisoras de entidades públicas en Iberoamérica.

Lo anterior fue uno de los principales resultados de la Primera Conferencia Mundial de Televisoras de Servicio Público, que se efectuó en esta ciudad bajo el auspicio del canal 13 capitalino, a la que participaron delegados de 14 países.

Los representantes de televisoras de servicio público de México, Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, Puerto Rico, Perú, República Federal de Alemania, Reino Unido y Venezuela, establecieron las bases para formar un vínculo operativo permanente, que facilitará el intercambio y adquisición de

recursos y experiencias de necesidad común, para fortalecer el desarrollo social de las entidades públicas en Latinoamérica.

Entre los propósitos comunes en esta Primera Conferencia Mundial de Televisoras de Servicio Público, se planteó la inmensa responsabilidad que tienen los medios de comunicación y, en especial, la televisión, ante la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, con información, educación, cultura y entretenimiento.

Se señaló también en la mencionada conferencia, la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo y permitiéndole expresarse al través de ese medio de comunicación social.

Las sesiones de trabajo de la mencionada conferencia se efectuaron en un hotel capitalino del 18 al 20 del presente mes, y fueron presididas por el licenciado Antonio Menéndez, director general de Televisión Activa (canal 13 de México), y como vicepresidente el licenciado Rubén Osorio Canales, director general del canal 5 de Caracas, Venezuela.

Las entidades no latinoamericanas asistentes a la mencionada conferencia mundial, tuvieron representaciones de la BBC de Londres, CBC de Canadá, NHK de Japón, ORTF de Francia, RAI de Italia, TVE de España, y Transtel de la República Federal Alemana. Sus representantes manifestaron su más decisivo apoyo para alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, sobre todo para un mayor intercambio de programas y contribuir a la capacitación del personal técnico.

En la sesión final se acordó por unanimidad que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en Televisión Activa de México y la secretaria, en Televisión Nacional, canal 5 de Venezuela, en la ciudad de Caracas.



ANTONIO MENENDEZ, director del canal 13 de televisión, presidió los trabajos de la primera conferencia mundial de televisoras de servicio social. En la fotografía están también Carlos Delgado, de Inravisión de Colombia; licenciado Rubén Osorio, del canal 5 de Caracas; doctor Darío Castel, del canal 7 de Buenos Aires, y Fernando Samillán, del canal 7 de Lima.

MARTES 21 DE OCTUBRE DE 1961

Se Fortalecerá la Cooperación Entre las Televisoras de América Latina

Las Bases Quedaron Sentadas en la Conferencia Mundial que se Celebra Aquí

Las bases para formalizar un vínculo operativo permanente que facilitará el intercambio y adquisición de recursos y experiencias de necesidad común, para fortalecer la acción de desarrollo social de las televisoras de entidades públicas en América Latina, fueron sentadas durante la I Conferencia Mundial de Televisoras de Servicio Social, celebrada en esta ciudad.

Otro de los resultados concretos de la reunión, a la que asistieron representantes de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela, fue la recomendación para crear un centro de formación y capacitación televisiva para América Latina.

Los trabajos fueron presididos por el licenciado Antonio Menéndez, director general de Trecevisión Activa, Canal 13 de México; como vicepresidente fungió el licenciado Rubén Osorio Canales, director general de Canal 5 de Caracas, Venezuela.

Como finalidad común se planteó en la conferencia la inmensa responsabilidad que tienen los medios de comunicación, y en especial la televisión, ante la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

Asimismo se señaló la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo y permitiéndole expresarse a través de este medio de comunicación social.

Se acordó, por unanimidad, que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en Trecevisión Activa Canal 13 de México, y la secretaria en Televisión Nacional, Canal 5 de Venezuela, en la ciudad de Caracas.

Su más decisivo apoyo para alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, sobre todo para un mayor intercambio de programas y contribución en la capacitación del personal técnico, fue manifestado por las entidades no latinoame-

ricanas que estuvieron presentes en la reunión, efectuada del 18 al 20 del presente, como son la BBC de Londres, la CBC de Canadá, la

NHK de Japón, ORTF de Francia, RAI de Italia, TVE de España y TRANSTEL de la República Federal Alemana.

Inmensa Responsabilidad de la Televisión Ante la Sociedad

En la Primera Conferencia Mundial de Televisoras de Servicio Público efectuada en México, se planteó la inmensa responsabilidad que tienen los medios de comunicación y, en es-

pecial, la televisión ante la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

En esta reunión participaron representantes de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela.

Entre las finalidades comunes adoptadas en esta conferencia, se planteó la responsabilidad que tienen los medios de comunicación y, en especial, la televisión ante la sociedad, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad, comprendiendo las necesidades de información, educación, cultura y entretenimiento.

Se establecieron las bases para formalizar un vínculo operativo permanente, que facilitará el intercambio y adquisición de recursos y experiencias de

necesidad común, para fortalecer la acción de desarrollo social de las televisoras de entidades públicas en cuanto a los países de Latinoamérica se refiere.

Se señaló también, la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, coadyuvar a la formación del buen gusto y fomentar la participación del individuo, promoviendo el diálogo y permitiéndole expresarse a través de este medio de comunicación.

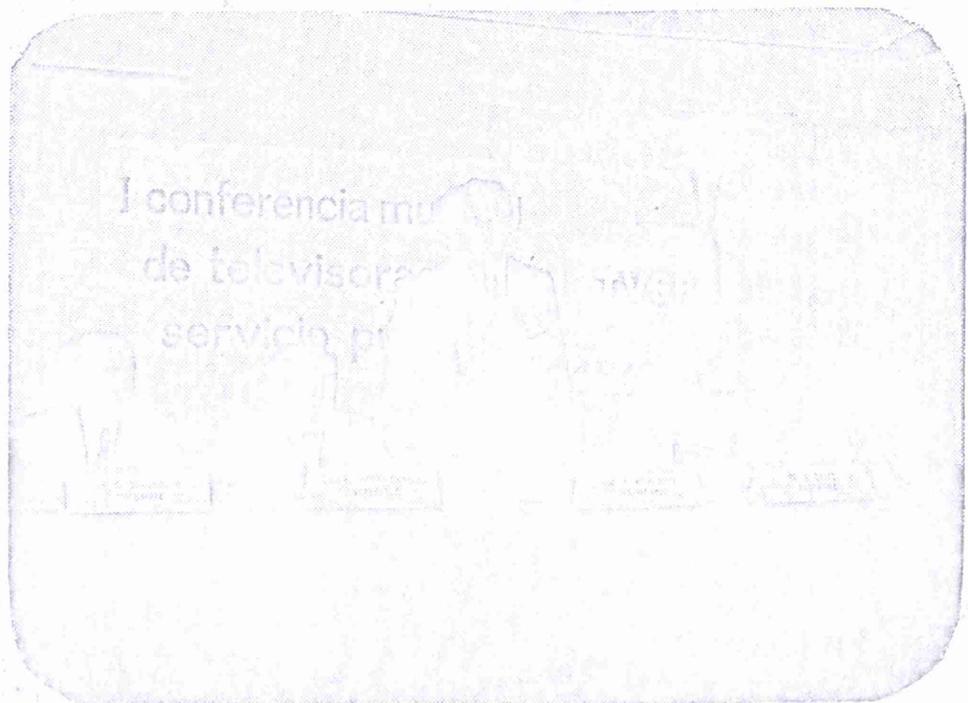
Entre los resultados de esta reunión adoptados después de estudiar una serie de ponencias presentadas por las diferentes representaciones, figuran el establecimiento inmediato de un programa integral de intercambio de informaciones, programadas y servicios, así como la recomendación para crear un centro de formación y capacitación televisiva para la América Latina.

Las entidades no latinoamericanas asisten, como la BBC de Londres, la CBC de Canadá; NHK, de Japón;

ORTF de Francia; RAI de Italia; TVE de España y Transtel de la República Federal Alemana, manifestaron su más decisivo apoyo para alcanzar los más altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, sobre todo para un mayor intercambio de programas y contribuir en la capacitación del personal técnico.

En la sesión final se acordó por unanimidad que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas tenga su sede en Trecevisión Activa Canal 13 de México y la Secretaría en Televisión Nacional, Canal 5 de Venezuela, en Caracas.

Las sesiones de trabajo efectuadas del 18 al 20 del actual fueron presididas por el licenciado Antonio Menéndez, director general de Trecevisión Activa y como vicepresidente quedó el licenciado Rubén Osorio Canales, director general del Canal 5 en Caracas, Venezuela.



EL LICENCIADO ANTONIO Menéndez, director general de Trecevisión Activa, aparece en la gráfica cuando hizo uso de la palabra en una de las reuniones de la Primera Conferencia Mundial de Televisoras de Servicio Público, celebrada en esta ciudad. Junto a él están los delegados de Colombia, Venezuela y Argentina.

Importantes Acuerdos Internacionales se Tomaron Durante una Conferencia Mundial de Televisoras

Estaciones televisoras de servicio social de 14 países, incluida Trecevisión Activa, canal 13 de México, acordaron establecer un plan integral de intercambio de informaciones, programas y servicios.

En la misma forma, acordaron recomendar la creación de un centro de formación y capacitación televisiva para América Latina.

Los acuerdos de referencia fueron los primeros resultados de la Primera Conferencia Mundial de Televisoras de Servicio Social, efectuada en esta capital los días 18, 19 y 20 del presente mes, y la cual fue presidida por el director general de Trecevisión Activa Canal 13, licenciado Antonio Menéndez, y como vicepresidente el licenciado Rubén Osorio Canales, director general de Canal 5, de Caracas.

Participaron en la mencionada reunión, representantes

de televisoras de servicio público de Argentina, Bolivia, Canadá, Colombia, España, Francia, Italia, Japón, México, Puerto Rico, Perú, Reino Unido, República Federal Alemana y Venezuela.

Los participantes establecieron bases para normalizar "un vínculo operativo permanente, que facilitara el intercambio y adquisición de recursos y experiencias de necesidad común, para fortalecer la acción de desarrollo social de las televisoras de entidades públicas en Latinoamérica".

Durante las sesiones de trabajo, se planteó la inmensa responsabilidad que tienen los medios de comunicación ante la sociedad, especialmente la televisión, en cuanto a contribuir al desarrollo integral del individuo y de la comunidad en sus necesidades de información, educación, cultura y entretenimiento.

En la misma forma se reconoció la responsabilidad de difundir y estimular el conocimiento de la creatividad humana, ayudar a la formación del buen gusto y fomentar la participación de las personas promoviendo el diálogo y permitiéndoles expresarse a través de la televisión.

Las entidades no latinoamericanas asistentes, como la BBC de Londres, CBC de Canadá, NHK, de Japón, ORTF, de Francia, RAI, de Italia, TVE, de España y TRANSTEL, de la República Federal Alemana, manifestaron su apoyo para alcanzar altos grados de asistencia y colaboración con las televisoras de entidades públicas latinoamericanas, sobre todo para un mayor intercambio de programas y contribuir en la capacitación del personal técnico.

Los participantes acordaron que la presidencia del organismo permanente de la Conferencia Mundial de Televisoras de Entidades Públicas, tenga su sede en Trecevisión Activa Canal 13, de México y la secretaría en Televisión Nacional, Canal 5, de Caracas, Venezuela.

Seven leading figures in public life are profiled by Sidney Wise

Rare combination of talents



A surgeon, a professor, a politician, an army general, an author, a businessman and intellectual all blended into a single personality is a combination not easily found in Mexico—or in any nation for that matter. Yet, these have been the activities of Dr—and General—Jesus Lozoya Solis, the founder of pediatric surgery in Mexico, and an internationally recognized figure

in medical circles. As a child of six during the Mexican revolution, he saw his father hanged from a tree by Pancho Villa and later saw his elder brother get revenge by killing the feared Villa in a shoot-out. Lozoya has been governor of his native state of Chihuahua, served as an army general and been a professor at Mexican medical schools for 30 years. At the same time he has found time to write books on Mexican history, direct a successful pharmaceutical company specializing in medicine for children and to continue his practice as a pediatrician.

Last August he was appointed to a three member international committee including Dr James Lister, of Britain, which will meet in Cambridge in July next year to establish the basis of a world federation of pediatric surgeon societies.

Artist and uninhibited publicist



The "poor man's Goya" and the enfant terrible of Mexican painting are two of the favourite descriptions of José Luis Cuevas, who tries to outdo Dali as a publicist

and comes close to Daumier as a cruel reflector of modern society.

An uninhibited character who has campaigned for election to the Chamber of Deputies and written unabashed articles on his painting genius, Cuevas seems now to reign supreme as the outstanding figure among Mexico's new wave artists. Yet for all his unquestioned public relations ability, Cuevas is a serious artist, whose works are prized both at home and abroad, with an internationally recognized stature. Exhibitions of his works have been held in 12 countries.

Protector of the underprivileged



Señor Jorge de la Vega Domínguez is discovering that being the head of one of Mexico's largest state-owned companies requires skills that are not taught in a school of economics.

De la Vega is director of CONASUPO, a company with an annual budget of £200m dedicated to aiding the underprivileged sectors of the population by both buying from and selling to them.

This company operates 2,500 non-profit stores selling goods of basic necessity at the lowest

possible prices. At the same time it buys basic food crops from small peasants at the highest possible prices compatible with its programme of providing food items at low cost.

This seeming contradiction, and the web of complex forces in which CONASUPO is enmeshed, has been a greater test of de la Vega's skill as a politician than as an economist, for which he received a broad training.

A former economic adviser in the ruling majority party, the PRI, he served as director of the Institute for Economic, Political and Social Studies during the campaign which coordinated innumerable development projects for each of the 29 states, two federal territories and one federal district of the nation.

Pitiless exploitation of the peasants by corrupt bureaucrats in the provinces has been one of his main concerns. To combat this he has set up a network of 20 schools where teenage peasants are trained.

All-consuming passion for politics



Youngest member of the Mexican cabinet is Señor Porfirio Muñoz Ledo, aged 39, a brilliant political science professor, who has bridged the gap between theory and practice with remarkable ease.

He entered politics in 1969 as part of the brains trust which aided in the election campaign of President Echeverría. He then became the president's private secretary on December 1, 1970, and two months ago was named Secretary of Labour.

Muñoz is one of the brightest rising stars in Mexican politics. Professorial, yet intense in his manner, he has an all-consuming passion for Mexican politics, a

complex and baffling subject on which he has written and lectured, in English and French as well as in Spanish.

"Mexico today is in the crucible, at a moment which may not come again, to reach a true developed nation stage within 10 to 15 years", he said. "However, we are in the process of achieving this not in the image of western Europe, or the United States or Russia, but in an independent manner that will reflect our own peculiar cultural, economic and political background."

"Moral force is the only one which we have decided to use. Intelligence can only triumph when it represents moral values", he said. Gonzalez is a leading leftist intellectual and author of several books on contemporary Mexican politics.

Intellectual commitment to moral force



An experiment in proving that morality triumphs over

brutality has been a difficult exercise for Dr Pablo Gonzalez Casanova, an outstanding sociologist and rector of the National Autonomous University of Mexico (UNAM) which has 90,000 students.

A group of 25 students with guns occupied the university rectorate for more than a month and left only after destroying the university records and committing widespread vandalism last month.

To maintain the autonomy of the university which is virtually a sovereign city-state, and to refrain from the use of force, the rector refused a government offer of aid in dislodging the students.

"Moral force is the only one which we have decided to use. Intelligence can only triumph when it represents moral values", he said. Gonzalez is a leading leftist intellectual and author of several books on contemporary Mexican politics.

Banker with a desire for liberal reform



One of Mexico's most successful bank directors, Señor José Pintado Rivero, aged 44, views the future of this

nation of extreme wealth and poverty in terms of liberal reform.

"We cannot do business as usual on the basis of the exorbitant profits of the past", he said. "We must make changes to do away with the old system and provide greater social improvement while becoming a more modern and efficient nation."

Pintado has established a record of efficiency of his own as director general of Financiera Comermex, SA, Mexico's most quickly growing financiera (investment bank) whose resources have

risen more than 500 per cent during the past five years. In 1967, the bank was one of the smallest financieras of the country. Today, with resources of almost £24m, it is the fifth largest.

One of the keys to the success of the bank, he says, was the mobilization of a team of young executives who emphasized efficiency, service and aggressiveness.

A lawyer and graduate of the National Autonomous University of Mexico, he speaks fluent French and English, and finds his main relaxations in riding and sailing.

Hero of the business community



A virtual hero in the Mexican business community, Señor Crescencio Ballesteros, bought control of a domestic airline which was losing money under foreign management and converted it into a successful profit-making enterprise.

In November of 1968, Ballesteros and a private group of local investors purchased 35 per cent of the shares of Mexicana de Aviación from Pan American to acquire majority control of the company which had suffered heavy losses for six consecutive years previously.

After a sweeping reorganization of the company Mexicana de Aviación was able to show a profit within one year. Since then, it has enjoyed a rapid growth.

During the first six months of this year, sales of Mexicana increased 21 per cent while earnings per share rose drastically from \$0.55 centavos to \$16.55 pesos, a gain of 2,909 per cent.

The price of Mexicana's shares in the Mexico City Stock Exchange has increased during the past year from \$62 pesos to \$200 pesos to become the fastest rising stock in Mexico for 1972.

Crescencio Ballesteros, aged 58, is an engineer who owns or directs many companies in Mexico. Reorganizing ailing companies is a speciality of his.

Ballesteros is the principal owner or director of several construction companies, an electronic company and a building materials firm. He was elected executive of the year in 1970 by the Association of Sales Executives of Mexico.

State activity a refreshing element in television

The winds of change are blowing today across Mexico's commercial-saturated television system which for almost 25 years has been a virtual monopoly in the hands of a small private group. A reappraisal and cautious reform are being made of a system which has adopted and exaggerated many of the least desirable aspects of American television.

Programmes of animated cartoons, musical shows, crime and violence, most of them American productions dubbed into Spanish, have constituted the main ingredients of television in this country whose cultural background is alien to the tastes of the United States.

Moreover, the proportion of commercials to programmes is probably among the highest in the world. It is not

unusual for five minutes of programmes to be followed by three minutes of commercials so that the viewer is subjected to a disjointed, mutilated form of entertainment interrupted by constant exhortations to buy.

However, a series of reforms is unfolding to change not only the cultural level of television output but its ideological structure. The government reform plan

calls for more public service programmes with greater emphasis on culture, information, the arts and Mexican themes while cutting down the heavy output of American programmes which is described as a form of "cultural colonialism".

Advertisements of cigarettes and liquor are now only allowed at night so that they are not seen by children, and further regulation of commercials

is being negotiated with station owners.

At the same time, the Government is moving more towards the European concept of television in which the state plays an active role with its own stations while shifting away from the American tradition of 100 per cent private ownership.

In this nation of 50 million inhabitants, there is a plethora of 28 television stations and 440 radio stations, including 31 in Mexico City alone. Yet, despite the state-private mixed economy tradition of Mexico under which hundreds of state-owned companies operate in areas of wide public interest, government policy until recently, has been not to own broadcasting stations.

Spurred by the declining quality level of television, the Government ended this policy in March when it acquired the near-bankrupt, three-year-old Channel 13.

Handicapped by a low budget and lack of sufficient trained technicians, Channel 13 has nevertheless provided a refreshing element in Mexico's dreary television output. Discussion programmes on provocative topics, Mexican music and folklore dancing, theatre, and art programmes, almost all with Mexican themes have provided the main output of the station.

Some of the programmes lack technical finesse but there is a creative, at times experimental, verve to many of the programmes that seems to reflect the Mexican genius for improvisation. Noted artists, writers and young intellectuals are lending their talents to the station, and some outstanding television directors have joined the venture.

Commercials of a non-offensive nature, excluding tobacco and liquor, are allowed in limited number but only at the beginning and the end of programmes. "We are trying to make a model television station for developing countries in which national cultural values are stressed and the viewer is activated to think, criticize or participate and not remain passive through escapism", said its director general, Señor Antonio Menendez.

With only seven months of broadcasting as a government station, Channel 13 has risen sharply in popularity. It represents Mexico's brightest hope for a new type of high-level, national television.



N.M. Rothschild

& Sons Limited Merchant Bankers

New Court, St. Swithin's Lane, London EC4P 4DU

- Eurobonds
- Eurocurrency loans
- Finance for exports
- International portfolio management
- Foreign exchange
- Foreign currency and sterling deposits
- Acquisitions and financial advice
- International dealers in gold and silver bullion

Representative offices in Mexico:
 Florencia 39-Rooms 401 & 402, Mexico 6 D.F.
 Telephone: Mexico City 533-5206/7
 Representative: Señor Enrique Sarro

S.W.

Doing business with Mexico?
 Choose the right bank
 A state-owned bank,
 specialized in
 foreign trade

Mexico's National Foreign Trade Bank

CAPITAL AND RESERVES (to December 31, 1971) 876,629,276.72 PESOS

With correspondents and business representatives all over the world

The commercial services of this institution include:

-FINANCIAL ASSISTANCE TO IMPORTERS AND EXPORTERS

-COMMERCIAL INTELLIGENCE

-MARKETING RESEARCH

-EXCHANGE TRANSACTIONS



BANCO NACIONAL DE COMERCIO EXTERIOR, S. A.
 Cable address: BANCOMEXT Venustiano Carranza 32, México 1, D. F. MEXICO



EUROPE AND THE THIRD WORLD ON DECEMBER 6th

Four leading national daily newspapers of Europe

LE MONDE
 LA STAMPA
 THE TIMES
 DIE WELT

with a total readership of over 5.5 million will publish their sixth joint special report and will examine Europe's relationship with the developing world.

The following subjects will be covered:

1. A general introductory article setting out the likely future relationship of the Community with the Third World.
2. Existing Associates and Institutions: an assessment of the position of those countries covered by the Yaounde Treaty which comes up for renegotiation in 1974.
3. Commonwealth Associates and Non Associates.
4. Europe and the rest of the Third World: the position of Non Commonwealth Non Associates and those countries with which the European Community has treaty obligations.
5. An African viewpoint: a leading African statesman will give his views on links with Europe.
6. Government aid policies: four articles on the national policies of France, Italy, West Germany and the United Kingdom.
7. Trade and Commerce.
8. Agriculture: impact of the Common Agricultural Policy.
9. Overseas Investment and the role of major companies.
10. Cultural and Technical exchanges.
11. The voluntary sector: an examination of the various non-governmental bodies that exist.

The report will be published simultaneously by each newspaper in its appropriate language.

For information contact:
 Basil C. Bicknell, 01-236 2000, Ext. 6160



Printing House Square, London, EC4P 4DE. Telephone: 01-236 2000

ABC COMES ON LONG FOR '73

Storer Enters Sports With Proposed Buy Of Boston Hockey Clubs & Arena

Boston, Dec. 12.

Storer Broadcasting has an agreement in principle to acquire the Boston Garden Arena Corp., which owns the Boston Bruins and Braves hockey clubs and the Arena itself, via a stock swap. The two companies, in a hurried announcement last Thursday night (7) because they were reportedly afraid of a leak, indicated that the deal would result in Storer acquiring 100% control of the Bruins, the National Hockey League team.

The announcement was made at the Garden Club just after the Bruins had beaten the St. Louis Blues for their 10th straight win of the season without a defeat. The other Boston team involved, the Braves, is in the American Hockey League.

Bruins would go into the merger carrying a price tag of \$15,840,000 based on the trading of 225,000 shares of Boston Garden Arena stock for Storer common stock. The exchange rate would be one share of Boston Garden Arena stock for 1.6 shares of Storer. No cash would be involved in the transaction.

It was indicated that no startling changes will be made in the team's management (why change a winning act?). However, WSBK-TV (Channel 38) here, a Storer company, will have more and more to say about the doings of the B's in the upcoming years, it was indicated.

Per the official announcement: "The agreement is subject to the approval of the boards of directors of Storer and Boston Garden and to the approval of the stockholders of Boston Garden. The consummation of the exchange is subject to a number of conditions, including the execution of the formal documents."

The Bruins recently signed a lucrative contract with WSBK-TV, the Storer UHF, for the next season. The unexpected news was revealed jointly by Willard A. Michaels, Storer prexy, and Weston Adams Jr., Bruins prexy. The Storer prexy said that a prominent figure in the company's dealings with the Bruins was William J. Flynn, Storer vep and general manager of the local station, who negotiated the long term tv contract with the Bruins.

"Bill obviously will be our liaison man in the Boston hockey situation," Michaels said. The exec setup of the Garden and the hockey clubs will remain unchanged when the merger completes, Michaels said. "These people here are hockey men," he said. "We are radio and tv men."

BBC Buys Pack Of Chaplin Films

London, Dec. 12.

BBC-TV, which earlier this year scored an international television scoop by picking up (at a fancy fee) a package of Charlie Chaplin features for the home bijou grind has slotted the first one—"Shoulder Arms"—for Saturday night, Dec. 23, as one of its Yule programming preempts.

BBC's bundle of Chaplin vaults, including "City Lights," "Modern Times" and "Great Dictator" among other titles, was bought from Mo Rothman's Black Ink sales agency, which the ex-Columbia Pictures exec formed for the global theatrical reprise of the Chaplin features, on which he has the exclusive from the octogenarian filmmaker.

Chaplin's early one- and two-reelers have had tv exposure, but not so—until now—his feature-length pix excepting for clips from same.

ABC's 2d 'In Concert' Wins In L.A. Overnites

ABC-TV's second "In Concert" latenight special Friday (8) won its time period in Los Angeles, according to Nielsen overnights. "Concert" had a 9.6 rating and 32 share vs. the CBS movie ("Burning Hills") with a 6.6 and 22 share and NBC's "Tonight Show" (Joan Rivers hosting) with a 6.2 and 21 share.

"Concert" ran third in the New York overnights, however, behind "Tonight's" 9.6 and 28 share and CBS' movie (8.8 and 26) but its 7.4 and 22 share topped the first "In Concert" special Nov. 24 which had pulled a 6.7 and 19 share (again, overnight numbers).

Mexico TV Indie Can't Beat TSM So It Joins 'Em

Mexico City, Dec. 12.

After four years of struggling to break the monopoly on the small screen held by Telesistema Mexicano's (TSM) Channels 2, 4 and 5 for a quarter-of-a-century, indie Channel 8 has abandoned all hope and reached an agreement with its rival.

Television Independiente de Mexico (TIM) had launched its local station during the 1968 Olympic Games. In attempting to compete with TSM it had acquired rights to international events by outbidding its entrenched opponent. It had gone in heavily for local programming and signed top Mexican personalities at double and triple the wages TSM had been paying. All to no avail. Its viewer ratings continued pretty low. No figures are available as to how heavy the loss has been.

The new pact with TSM calls for a change of name to Telemexicana, S.A., with each maintaining their "independence." They will now virtually control all of this country's 70-odd outlets. Execs for the new company will be Emilio Acarraga Milmo, prez; Romulo O'Farrill Jr., pre of directorial board; Alfredo Martinez Urdal, treasurer and Miguel Aleman Velasco, exec veepee. (Martinez Urdal is the only Channel 8 rep on the board.) Blurb time will be sold through this new company, which will also produce shows jointly and avoid duplication (read: competition).

During the four years of Eight's existence, competition has raised programming quality somewhat and industry observers see no benefit at all to anybody (except the nets themselves) from this agreement. Actually, it's just a burying of the hatchet and pooling of efforts. Expected to feel it most are technicians who will lose their jobs and the actors who will see their wages drop.

Production costs will probably be going down but the savings will not be passed on to the advertiser via lower rates, in the opinion of one heavy user of air time. The only competition now left is the government-operated Channel 13 which is primarily a cultural and educational station.

Kim Novak Videbut

Kim Novak has been signed for her television debut in an ABC "Movie of the Week," titled "The Girl From The Left," written by Dory Previn and to be produced by Playboy Productions.

"MOW" deal marks in Playboy's initial effort toward establishing itself in tv. Project goes into production Jan. 15.

MOST PILOTS EVER: STARGER

By DAVE KAUFMAN

Hollywood, Dec. 12.

ABC-TV has given approval on a record number of approximately 35 pilots plus five mini series for next season, it was disclosed by Martin Starger, president of ABC Entertainment, which is responsible for programming the network. Starger, in revealing the far-ranging plans for next season, also let it be known he has made deals with virtually every company in the industry.

Blue print involves 15 half-hour sitcoms and 15 hour series, although pilots for virtually all of the latter will be 90-minute and two-hour features. In addition, there are a number of projects still in negotiation, as well as the mini series. Along with the record number of pilots, Starger has also made a number of development deals. All told, the total of pilots and development is the largest in the six years he has been with the network, Starger says.

On the sitcom front: A deal has been made with 20th Fox TV for Barbara Eden to star in a sitcom tentatively tagged "Sherman Oaks," in which she would play the role of writer of a daytime soap. Also at 20th, a series is being developed for Karen Valentine, and when this surfaces could depend on the life of her current series, "Room 222."

Viacom will pilot a half-hour action adventure series, "Operation Hang 10," being produced by Herb Solow. Also with Viacom is deal for "J. T.," which initially aired on CBS as a special. It's to be a comedy-drama about a black youngster in Harlem.

At Paramount, production is completed on "Egan," half-hour cop show starring Eugene Roche. based on the real-life story of Eddie Egan, N.Y. cop, who in series moves to L.A. scriptwise. Five additional scripts have been ordered for this potential for next season. Also at Paramount is "Catch 22," based on the book and film. Richard Dreyfuss stars in pilot which has been finished.

Screen Gems is piloting "Bob & Carol & Ted & Alice," based on the Columbia film of the same name. Mike Frankovich, who produced the film, is exec producer of the sitcom. Also at SG, "Ernie, Midge, and Artie," sitcom starring Cloris Leachman, Frank Sutton and Dick Van Patten, now in production, and "The Furst Family of Washington," half-hour show probably to be done on tape, about black family in Washington, where son runs a neighborhood barber-shop.

At MGM-TV: "Adam's Rib," based on Metro film of the title, starring Ken Howard and Blythe Danner. Pilot is completed.

Warner Bros. TV: "Day by Day" (Continued on page 40)

Fremantle Execs Lay Out Raft Of New TV Projects For World Market With Coprod. In Canada, Germany, Etc.

CBS 'The Lie' Downed By Strike, But Not Out

CBS-TV still intends to air Ingmar Bergman's "The Lie" as a "Playhouse 90" this season, program vep Fred Silverman said, adding that the web expects to get "at least two 'Playhouse 90's" on the sked during the current season. The current strike difficulties, which denies the web the use of skilled union technical help, was given as the reason "The Lie" shooting had been postponed.

Silverman noted that the specials lineup billboarded pre-season would be an integral part of the web's season-long programming as promised. "We started our specials push in late November and are maintaining it in December, with the main thrust of high circulation entertainment specials scheduled to peak in the first quarter of 1973," he said.

FCC Cracks Down On Double-Billing; May Cost License

Washington, Dec. 12.

Double-billing is still all too common in the broadcast industry and the FCC is sick and tired of it. Last week, the commission notified all radio-tv stations that in the future, it will consider renewal or revocation hearing proceedings when double-billing is alleged.

The FCC noted that it first warned broadcasters about the practice more than a decade ago and since then has imposed a number of fines. It has also set the issues for hearing, but its latest warning is that it is going to "examine each case more closely." It is apparent that the FCC has run out of patience.

The FCC said it "continues to receive fraudulent billing complaints, which frequently are confirmed by staff investigation and thus indicate that past sanctions have by no means accomplished their purpose of causing all licensees to discontinue this practice."

The FCC statement said that the commission "considers violation of the fraudulent billing rule to be a particularly serious one because it involves participation by the licensee in a fraud, and thus raises serious questions as to his qualifications to remain a licensee."

The FCC action in issuing the warning was unanimous.

Fremantle Corp.'s "Adventures of Black Beauty" is mushrooming into the international success that its makers anticipated when the London Weekend — Talbot Television coproduction was initiated last year.

In Canada, the CBC network has bought "Beauty" for full web airing starting Jan. 7 in the highly-advantageous Sunday night at 7:30 family audience timeslot. Japan's NHK web, which buys very few English-language shows, has bought "Beauty" and will dub it into Japanese for airing sometime in the future. And in Great Britain, where the series has run up spectacular Jictar ratings vs. "World of Disney" and "Mary Tyler Moore Show" competition, the series has already been re-ordered for next year.

On the basis of these developments and good critical acceptance in other foreign markets (where the ratings numbers game does not apply), Fremantle now expects to hit 70 countries internationally with the series, which is just about the extent of the international market.

The acceptance of "Beauty" was the primary subject of discussion at last week's New York confab of Fremantle execs from various parts of the world, which saw Fremantle toppers hosting Australia's Bob Laphorne, managing director of Fremantle International Productions of Sydney; Tony Gruner, m.d. of Talbot Television in London and Vern Furber, prez of Fremantle of Canada in Toronto (plus Furber's assistant, Kathy Case).

Varied Coproduction

The exec group, because of "Beauty's" success, was meeting to formulate future activities of the company. Decisions were reached which will put Fremantle in production and development activity in Australia, Canada and Europe, subject to coproduction and sales interest deals.

The Australian project is a made-for-tv feature film aimed at the U.S. networks. Three productions are sked for Canadian origination — another half-hour series a la "Beauty," based on a public domain property, and a series of half-hour documentaries based on international films. Also (Continued on page 34)

IBM To Bankroll 3-Hour 'Much Ado'

CBS has snared the IBM Corp. as full sponsor of its three-hour special, "Much Ado About Nothing." The Joseph Papp tele production of his current Broadway show was originally planned for Jan. 4, but with the IBM deal it has been pushed back to Friday, Feb. 2, in order for the company to put some heavy promotional muscle into the venture.

The show was directed by A. J. Antoon, who also helmed the Broadway version, and it stars Kathleen Widdoes and Sam Waterston, both of the original legit cast.

Cox Buying Tele-Rep

Atlanta, Dec. 12.

Cox Broadcasting Corp. has agreed to pay \$1,800,000 in cash to Chris-Craft Industries for its station reppery, Tele-Rep Inc. The deal hinges on acceptable final contract and is expected to be consummated within a few weeks.

Tele-Rep, under president Alfred M. Masini, headquarters in New York and reps 13 tv stations, including five owned by Cox and two by Chris-Craft.

ABC 2d Season 'Grand Opening'

The week beginning Jan. 15 looks like the unofficial grand opening of the "second season" as the result of ABC-TV's decision to make the majority of its shifts effective that period.

"Owen Marshall" will make its debut in its new Wednesday slot on Jan. 17, "Kung Fu," starting up as a regular weekly series, and moreover "Streets of San Francisco" debut Thursday (18), and preeming sitcoms "Here We Go Again" and "A Touch of Grace" as well as the shifted Julie Andrews begin Saturday periods on Jan. 20. ABC exceptions are the resumption of Monday movies, which start on Jan. 1, and the formerly titled "The Men" trilogy, which will use an "Assignment: Vienna" episode to lead-off the latter's timeslot, "Sixth Sense," will have its last airing of the latter's timeslot, "Sixth Sense," will have its last airing Dec. 30.

Both NBC and CBS have staggered "second season" debut schedules spread over two months. CBS' first switch occurs Dec. 16 when Carol Burnett moves to Saturday; its last occurs Jan. 28 when the Buddy Ebsen "Barnaby Jones" skein premieres. NBC changes start Jan. 5 when "Ghost Story" becomes "Circle of Fear" with a broader format and ends when Jack Webb's "Escape" debuts in February, exact date not yet disclosed.

ACTIVA

ACTIVA

TRECEVISION ACTIVA

CARTA MENSUAL



FECHA | junio, 1972.

PARTICIPACION

Hace exactamente 75 días -el 15 de marzo- CANAL 13 inició una nueva manera de hacer televisión en México. La hemos llamado TRECEVISION ACTIVA porque significa que ahora el público televidente participa, opina y se expresa en la TV. Nuestro propósito principal es elevar y dar un nuevo concepto a la televisión, como un vehículo de comunicación social, con programas que elevan los niveles culturales de niños, jóvenes y adultos, a la vez que los entretienen y les crean conciencia del mundo en que vivimos.

EN VIVO

La transformación de CANAL 13 va a ser radical. La antigua programación de series filmadas y películas se ha ido sustituyendo rápidamente por los nuevos programas, producidos y pensados en México, por especialistas en comunicaciones humanas, para que los niños, los estudiantes, los deportistas, intelectuales, amas de casa, empresarios, los obreros, líderes de opinión, todos, en suma, participen y se expresen en TRECEVISION ACTIVA. A los 60 días de haber iniciado el gran cambio, en la programación de CANAL 13 logramos sustituir el 47.5% del tiempo total de pantalla -97 horas semanales- con programas "en vivo". (Ver planas centrales).

DIVERSION CONTINUA

Otra modalidad, que ha empezado a ser apreciada por el público televidente y por los mismos anunciantes y patrocinadores, es la limitación de los anuncios o mensajes comerciales para no interrumpir los programas. En TRECEVISION ACTIVA sólo hay comerciales al principio y al fin de cada programa, o sea, diversión continua, sin interrupciones. Es también publicidad más efectiva. Por esto, la Dirección de CANAL 13 se ha dirigido a las agencias de publicidad, por conducto de la Asociación Mexicana de Agencias de Publicidad (AMAP) proponiéndoles para sus clientes anunciantes patrocinios exclusivos.

PARTICIPE... OPINE... EXPRESESE

LOS NIÑOS EN TRECEVISION ACTIVA...



"NOSOTROS LOS NIÑOS"

LA ESCUELA ACTIVA EN CANAL 13

Con las nuevas experiencias pedagógicas, que permiten una mayor participación de los niños en la llamada "Escuela Activa" y que despiertan sus aptitudes, Trecevisión Activa está presentando el programa "Nosotros los niños", conducido por la dinámica Margarita Cardeña, quien pone en práctica sus conocimientos como educadora. Por su contenido y motivación hacia los niños, este nuevo programa ha tenido gran aceptación entre los telespectadores infantiles y, también, entre los padres y profesores que ven así a la televisión como un medio de orientación y educación para los pequeños.

A LA HORA DE COMER



EL MOMENTO AMABLE CON VALE

Dentro de la nueva programación viva de Canal 13, los televidentes disfrutan ahora de la serie cómico-musical "Bienvenido a su Casa", que se trasmite por Trecevisión Activa de lunes a viernes, alegrando los hogares a la hora de la comida.

El conductor de este programa es el polifacético Raúl Vale, quien actúa bailando, cantando o tocando el piano, el arpa o la guitarra. Como complemento, Vale invita a otros artistas o a cualquier persona del público con habilidades artísticas, para que actúen en "Bienvenido a su Casa".



EL MARAVILLOSO MUNDO INFANTIL

Este es otro programa de Trecevisión Activa dedicado especialmente al teleauditorio infantil y en el que se combina el entretenimiento y la enseñanza. Conducido por un grupo de educadores, en estas transmisiones se busca inculcar a los pequeños el conocimiento e inclinación hacia las expresiones artísticas de nuestro país. Cada día de la semana, en cada programa, se presentan las costumbres, la música y la danza, de las diversas entidades y regiones de México. Todo, con la gracia del cómico "El Hormiga" y las intervenciones del mago "Kavir", así como de artistas invitados.

LOS JOVENES EN TRECEVISION ACTIVA...



¿es la ciudad el lugar adecuado para que viva el hombre?

DEBATE EN LA IMAGEN
es TRECEVISION ACTIVA



Una coproducción con el Departamento de Difusión y Relaciones de la Universidad Nacional Autónoma de México.

PARTICIPE EN ESTE PROGRAMA, TODOS LOS LUNES DE 21:00 A 22:00 HRS.

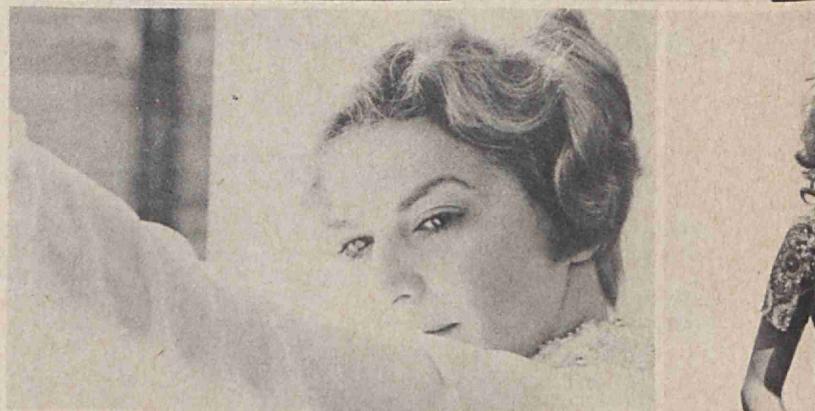
LOS JOVENES UNIVERSITARIOS DIALOGAN CON EL PUBLICO

Como una nueva forma de expresión de los estudiantes y de acuerdo con los propósitos de la Universidad Abierta, los jóvenes universitarios están dirigiendo, produciendo y realizando el programa "Debate en la Imagen", que presenta todos los lunes Trecevisión Activa, a las 21:00 horas.

En este programa de Canal 13, que es coproducido con el Departamento de Difusión y Relaciones de la UNAM, se está haciendo verdadera antropología social, pues se estudia al hombre dentro de su medio ambiente, al través de cada transmisión televisiva.

Efectivamente, en cada programa de "Debate en la Imagen" se analizan y comentan los problemas sociales y económicos de los diferentes grupos humanos que integran la población de México. El agricultor o el profesionista, las amas de casa o los obreros, son entrevistados por los jóvenes universitarios, directamente en sus lugares de trabajo o de reunión.

Se trata, así, de un programa hecho por jóvenes en comunicación con el pueblo, pero que no sólo está interesando a los demás jóvenes (que en México, según las estadísticas son el 71.98%), sino también a los adultos y, sobre todo, a funcionarios, intelectuales, periodistas, sociólogos, profesores y demás personas que participan en la actividad del país.



GRANDES EVENTOS DEPORTIVOS POR TRECEVISION ACTIVA

Una serie de grandes espectáculos deportivos ha comenzado a transmitirse por TRECEVISION ACTIVA, con lo que está llegando a los ojos de los aficionados.

La mayor atracción del mes han sido la transmisión de la pelea Cassius Clay vs. Chivalo, patrocinada por Coca Cola así como el retorno de las cámaras de TV al beisbol, el rey que ha vuelto a congregarse en las pantallas chicas a todos los amantes de la pelota caliente.

Además, la gran novedad han sido los Festivales Deportivos: la Confrontación Nacional de Basquetbol, el espectáculo ecuatoguineño de gimnasia internacional. En esta forma, todas las actividades deportivas están siendo promovidas y estimuladas por TRECEVISION ACTIVA, para que el público disfrute de su deporte favorito. ¡Manténgase sano!

NOSOTROS EN TRECEVISION ACTIVA...

LA CULTURA NO ES ABURRIDA

Pilar Pellicer y Jorge Saldaña Demuestran cómo Hacer TV de Altura

A través de los tiempos la cultura se ha identificado como algo frío, aburrido y sólo de interés para ciertas personas, por lo que se creía que en la televisión no encajarían programas culturales a nivel masivo... sin embargo, en Canal 13 los resultados han sido otros.

Por una parte, la talentosa Pilar Pellicer y su ameno programa "Las 13 Horas del 13" ofrece a los televidentes del domingo, una transmisión variada, que lo mismo contiene una sinfonía de Beethoven, una obra de teatro clásico, una visita a museos y galerías de arte, o una parte dedicada exclusivamente a los niños.

Y en "Sábados Culturales", el discutido conductor Jorge Saldaña logra despertar el interés general del público de la televisión, con secciones como la "Guerra de los Pinceles", donde juzga, con pintores invitados, la obra de otros pintores; en otra parte de su programa, Saldaña comenta el cine de arte o hace polémica entre literatos, agregando a sus "Sábados Culturales" otros temas populares.



menzado a pre- grandes núcleos

exclusiva de la y Viana y Cia.; de los deportes, los fanáticos de

rtivos con la 1a. tre y las compe- manifestaciones ECEVISION ACTI- ens sana, in cor-

Ahora en **13** **TRECEVISION ACTIVA** **BASQUETBOL NACIONAL** EL PALACIO DE LOS DEPORTES

TRECEVISION ACTIVA **13**

DISFRUTE DE ESTE FABULOSO ESPECTACULO HOY DOMINGO Y MAÑANA LUNES A PARTIR DE LAS 11:30 HRS.

¡vuelve! EL **BEISBOL** a la TV POR **13** **TRECEVISION ACTIVA** las emociones de los juegos de la LIGA MEXICANA AAA

HOY DOMINGO "TIGRES" VS. "LEONES" 11:00 A. M. 'PLEEEI BOOL'

TRECEVISION ACTIVA **13**

¡gran exclusiva! **CASSIUS CLAY VS. GEORGE CHUVALO**

Disputando la nominación por el Campeonato Mundial de Peso Pesado, en transmisión directa desde VANCOUVER, CANADA.

TRECEVISION ACTIVA **13**

MANANA LUNES 10. DE MAYO 21:30 HRS. a todo color

cronistas: José A. Trejo y Abel Bosa
Del periódico oaxaqueño
Invitado: RAUL "ratón" MACIAS

TRECEVISION ACTIVA ES USTED EN LA TV...



ASI OPINAN... ESI OPINAN... ASI OPINAN...

CANASTEANDO.—“El Canal 13, ahora ya con menos compromisos comerciales, pero con un deseo de introducirse en nuevas actividades, ha “metido” sus cámaras y micrófonos en el basquetbol, pues han despertado un gran interés...” (Alfonso Roldán, La Afición, 3 de mayo).

EL DUENDE DE TV.—“Jorge Saldaña desde el burocrático Canal de la pañaliza, el 13, poniendo en evidencia a TSM. Durante muchos años lo desaprovecharon confinándolo a un solo programa. Y es gallo con buenos espulones...” (Orbita, 6 de mayo).

POLVO DE ESTRELLAS.—“Acertado en sus comentarios, vía Canal 13, del acreditado periodista González Garza, sobre orientación e interés del teleauditorio...” (Lotario, Claridades, 28 de abril).

PROGRAMACION DEPORTIVA.—“Con la trasmisión de la pelea de Cassius Clay contra George Chuvalo, Canal 13 redondeó el último fin de semana y el principio de ésta una programación deportiva que va a significar un mayor auditorio...” (El Heraldo de México, 3 de mayo).

JAULA ELECTRONICA.—“Actualmente, en los Canales 11 y 13 ya hay programas en que los niños tienen oportunidad de ser eso, niños...” (A. Catani, El Heraldo de México, 3 de mayo).

TEATRO DEL 13.—“Desde que presenciamos “Teatro en su Hogar”, la estupenda serie del Canal 13 que se difunde los sábados a las 10 de la noche, pensamos en su calidad, en su proyección cultural y en la importancia de esta emisión que nos ha deleitado con obras como “Déborah”, “Diálogos”, “El burgués gentilhomme...” (Luis Amador de Gama, Tele-Guía, 27 de abril).



RAMON INCLAN
FRENTE A LA TV

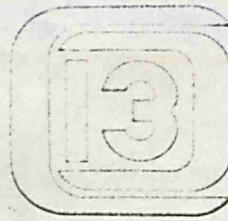
SI LO SABIAN... PERDON

Uno de los más conocidos redactores de espectáculos, particularmente de las ondas del radio y la televisión, es el periodista Ramón Inclán, cuya popularidad se debe también a su calidad de compositor de canciones como “No dejes de quererme”, “Decídete”, “Tómame una copa”, y algunas más, colocadas en el gusto del público, en las voces de Los Panchos, Javier Solís, Nicolás Urcelay y otros grandes artistas.

Originario de Mexicali, Inclán se inició en diarios estudiantiles, a la vez que componía sus primeras canciones. Ya en plan profesional, radicado en el Distrito Federal, comenzó a escribir en 1950 la columna “La afición en Radio y TV”, en ese diario deportivo.

Profesionista de gran experiencia, ha colaborado en varias publicaciones, iniciando en “Ovaciones” su conocida columna “Ondas”, nombre que daría más tarde a su semanario y a su programa de televisión en el Canal 4. Esa columna la ha continuado en “Novedades”, donde actualmente tiene el cargo de Jefe de la Sección de Radio y Televisión.

Ramón Inclán es un hombre satisfecho de sus dos profesiones. Su música la canta mucha gente y a través de su columna ha contribuido a que surgan a la popularidad artistas como Los Polivoces, Las Hermanas Núñez, Irma Serrano, Amalia Macías y otros no menos conocidos.



MARZO 15 de 1972.

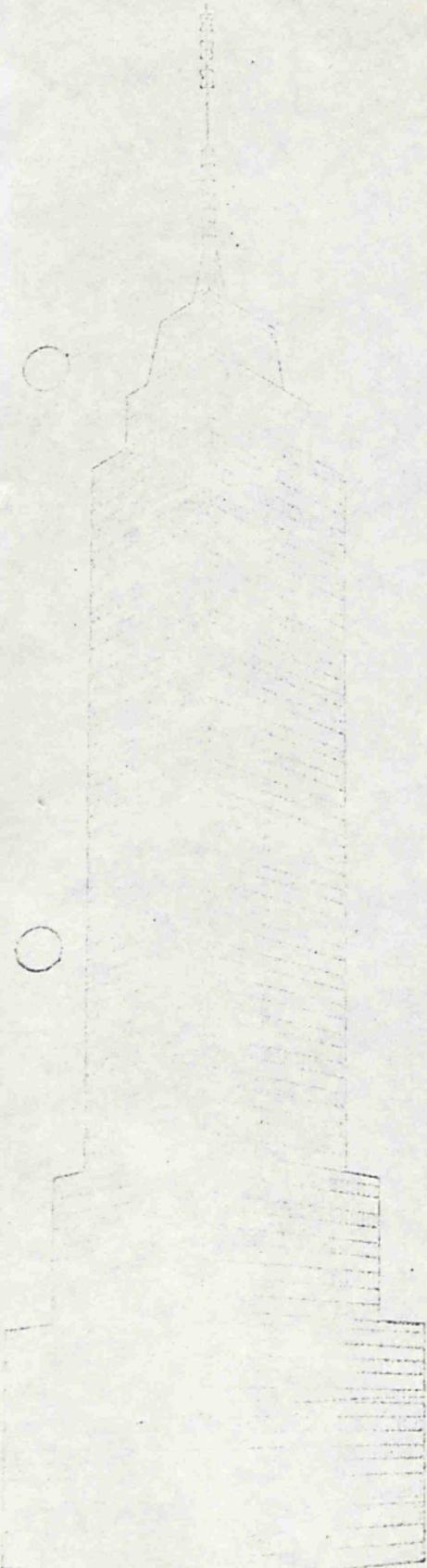
BOLETIN DE PRENSA

En la Dirección General del Canal 13 de Televisión, quedó el licenciado Antonio Menéndez, prestigiado - intelectual, publicista y experto en comunicación - social.

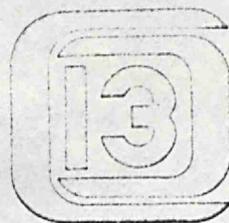
Al adquirir Sociedad Mexicana de Crédito Industrial S. A. el 100% de las acciones de Canal 13 a nombre - del Gobierno Federal, y constituirse en fiduciaria para el manejo de este medio de comunicación, se -- tiene como propósito transmitir en imagen y sonido - la realidad actual del hombre de nuestro país y del mundo.

La nueva Dirección del Canal 13, pretende desde lue go, realizar las siguientes finalidades:

- a).- Elevar los contenidos básicos de - la programación para los diversos - auditorios de niños, adolescentes, - jóvenes y adultos.
- b).- Alentar la producción de programas que recojan y reflejen la realidad nacional, con participación del pú blico y los grupos o individuos in teresados en los temas que tocará - nuestra programación.



Teleproductora
del
Distrito Federal,
S. a.

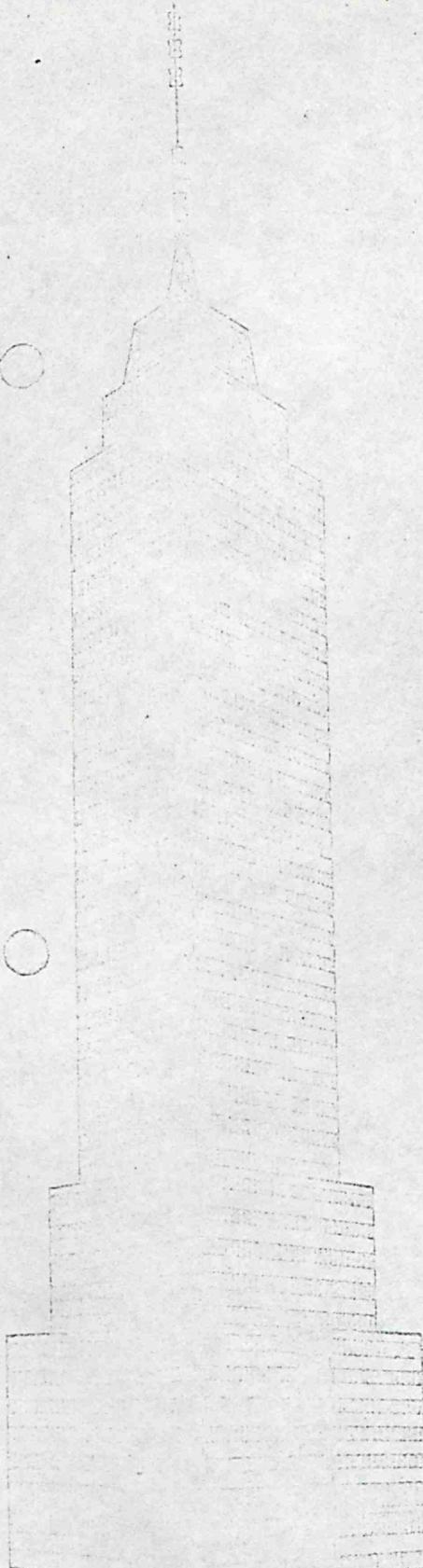


TORRE LATINOAMERICANA

PISO 26

TELS. 518-58-08.

518-63-10.

- 
- c).- Estimular la comunicación para que el televidente cobre conciencia de nuestros problemas sociales y económicos y sienta la necesidad de participar activamente en su solución.
 - d).- Difundir conocimientos y sobre todo, motivar a los sectores del público, para que aspiren a mejorar sus niveles de cultura.
 - e).- Apoyar el esfuerzo de la escuela -- mexicana.
 - f).- Respetar al público de modo fundamental, no interrumpiendo la programación y su entretenimiento, con la inclusión frecuente de mensajes publicitarios. En su caso, Canal 13 - sólo pasará publicidad antes o después de cada programa.
 - g).- Mantener relaciones de amistad, trabajo común e intercambio publicitario, con todos los medios impresos, diarios, revistas, anuncios exteriores; y con el medio electrónico que coincida con los referidos objetivos.

El Canal 13 abre los brazos a toda iniciativa generosa que aporte ideas o esfuerzos para mejorar la Televisión Mexicana, y los procesos de comunicación social para bien de nuestra sociedad.

1973

**seguimos
adelante**

Gracias a la
participación activa
de usted
en esta nueva era
de la televisión mexicana,
en un dinámico proceso
de transformación positiva.

siga nuestra nueva programación

SIGA ACTIVAMENTE CON EL 13

TRECEVISION ACTIVA

es USTED en la TV





1972

El 15 de marzo de 1972 TRECEVISION ACTIVA inicia un nuevo modelo de televisión, como medio de comunicación social para un país en vías de desarrollo. Estos son los hechos en los que USTED como televidente ha participado activamente:

14 de marzo:	Se da a conocer al país que CANAL 13 cambia radicalmente su programación, para eleva sus contenidos y lograr que el público televidente participe, opine y se exprese en la TV . Así empieza TRECEVISION ACTIVA.
16 de marzo:	TVA limita la transmisión de anuncios para no interrumpir los programas.
20 de marzo:	En la programación diaria, TVA inicia la clasificación -y su difusión- de programas especiales para niños, jóvenes y adultos.
15 de mayo:	60 días después de iniciado el gran cambio, la programación de CANAL 13 alcanza ya el 47.5% de su transmisión "en vivo", hecha en México, convirtiéndose en una fuente de trabajo para escritores, periodistas, músicos, locutores, técnicos, artistas, etc.
8 de junio:	Dentro de sus servicios informativos, TVA inicia "Síntesis Editorial", resumen de notas y comentarios de los periódicos, para interesar al televidente en conocer los análisis y diferentes puntos de vista sobre los acontecimientos nacionales e internacionales.
25 de junio:	La primera encuesta pública, por la prensa nacional, es lanzada por TVA para conocer las opiniones y preferencias de los sectores sociales sobre los programas de la TV.
30 de julio:	TVA presenta una nueva programación experimental con series como "Latinoamérica ya", "Vibraciones 80 Carlos Chávez", "El mundo a través de la danza", "Mujeres Siglo XXI"; programas que hoy recorren el mundo.
26 de agosto:	TVA transmite en exclusiva la Olimpiada de Munich 72, en red nacional y hasta Centroamérica. 96 horas de programación olímpica, durante 17 días consecutivos. Más de 20,000 telefonemas y cartas -de Mexicali a Panamá- se reciben en CANAL 13.
30 de septiembre:	La programación de TVA contiene ya el 70% de transmisiones "en vivo" -producidas en México- y con el mayor porcentaje de música nacional y latinoamericana.
18 de octubre:	Convocada por TVA, se celebra en México la Primera Conferencia Mundial de Televisoras de Servicio Social, para intercambiar planteamientos teórico-filosóficos de la comunicación social. Con asistencia de la BBC (Inglaterra), NHK (Japón), RAI (Italia), TVE (España), ORTF (Francia), CBC (Canadá), TRANSTEL (Alemania), UER (Eurovisión) y representantes de Venezuela, Argentina, Colombia, Bolivia, Puerto Rico y Perú, se le confiere a TVA el honor de presidir el organismo internacional de Televisoras de Servicio Social.
28 de octubre:	"The Times" de Londres afirma que "la actividad estatal es un elemento refrescante en la televisión (mexicana)", por la presencia del CANAL 13, que "refleja el genio creativo del mexicano".
23 de diciembre:	La prensa nacional informa que la nueva organización de la televisión comercial " eleva el contenido de la programación" y dará especial importancia al público con " la participación activa del teleauditorio".