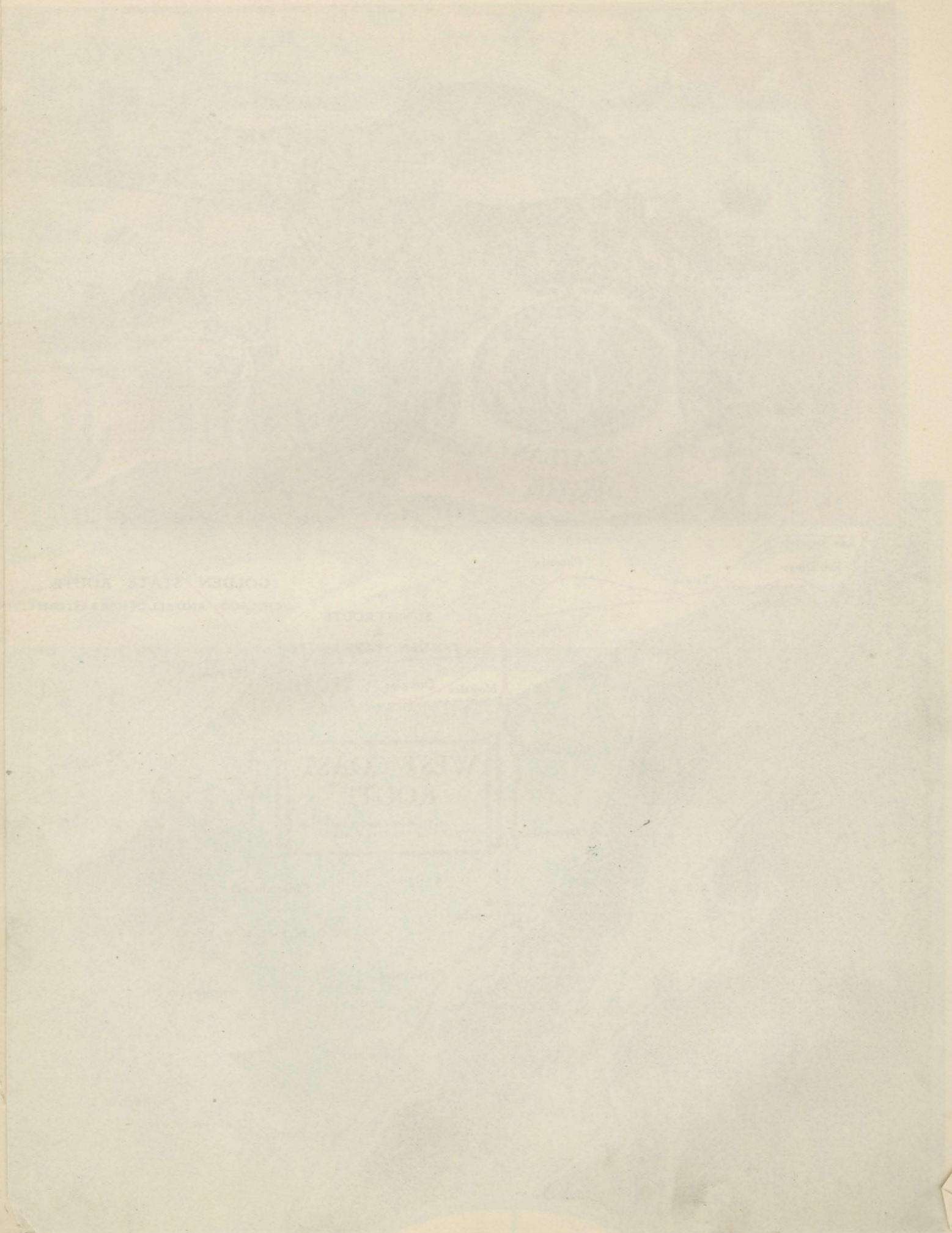


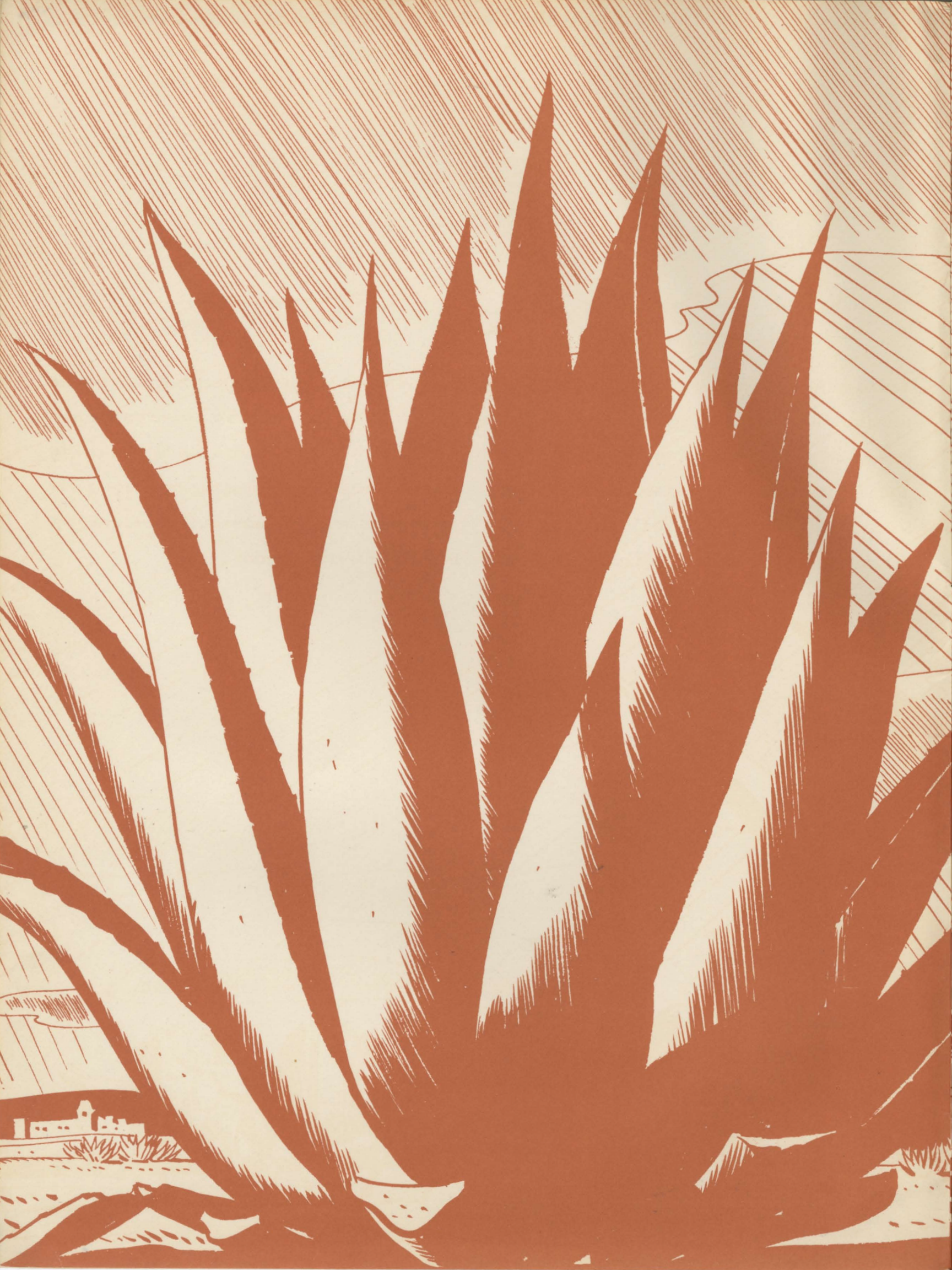
MEXICO



A M A P O F M E X I C O






The mural paintings reproduced with this map are on the walls of the Southern Pacific ticket office in Mexico City. They are the work of Sr. Roberto Montenegro, and illustrate three of the states served by the Southern Pacific Railroad of Mexico—Nayarit, Sonora and Sinaloa



THIS is the story of Mexico, as it was and as it is today. To tell the whole story in 32 pages is impossible. Prescott devoted two large volumes to the Conquest alone. We have merely tried to catch some of the highlights of a country whose mysterious history and beauty profoundly affect everyone who goes there. This book was written, for the most part, by T. Philip Terry, noted traveler and author of Terry's Guide to Mexico and other books. The section on shopping is by Señorita Judith Martinez, of Mexico City and San Francisco. The illustrations are by Fred Ludekens. Published and copyright in 1935 by the Southern Pacific Company, and dedicated to all people who love Mexico.






B E F O R E C O R T E S

THE ORIGIN of the 165 different Indian tribes who peopled Mexico when Cortés came to disrupt their unique civilization, is shrouded in deepest mystery. Certain of these races — notably the Nahoas, or Aztecs (called the *Mexica*, from their war-god *Mexictli*); the Tezcucans, whose habitat was at Texcoco in the Valley of Mexico; the Mixtecas and the Zapotecas of Oaxaca, and the Mayas of Yucatán possessed a culture in many respects superior to that of their conquerors. Whence this enlightenment came, no one knows. It is known that the shadowy Toltecs who invaded the Central Plateau of Mexico in the opening years of the eighth century, and the Aztecs who superseded them in the Valley of Mexico in 1176, drifted down from Alaska — the Aztec *Aztlán*, and northern rendezvous of the great Athapaskan Family, whose offshoots spread fanwise over the American continent and perchance settled the Inca territory in Peru.  The Grecian designs, and cryptic symbols like the swastika, which came from Greece to China a thousand years before the Christian era, and later to Mexico along with Chinese jade and the Oriental signs of the Zodiac, all point to Old World origins, as do a host of other things in the Mexican Republic. They materially add to the bewilderment of archaeologists and ethnologists. But all agree that the language spoken at Montezuma's court was richer and more sonorous than either the Spanish or the Latin; that the Tezcucan bards of the 13th century wrote sonnets and lyrics of such impelling beauty that many of them are still current in the vernacular of Mexico; and that both Aztec and Tezcucan writers and orators expressed themselves so lucidly that several learned Spanish friars acquired the tongues that they might translate them and absorb some of their richness.  The Toltecs were called the "Builders" because of the stately monuments they left behind, but their chroniclers manifestly knew nothing about the builders of the colossal pyramids that stretch like a rosary across the breast of Mexico, and on whose summits the Toltecs erected their high-placed temples, pantheons and shrines. It was their Quetzalcoatl, the "Fair God," who promised to return as a white man from the east, a superstition that the wily Cortés took full advantage of when he appeared in shining armor from the east, riding the first horse ever seen in Mexico.  The inscrutable Mayas of Yucatán — who developed maize from wild grasses and each year sacrificed their loveliest maidens to the Rain God in the depths of the Sacred Well at Chichén-Itzá — claim their tribal customs were those of light-complexioned strangers calling themselves *Chanes*, who uncounted ages ago unexpectedly landed from strangely barbaric ships, begged asylum, and said they were survivors of a great continent known as Atlantis, which suddenly had sunk beneath the waves. When the shock of conquest came these gentle Mayas were more advanced than any of the Mexican peoples. Their real history is unknown, for their complicated hieroglyphic writings defy the ability of the keenest translators. The ruins of their wonderful buildings amaze scientists from all parts of the world.



At the end of every 52-year cycle, the Aztecs held the impressive ceremony of Toxiuhmolpilia. All hearth fires were extinguished. Then, exactly at midnight, the priests kindled new fire, which was carried by swift runners to the farthest provinces, assuring the people that the world would continue for another 52 years.

THE CONQUEST

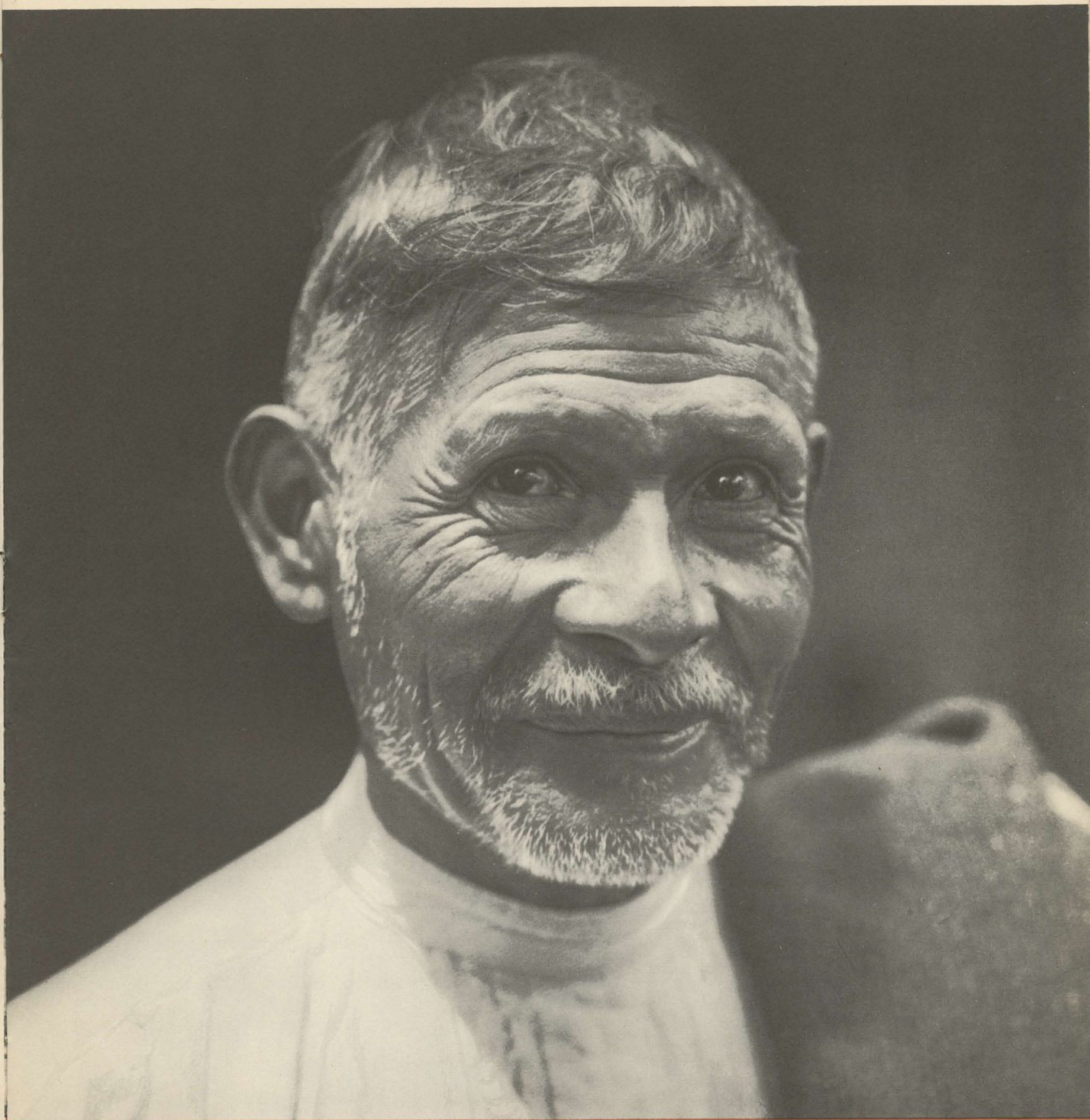
THE CONQUEST of Mexico in 1519-21 by Spanish adventurers with a thin allegiance to the Spanish Crown, was a private enterprise circumscribed in its effects, and with its main object loot and whatever additional plunder might be gained from such an exploit. It was heroic but without moral heroism.  Cuba had been colonized in 1511. Diego de Velásquez was the leader of the expedition, and in 1514 he made Santiago de Cuba his capital and appointed Hernan Cortés mayor of the port. Anxious to know more of a land the Siboneyes (Cuban aboriginals) called Yucatán, Velásquez sent (May 1, 1518) a certain Juan de Grijalva on a voyage of discovery. When Grijalva reported that he had coasted the peninsula and found it ended in a great and presumably rich country, Velásquez fitted out an expedition and put the enterprising Cortés at its head. Later he regretted his action and sent other ships to trail and capture Cortés and bring him back. But at the landing place in Mexico, now called Vera Cruz, Cortés won over his pursuers, burned all the ships so none could return to Cuba, and with his combined forces started on the weary march to Montezuma's capital on the high Mexican plateau.  He was aided in his project by the Indian belief that he was the reincarnation of their "Fair God" Quetzalcoatl, and by the hatred of the Tlascaltecas, Otomí, and other Indian tribes for the Aztecs. Several of these tribes joined him, and after many days Cortés and his men climbed the last mountain range and gazed down upon the Valley of Mexico, where lay the Aztec capital, Tenochtitlán, shimmering in the brilliant sunlight. In the center of Lake Texcoco, with its long stone causeways stretching to the shore, with its great pyramidal temples and its canals crowded with boats, Tenochtitlán's Venetian beauty might well have caused Cortés to stay his hand. But in this unexpected splendor he saw only possibilities for loot. Montezuma received him as an honored guest and was repaid with treachery. The Spaniards imprisoned the Aztec Emperor and abetted his death; tortured, then hanged the noble Chief Cuauhtemotzín; toppled the idolized gods from the *teocalli* summits; massacred the Aztec nobles; burned and pillaged until even their barbaric Indian allies were horrified. But when the conquerors enslaved the wives and children of these allies and scourged them at impossible tasks, hatred replaced former friendship, and consuming fire lit hearts that grew more savage and revengeful as time passed. From that time on, tribal gods gained ascendancy over the God of the Christians, and a cleavage developed that exists in Mexico today. A conquest had been made, but it was illusory and maintained by force of arms.  For three centuries the fatalistic Indians endured the blundering rule of Spain. Loving with passionate ardor their sun-drenched land and its traditions, folklore and fiestas, the Indians plotted against the Spanish Crown and its hated inquisitorial ecclesiasticism. Then, in 1821, independence plans matured and the descendants of the Conquistadores were overthrown. The mills of the ancient Indian gods had completed the cycle.



After many days, Cortés climbed the last mountain range and gazed down upon the Valley of Mexico, where lay the Aztec capital, Tenochtitlán. At his side was Malinche, the beautiful Aztec girl who acted as his adviser, interpreter and mistress, and who betrayed her people to the Spanish conquerors.

MEXICO TODAY


MEXICO today is a fascinating mixture of Indian culture and modern civilization existing side by side. More than half the 16,000,000 people in Mexico are direct descendants of the Aztecs, Mayas and other great races that ruled before the Spanish Conquest. This undercurrent of Indian culture gives Mexico much of its color and its strength. The Mexican Indian leads a simple life. He has few wants, and is as happy and carefree a fellow as you will find anywhere on earth. If he needs a blanket, he weaves it. If he needs cooking utensils, he fashions them from the clay beneath his feet. If he needs a house, he builds it out of the materials at hand—stone, adobe or thatch. While we Americans are driven by our jobs and by the clock, the Mexican runs his own life with little outside interference. 🐎 Life moves slowly in Mexico. Tourists who go there expecting to rush around and see everything in a few days soon find that it is much better to fall in step with Mexico. The Mexicans live slowly for a very good reason. Most of the country is a high plateau, and the altitude soon tires out people who try to do too much. The same altitude, however, gives Mexico one of the finest climates in the world. On the plateau, the days are warm all year 'round, but seldom hot. The nights are invariably cool, even in summer, and the clear, mountain air is like a tonic. 🍷 Of all ways to go to Mexico, none is half so interesting as by train. In this country, when a train stops, nothing much happens. But in Mexico, on the West Coast Route, every stop is an adventure. Every sleepy little town springs to life when the far-off whistle sounds. Even remote mountain towns, high in the Sierra Madre, send their people down to meet the train. Tables are set along the tracks. A market springs up. You barter for *sarapes*, and pottery, and pineapples, and bananas. Everyone is friendly. Everyone is happy. You fall into the carefree spirit of Mexico long before you reach its capital. (Starting in the summer of 1935, all Pullman and dining cars will be air-conditioned on *El Costeño*, principal West Coast Route train to Mexico City. Air-conditioning will make these cars absolutely independent of the weather outside. You will breathe nothing but cool, fresh, filtered air, free of dust, dirt and smoke.) 🌸 Mexico is famous for its cathedrals, its magnificent parks and public buildings and its archaeological treasures. But wise tourists will spend most of their time watching the fiestas and exploring the native markets. For even though machine-made articles are invading the markets of Mexico, the balance of power still lies with the far more beautiful pottery, blankets, toys, hats and countless other articles that the peons make with their own hands. 🍷 No traveler in Mexico can fail to be impressed by the courtesy of the Mexican people. If you go there as a friend—an understanding friend—Mexico will open her heart to you. And when you return to this country, it will not be long until a strange nostalgia seizes you, and you'll want to go back. They have a proverb: "Once the dust of Mexico has settled on your heart, you have no rest in any other land." And this is true.





JUDITH MARTINEZ PHOTO

All the friendliness and good humor of Mexico twinkle in this Indian's kindly eyes. He comes of a great, proud race of people. And though the antics of foreigners may seem strange, even insane, to him, his courtesy is unfailing. Should you ever need food and shelter, he would unhesitatingly offer you his home.

MEXICO CITY

MEXICO CITY, or Mexico, D. F. (Federal District) is the destination of nearly all tourists to Mexico. It is a city of more than a million people, situated in the heart of the Valley of Mexico, the ancient Aztec Valley of Anáhuac, 7,440 feet above the sea. Guarded by the lofty, snow-capped volcanoes, Popocatepetl and Ixtaccíhuatl, it has a setting equalled by few cities in the world and a climate second to none. Here you will find a friendly, likeable people, excellent hotels and buildings erected when Mohawk wigwams were the only skyscrapers on Manhattan Island.  The oldest city in the Western Hemisphere and assuredly the most picturesque, Mexico City is one of the cleanest, brightest and most progressive of them all. Surprise and unfailing admiration are the dominant sentiments of every traveler who sees Montezuma's celebrated old capital at the end of his journey. As the Spaniards who jauntily marched in over the old Tlalpan causeway on a memorable morning in November, 1519, were amazed at the grandeur of the Aztec Venice and the "superior style of its architecture," so will you be thrilled at the colorful pageant of the Spanish-Mexican-Indian street life of the reconstructed metropolis, at the massiveness of the first great cathedral erected on American soil, the unfading glory of Mexico's great picture galleries, museums, universities, mansions, libraries, tile-sheathed houses, and at the unalterable charm of a civilization founded here a hundred years before the Pilgrims landed on Plymouth Rock! Architecturally the Mexican capital is a blend of Madrid, Bombay, Paris, Rome, Cairo and many other cities, but the distinctive undertone of its variegated street life is Indian, for many ancient Indian tribes dwell nearby in the Valley of Mexico.

 Few cities possess environs more beautiful than those of the Mexican capital, and none a park more noble, more stately than Chapultepec, the old Aztec *Chapulín*, or "Grasshopper Hill." The grand old cypress trees which rise in belted splendor from Chapultepec's soil are the only living things in the Valley that saw Montezuma and witnessed the Conquest. After two centuries of mourning, they saw the 47th Viceroy, Don Matías Gálvez, begin the erection (in 1783) of the beautiful Castle which misguided Americans bombarded and almost wrecked in the Mexican War of 1847. They saw the lovely Empress Carlota and the imperial Maximilian occupy the Castle in 1866, and General don Porfirio Díaz, Mexico's illustrious old president, restore and occupy it from 1877 to 1910. It is still the presidential retreat, and from its lofty towers tourists enjoy a magnificent view of Mexico City and the nearby volcanoes.  You can explore Mexico City for months and still find dozens of interesting things: buildings dating back to the Conquest; buildings decorated with murals by Diego Rivera; the National Museum with its priceless Indian relics, including the famous Aztec Calendar Stone; the Merced Market; the Flower Market; the Portales Santo Domingo, where scribes write letters for illiterate *peons*; Sanborns' famous "House of Tiles." But there is so much to see near Mexico City that few people find



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Here was the center of the Aztec capital, Tenochtitlán—now the busy, beautiful heart of Mexico City. In the foreground is the Zócalo, or main plaza, the terminal for all bus and trolley lines. Facing it is the great Cathedral, the Mother Church of New Spain, completed in 1667. It was built on the site of an Aztec temple.

time to explore the capital. Nowhere within equal radius are so many wonderful ruins of ancient peoples. They all force one to the conviction that ages and ages ago a vast polyglot population dwelt in this beautiful Valley, perhaps thousands of years before Christ was born. 🐉 The Pyramids of San Juan Teotihuacán, 28 miles northeast of Mexico City, though fundamentally Egyptian and a permanent rival to the Pyramids of Gizeh, display ornamentation that confounds the student of Far Eastern art. How the Dog of Fo and other Buddhistic symbols came from the Old World to the New in prehistoric times is an enigma beyond his deciphering. The Pyramid of the Sun (216 feet high) and the Pyramid of the Moon (151 feet high) are the most prominent structures remaining from a tremendous group of monuments. A mile to the east of them is a vast, quadrilateral depression in the ground, resembling a stadium. It is known as the Temple of Quetzalcoatl, or "The Citadel," and was undoubtedly a center of worship for *Le Gente Olvidada*, "The Forgotten People." 🐉 The famous floating gardens of Xochimilco are in the immediate environs of Mexico City, and a favorite playground for tourists as well as residents of the city. Canals wind past islands covered with flowers and fringed with tall, graceful poplar trees. To glide through these canals in a tiny boat poled by a small boy, while Mexican troubadors serenade you, is a rare and beautiful experience. The lovely and historic San Angel is also close to the heart of Mexico City. Here one of the most beautiful conventual estates in the Valley has been converted into an Inn famous for its food and for its magnificent gardens. 🌸 Mexico City is the base for many trips into the surrounding country. Some are easily made by train. Others are most conveniently made in motor cars, which may be arranged for at any hotel. It is best to fix the price of the trip in advance and to obtain an English-speaking driver who knows the country. Cuernavaca, delightful week-end retreat of the diplomatic corps and business magnates of the capital, is less than three hours from Mexico



Flower girls of Xochimilco



Chapultepec on Sunday



A puesto, or street market



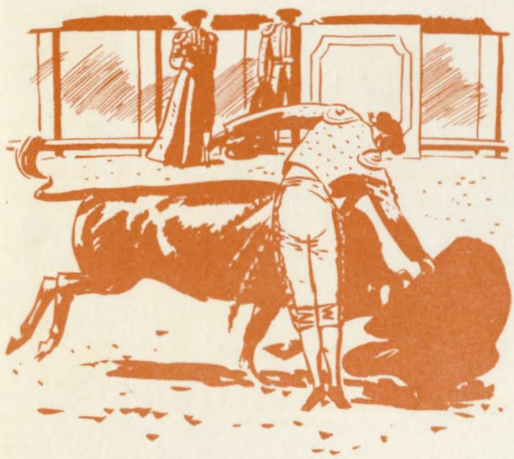
Mariachi serenaders



Tiled domes of San Angel



Pyramid of the Sun



The Plaza de Toros



The National Theater

City. Just beyond Ajusco's flattened summit and 2,000 feet lower than Mexico City, it offers a change from the city's elevation and has been a tropical retreat since Cortés built his palace there in 1520. The late Ambassador Morrow here converted an old seignorial estate into a summer manor and practically started the week-end exodus of society from the metropolis. He commissioned Diego Rivera to paint on the walls of the Cortés Palace a stirring series of murals depicting the Conquest of Mexico, which many artists and tourists now go to inspect.

Not far beyond Cuernavaca is the delightfully quaint old mining town of Taxco, high-poised in the Guerrero mountains and one of the most beautiful hill stations in the Republic. Cool, wind-swept, amazingly picturesque, Taxco possesses one of the oldest and finest cathedrals in Mexico. The streets are narrow, cobbled, steep and winding. Not far from the excellent Hotel Taxqueño, in a medieval street so steep that no vehicle can climb it, an American artist and writer, William Spratling, has assembled some of the old Indian workers in gold, silver, tin and wool. With primitive tools and looms and inherited skill, they turn out barbaric jewelry and *sarapes* with vegetable dyes that even the brilliant Mexican sunshine fails to dim. The silver comes from the local mines, whence Joseph La Borda drew his immense wealth to fashion the Borda Gardens at Cuernavaca and the cathedral at Taxco that stands to his memory. At the end of the fine auto highway, a seven hours' ride from Taxco, is the ancient town of Acapulco, a galleon port made famous by Bret Harte, to which thirty thousand residents of Mexico City motor during Holy Week. The attractive Hotel Mirador, with an outlook a king would envy, is the rendezvous of scores of American tourists who love fine hunting and fishing. Here is one of the loveliest bathing beaches on the Pacific Coast. Oaxaca, 358 miles southeast of Mexico City in the famous Oaxaca Valley, is noted for the nearby Ruins of Mitla. Few places in Mexico are more romantic. Here, countless ages ago, the Zapotec and Mixtec civilizations

T A X C O



HUGO BREHME PHOTO



Taxco is a perfect Mexican Colonial village. Its streets and buildings roofed with red tile follow no definite pattern, but sprawl over the hillside in delightful confusion. Realizing that Taxco is unique, the Mexican Government has proclaimed it a national monument and any changes or new construction must have government sanction.

X O C H I M I L C O



HUGO BREHME PHOTO

The romantic floating gardens of Xochimilco, in the outskirts of Mexico City. Here the Aztecs once grew their vegetables and flowers on rafts covered with earth. Through the years, the rafts became rooted to the lake bottom, forming islands. Today Xochimilco, with its flower girls and gay boats is the Sunday playground of Mexico City.

rose, ruled and vanished down the corridor of time. The tombs of these people are everywhere in the valley, and from certain of these sepulchres, notably Monte Alban, have come in recent times some of the finest beaten gold ornaments, gems and crystals ever uncovered in America. The Mitla Ruins, 25 miles southeast of Oaxaca City, rank with the most interesting on the continent. In a nearby valley is the Great Tree of Tule, surely one of the oldest living things on earth. It is a gigantic cypress, known to have been at least a thousand years old when Columbus was born. Though considerably shorter than some of California's big trees, its base diameter is 58 feet, 21 feet greater than the base diameter of California's biggest tree! Puebla, 130 miles southeast of Mexico City, is a favorite tourist resort. Many travelers pass through it to reach the great Pyramid of Cholula, eight miles distant, the most colossal structure in New Spain. It is a shrine to the God Quetzalcoatl, who on his pilgrimage to Mexico spent twenty years here teaching life's amenities to his humble followers. Not far south of Puebla is the town of Tehuacán, famous for its mineral springs and for the modern, first class tourist hotel, the Garci Crespo, one of the favorite resorts for side trips out of Mexico City.  On the railway between Mexico City and the Gulf of Mexico is the old Indian city of Orizaba, a much-frequented place because it combines the extravagant foliage of the tropics with the temperate climate of the plateau. Here you will see the rare spectacle of orchids and gardenias growing wild. At the end of the line is Vera Cruz, town of the True Cross, where Cortés first met the seductive Malinche and decided the fate of Indian Mexico by there planning his invasion of Montezuma's stronghold. Once the rendezvous of all the pirate crews of the Spanish Main, Vera Cruz is now the stepping-off place for sun-swept Yucatán, where scientists of the Carnegie Institution are reconstructing Maya cities—cities that perhaps were ruins when the Pharaohs ruled Egypt and Alexander the Great looked about for other worlds to conquer.  Uruapan, 320 miles west of Mexico City in the old Tarascan Indian country, is now one of the most appreciated beauty spots. There is good train service and the route lies through one of the most interesting sections of Mexico. On the way is lovely Lake Patzcuaro, which strongly recalls hill-girt Chuzenji in far Nippon. Across the lake is the old Indian pueblo with the musical name of Tzintzuntzan, whose church contains the famous painting "Descent from the Cross," attributed to Titian. Surrounded by coffee groves and fruit orchards, embowered in tangled jasmine gardens where nightingales and throstles sing in the mellow sunshine, Uruapan is so wholly charming that the early Spaniards called it the "Paradise of Michoacán." The Mexicans consider it one of the most delightful spots on earth. Magnolias, gardenias, orchids and other exotic tropical flowers grow in abundance, yet the altitude of 5,576 feet gives Uruapan an almost perfect climate. Beloved of artists, noted for its excellent hotel (the modest Mirador) and for one of the loveliest waterfalls in Mexico, (Tzararacua), Uruapan is a place where nerve strain vanishes. It is to the interior of Mexico what Mazatlán is to the West Coast, and whosoever goes there will not need to drink of the waters of Guadalupe to wish to return.



HUGO BREHME PHOTO

In all North America, only one mountain is higher than Pico de Orizaba, the highest mountain in Mexico. It flings its snowy crest 18,225 feet into the sky, and with its sister peaks, Ixtaccihuatl and Popocatepetl, stands guard over Mexico.

CUERNAVACA



HUGO BREHME PHOTO

Cuernavaca has always been the week-end retreat for residents of Mexico City. Cortés built a palace here, which still stands. Maximilian had his summer capital in Cuernavaca, and here, with the wealth from his silver mines, Joseph La Borda created the beautiful Borda Gardens, one of the show places of Mexico.

T I E R R A T E M P L A D A

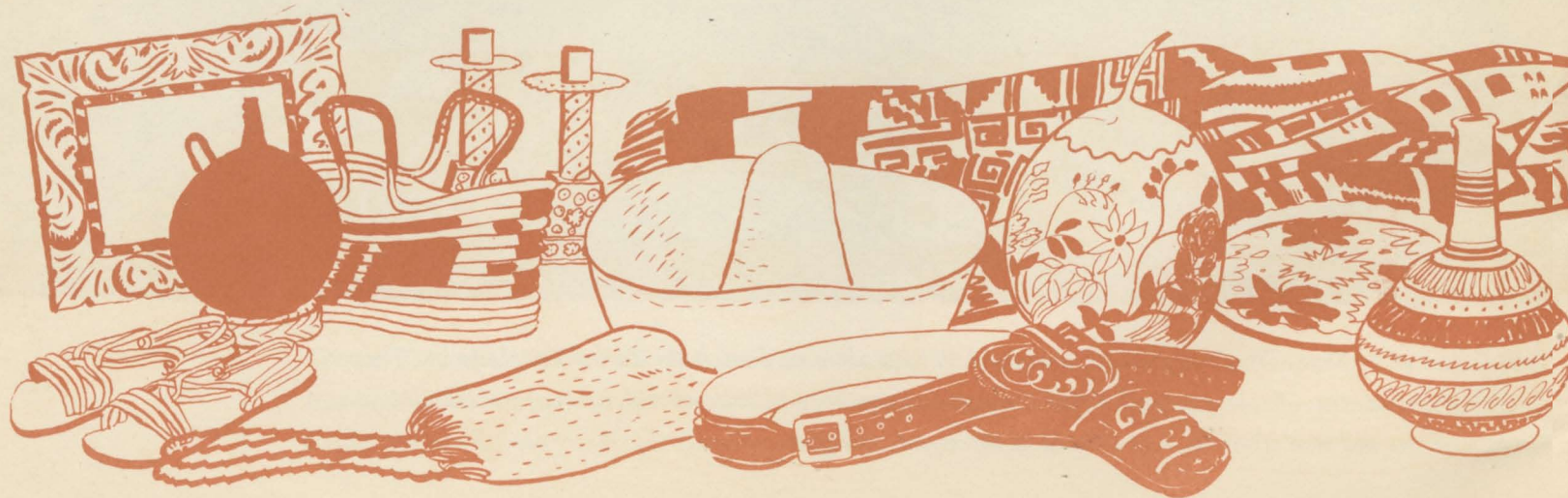


HUGO BREHME PHOTO

On the slopes of the Sierra Madre, between 3,200 and 6,500 feet above sea level, is the Tierra Templada, or "Temperate Country" of Mexico. Here is an almost perfect climate—never too hot and never too cold. Cuernavaca, Guadalajara, Taxco, Orizaba and most other Mexican cities lie in this region, or higher.

S H O P P I N G

TO KNOW MEXICO, you must visit her markets. Never have you seen such a noisy, good-natured jumble of people. No traffic rules, no pushing aside in the hurry to get somewhere quickly. Marketing is done in a leisurely manner, loitering in front of *puestos* (stalls) and bargaining if you feel there is a call for it. Goods in Mexican markets are not displayed in the American manner, but they follow a certain pattern that is traditional, though not obvious to the eye trained to neatly filled shelves. 🛍️ Market is held in a large, barnlike structure, with an inevitable overflow into the streets for a block or two in every direction. The Merced Market in Mexico City is the largest and probably the most interesting. Right off the great central plaza, blocks before you come to the market building, you will find sandals and shoes, and *sombreros* from every region in Mexico—the very short, shallow-crowned ones from Jalisco and Michoacán, which in that state take the euphonious Tarascan name of *Guäripas*; the tall conical hats from Morelos, with the deep brims that roll up so gracefully; the ones of rice palmleaf from Jarácuaro, and all the other styles and shapes found over Mexico. Next come stalls of ready-to-wear, the articles worn by *la gente pobre*, or people of very limited means. Then *rebosos*, the shawls which are the intimate companion of every native woman. Usually they are dark blue, brown or black with a delicate all-over design in white. The more pretentious ones are brilliantly colored, with the design in black. The range in prices depends upon the material and workmanship, and mostly upon the hand-knotted fringes which are intricate laces of delicate beauty. The most modest ones may be purchased for 2½ pesos, while the silk *rebosos* of Santa María cost as much as two or three hundred pesos. These are about three feet wide and seven or eight feet long and can be passed through a ring, so fine is the weaving. 🧣 *Sarapes* come next. This is a general term designating the blanket worn or carried by every Mexican *peon*. It serves as a cloak to keep off the morning or evening chill, and as a cover at night. The makes differ widely in color, texture and design, depending upon the region in which they are woven. Toluca is very well known for its *sarapes*, which make excellent rugs. The colors are usually black, brown, gray or white, in designs of rhythmic beauty. The large pieces of white wool homespun from Toluca, embroidered in exquisite designs of cross-stitch, usually in blue, make splendid couch covers or tapestries. The bags, or *morrales*, of wool and cotton are of the most daring color combi-

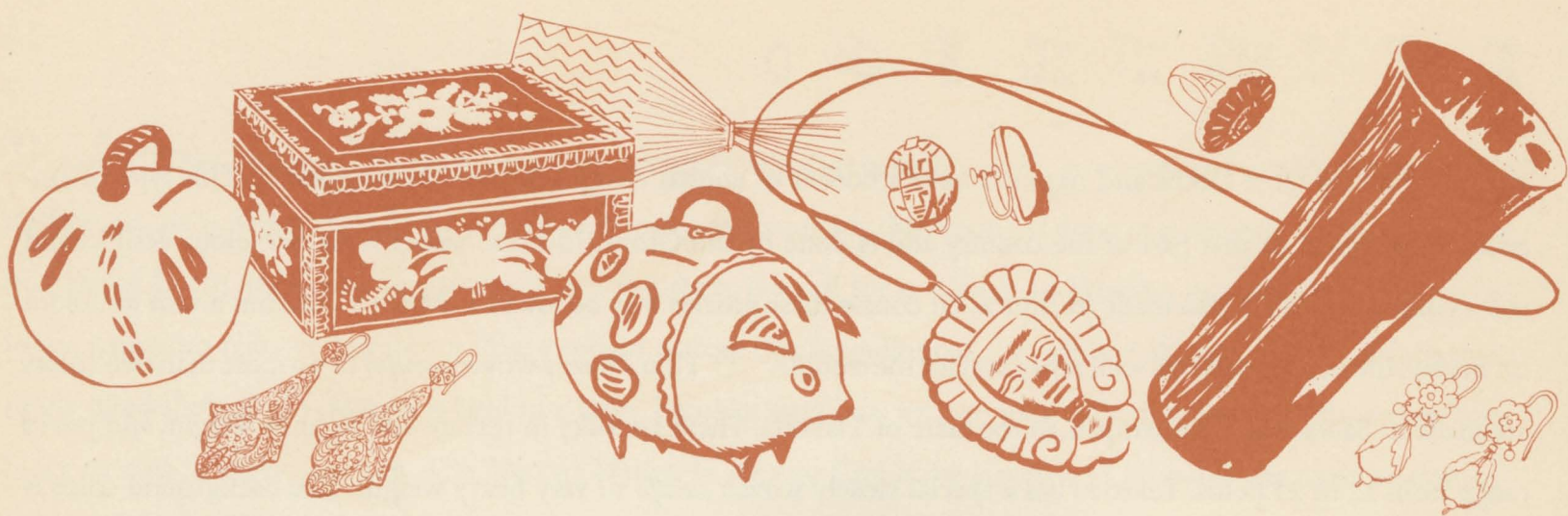


I N M E X I C O

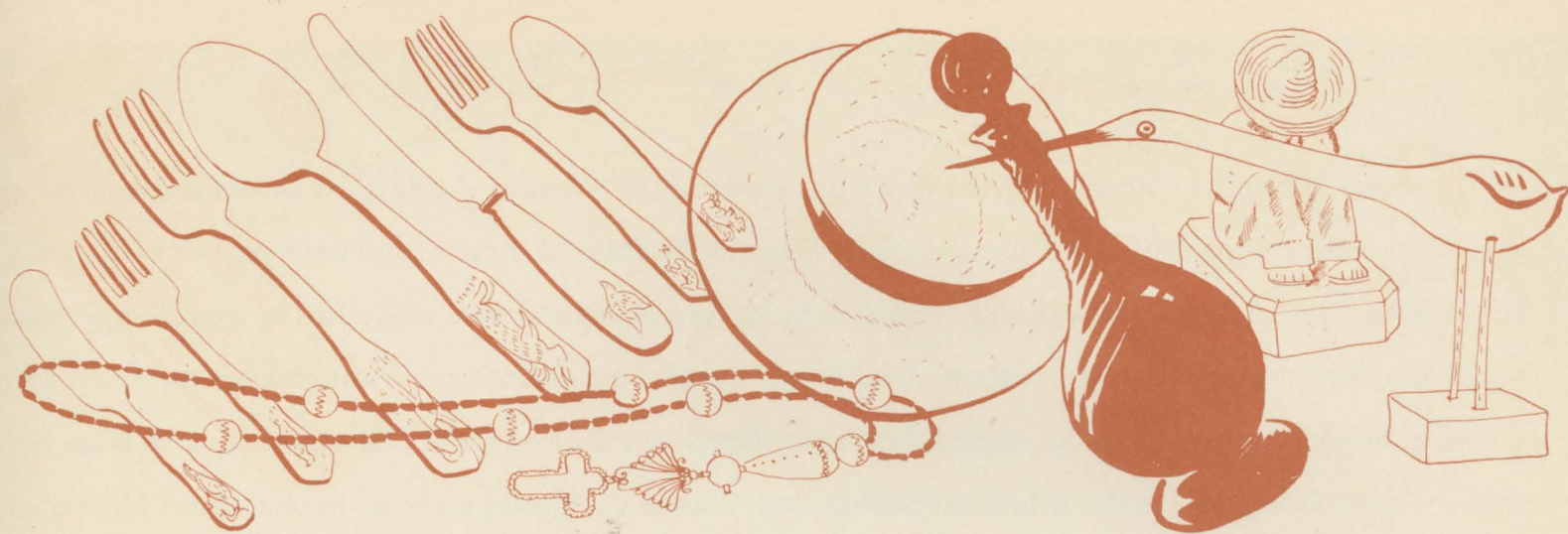
nations. The tea table cloths and napkins have a border of animal designs worked in long-stitch. This type of embroidery is typical of that part of the country and is done by the Otomí Indians. Sashes with marvelous designs and color combinations are also made in Toluca. Of course these articles may be found in Mexico City, but a visit to Toluca on Friday, the market day, will well repay you for the trouble. 🐼 Thin, closely woven *sarapes* of no more than two colors are made in Santa Ana Chautempan, in the State of Tlaxcala. These are silky in texture and light in weight, and prices range from 12 to 25 pesos. Texcoco has a special closely woven *sarape* of very heavy weight. The background color is usually a soft, powdery blue, obtained with a special vegetable dye that does not fade. The border is black and there is a black and white design in the center, usually diamond-shaped. Sometimes a touch of red is used very effectively. The background colors vary to white or a light tan. Very rarely you may find a red one, but this is not typical of Texcoco.

🌸 Toys and baskets share honors inside the market building. Baskets are woven in every imaginable shape and size, and from all sorts of materials. From Puebla come reed baskets, partly covered with natural cowhide, relics of Colonial days. From Guanajuato come baskets of ivory colored fibre with bands of black-stained reed. From Michoacán come baskets with designs in magenta and green, and from Toluca the most colorful baskets in Mexico. Their weave is heavy, strong, yet light in weight, with designs of little men or animals. Prices range from one to ten or twelve pesos, depending upon the size of the basket and the amount of work involved. The story of Mexican toys would fill a volume, but your sense of humor and your imagination will be your best guide. The straw men are highly popular. 🐼 The Plaza de Mixcalco in Mexico City has a few *puestos* where you may find antiques of surprising beauty and value. Old paintings on copper and zinc that may date back to the time of the Viceroy, miniatures in ivory or silver, statuettes carved in cedar, pieces of old brocade, samplers with time-softened colors, bits of odd jewelry, pieces of porcelain that were brought to Mexico by Chinese traders on their way to European markets in Spanish Colonial days. The old glass factory nearby was started by the great grandfather of the present owners, and they are true artists in their trade. The famous bubble glass that has found its way into museums may be purchased here. You can watch shapeless gobs of molten glass being








blown and whirled into pieces of exquisite beauty. This factory has made a sensation with its caricatures on glass of well-known people, ranging from prominent Mexican politicians to Walt Disney's Three Little Pigs and Mickey Mouse. Guadalajara is also famous for its glassware and has two factories, both turning out lovely things. Here you find sets of table glass in the characteristic Mexican shades—deep blue, green, aquamarine, amethyst and amber. San Pedro Tlaquepaque and Tonalá, just outside of Guadalajara, have long been important pottery centers. The ingenuity and humoristic inclinations of the Mexican people are crystallized in the designs on their pottery. The simple life of the *peon* and his inevitable burro are a common inspiration for these designs. Some of the Tlaquepaque pottery is glazed, some has a dull, velvety texture, and some is polished with a pebble, giving it a satiny surface. You will be surprised at the number of things you can purchase for a few dollars. The painted pottery pig banks hold a special place in Mexican hearts. Children save up a pig for a present for mother, or for some other purpose, and when the pig is full (or before), they simply break it and spend the money. 🐷 In Oaxaca City you will find the highly colored, beautifully decorated pottery for which this region is justly famous. The designs are almost always floral, softened at the edges and running into each other like flowered moiré-ribbon. Each piece is highly glazed. The cups have a flower design on the inside, giving the impression of drinking out of a flower. Black clay pottery comes from San Bartolo Coyotepec. The water jugs have a delicately traced silvery design that stands out in shining threads when the piece is filled with water. From Azompa comes malachite green pottery, almost paper thin, but resistant enough to be used for cooking. 🍽️ The *sarapes* of Teotitlán, near Oaxaca, are very daring in color. The most common design is the Aztec calendar in the center with designs from the mosaics at Mitla making up the rest of the composition. All the colors of the rainbow are used. Another type of Oaxaca *sarape* is black, gray and white, with sometimes a small design in red and green, always reproducing some of the Mixtec designs. This is the softest and lightest of all *sarapes*, and its peculiar texture is achieved by dipping the shuttle in boiling water during the weaving. Market day in Oaxaca is on Saturday, and all these products can be purchased then. In Uruapan is made the beautiful lacquer with the shiny black background, over which tropical flowers are painted



in rhythmic order. Any of the little boys (who are the inevitable and welcome escort of the visitor everywhere in Mexico) will take you to the houses where lacquer is made, so you can watch the process. A tray of white wood, or a gourd, is covered with the black lacquer, applied by hand and rubbed to obtain a glaze. It is then placed in the sun for several days until it has acquired the quality of enamel. Then the design is traced on it free hand, and the areas where colors are to be placed are etched out. Next the colors are applied and the piece is polished with the cushion of the hand. This lacquer is made by many people in Uruapan, but Señora Alvarez does the loveliest work. Here, also, are made the black lacquer masks used by the Tarascans for their ritual dances. Another type of lacquer comes from Guerrero and can be purchased in Mexico City. Only two colors are used, one for the background and one for the design, which is in high relief. Returning to Puebla, we find the famous Talavera pottery, which was introduced from Spain by the friars of Talavera de la Reina and which has now become a typical Mexican product. It can be instantly recognized by its white background and rich, royal blue design. It is the most durable pottery in Mexico. 🌺 The shiny hammered tin from Taxco reproduces Colonial candlesticks, mirror frames, lamps, trays. Taxco has been a silver mining center for hundreds of years, so the poorer inhabitants try to reproduce for their own use the silver articles they cannot afford. In the tin from Taxco we find all the feeling and devotion for beauty that can be expressed in any medium, no matter how costly. Silver jewelry of the indigenous type is also made in Taxco. William Spratling—an American artist who came to Taxco, loved it, understood it and stayed on—has gathered around him native craftsmen who hammer away their spontaneity into silver beauty. There is also a little dark shop in Taxco where a young Mexican boy makes jewelry from silver and old jade found by the Indians. Here you will find the little bells of the pre-Cortesian era that tinkle like silver drops. 🧴 In the silver shops of Mexico City are intricate filigree jewelry, hammered silver bracelets, tableware and a hundred other things. And so when you return from Mexico with a bit of iridescent glass, a native scene depicted on a pottery jar, a gaily colored *sarape*, a simple Indian toy or a bit of jade, remember that you are taking away not objects of more or less perfect design and color, but wisps of dreams, and longings of these people.

THE WEST COAST

OF THE several rail lines to Mexico City, the West Coast Route of the Southern Pacific is the newest and in many respects the most interesting. During the revolutions, the West Coast of Mexico drowsed and was forgotten of the world. The old Indian trails through the incredibly rugged Sierra Madre filled up and were obliterated by tropical vegetation. Swaying reed bridges over brawling rivers rotted, fell and were carried out to sea. Stately hardwood forests rose to shield the wild game which for centuries has roamed the district. Traveling was slow, sparse and difficult. Coastal boats connected the somnolent ports, but this rich, incomparably lovely domain, comprising a fifth of the total area of Mexico, was literally isolated from the world.  In 1905, plans were made to build a railroad down the West Coast. The first rails were soon laid and the line pushed slowly south. Sometimes it seemed that all the forces of man and Nature were conspiring against the project. Sometimes it seemed that even the Indian gods were fighting the shining rails that approached their mountain fastnesses. At Tepic, construction ceased for many years while engineers explored the forbidding *Barrancas* seeking a feasible route. Many said a railroad could never be built up those impassable mountain walls. But the line was built, at terrific cost, and in April, 1927, the first Southern Pacific trains ran from Nogales, Arizona, to Guadalajara. It was an epochal day for the West Coast. And the miracle of the Iron Horse still thrills the Indians along the way. From their high mountain homes, they come down to watch the train go by—the train that is their connection with America and their own capital, Mexico City.  The West Coast Route begins at Nogales, a town bisected by the international border. Through Pullman service is provided from Los Angeles to Mexico City via Tucson, Arizona and Nogales. Passengers from the eastern United States generally take the Sunset Limited or Golden State Limited to Tucson and board the Mexico City Pullman there. From Nogales the train heads south through the weird cactus forests of northern Sonora to Hermosillo, the "Little Beauty," in the center of a superb fruit-growing region. Then it descends to Empalme, junction for the nearby seaport of Guaymas, whose lovely land-locked harbor is a favorite starting point for deep-sea fishing excursions into the azure waters of the Gulf of Lower California. Guaymas is also the center of a fine hunting district. Construction of a tourist hotel at Miramar Beach near Guaymas was started by Southern Pacific early in 1935, for completion before the summer season. The hotel will consist of a central building with surrounding cottages, and will provide an excellent headquarters for hunting and fishing trips.  The next important town is Navojoa, one of the best places in Mexico to buy *sarapes*. These are sold by Indians who meet the train, and the prices are subject to bargaining. There is a bull market when the train pulls in and a bear market when the train pulls out! San Blas, the next important town, is the junction point for Los Mochis, with its great sugar refinery and considerable American



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Mazatlán lies on a peninsula, facing the Gulf of Lower California. Close by are real tropical jungles and islands covered with tall, graceful coconut palms. Thousands of people come to Mazatlán every year to swim and fish in the warm, blue waters of the Gulf. The movies take many of their "South Sea Island" pictures here.

GUADALAJARA



FREDERICK SIMPSON PHOTO



Guadalajara, the southern terminal of Southern Pacific's West Coast Route, lies at an altitude of 5000 feet and enjoys a climate of perpetual spring. It is the second largest city in Mexico, famed for its beautiful homes, its flowers and its hospitable people. In nearby San Pedro Tlaquepaque and Tonalá is made some of the most beautiful pottery in Mexico.

MARKET DAY



HUGO BREHME PHOTO

To know Mexico, you must visit the native markets where the Indians buy and sell the beautiful things they make by hand. An Indian will travel, heavily laden, for many weary miles, and no amount of money will buy his burden, for it is his excuse to visit the market, where he meets friends from other villages.

colony.  Mazatlán, the gem of the West Coast and the goal of increasing numbers of tourists, is situated on a peninsula between a bay and the Gulf of Lower California. It is a town of friendly people, old plazas, quaint churches and twisty Spanish streets flanked with Spanish-Moorish houses. Behind the town are tangled forests filled with wild game and gaudy tropical birds, while in the neighboring lagoons countless wild fowl live in almost unhunted security. Dotting the lagoons are tiny islands whose coconut groves make romantic picnic grounds. A favorite diversion is to hire a boat (five pesos an hour) and cruise among these islands. You will see more than one enormous sea turtle sunning himself on the smooth, blue bay, and if you wish, the boatman will give you a trolling line so you can catch some of the fish that make these waters an angler's paradise. The principal hotel of Mazatlán, the beautiful Belmar, is American owned and one of the best in all Mexico. It is Spanish-Moorish in design, with wide ramps instead of stairs. Its tiled dining and lounging rooms and flower-crowned patios strongly recall the Alhambra, and its balconied front rooms overlook the bay. The native life of Mazatlán, as in all Mexican towns, centers in the market place. Here are sold brilliant tropical birds, coconuts, sugar cane, baskets. And as each Mexican town has its specialty, Mazatlán's is leather goods, principally of alligator hide. Sportsmen will be delighted with the holsters and cartridge belts, Mexican style, ornamented with designs in white thread. Twelve pesos will buy an excellent one. 

Tepic, an old Indian stronghold, is famous for its cathedral, which towers above pomegranate gardens suggestive of Mexican Colonial times. Here the train starts climbing up through the *Barrancas* to Guadalajara, where the Southern Pacific West Coast Route connects with the National Railways of Mexico for the overnight trip to Mexico City. Guadalajara is the second largest city in Mexico and one of the most satisfying in the Republic. Its climate is as nearly perfect as can be found anywhere in the world. Here in December you will see poinsettias as tall as trees. Here is one of the most fascinating markets in Mexico. Just outside of the city, in the small towns of San Pedro Tlaquepaque and Tonalá, is made the pottery which so many tourists prize, and inside the city is the place where bubble glass is blown. If the pieces you want are not on hand, you can have them made for you and even watch them being made. Interesting excursions from Guadalajara include Lake Chapala, the largest lake in Mexico and a popular resort, and the Barranca de Oblatos, a tremendously deep gorge recalling the Grand Canyon.

GENERAL INFORMATION: *Climate.* The climate of Mexico varies with the altitude. The higher you go, the cooler it gets. Along the seacoast it is temperate in winter and warm in summer, though the heat is tempered by a steady sea breeze and sunstroke is unknown. The nights are generally cool, even in summer. Guadalajara lies at an altitude of 5,000 feet and enjoys a climate of eternal spring, as does Mexico City. There are only two seasons in Mexico: the rainy season in summer, from June through September, and the dry season in winter, from October through May. In the rainy season rain is apt to fall any day, and takes the form of sudden showers, usually in the afternoon. In the dry season there is little

or no rain. The heat and dust that often attend summer travel in Mexico will be eliminated starting in the summer of 1935, when all Pullman and dining cars on Southern Pacific's West Coast Route train, *El Costeño*, will be air-conditioned.

Clothes: For the train trip, wear plain, serviceable clothes. Light clothes are best for the coastal regions and heavier clothes for the plateau. A coat is advisable for the chilly mornings and evenings in Mexico City. 🌿

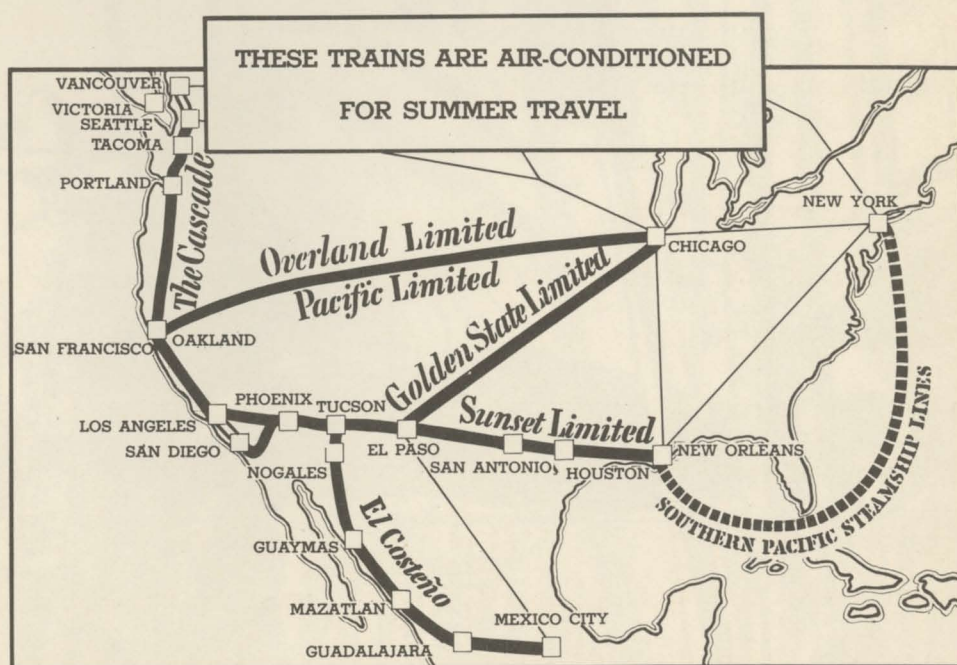
Money: For some time, the rate of exchange in Mexico has remained constant at approximately 3½ pesos for the American dollar. American money more than trebles in value there. Ten per cent is customary for tips. Money can be carried in the form of travelers' checks, and only enough need be exchanged at the border to carry you to your first stop-over point. 🍷

Precautions: The stories about the hazards attending travel in Mexico are greatly exaggerated. A little care in eating and drinking and you'll be all right. Don't buy food in the native markets or at roadside stands. Stick to bottled water, except in hotels and restaurants where the water supply is purified or obtained from artesian wells. (Fresh, pure, bottled spring water is served free of charge on West Coast Route trains.) Eat moderately of tropical fruits and sea foods along the coast. And don't overeat on the plateau. The mountain air will give you a tremendous appetite, but the less you eat, the better you will feel. 🍷

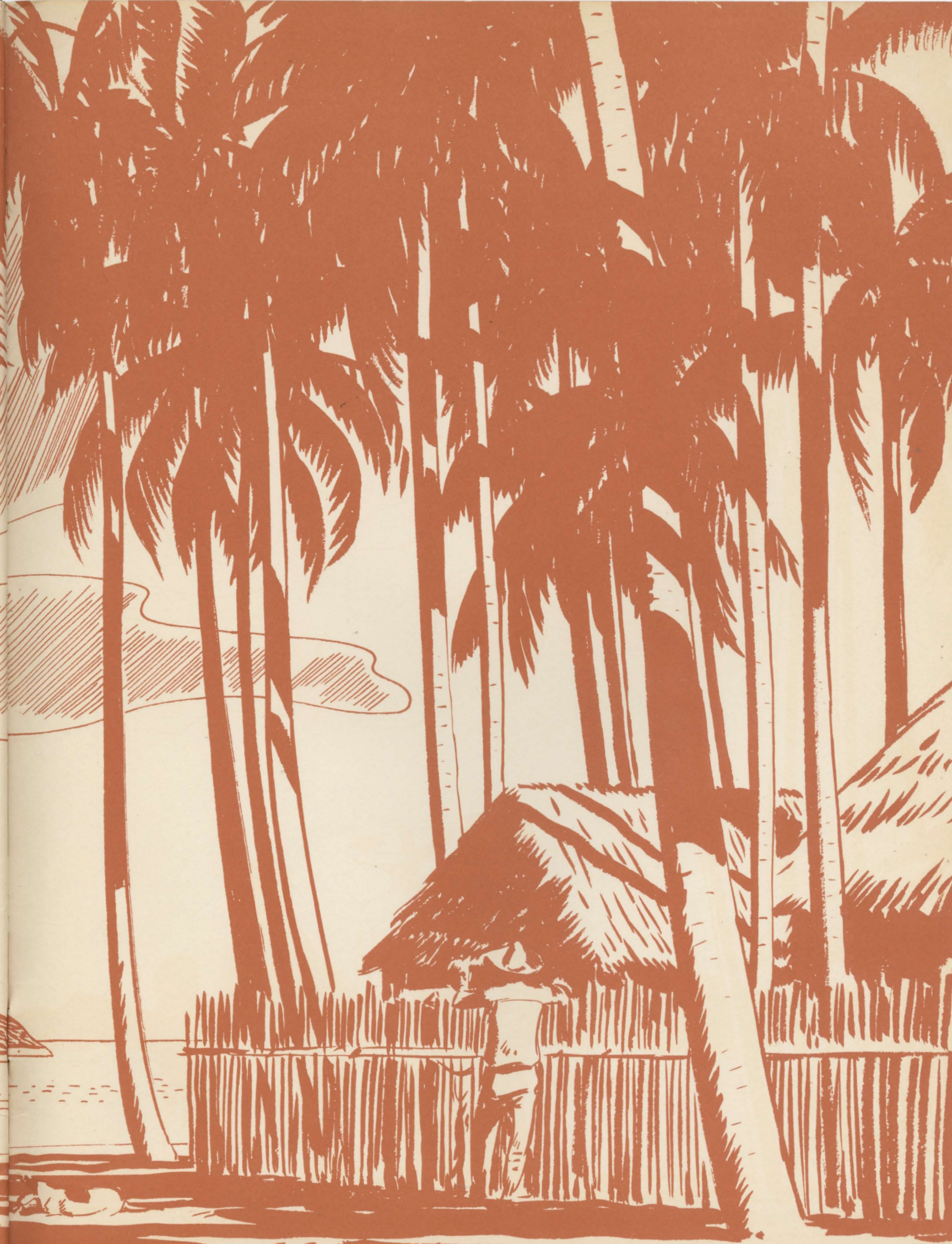
Passports: No passport is required of American tourists entering Mexico. Only a tourist card is necessary, and this may be obtained from any Mexican consul upon payment of \$1. It is good for six months. *Routes:* Low roundtrip fares to Mexico City are in effect at all times from all United States cities, and permit you to go and return on different routes. This way you see much more of the country than you do if you use the same route both ways. For example, you can go on National Railways of Mexico via El Paso and return on the West Coast Route, or vice versa. *Information:* Any

Southern Pacific agent will gladly help you plan your trip to Mexico, make rail, Pullman and hotel reservations, check your baggage, help you secure a tourist

card, etc. Our agents are situated in most cities and towns on the Pacific Coast, also in principal eastern cities. If none is near you, write to O. P. Bartlett, 310 South Michigan Blvd., Chicago; F. S. McGinnis, 65 Market St., San Francisco or H. H. Gray, 531 Fifth Ave., New York City. The map at the right shows the relation of our West Coast of Mexico Route to our Four Great Routes in the United States.









MEXICO

