

## Mexico not expecting many Americans

# Border towns to observe Cinco de Mayo

**United Press International**  
Border towns from Tijuana to Matamoros Thursday will celebrate El Cinco de Mayo, one of Mexico's principal holidays, but cities on the American side, thanks to the devalued peso, will not get as many visitors this year.

"Cinco de Mayo," the fifth of May, once was a retail merchant's dream, a Brownsville, business leader said. "This year, the only visitors we get will be relatives from Mexico."

El Paso merchants plan a sales promotion to recapture

customers from Mexico who no longer can afford to shop in Texas as a result of the peso's drop.

San Diego, Calif., promoters of the holiday said Cinco de Mayo is celebrated more in California than in Mexico.

"Regardless of the peso devaluation," said Vi Murphy, a San Diego tourism promoter, "we're celebrating the holiday big. There will be festivals throughout southern California and a number of activities in the San Isidro-San Diego area."

In Weslaco, about 20 miles east of McAllen, the Chamber of Commerce is organizing a block party called "Noche en Weslaco," but promoters said the party is more of a coincidence than an actual celebration of Cinco de Mayo.

All government offices, schools, banks and factories will close, with only essential business and tourist facilities remaining open.

The holiday will be marked with parades of thousands of school children and mounted charros, Mexican horsemen, in most border cities.

A number of Mexican employees will take Friday off to stretch the holiday into a long weekend.

In large and small cities throughout Mexico, speeches will extoll the virtues of the

valiant Mexican army that beat the crack French troops on May 5, 1862 and marked the beginning of the end of Napoleonic rule in Mexico.

In 1862, as in 1983, Mexico underwent financial stress. The new republic, which won its independence from Spain in 1821 after an 11-year revolutionary war, was penniless.

Mexican officials had advertised the riches of the country to the world, historians said, and the great European powers began investing in Mexico.

The struggling new republic, because of economic stress, was forced in 1862 to temporarily suspend payment of debts contracted with England, France and Spain. When Mexico could not pay its foreign debt, those countries demanded money or territory as a guarantee against

future payments, historians said.

The English wanted money, not territory, and cared little who recovered it for them. The dispute among the powers was over which one of them would do the "recovering." And the choice eventually narrowed to Spain or France.

Spain, still smarting from losing Mexico earlier in the century, was anxious to get back in, but Napoleon III of France had other ideas.

Napoleon had hoped to come away with part of Mexico's national territory, Sonora and Lower California, where a French colony could be established.

Further, historians said, Napoleon wanted to establish a monarchical government in Mexico with the help of power-

ful Mexicans who wanted a king.

The commander of the French Army, arriving in Veracruz on March 5, 1862, wrote to his superiors that the conquest of Mexico would be easy.

The French general had not counted on the determination of President Benito Juarez nor of the military genius of General Don Ignacio Zaragoza.

In Puebla, Mexico, the outnumbered troops of Zaragoza handed the French a humiliating defeat.

It took five years, but Mexico finally put an end to Napoleon's schemes. Maximilian was installed as emperor of Mexico in 1864, as part of Napoleon's plans.

After the battle of Puebla, Spain and England, viewing Mexico's resolve, withdrew from the alliance.

The French "empire" ico finally came to an end a.m. June 17, 1867 in Queretaro when Maximilian was executed. Zaragoza, hero of the March 24, 1862, battle of the primary school in Matamoros across the Rio Grande from Brownsville. He later attended a seminary in Monterrey.

After a brief stint as a chaut in Monterrey he was a cadet, served in the Guard and was named sergeant and later captain of the army of General Santa Anna.

Although he died in French in one of the battles in Mexican history goza never lived to see French rule. In 1862 he typhoid fever.

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Notice dates: Commons will be open for cash business on Registration day, May 30. Meal plans will begin on the first day of class, May 31.

Fees for each plan are as follows:

7 Day	\$195.00	May 31 through July 1
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	Plus Tax	July 5 and 6

Meal plan validation will begin at 7:30 a.m., May 31, in the Commons Lobby. Fee slips will be required.

## Colorado popular for car commercials

**United Press International**  
DENVER — Lured by Colorado's unique geography and scenic mountain splendor, national and international automobile manufacturers are dispatching camera crews to the state in unprecedented numbers to film product-enhancing commercials.

During 1982 commercial film activity pumped \$8 million into Colorado's economy, and officials believe automobile commercials accounted for a substantial chunk.

"Last year car commercial filming in the state reached probably its highest point," said Bob Edwards, Colorado Film Commission assistant director. "And I expect this year will

equal or perhaps exceed last year."

Since August 1982, when car commercials began increasing after a five-year lull linked to the early 1970s energy crisis, film crews representing automobile makers have kept Edwards and commission staffers busy accommodating requests for scenic locations.

Two months ago Audi 5000 filmed commercials in the mountain resort of Keystone, and last fall Toyota used the 14,000-foot-high Pikes Peak highway near Colorado Springs.

Chevrolet, Mazda, Buick and Datsun also frequented the state over the past year.

Unquestionably, Edwards said, Colorado's picturesque

snow-blanketed mountain winter, snow-capped peaks during summer, golden leaves during fall and crisp, moving, crystal-clear waters were enticements for automakers aiming to enhance the quality of their products.

"It's nice to show people cars in surrounding areas you'd like to be," Edwards said. "In Colorado, there are mountains to show in a radius of miles which makes it easier to a production company. It can save a lot of money."

An equal contributor to the state's boon in automobile commercials was the decline in line prices and the stability of automobile prices, he said.

"Since last year, more automakers seem to be showing high performance," he said. "And that's because people are realizing they have better performance for a little bit more luxury. Prices have stabilized."

"To get that across to the consumer, manufacturers previously were confined to studios doing commercial rebates, are now putting automobiles back into nature again."

Edwards said the eye for old film commission, with a the first of its kind in the state played a key role in cooperation between state film crews, local and officials.

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