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FOR RELEASE At Convenience

Be sure to jot this name down as one of the "musts" on your forthcoming American Airlines flight to Mexico: "HACIENDA VISTA HERMOSA." Conditioned as a modern hotel on the sturdy masonry shell of an old hacienda and sugar mill that originally belonged to Hernan Cortez, conqueror of the Aztec Empire, "Hacienda Vista Hermosa" is, truly, a sub-tropical Paradise.

Located seventy miles away from Mexico City, past Cuernavaca, in the State of Morelos, "Hacienda Vista Hermosa" can be reached by car in an easy two hours drive that takes you to a land of eternal Spring. It is best to make all transportation arrangements in advance with the management of the hotel, since, at present time, no scheduled transportation service exists between Cuernavaca and the hacienda.

The hotel offers excellent accommodations and food, a very large swimming pool where you can take a dip any day of the year, morning, noon and night and spacious gardens.

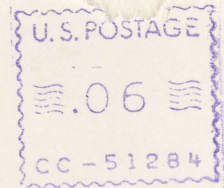
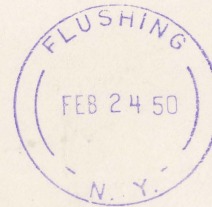
Rates start at about twelve dollars a day for two persons, with meals included. You can now get a special week-end rate of about twenty dollars for two persons, including lodging and food for Saturday and Sunday, with the round-trip transportation included.

A night club was recently opened adjoining the swimming pool. It now operates Saturdays only. Horses may be hired from the hotel stables for interesting excursions around the surrounding countryside.

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