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THE PRESIDENT HAS SEEN....

TALKING POINTS:

SER NATIONAL BOARD OF DIRECTORS

THURSDAY, JULY 17, 1975

1. IT'S A PLEASURE TO JOIN YOU TODAY FOR THIS MEETING OF  
THE NATIONAL BOARD OF DIRECTORS OF SER (SAIR).

I COMPLIMENT YOU ON YOUR EFFORTS TO IMPROVE THE OPPORTUNITIES  
OF SPANISH-SPEAKING AMERICANS TO SHARE MORE FULLY  
IN OUR NATION'S BLESSINGS.

2. I KNOW THAT SOME OF YOU WERE PRESENT WHEN  
BILL BAROODY SPOKE A COUPLE OF WEEKS AGO TO THE LEAGUE OF  
UNITED LATIN AMERICAN CITIZENS AT ITS 46TH ANNUAL CONVENTION.

BILL MENTIONED IN THAT SPEECH THE EFFORTS WE'RE MAKING

ON BEHALF OF SPANISH-SPEAKING AMERICANS, INCLUDING

BI-LINGUAL EDUCATION PROGRAMS FUNDED THROUGH H.E.W.,

AND THE 50 MILLION DOLLAR MINORITY BUSINESS ENTERPRISE

PROGRAM.

I WOULD SIMPLY ADD TO BILL'S EARLIER COMMENTS THAT THIS  
ADMINISTRATION STANDS PREPARED TO DO EVERYTHING WE POSSIBLY  
CAN, WITHIN OUR BUDGETARY RESTRAINTS, TO HELP HISPANIC  
AMERICANS.

3. I KNOW THAT YOUR MAJOR CONCERN RIGHT NOW IS

JOBS -- AND I CAN ASSURE YOU THAT'S A MAJOR CONCERN OF MINE,

AS WELL. THE UNEMPLOYMENT RATE IS STILL THE MOST

DISAPPOINTING OF OUR ECONOMIC INDICATORS. IT'S AN EVEN

MORE PRESSING PROBLEM WITH MINORITIES THAN IT IS WITH MANY

OTHER SEGMENTS OF OUR SOCIETY.

4. I AM CONVINCED THAT THE BEST THING WE CAN  
DO TO HELP HISPANIC AMERICANS FIND JOBS IS TO MAKE SURE  
WE HAVE A SOUND AND STRONG ACROSS-THE-BOARD ECONOMIC  
RECOVERY.



WHEN THE INFLATION RATE IS CUT IN HALF -- AS IT HAS BEEN IN

THE LAST FEW MONTHS -- THAT HELPS EVERYBODY.      WHEN

ECONOMIC RECOVERY GROWS STRONGER -- AS IT IS DOING NOW --

ALL OF US STAND TO BENEFIT.

5. THE MOST RECENT ECONOMIC NEWS IS VERY

ENCOURAGING.

PERSONAL INCOME IS UP.

INDUSTRIAL

PRODUCTION IS ON THE INCREASE, AFTER MONTHS OF DECLINE.

INVENTORIES ARE BEING DEPLETED AND THE STOCK MARKET INDICES

ARE ON THE RISE AS CONSUMER CONFIDENCE IS REGAINED.

THESE ARE GOOD, CONCRETE SIGNS THAT REAL ECONOMIC  
RECOVERY HAS BEGUN, AND WE INTEND TO MAKE SURE EVERY  
AMERICAN SHARES IN THAT RECOVERY.

6. SER'S JOBS FOR PROGRESS PROGRAM IS CONTRIBUTING

SUBSTANTIALLY TO REACHING THAT GOAL IN THE HISPANIC COMMUNITY.

I THANK YOU FOR THOSE EFFORTS. THE ROLE YOU PLAY IN THIS

EFFORT IS OF TREMENDOUS IMPORTANCE. I WANT TO CONTINUE THE

OPEN COMMUNICATION I'VE ENJOYED WITH THE HISPANIC COMMUNITY

SINCE LONG BEFORE I BECAME PRESIDENT.

7. YOU'RE PROVIDING EXCEPTIONAL LEADERSHIP. WITH THE

HELP OF PEOPLE LIKE FERNANDO DEBACA, BERT GALLEGOS (GUY-Á-GOS),

ALEX ARMENDARIZ (AR-MAN-DARIS) AND SOME SIXTY OTHER EXECUTIVE

OFFICERS OF SPANISH HERITAGE IN THIS ADMINISTRATION, I'M GETTING

GOOD ADVICE ON HOW I CAN BE OF HELP TO YOU. MUCHAS GRACIAS,

AMIGOS.

END OF TEXT