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FOR IMMEDIATE RELEASE

July 19, 1974

Office of the White House Press Secretary  
(San Clemente, California)

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THE WHITE HOUSE

The President today announced that he would appoint Fernando E. C. DeBaca, of Albuquerque, New Mexico, as Special Assistant to the President. He will serve as deputy to Counsellor to the President, Anne Armstrong, for Hispanic Affairs.

Since January, 1972, Mr. DeBaca has served as Regional Director for the Department of Health, Education and Welfare in San Francisco, California. He was appointed by the President in March, 1973 to serve as Chairman of the Federal Regional Council in Region IX, in addition to his HEW responsibilities. Federal Regional Councils are the top regional coordinating bodies of the Federal Government and are composed of the regional heads of the major domestic grant-making agencies. From January, 1971 to January, 1972, Mr. DeBaca was with the U. S. Civil Service Commission as Director of the Sixteen Point Program for Spanish Speaking Americans, a program designed to improve opportunities in the Federal career service for Hispanic Americans.

He was born on January 20, 1938, in Albuquerque, New Mexico. Mr. DeBaca received his B. A. degree from the University of New Mexico in 1961, and served in the U. S. Army from 1962 to 1964. He was with the New Mexico State Government from 1968 to 1971 as State Manpower Coordinator, Assistant State Personnel Director, Regional Tax Director and as Commissioner of the New Mexico Department of Motor Vehicles. From 1964 to 1967 he was Special Agent in Charge, Nevada Test Site/Hawaii Test Range, Intelligence and Security Directorate, Defense Atomic Support Agency.

# # #



Friday 9/20/74

8:50 Clara in Cong. John Rhodes' office said that a day or so ago he had spoken with you about setting up an appointment for a group of people who are in town (Spanish speaking background).

They will be here through today and could hold over until tomorrow.

Is there anything we should do --- or has this been referred to someone?

*Take care of  
J-*



THE WHITE HOUSE

WASHINGTON

September 23, 1974

MEMORANDUM FOR: PHILIP BUCHEN  
FROM: DEAN BURCH *SB*  
SUBJECT: LULAC

*For file*

At 12:30 p. m. , Friday, September 20, I talked to John Rhodes about the Joe Benites appointment. I explained the situation and informed him that the President's Special Assistant, Mr. De Baca, was in the process of setting up a meeting between the President and Spanish-speaking organizational representatives. I assured John that LULAC (Mr. Benites) would undoubtedly be represented at such a meeting and that the meeting could probably be arranged prior to the election.

I hope all these assurances can materialize.

*Phil - Jim follow  
Hurn -  
DB*

cc: ANNE ARMSTRONG  
BILL TIMMONS  
WARREN RUSTAND



THE WHITE HOUSE OFFICE

REFERRAL

To: Honorable Fernando De Baca  
Special Assistant to the President  
for Hispanic Affairs  
Room 197 Executive Office Building  
Washington, D. C. 20500

Date: October 1, 1974

ACTION REQUESTED

- Draft reply for:
  - President's signature.
  - Undersigned's signature.
- Memorandum for use as enclosure to reply.
- Direct reply.
- Furnish information copy.
- Suitable acknowledgment or other appropriate handling.
- Furnish copy of reply, if any.
- For your information.
- For comment.

NOTE

*Prompt action is essential.*

If more than 72 hours' delay is encountered, please telephone the undersigned immediately, Code 1450.

Basic correspondence should be returned when draft reply, memorandum, or comment is requested.

REMARKS:

Description:

Letter:  Telegram:  Other:

To: Mr. Paul Buchen, Special Assistant to the President  
From: Mr. John Flores, Suite 602, 295 Madison Avenue, New York, N.Y. 10017  
Date: (none)  
Subject: Matters of interest to the Spanish Speaking people.

By direction of the President:

Philip W. Buchen  
Counsel to the President



# HISPANIC

EXPORT-IMPORT CORPORATION 17

532-2863

REPLY TO: ~~XXXXXXXXXXXXXXXXXXXX~~ • NEW YORK CITY, N. Y. 10001 • TEL: ~~XXXXXXX~~

JOHN FLORES, SUITE 602, 295 MADISON AVEN, N.Y., N.Y. 10017

MR. PAUL BUCHEN, SPECIAL ASSISTANT TO  
THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D.C.

DEAR MR. BUCHEN:

FAVORABLE ATTENTION TO SOME OF THESE MATTERS BY PRESIDENT FORD WILL GENERATE MUCH FAVOR FOR HIM AMONG OUR LARGE SPANISH SPEAKING POPULATION AND VOTERS.

THEIR SUPPORT AND VOTES MAY BE MUCH DESIRED IN 1975, FOR IT IS ALMOST CERTAIN THAT HE INTENDS TO RUN.

FEEL FREE TO REFER TO THE PERSONAL REFERENCES I HAVE GIVEN, NAMES KNOWN TO YOU AND THE PRESIDENT.

I'M IN WASHINGTON OFTEN AND WOULD APPRECIATE 4 OR 5 MINUTES WITH YOU FOR DISCUSSIONS OF THESE MATTERS AND SPANISH SPEAKING AFFAIRS.

JUST CALL OR WRITE AND TELL ME WHERE AND WHEN I MAY SEE YOU. REGARDS.

  
JOHN FLORES



*Copy*  
**HISPANIC**

EXPORT-IMPORT CORPORATION 17

212, 532-2863

REPLY TO: ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~ • NEW YORK CITY, N. Y. 100XX • TEL: ~~XXXXXXXX~~

JOHN FLORES, SUITE 602, 295 MADISON AVENUE, N.Y., N.Y. 10017.

PRESIDENT, GERALD FORD  
THE WHITE HOUSE  
WASHINGTON, D.C.

DEAR MR. PRESIDENT:

YOU HAVE BEEN, . . . ALMOST BRILLANT, IN YOUR APPROACH TO SOLVING PROBLEMS FACING OUR NATION AND PEOPLES TODAY; AND IN YOUR ATTEMPT TO UNITING US AGAIN. CONGRATULATIONS!

SO, FAR YOU HAVE SAID OR ARE SAYING ALL THE RIGHT THINGS AT THE RIGHT TIME AND PLACE. WE ALL HOPE THAT SIMILAR RIGHT ACTIONS WILL SOON BE FORTHCOMING? I FLATTER AND CONSOLE MYSELF IN SAYING THAT, THAT IS WHAT I WOULD HAVE SAID, AND PROPOSE TO DO.

YOUR HANDLING OF CONGRESS HAS BEEN PROPER AND CORRECT, MUCH TO YOUR CREDIT.

YOUR MEETING WITH THE BLACK CAUCUS, LEADERS OF THE SOMETHING LIKE 22 TO 25 MILLION BLACK AMERICANS WAS A MASTER STROKE ON YOUR PART.

NOW, I ASK YOU TO TAKE A SIMILAR ACTION AND AS SOON AS POSSIBLE CALL AND SCHEDULE A BRIEF MEETING WITH OUR NATION'S NEXT LARGEST MINORITY, MY OR OUR SPANISH SPEAKING PEOPLE. WE, NUMBER ABOUT 17.5 MILLION AND ARE SECOND IN SIZE AND OF IMPORTANCE ONLY TO THE BLACK MINORITY.

YOU COULD CALL OUR FIVE SPANISH SPEAKING CONGRESSMEN TO SUCH A MEETING, BUT THEY ARE IN WASHINGTON AND YOU CAN SEE THEM ALMOST ANYTIME—THIS INCLUDES OUR LONE SPANISH SPEAKING U.S. SENATOR JOE MONTOYA.

YOUR CALLING AND MEETING BRIEFLY WITH LEADERS (NATIONWIDE) OF OUR SPANISH SPEAKING PEOPLES AT THIS TIME WILL SERVE TO INDICATE TO US, THAT YOU WILL NOT COMPLETELY ABANDON US, OUR PROBLEMS AND OUR NEEDS AS PRESIDENT NIXON WAS DOING WITH THE ENDING OF MOST OF OUR AID AND ASSISTANCE PROGRAMS.

WE, AS MUCH AS THE BLACKS, AS MUCH AS THE POOR OF THE HILLS OF KY, TENN, ELSEWHERE NEED SUCH ASSURANCE FROM OUR PRESIDENT NOW.

YOUR STERN DETERMINATION OF RULING OUT PRICE AND WAGE CONTROLS DOES NOT GIVE US SUCH REASSURANCE.

MR. PRESIDENT, A MAN OR FAMILY WHO EARNS \$20,000 AND UP CAN STILL MAKE ENDS MEET. HE CAN GET BY NOT USING CREDIT TO BUY THINGS NOW. HE CAN WAIT AND LIKE THE REST OF US HOPE THAT INTEREST RATES WILL SOON COME DOWN—WHICH I DOUBT VERY MUCH. MORTGAGE MONEY BORROWING OF 9% AND MORE FEEDS INFLATION. PROPOSED PAYMENT TO ARAB MONEY OF U.S. GOVERNMENT GUARANTEED INTERESTS OF 10%, ALSO FEEDS INFLATION AND TELLS US ALL THAT LOW MORTGAGE MONEY IS GONE FOREVER,

SO, IF THIS FAMILY MAKING \$20,000 CAN BARELY GET BY, CONSIDER THE HARDSHIPS OF A MAN OR FAMILY EARNING \$8,000 OR EVEN LESS, WHICH IS THE CASE OF A LARGE MAJORITY OF OUR SPANISH SPEAKING POPULATION HERE IN THE USA?

INDEED WE ARE LOST, RIGHT?

YOUR ADMINISTRATION MUST SOON CONSIDER DIRECT LOANS, CREDIT AND NECESSARY FINANCIAL ASSISTANCE TO THE BLACKS, OUR SPANISH SPEAKING PEOPLE AND TO THE OTHER "POOR", LESS FORTUNATE, HAVELESS AMERICANS WHICH MAKE UP AS MUCH AS 65% OF OUR NATION'S POPULATION.

PERHAPS THEN, "MONEY", WILL COST LESS. YOU KNOW THE OLD STORY, THAT NO ONE WANTS TO SEND A \$1 TO WASHINGTON, BECAUSE WHEN IT COMES BACK SOMEONE, HAS TAKEN A BIG BITE FROM IT AND GETS ONLY A FEW CENTS BACK.

THIS IS JUST ONE OF THE THINGS THAT HAPPENS WHEN THE GOVERNMENT GUARANTEES A LOAN, BUT LEAVES IT UP TO SOME BANK TO ACTUALLY GIVE THE FUNDS OUT.

TO US, THEY EITHER DON'T GIVE US THE MONEY (WHICH CONGRESS HAS SAID AND APPROVED THAT WE ARE ENTITLED TO HAVE UNDER SUCH AND SUCH PROGRAM) OR THEY GIVE US MUCH LESS THAN WE NEED OR ENTITLED TO.

IN MANY CASES THEY ABROGATE OR NEGATE THE WILL AND ORDERS OF CONGRESS BY MAKING UP RULES OF THEIR OWN UNDER WHICH THEY WILL GIVE THE LOANS OR CREDITS--RULES AND CONDITIONS WHICH WE CAN NOT POSSIBLE MEET.

YOU SHOULD SOON HAVE A TALK WITH OUR BANKERS--ALL OF THEM--AND REMIND THEM THAT THEY PLEDGE THEIR SUPPORT TO SUCH PROGRAMS AS THE SBA LOANS, FCIA, HOUSING LOANS AND OTHERS ON THE CONDITIONS, WOULD NOT GIVE OUT THE FUNDS DIRECTLY--BUT INSTEAD GIVE THE GOVERNMENT'S GUARANTEE TO THE BANK WHO GAVE OUT THE LOANS AND CREDITS.

MR. PRESIDENT, I WAS IN WASHINGTON OVER 30 YEARS OFF AND ON WITH THE OFFICE OF U.S. SENATOR DENNIS CHAVEZ. I WAS HIS POLITICAL PROTEGE AND WAS HIS CONFIDENT MOST OF MY LIFE UNTIL HIS PASSING. YOU KNOW ME WHEN YOU SEE ME.

ALSO, I RAN THE 1951 EISENHOWER FOR PRESIDENT SPANISH SPEAKING CAMPAIGN NATIONALLY. RAN THE 1960, CAMPAIGN FOR PRESIDENT KENNEDY--THE FAMED, "VIVA KENNEDY CLUBS". SENT HERE TO NYC AND RAN THE FIRST (SPANISH SPEAKING CAMPAIGN) LINDSAY FOR MAYOR. WAS KEPT HERE AND RAN THE 1966 RE-ELECTION CAMPAIGN FOR OUR GOOD FRIEND GOV. ROCKEFELLER.

SOME PEOPLE WHO KNOW ME WELL AND CAN VOUCH FOR ME ABE HERMANN, SPECIAL ASST. TO CHAIRMAN AT NATIONAL GOP COMMITTEE, SENATOR BARRY GOLDWATER AND CONGRESSMAN JOHN RHODES BOTH HAVE KNOWN ME MOST OF MY LIFE. GOV. ROCKEFELLER, ASK THEM.

URGE YOU TO INSTALL YOUR OWN SPANISH SPEAKING PEOPLE AT THE SPANISH SPEAKING AFFAIRS COMMITTEE AND RID YOURSELF OF ALL TRACES OF WATERGATE THERE. PEOPLE THERE WITH NIXON KEPT MANY OF US TRUE FRIENDS OUT OF GOVERNMENT AND DENIED US EQUAL PARTICIPATION IN AFFAIRS OF THIS IMPORTANT COMMISSION

MR. PRESIDENT I DO NOT ASK YOU TO OUST THEM ALL, BUT AT LEAST INSTILL IN THEM YOUR POLICY OF OPENNESS SO THAT SOME OF US WHO HAVE HERETOFORE BEEN KEPT OUT OF PARTICIPATION IN THE BENEFITS WHICH SUCH AGENCIES AND COMMISSION WERE MEANT TO PROVIDE FOR US—ALL OF US—MAY AGAIN OBTAIN SOME OF THIS ASSISTANCE.

AS ONE OF THE OLDEST (IN TIME SPENT WITH AFFAIRS OF SPANISH SPEAKING PEOPLE) NATIONALLY AND RECOGNIZED LEADERS I CAN AND SEEK TO BE OF SERVICE TO OUR GOVERNMENT LEADERS.

FOR EXAMPLE I KNOW THAT I COULD BE OF MUCH SERVICE IN ASSISTING WITH THE ARRANGEMENTS FOR SUCH A MEETING OF OUR NATIONWIDE SPANISH SPEAKING LEADERS AND LEADERSHIP.

FOR ONE THING I KNOW MOST OF THEM AND THE ONES THAT I DO NOT KNOW, KNOW ME OR KNOW OF ME. TODATE I AM THE ONLY SPANISH SPEAKING PERSON EVER NAMED TO RUN A NATIONAL PRESIDENTIAL CAMPAIGN— I'VE RUN TWO OF THEM, IKE AND KENNEDY. PLUS A SCORE OF REGIONAL, STATEWIDE AND CONGRESSIONAL CAMPAIGNS.

WE, THE SPANISH SPEAKING PEOPLE DO NOT PARTICIPATE IN CAMPAIGNS BECAUSE WE GET A WEEKLY OR MONTHLY SALARY— CAMPAIGNS AND POLITICS WITH US, IS A CAUSE AND NOT A MEANS FOR MAKING A SALARY.

OUR GREAT PAYOFF COMES WHEN QUALIFIED PEOPLE AMONG US ARE GIVEN APPOINTMENTS IN DEPARTMENT, COMMISSIONS AND AGENCIES WHICH HAVE MUCH TO DO WITH OUR EVERYDAY LIVES—SUCH AS HOUSING, HEW, LABOR, SBA, COMMERCE, ETC.

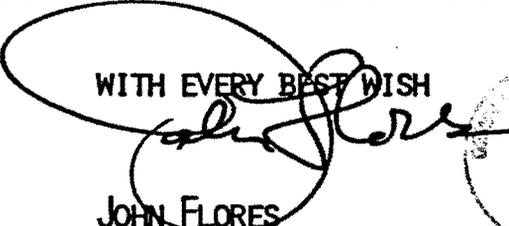
A CLASSIC NON-EFFECTIVE APPOINTMENT FOR OUR PEOPLE WAS THE APPOINTMENT BY MR. NIXON OF A SPANISH SPEAKING PERSON AS TREASURER OF THE UNITED STATES. THIS WAS A GREAT HONOR TO HER PERSONALLY BUT BROUGHT OUR PEOPLE NO GAINS NOR OTHER BENEFITS.

MR. PRESIDENT, I WANT TO BE OF SOME SERVICE AND ASSISTANCE TO YOU, IF IN YOUR OPINION I CAN— YOU HAVE MY REFERENCES— I DO NOT SEEK A GOVERNMENT POSITION, AS I CAN BE OF GREATER USE AROUND THE FRINGES OF GOVERNMENT AND NOT IN GOVERNMENT OFFICE.

IN MY RUNNING OF CAMPAIGNS, I ALWAYS WORKED AND INSISTED IN WORKING WITH THE CITIZENS GROUPS INSTEAD OF WITH THE COMMITTEES.

THEREFORE, IF I CAN HELP YOU WITH ORGANIZING SUCH A MEETING AS I PROPOSE I'M READY AND HAPPY TO DO SO.

WITH EVERY BEST WISH

  
JOHN FLORES

PS: THE PROBLEM OF INFLATION IS ALSO THE NUMBER ONE OF OUR SPANISH SPEAKING PEOPLE, I FOR ONE WOULD LIKE VERY MUCH TO BE INVITED AND ATTEND THAT SCHEDULED MEETING WITH MR. WM. SEIDMAN AND NATIONAL BUSINESS LEADERS CONCERNING THIS PROBLEM. THANK YOU

**HISPANIC**  
EXPORT-IMPORT CORPORATION  
500 FIFTH AVENUE • NEW YORK CITY, N. Y. 10036



**VIA AIR MAIL**

WHITE  
RECEPTION  
SEP 4 1974  
Processed by:

MR. PAUL BUCHEN, SPECIAL ASSISTANT TO THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D.C.

