

THE WHITE HOUSE

WASHINGTON

July 21, 1967

Gentlemen:

Recently, President Johnson established a top Cabinet Committee on Mexican American Affairs. It is the highest level Committee a President can create. As Chairman, he named Vicente T. Ximenes of New Mexico, distinguished public servant, teacher, war hero, and leader of the Mexican American community.

Our President ordered the Committee "to bring jobs ... not reports ... Solutions ... not words. Action ... not promises."

Three top Spanish-speaking artists were asked to tell the Mexican American community what this "great step forward" can mean, and a radio transcription has been prepared featuring Andy Russell, introducing President Johnson, and spots by Ricardo Montalban and Vikki Carr. They tell, in short-hard-hitting spots, the story of a new hope for Mexican Americans everywhere.

We have a copy for your audience. I know you will agree that our President's desire to "open wide the door of opportunity for all Mexican Americans" should reach your listeners. Look for the recording!

Sincerely,



Felix E. Salinas  
Special Assistant  
to the Chairman  
Inter-Agency Committee on  
Mexican American Affairs