

**The original documents are located in Box 64, folder “June 6, 1972 - Robert M. Teeter - Spanish-American Vote” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

## Committee for the Re-election of the President

MEMORANDUM

June 6, 1972

MEMORANDUM FOR:

MR. ROBERT M. TEETER

FROM:

TED GARRISH

The more I re-examine the first wave campaign polls, the more importance I give to the Spanish-American vote. The President is perceived much more favorably on his handling of issues than with other voter blocs. This is especially true when Spanish-American voters are compared to blacks, Jews, and young voters. Even in light of these relatively favorable perceptions, the President does not seem to be attracting a high percentage of Spanish-American voters.

Because of the potential for greatly improving our vote with this bloc, I wanted to recommend that we send a memorandum to Mr. Mitchell suggesting that consideration be given to having President Nixon make some type of dramatic visit to meet President Escheveste in order to strengthen Mexican-American relations. In the event of a McGovern candidacy and because of the likely inroads McGovern will make into the Mexican-American community, I believe this action is especially appropriate.

