

# A Negative Nixon Drive Urged by Hispanic Aide

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By LINDA CHARLTON NOV 4 1972

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WASHINGTON, Nov. 3 — A memorandum written in June for the Nixon Administration's top Spanish-American official by the Spanish-speaking director of the President's re-election campaign described New York City's Puerto Ricans as "an uneducated, apolitical audience" that "could be drenched with simple slogan."

The memorandum, described as "an analysis of the recent survey," was written by Alex Armendaris of the Committee for the Re-election of the President. It was prepared for Henry N. Ramirez, the chairman of the Cabinet Committee on Opportunities for Spanish-Speaking peoples.

It was also believed sent to Frederic V. Malek, a former White House aide who joined the committee at the beginning of July as a deputy director.

It was based, evidently, on surveys of the Spanish-speaking communities in Los Angeles, San Antonio, Tex.; Chicago, and New York City in the third week of April—surveys that, according to the memo showed "general indications" that "seem

to call for a negative campaign."

The memorandum, a copy of which was made available to The New York Times today, was described by Mr. Armendaris as "our viewpoint of how the information affects the campaign."

Mr. Armendaris advised in the memo that "foreign affairs, with the single exception of Vietnam, should be entirely avoided," and in assessing the field of Democratic contenders concluded that "Kennedy would be our worst problem."

DeVan L. Shumway, the re-election committee's director of public affairs, said that the memo was "an internal document" that has "been gathering dust in our files." Mr. Armendaris could not be reached for comment.

## 'Unpromising Voters'

In New York, the survey found that 74.8 per cent of the Puerto Ricans "disapprove of Nixon," but added that "other factors show Puerto Ricans as unpromising voters for anyone."

"They are undermotivated, easily self-divided and rely extraordinarily on luck for betterment of their lives," the memo said.

"A positive campaign," the memo added, "that is, a campaign which tries to sell the President, would be hopeless. The campaign must be conducted entirely as an effort to denigrate the opposition."

Such a campaign, however, should be "fairly simple to organize," the memo continued. With a one-issue attack, the "uneducated, a political audience addicted to media, could be drenched with simple slogans,"

the memo said. "Variations could be, McGovern, the rich man's candidate; the college kids' candidate; McGovern the Northerner. Far more important than organizing our support is disorganizing the opposition."

In Chicago, the survey said, "if McGovern is nominated we could be in very good shape," because of the possibility of attack from opposing directions depending on whether he did or did not "deal with Mayor Daley."

It also suggested that "reliable Republicans or La Raza types could send in confidential political reports. Media-connected types would be best. The Chicago Tribune has had people who worked this way in the past, and they might be of some help."

La Raza Unidas is an embryonic Spanish-American third party that has a candidate on the ballot in Texas.

In San Antonio, where the memo said that 48 per cent of the Spanish-Americans approved of Mr. Nixon, La Raza was seen as potentially useful to siphon off Democratic votes.

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## Adviser to Nixon Resigns

SAN JUAN, P.R., Nov. 6 (UPI) —One of the three Puerto Rican members of President Nixon's advisory council to the Cabinet Committee on Opportunity to Spanish-Americans announced her resignation today. In a letter made public simultaneously here and in New York, Hilda Hidalgo accused the chairman of the council, Henry Ramirez, who is of Mexican descent, of using his office simply to promote Mr. Nixon's re-election campaign among Spanish-speaking Americans.