

Public Relations

Fleishman-Hillard, Inc.  
1225 Connecticut Ave., NW  
Washington, D.C. 20036

September 8, 1986

TO: Fred Panzer  
FROM: Paul Johnson  
RE: Recent Hispanic Coalition Activities

Enclosed are copies of the materials we have generated through TI's Hispanic allies to discourage adoption of cigarette excise tax increases for tax simplification and/or deficit reduction.

These materials include: copies of five thank you mailgrams from the League of United Latin American Citizens (LULAC) to members of Congress serving on the House Ways and Means Committee [Reps. Sam Gibbons (D-FL), Frank Guarini (D-NJ), Bob Matsui (D-CA), J.J. Pickle (D-TX) and William Thomas (R-CA)]; a copy of a similar thank you letter from LULAC to Rep. Dan Rostenkowski, Chairman of the House Ways & Means Committee, a copy of a thank you letter from the National Hispanic Chamber of Commerce to Senator Bob Dole; and a copy of the anti-excise tax letter we sent to Meg Greenfield, editor of the Washington Post editorial page from Joe Trevino at LULAC.

Also attached, fresh from today's paper, is a copy of the Washington Post placement of the Greenfield letter.

Please call if you have any questions.

cc: Rick Sullivan  
Karen Doyne  
Karil Kochenderfer

| Washington, D.C.

| New York

| St. Louis

| Los Angeles

| Kansas City

| FHEurope SA

MDC3092431 224625101 016311 86218 055753

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ACCEPTANCE: 224625101      TERMINAL: 436171      ACCOUNT: MDC3092431  
 CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: NG      JULIAN: 86218  
 CONFIRMATION TYPE: N/A

THE HONORABLE SAM GIBBONS  
 HOUSE WAYS & MEANS COMMITTEE  
 2204 RAYBURN HOUSE OFFICE BUILDING  
 WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. GIBBONS:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES; BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

AS THE EXECUTIVE DIRECTOR OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS, LULAC, THE NATION'S OLDEST AND LARGEST HISPANIC MEMBERSHIP ORGANIZATION, I OPPOSED TO EXCISE TAXES BECAUSE OF THEIR ADVERSE EFFECTS ON THE MEMBERSHIP OF THE ORGANIZATION I REPRESENT.

AS YOU KNOW, EXCISE TAXES ARE REGRESSIVE. THEY DISPROPORTIONATELY IMPACT MIDDLE- AND LOWER-INCOME WORKING PEOPLE - A LARGE NUMBER OF WHICH ARE HISPANIC. IN FACT, THE PERCENT OF INCOME TAKEN BY EXCISE TAXES AMONG INDIVIDUALS IN LOWER TAX BRACKETS IS TEN TIMES AS HIGH AS THAT PAID BY INDIVIDUALS WHO EARN MORE THAN \$50,000 A YEAR. THE PROPOSED 8-CENT INCREASE IN THE CIGARETTE EXCISE TAX, FOR EXAMPLE, WILL SIMPLY AGGRAVATE THIS ALREADY UNFAIR SITUATION.

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CONGRESSMAN, THE ECONOMIC EFFECTS OF EXCISE TAXES ARE DAMAGING. FOR THIS REASON, AND THOSE SPECIFICALLY MENTIONED ABOVE, I APPLAUD

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ACCEPTANCE: 224625103      TERMINAL: 436171      ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
CONFIRMATION TYPE: N/A

THE HONORABLE FRANK GUARINI  
HOUSE WAYS & MEANS COMMITTEE  
2458 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. GUARINI:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625104 TERMINAL: 436171 ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG JULIAN: 86218  
CONFIRMATION TYPE: M/A

THE HONORABLE ROBERT MATSUI  
HOUSE WAYS & MEANS COMMITTEE  
231 CANNON HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. MATSUI:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625102      TERMINAL: 436171      ACCOUNT: MDC3092431  
 CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
 CONFIRMATION TYPE: N/A

THE HONORABLE J J PICKLE  
 HOUSE WAYS & MEANS COMMITTEE  
 242 CANNON HOUSE OFFICE BUILDING  
 WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. PICKLE:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES; BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625105      TERMINAL: 436171      ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
CONFIRMATION TYPE: N/A

THE HONORABLE WILLIAM M THOMAS  
HOUSE WAYS & MEANS COMMITTEE  
324 CANNON HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. THOMAS:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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YOUR OPPOSITION TO EXCISE TAXES -- NOW AND IN THE FUTURE.

SINCERELY,

JOE TREVINO  
EXECUTIVE DIRECTOR  
LEAGUE OF UNITED LATIN AMERICAN CITIZENS (LULAC)

09243

TI18210244



## *League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

4 September 1986

The Honorable Dan Rostenkowski  
Chairman  
Committee on Ways & Means  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Mr. Chairman:

We appreciate the fact that you rejected higher excise taxes to achieve tax reform. We also thank you for your continued opposition to this regressive form of taxation. If the deficit is to be eliminated, let it be in a manner that is fair and equitable and does not discriminate against any specific industry or segment of the society.

By raising the excise tax on cigarettes from 16 cents to 24 cents a package, Congress would be asking one segment of the population -- smokers -- to bear the burden of a singular and substantial increase in taxes. Excise taxes on consumer products - like beer, wine, cigarettes and liquor - are discriminatory. To many small Hispanic businesses, the sale of these products, especially cigarettes, is an important source of income. Not only do people come into the store to buy them, but as a result customers purchase other products as well. By raising the excise tax on cigarettes from 16 to 24 cents a pack, Congress would be asking one segment of the population to bare the burden of a high deficit which they did not create. This is unjust, undemocratic and inconsistent with the philosophy that says "everyone should pay their fair share."

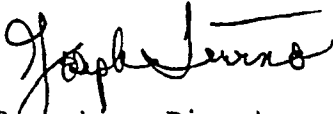
Excise taxes are an unreliable and impermanent solution to any funding problem. The amount of revenues amassed at any one time is unpredictable and would not permit government officials to adequately plan or budget for the future. Congress, therefore, should refrain from identifying any new or increased excise taxes.



Page Two

Mr. Chairman, in opposing excise taxes you have demonstrated leadership and courage. It is easy to tax the little man and his simple pleasures of life. Keep up your opposition to excise taxes, and we will continue to support you and your stand in the future. The League of United Latin American Citizens appreciates your support.

Sincerely,

A handwritten signature in cursive script, appearing to read "Joseph Torres".

Executive Director  
League of United Latin American Citizens

# The United States Hispanic Chamber of Commerce

August 6, 1986

The Honorable Robert Dole  
U.S. Senate  
Washington, D. C. 20510

Dear Senator Dole:


Thank you for your continued opposition to excise taxes. As debate on the federal deficit intensifies, I hope you will continue to take a strong stand against their use.

As you know, excise taxes:

- are regressive and disproportionately impact middle and low-income working families, particularly Hispanics;
- have the greatest negative impact on small business rather than large manufacturing interests;
- are an unreliable source of revenue for funding problems;
- cost jobs and hamper economic growth; and
- are hidden from the consumer.

Again, The U.S. Hispanic Chamber of Commerce thanks you and applauds your continued opposition to excise taxes, particularly those levied on tobacco products.

Sincerely,

  
Sergio Banuelos, Sr.  
National V. President



*League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

September 4, 1986

Ms. Meg Greenfield  
Editorial Page Editor  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

To the Editor:

The Post's endorsement of an increase in the cigarette tax ("Raise the Cigarette Tax," Sept. 2, 1986) is disturbingly callous towards the effect of tax policy on low- and moderate- income Americans.

A cigarette tax increase is no answer to the deficit, and it is an improper -- and probably futile -- method of getting people to quit smoking. Most important, excise taxes are regressive and inherently unfair, hitting hardest at those least able to pay. The effective excise tax rate for low-income Americans is ten times higher than that of those in the \$50,000 a year income bracket. This inequity is felt particularly by minorities such as Hispanic-Americans, 29 percent of whom live in poverty.

If the Post feels that smoking should be banned, say so. If your aim is to ban it among the poor by making them bear the brunt of a tax hike, then expect to disillusion a lot of folks who had come to believe your newspaper was in their corner.

Sincerely,

Joseph M. Trevino  
Executive Director  
League of United  
Latin American Citizens

## Weather

Today: Partly sunny. High 65-69.  
Low 54. Winds N 10 mph.  
Tuesday: Mostly sunny. High  
around 64. Winds N 10 mph.  
Yesterday: Temperature range  
59-77. Details on Page D2.

# The Washington Post

## FINAL

Detailed index on Page A2

109TH YEAR

No. 277

© 1986, The Washington Post Company

MONDAY, SEPTEMBER 8, 1986

K

Prices May Vary in Areas Outside  
Metropolitan Washington Core Area (A2)

25¢

### *A Futile and Unfair Tax*

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**JOSEPH M. TREVINO**

Executive Director  
League of United Latin American Citizens  
Washington

TI18210249

**FLEISHMAN  
HILLARD INC**

223-9354

BA to Rio

\$275 one way

Paul W. Johnson

Account Supervisor

202-659-0330

Public Relations

Fleishman-Hillard, Inc.  
1225 Connecticut Ave., NW  
Washington, D.C. 20036

MEMORANDUM

4 September 1986

TO: Fred Panzer  
FROM: Paul Johnson  
RE: Distribution of Hispanic Anti-excise tax brochure

The following are organizations through which we can distribute the Hispanic anti-excise tax brochure. Obviously, this is a comprehensive list - it can be edited to reflect TI's current priorities and resources.

Groups with established TI Relations: (Distribution through national and state offices)

League of United Latin American Citizens  
U.S. Hispanic Chamber of Commerce  
American GI Forum (National Economic Development Program)  
California Hispanic Chamber of Commerce  
Latino Peace Officers Association  
Mexican American Correctional Association  
Mexican American Grocers Association

Groups with which to develop relations: (Distribution through national and possibly state offices)

Grand Council of Hispanic Societies in Public Service  
Hispanic Coalition for Economic Recovery  
Hispanic Economic Council  
Hispanic Organization of Professionals and Executives (HOPE)  
Labor Council for Latin American Advancement (LCLAA)  
Latin Businessmen's Association (LBA)  
The Latino Institute  
National Alliance of Spanish-Speaking People for Equality  
National Association of Latino Elected and Appointed Officials  
National Council of La Raza  
Republican National Hispanic Assembly of the U.S.

Most of the aforementioned groups hold annual conventions. We could insure excellent exposure for the brochure by arranging for its distribution at these Hispanic gatherings. If you wish to pursue this option, we can provide you with a list of convention dates and cities.

Washington, D.C.

New York

St. Louis

Los Angeles

Kansas City

F.H. Europe SA

TI18210250

Groups with which to develop relations to fight state cigarette excise tax initiatives: (Distribution through state and possibly local offices)

Committee of the Spanish-Speaking of Virginia  
Greater Washington Ibero-American Chamber of Commerce  
Kansas Advisory Committee on Mexican-American Affairs  
Maryland Governor's Commission on Hispanic Affairs  
Mexican-American Democrats of Texas  
Mexican-American Republicans of Texas  
Michigan Spanish-Speaking Democrats  
Nevada Association of Latin Americans  
New York State Black and Puerto Rican Legislative Caucus  
Republic National Hispanic Assembly of Michigan  
Spanish-Speaking Community of Maryland  
State of Illinois Spanish-Speaking Peoples Study Commission  
State of Michigan Commission on Spanish-Speaking Affairs  
State of Minnesota Commission on Spanish-Speaking Affairs  
State of Nebraska Mexican-American Commission

We could also attempt to distribute the brochure through our contacts on the Congressional Hispanic and Border caucuses. We could begin by linking-up with Joe Trevino and personally visiting all the members who attended the 1986 LULAC Business Seminar at the Greenbrier(\*)).

Congressional Hispanic Caucus

Matthew Martinez (D-CA)\*  
Esteban Torres (D-CA)  
Albert Bustamante (D-TX)  
Henry B. Gonzalez (D-TX)  
Edward R. Roybal (D-CA)  
E. Kika de la Garza (D-TX)  
Manuel Lujan, Jr. (R-NM)  
Robert Garcia (D-NY)  
Ron de Lugo (Virgin Islands)  
Bill Richardson (D-NM)  
Solomon Ortiz (D-TX)  
Jaime Fuster (Puerto Rico)\*  
Tony Coelho (D-CA)  
Ben Blaz (Guam)\*

Congressional Border Caucus

Ron Coleman (D-TX)\*  
Jim Bates (D-CA)\*  
John Bryant (D-TX)  
James T. Kolbe (R-AZ)\*  
Matthew Martinez (D-CA)\*  
Harry Reid (D-NV)  
Joe Skeen (R-NM)  
George E. Brown (D-CA)\*  
Albert Bustamante (D-TX)  
Duncan Hunter (R-CA)\*  
Mickey Leland (D-TX)  
Solomon Ortiz (D-TX)  
Bill Richardson (D-NM)  
Morris K. Udall (D-AZ)

We could take a stab at getting some press exposure for the brochure by asking our Hispanic Communications Division in Los Angeles to pitch it to an array of Hispanic media outlets, including television, radio and print.

c.c.: Rick Sullivan  
Karil Kochenderfer  
Karen Doyne



*published 9/8/86*

## *League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

September 4, 1986

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A cigarette tax increase is no answer to the deficit, and it is an improper -- and probably futile -- method of getting people to quit smoking. Most important, excise taxes are regressive and inherently unfair, hitting hardest at those least able to pay. The effective excise tax rate for low-income Americans is ten times higher than that of those in the \$50,000 a year income bracket. This inequity is felt particularly by minorities such as Hispanic-Americans, 29 percent of whom live in poverty.


If the Post feels that smoking should be banned, say so. If your aim is to ban it among the poor by making them bear the brunt of a tax hike, then expect to disillusion a lot of folks who had come to believe your newspaper was in their corner.

Sincerely,

Joseph M. Trevino  
Executive Director  
League of United  
Latin American Citizens

bcc: Fred Panzer  
Rick Sullivan  
Paul Johnson  
Karen Doyne  
Karil Kochenderfer

From:

Richard Marcus 

Date

September 8, 1986

Memorandum

To:

Fred Panzer

As per your request, here is some early information concerning efforts to generate letters and contacts concerning excise taxes. This memo is a follow-up to our conversation this morning and, most recently before that, on Friday afternoon.

- \* I have approached Mayor Andrew Young to have him write letters on behalf of our issue to members of the Senate Finance Committee. In addition, members of the Black Congressional Caucus would be included as part of this mailing. I have a meeting this afternoon to try to conclude this agreement with representatives of Mayor Young's Washington office.
- \* I will ask Mayor Young's Washington staff to follow up to the members receiving the letter to let them know of the Mayor's interest in this subject. I would imagine that representatives of the office in Washington will ask for our help on one of their projects. I will let you know the specifics after my meeting.
- \* We have contacted Bob McIntyre of CTJ. As you know both Bob and David have been on vacation for the last two weeks. David will not return from Germany until tomorrow night. McIntyre assures me that they can mount some sort of a grassroots operation on this issue. We are working out details with them on specific correspondence with Finance Committee and Ways and Means Committee members.
- \* To date, we have not directly contacted any of the Women's groups on this issue.

Overall, we are moving to generate these letters. However, as Jim has explained, this is not only a difficult task, but a "costly" task at this time. Almost the entire focus is on the tax bill as it stands. Most of the groups we are trying to contact are not focused (nor do they want to be focused at this time) at the excise tax as it effects the budget reconciliation issue.

I will update you on our progress.

cc: Susan Stuntz  
Jim Savarese



**FLEISHMAN  
HILLARD INC**

Paul W. Johnson  
Account Supervisor

202-659-0330

Public Relations

Fleishman-Hillard, Inc.  
1225 Connecticut Ave., NW  
Washington, D.C. 20036

September 8, 1986

TO: Fred Panzer  
FROM: Paul Johnson  
RE: Recent Hispanic Coalition Activities

Enclosed are copies of the materials we have generated through TI's Hispanic allies to discourage adoption of cigarette excise tax increases for tax simplification and/or deficit reduction.

These materials include: copies of five thank you mailgrams from the League of United Latin American Citizens (LULAC) to members of Congress serving on the House Ways and Means Committee [Reps. Sam Gibbons (D-FL), Frank Guarini (D-NJ), Bob Matsui (D-CA), J.J. Pickle (D-TX) and William Thomas (R-CA)]; a copy of a similar thank you letter from LULAC to Rep. Dan Rostenkowski, Chairman of the House Ways & Means Committee, a copy of a thank you letter from the National Hispanic Chamber of Commerce to Senator Bob Dole; and a copy of the anti-excise tax letter we sent to Meg Greenfield, editor of the Washington Post editorial page from Joe Trevino at LULAC.

Also attached, fresh from today's paper, is a copy of the Washington Post placement of the Greenfield letter.

Please call if you have any questions.

cc: Rick Sullivan  
Karen Doyne  
Karil Kochenderfer

Washington, D.C.

New York

St. Louis

Los Angeles

Kansas City

FHEurope SA

T118210238

MDC3092431 224625101 016311 86218 055753

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ACCEPTANCE: 224625101      TERMINAL: 436171      ACCOUNT: MDC3092431  
 CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: NG      JULIAN: 86218  
 CONFIRMATION TYPE: N/A

THE HONORABLE SAM GIBBONS  
 HOUSE WAYS & MEANS COMMITTEE  
 2204 RAYBURN HOUSE OFFICE BUILDING  
 WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. GIBBONS:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES; BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

AS THE EXECUTIVE DIRECTOR OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS, LULAC, THE NATION'S OLDEST AND LARGEST HISPANIC MEMBERSHIP ORGANIZATION, I OPPOSED TO EXCISE TAXES BECAUSE OF THEIR ADVERSE EFFECTS ON THE MEMBERSHIP OF THE ORGANIZATION I REPRESENT.

AS YOU KNOW, EXCISE TAXES ARE REGRESSIVE. THEY DISPROPORTIONATELY IMPACT MIDDLE- AND LOWER-INCOME WORKING PEOPLE - A LARGE NUMBER OF WHICH ARE HISPANIC. IN FACT, THE PERCENT OF INCOME TAKEN BY EXCISE TAXES AMONG INDIVIDUALS IN LOWER TAX BRACKETS IS TEN TIMES AS HIGH AS THAT PAID BY INDIVIDUALS WHO EARN MORE THAN \$50,000 A YEAR. THE PROPOSED 8-CENT INCREASE IN THE CIGARETTE EXCISE TAX, FOR EXAMPLE, WILL SIMPLY AGGRAVATE THIS ALREADY UNFAIR SITUATION.

MOREOVER, IT IS THE SMALL, LOCAL BUSINESSES RATHER THAN LARGE MANUFACTURING OPERATIONS THAT ARE MOST OFTEN HARDEST HIT BY EXCISE TAXES - SUCH AS SMALL, HISPANIC-OWNED BUT NEBSES. AS A RESULT OF AN EXCISE TAX INCREASE, REGULAR CUSTOMERS AT SMALL, LOCAL BUSINESSES BEGIN SHOPPING AT LARGER STORES THAT CAN ABSORB THE INCREASED TAX WHICH SMALL BUSINESSES CANNOT. SALES SUBSEQUENTLY DROP, AND SMALL BUSINESSES QUIETLY GO OUT OF BUSINESS.

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CONGRESSMAN, THE ECONOMIC EFFECTS OF EXCISE TAXES ARE DAMAGING. FOR THIS REASON, AND THOSE SPECIFICALLY MENTIONED ABOVE, I APPLAUD

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ACCEPTANCE: 224625103      TERMINAL: 436171      ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
CONFIRMATION TYPE: N/A

THE HONORABLE FRANK GUARINI  
HOUSE WAYS & MEANS COMMITTEE  
2458 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. GUARINI:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625104 TERMINAL: 436171 ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG JULIAN: 86218  
CONFIRMATION TYPE: M/A

THE HONORABLE ROBERT MATSUI  
HOUSE WAYS & MEANS COMMITTEE  
231 CANNON HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. MATSUI:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625102      TERMINAL: 436171      ACCOUNT: MDC3092431  
 CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
 CONFIRMATION TYPE: N/A

THE HONORABLE J J PICKLE  
 HOUSE WAYS & MEANS COMMITTEE  
 242 CANNON HOUSE OFFICE BUILDING  
 WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. PICKLE:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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ACCEPTANCE: 224625105      TERMINAL: 436171      ACCOUNT: HDC3092431  
CONFIRMATION COPY NOT REQUESTED. TYPE OF TRAFFIC: MG      JULIAN: 86218  
CONFIRMATION TYPE: N/A

THE HONORABLE WILLIAM M THOMAS  
HOUSE WAYS & MEANS COMMITTEE  
324 CANNON HOUSE OFFICE BUILDING  
WASHINGTON DC 20515

6 AUGUST 1986

DEAR MR. THOMAS:

I AM WRITING TO THANK YOU FOR YOUR CONTINUED OPPOSITION TO EXCISE TAXES - THOSE LEVIED ON LIQUOR, AIRFARES, AND ALL GOODS OR SERVICES, BUT PARTICULARLY THOSE LEVIED ON CIGARETTES.

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YOUR OPPOSITION TO EXCISE TAXES -- NOW AND IN THE FUTURE.

SINCERELY,

JOE TREVINO  
EXECUTIVE DIRECTOR  
LEAGUE OF UNITED LATIN AMERICAN CITIZENS (LULAC)

09243

TI18210244



## *League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

4 September 1986

The Honorable Dan Rostenkowski  
Chairman  
Committee on Ways & Means  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Mr. Chairman:

We appreciate the fact that you rejected higher excise taxes to achieve tax reform. We also thank you for your continued opposition to this regressive form of taxation. If the deficit is to be eliminated, let it be in a manner that is fair and equitable and does not discriminate against any specific industry or segment of the society.

By raising the excise tax on cigarettes from 16 cents to 24 cents a package, Congress would be asking one segment of the population -- smokers -- to bear the burden of a singular and substantial increase in taxes. Excise taxes on consumer products - like beer, wine, cigarettes and liquor - are discriminatory. To many small Hispanic businesses, the sale of these products, especially cigarettes, is an important source of income. Not only do people come into the store to buy them, but as a result customers purchase other products as well. By raising the excise tax on cigarettes from 16 to 24 cents a pack, Congress would be asking one segment of the population to bare the burden of a high deficit which they did not create. This is unjust, undemocratic and inconsistent with the philosophy that says "everyone should pay their fair share."

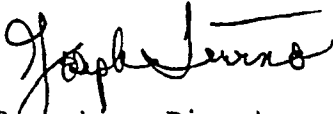
Excise taxes are an unreliable and impermanent solution to any funding problem. The amount of revenues amassed at any one time is unpredictable and would not permit government officials to adequately plan or budget for the future. Congress, therefore, should refrain from identifying any new or increased excise taxes.



Page Two

Mr. Chairman, in opposing excise taxes you have demonstrated leadership and courage. It is easy to tax the little man and his simple pleasures of life. Keep up your opposition to excise taxes, and we will continue to support you and your stand in the future. The League of United Latin American Citizens appreciates your support.

Sincerely,

A handwritten signature in cursive script, appearing to read "Joseph Torres".

Executive Director  
League of United Latin American Citizens

# The United States Hispanic Chamber of Commerce

August 6, 1986

The Honorable Robert Dole  
U.S. Senate  
Washington, D. C. 20510

Dear Senator Dole:


Thank you for your continued opposition to excise taxes. As debate on the federal deficit intensifies, I hope you will continue to take a strong stand against their use.

As you know, excise taxes:

- are regressive and disproportionately impact middle and low-income working families, particularly Hispanics;
- have the greatest negative impact on small business rather than large manufacturing interests;
- are an unreliable source of revenue for funding problems;
- cost jobs and hamper economic growth; and
- are hidden from the consumer.

Again, The U.S. Hispanic Chamber of Commerce thanks you and applauds your continued opposition to excise taxes, particularly those levied on tobacco products.

Sincerely,

  
Sergio Banuelos, Sr.  
National V. President



*League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

September 4, 1986

Ms. Meg Greenfield  
Editorial Page Editor  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

To the Editor:

The Post's endorsement of an increase in the cigarette tax ("Raise the Cigarette Tax," Sept. 2, 1986) is disturbingly callous towards the effect of tax policy on low- and moderate- income Americans.

A cigarette tax increase is no answer to the deficit, and it is an improper -- and probably futile -- method of getting people to quit smoking. Most important, excise taxes are regressive and inherently unfair, hitting hardest at those least able to pay. The effective excise tax rate for low-income Americans is ten times higher than that of those in the \$50,000 a year income bracket. This inequity is felt particularly by minorities such as Hispanic-Americans, 29 percent of whom live in poverty.

If the Post feels that smoking should be banned, say so. If your aim is to ban it among the poor by making them bear the brunt of a tax hike, then expect to disillusion a lot of folks who had come to believe your newspaper was in their corner.

Sincerely,

Joseph M. Trevino  
Executive Director  
League of United  
Latin American Citizens

## Weather

Today: Partly sunny. High 65-69.  
Low 54. Winds N 10 mph.  
Tuesday: Mostly sunny. High  
around 64. Winds N 10 mph.  
Yesterday: Temperature range  
59-77. Details on Page D2.

# The Washington Post

## FINAL

Detailed index on Page A2

109TH YEAR

No. 277

© 1986, The Washington Post Company

MONDAY, SEPTEMBER 8, 1986

K

Prices May Vary in Areas Outside  
Metropolitan Washington Core Area (A2)

25¢

### *A Futile and Unfair Tax*

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**JOSEPH M. TREVINO**

Executive Director  
League of United Latin American Citizens  
Washington

TI18210249

**FLEISHMAN  
HILLARD INC**

223-9354

BA to Rio

\$275 one way

Paul W. Johnson

Account Supervisor

202-659-0330

Public Relations

Fleishman-Hillard, Inc.  
1225 Connecticut Ave., NW  
Washington, D.C. 20036

MEMORANDUM

4 September 1986

TO: Fred Panzer  
FROM: Paul Johnson  
RE: Distribution of Hispanic Anti-excise tax brochure

The following are organizations through which we can distribute the Hispanic anti-excise tax brochure. Obviously, this is a comprehensive list - it can be edited to reflect TI's current priorities and resources.

Groups with established TI Relations: (Distribution through national and state offices)

League of United Latin American Citizens  
U.S. Hispanic Chamber of Commerce  
American GI Forum (National Economic Development Program)  
California Hispanic Chamber of Commerce  
Latino Peace Officers Association  
Mexican American Correctional Association  
Mexican American Grocers Association

Groups with which to develop relations: (Distribution through national and possibly state offices)

Grand Council of Hispanic Societies in Public Service  
Hispanic Coalition for Economic Recovery  
Hispanic Economic Council  
Hispanic Organization of Professionals and Executives (HOPE)  
Labor Council for Latin American Advancement (LCLAA)  
Latin Businessmen's Association (LBA)  
The Latino Institute  
National Alliance of Spanish-Speaking People for Equality  
National Association of Latino Elected and Appointed Officials  
National Council of La Raza  
Republican National Hispanic Assembly of the U.S.

Most of the aforementioned groups hold annual conventions. We could insure excellent exposure for the brochure by arranging for its distribution at these Hispanic gatherings. If you wish to pursue this option, we can provide you with a list of convention dates and cities.

Washington, D.C.

New York

St. Louis

Los Angeles

Kansas City

F.H. Europe SA

TI18210250

Groups with which to develop relations to fight state cigarette excise tax initiatives: (Distribution through state and possibly local offices)

Committee of the Spanish-Speaking of Virginia  
Greater Washington Ibero-American Chamber of Commerce  
Kansas Advisory Committee on Mexican-American Affairs  
Maryland Governor's Commission on Hispanic Affairs  
Mexican-American Democrats of Texas  
Mexican-American Republicans of Texas  
Michigan Spanish-Speaking Democrats  
Nevada Association of Latin Americans  
New York State Black and Puerto Rican Legislative Caucus  
Republic National Hispanic Assembly of Michigan  
Spanish-Speaking Community of Maryland  
State of Illinois Spanish-Speaking Peoples Study Commission  
State of Michigan Commission on Spanish-Speaking Affairs  
State of Minnesota Commission on Spanish-Speaking Affairs  
State of Nebraska Mexican-American Commission

We could also attempt to distribute the brochure through our contacts on the Congressional Hispanic and Border caucuses. We could begin by linking-up with Joe Trevino and personally visiting all the members who attended the 1986 LULAC Business Seminar at the Greenbrier(\*)).

Congressional Hispanic Caucus

Matthew Martinez (D-CA)\*  
Esteban Torres (D-CA)  
Albert Bustamante (D-TX)  
Henry B. Gonzalez (D-TX)  
Edward R. Roybal (D-CA)  
E. Kika de la Garza (D-TX)  
Manuel Lujan, Jr. (R-NM)  
Robert Garcia (D-NY)  
Ron de Lugo (Virgin Islands)  
Bill Richardson (D-NM)  
Solomon Ortiz (D-TX)  
Jaime Fuster (Puerto Rico)\*  
Tony Coelho (D-CA)  
Ben Blaz (Guam)\*

Congressional Border Caucus

Ron Coleman (D-TX)\*  
Jim Bates (D-CA)\*  
John Bryant (D-TX)  
James T. Kolbe (R-AZ)\*  
Matthew Martinez (D-CA)\*  
Harry Reid (D-NV)  
Joe Skeen (R-NM)  
George E. Brown (D-CA)\*  
Albert Bustamante (D-TX)  
Duncan Hunter (R-CA)\*  
Mickey Leland (D-TX)  
Solomon Ortiz (D-TX)  
Bill Richardson (D-NM)  
Morris K. Udall (D-AZ)

We could take a stab at getting some press exposure for the brochure by asking our Hispanic Communications Division in Los Angeles to pitch it to an array of Hispanic media outlets, including television, radio and print.

c.c.: Rick Sullivan  
Karil Kochenderfer  
Karen Doyne



*published 9/8/86*

## *League of United Latin American Citizens*

Office of National President  
OSCAR MORAN

September 4, 1986

Ms. Meg Greenfield  
Editorial Page Editor  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

To the Editor:

The Post's endorsement of an increase in the cigarette tax ("Raise the Cigarette Tax," Sept. 2, 1986) is disturbingly callous towards the effect of tax policy on low- and moderate- income Americans.

A cigarette tax increase is no answer to the deficit, and it is an improper -- and probably futile -- method of getting people to quit smoking. Most important, excise taxes are regressive and inherently unfair, hitting hardest at those least able to pay. The effective excise tax rate for low-income Americans is ten times higher than that of those in the \$50,000 a year income bracket. This inequity is felt particularly by minorities such as Hispanic-Americans, 29 percent of whom live in poverty.


If the Post feels that smoking should be banned, say so. If your aim is to ban it among the poor by making them bear the brunt of a tax hike, then expect to disillusion a lot of folks who had come to believe your newspaper was in their corner.

Sincerely,

Joseph M. Trevino  
Executive Director  
League of United  
Latin American Citizens

bcc: Fred Panzer  
Rick Sullivan  
Paul Johnson  
Karen Doyne  
Karil Kochenderfer

From:

Richard Marcus 

Date

September 8, 1986

Memorandum

To:

Fred Panzer

As per your request, here is some early information concerning efforts to generate letters and contacts concerning excise taxes. This memo is a follow-up to our conversation this morning and, most recently before that, on Friday afternoon.

- \* I have approached Mayor Andrew Young to have him write letters on behalf of our issue to members of the Senate Finance Committee. In addition, members of the Black Congressional Caucus would be included as part of this mailing. I have a meeting this afternoon to try to conclude this agreement with representatives of Mayor Young's Washington office.
- \* I will ask Mayor Young's Washington staff to follow up to the members receiving the letter to let them know of the Mayor's interest in this subject. I would imagine that representatives of the office in Washington will ask for our help on one of their projects. I will let you know the specifics after my meeting.
- \* We have contacted Bob McIntyre of CTJ. As you know both Bob and David have been on vacation for the last two weeks. David will not return from Germany until tomorrow night. McIntyre assures me that they can mount some sort of a grassroots operation on this issue. We are working out details with them on specific correspondence with Finance Committee and Ways and Means Committee members.
- \* To date, we have not directly contacted any of the Women's groups on this issue.

Overall, we are moving to generate these letters. However, as Jim has explained, this is not only a difficult task, but a "costly" task at this time. Almost the entire focus is on the tax bill as it stands. Most of the groups we are trying to contact are not focused (nor do they want to be focused at this time) at the excise tax as it effects the budget reconciliation issue.

I will update you on our progress.

cc: Susan Stuntz  
Jim Savarese