

THE TOBACCO INSTITUTE

1510 MITCHELL AVENUE
TALLAHASSEE, FL 32303

JACK SHOEMAKER
Regional Director
804/224-3733

April 29, 1986

MEMORANDUM

TO Mr. Hurst Marshall

FROM Jack Shoemaker *JS*

SUBJECT League of Latin-American Citizens

After your phone call of last week I contacted the Southeastern office of the League of Latin-American Citizens in Miami at (305) 536-4491. Mr. Robert Canino, the Southeastern Vice President of LULAC, was not in. I then asked for Mr. Carlos Benitez. The lady answering the telephone did not know Mr. Benitez so I left a message for Mr. Canino to return my call.

After waiting a week with no response, I made another call this morning and was able to talk with Mr. Canino direct. I mentioned that the call was being made at the suggestion of Joe Trevino, Executive Director of LULAC, and I invited him to give us some direction on what we could do to contact the Hispanic community to advise them of the detrimental effects that proposed cigarette taxes could have on his people and then to request the help of that community in contacting their legislators.

Mr. Canino immediately asked me to send him any written material that we had that would explain first, why should the Hispanics get involved and second, how the action we request would be beneficial to them.

As you are well aware, it is somewhat touchy to suggest that Hispanics are a minority group and are considered a low-paid group. At this point, I welcome your advice on what material to send to Mr. Canino and what to tell him in the letter.

His address is:

Mr. Robert Canino
National Vice President for the Southeast
League of Latin-American Citizens
12631 Southwest Tenth Terrace
Miami, Florida 33184

JS/jc

cc: Mr. Ron Morris

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