



**FUNDACION**  
**REMARKS BY THE GOVERNOR**  
**OF THE COMMONWEALTH OF PUERTO RICO**  
**HONORABLE RAFAEL HERNANDEZ COLON**  
**AT THE ANNUAL MEETING OF THE AMERICAN**  
**ASSOCIATION OF ADVERTISING AGENCIES**

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Distinguished members of the American Association of Advertising Agencies, Ladies and Gentlemen: Welcome of Puerto Rico.

I appreciate the opportunity of being with you today, and of addressing myself to a number of subjects in which you, as members of the United States business community, are most probably interested.

Advertising can look back with considerable pride at the progress it has attained, and to the many contributions it has made to the common good, particularly the public service and socially-motivated campaigns the members of your industry has contributed to the advertising council. Besides its primary function of moving the goods that are essential to a sustained production and a prosperous economy, advertising has shown a growign awareness to a changing moods of the world we share, and of the need to promote a new and lasting social conscience among all the components of modern society. I am sure that, as proud as you may be of your past achievements, you must be concerned about the problems and challenges of the future.

Before going any further, I would like to express my appreciation to Jock Elliot and his colleagues at Ogilvy & Mather, for the skill and dedication with which they have served Puerto Rico for nearly twenty years. Advertising has been a tremendous tool in our long fight for social equality and economic justice.

I would also like to express my appreciation to your past Presidente, and now Chairman of the National Review Council, Barton A. Cummings, for the valuable advice he has given to the advertising industry of Puerto Rico in its effort to establish a code of ethics and to self-regulated and renovate itself with the commitment to truth and honesty in advertising.

This is indeed a welcome development in Puerto Rico. I am glad to tell you that the Commonwealth government, the advertising industry and a number of advertisers have commenced a promising dialogue concerning what we considered a serious advertising problem.

We have joined in a dialogue to improve advertising of alcoholic beverages. These were being advertised here on the basis of sex and social status, as a means to attain success, promoting a false sense of machismo, or manhood, and even as a means to deal with tension-sort of a tranquilizer. This was wrong.

We sat down and talked about these problems. The response of the producers and their advertising agencies has been gratifying. For example, one company turned the macho concept around, and is now advertising that the real macho is the man who refuses to take that one last drink before driving. These same rules of the game are being applied to the Commonwealth's liquor advertising on the mainland.

Most recently, we have joined in a dialogue with the

advertising industry to help fight ofne of the modern world's malaises -criminality. The advertising agency association of Puerto Rico has pledged its support for a public service campaign on this vital subject.

All this, I want to say, was done without coersive legislation; on the basis of good faith, cooperation and a common conern for the welfare of the people of Puerto Rico.

I would like to talk to you today mostly about Puerto Rico, of course, but I would also like to mentio0n the process of "what makes news". By now, Puerto Ricans are aware that they may think is important about the Island and its relations with the United Stat4es may receive only slight attention in the American press. On the other hand, they are deeply troubled when events which are fundamentally irrelevant to these relations make front-page headlines across the United States.

I am referring, of course, at the ghastly bombings at Fraunces Tavern in New York, for which a group calling itself the FALN has "claimed credit". This terrible crime was prominently featured on television and in newspapers throughout the country, because it was unquestionably "news" in the dramatic sense. But at the same time, since the criminals said -in anonymous letters and phone calls- that their goal is to achieve independence for Puerto Rico, the impression of the character and aspirations of Puerto Ricans which many americans may have gotten are



totally false.

First of all, we in Puerto Rico have never heard of this FALN until recently. Whatever it is, this group has no support whatever in Puerto Rico. Not only have 99.9% of the Puerto Rican people reacted with horror and anger at the bombing, but all the known pro-independence groups have condemned them, as well.

Secondly, far from signalling any upsurge in independence sentiment in Puerto Rico, the bombings --if indeed conducted by Puerto Ricans -- would be a token of political bankruptcy of pro-independence forces. Even before the bombings, the combined groups favoring independence totalled less than 5% of Puerto Ricans voters, while over 95% have consistently supported parties standing for permanent union with the United States.

Nor are such bombings even remotely symptomatic of any rising anti-american sentiment or any loosening of the U.S.-Puerto Rican ties. The only real threat to these relations would occur if Americans perceived the bombing as reflecting Puerto Rican methods or goals --which they definitely do not.

The world appears to be suffering from an epidemic of such terrorism, spreading from the near east to Great Britain, and as close as the State Department itself in Washington, D.C.

In the murky, and probably psychotic world of bombers, the FALN seems very similar to the weathermen and

the Symbionese Liberation Army, and is about as representative of Puerto Rico as the Symbionese and the weathermen are representative of the United States.

Against this background of what is not representative of Puerto Rico, I would like to talk to you about what is representative and what is important in the Commonwealth's relations with the United States.

Most of you know the fundamentals, I am sure. In 1952 Puerto Rico entered into an unusual relationship with the United States, of its own free will. It is called the Commonwealth in English and Estado Libre Asociado in Spanish -The Free Associated State of Puerto Rico.

This relationship acquired international legitimacy by resolution of the General Assembly of the U.N. in 1953. Despite repeated efforts by the Cuban Delegation during the 60's and the early 70's to overturn this resolution it stands unaltered as the authoritative expression of the United Nations on this novel and fruitful relationship between two peoples. Puerto Ricans are U.S. citizens, and they take their obligation as citizens seriously, as amply witnessed by their distinguished service and numerous decorations in the U.S. Armed Forces in three wars. But Puerto Ricans are distinctive from other American citizens. They learn Spanish at their mother's knees, though they also begin to study English in the second grade, and continue it as a required subject

through their school careers. As a result, Puerto Rico has become the most bilingual community in English and Spanish in the Western Hemisphere.

The Island also has a long history and a hispanic culture; San Juan was a city over 100 years before the Pilgrims landed at Plymouth Rock. Puerto Ricans cherish both their Puerto Rican heritage and culture and their U. S. citizenship, and over 95% of the people find no conflict in this. There are other important differences between the States and Puerto Rico, of which the most striking are demographic and economic. Puerto Rico is a small, largely mountainous Island with 875 people per square mile -among the highest population densities in the world. to translate this into equivalent U.S. terms, you would have to imagine the United States with a population of three billion, crammed mostly into the Eastern and Western seaboard.

In addition, Puerto Rico is totally lacking in energy sources and all industrial raw materials, except some copper and nickel. If you can conceive a three billion people jammed into the United States who have to import all their oil, coal and natural gas for energy, as well as their industrial raw materials, and more than 50% of their food, you will have a quite accurate picture of the economic intrinsic of Puerto Rico. Needless to say, this has made Puerto Rico's economic development a very uphill job.

Nonetheless, despite these fearful handicaps, Puerto Rico's per capita income has soared from \$121 yearly in 1941, to nearly \$2,000 today, and its rapid rise of acute poverty to relative affluence has been widely recognized as one of the most remarkable in the past-war period. I stress that its affluence is relative, however, compared with the Latin American countries, Puerto Rico now has a high standard of living, but compared with the United States, we are still relatively poor.

Yet Puerto Rico's economic growth would have been impossible were it not for the fact that, 22 years ago, it decided to ignore the rush of almost all former colonies toward nationalism and 19th century type sovereignty. Instead, Puerto Rican took "the path less traveledby" and became one of the first peoples to enter the post-national world of interdependence.

This still little-understood evolution of the Commonwealth as a distinctive political body, m abut an interdependent one, is the real heart of the Puerto Rican experience in today's world. The creating of the Commonwealth was in itself an act of very far-sightedede statemanship bothon the part of U.S. and Puerto Rican leade4rs, which former Chief Justice Earl Warren described as "perhaps the most notable of American political experiments of our lifetime".

Today the Commonwealth is no longer an experiment, but a vigorous reality which has proved itself to be "one



of the most original and fruitful social-political formulas of our epoch", in the words of a distinguished international scholar. And in its main outlines, the commonwelath has worked extraordinarily well, both for Puerto Rico and for the United States.

Speaking only of the economic side, Puerto Rico's rapid growth would have been impossible except in the political framework of the Commonwealth relationships. But this growth has been of great benefit to the rest of the United States, as well. Though it may sound incredible, Puerto Rico's early purchases from the United States are greater than the combined purchases of the Soviet Union, China and India -though these huge nations have 1,650 million people to Puerto Rico's three million. Likewise, last fiscal year, Puerto Rico was also a big buyer of american goods that all the oil-rich states of the middle East combined, including Iran, Saudi Arabia, Iraq, and the Arab emigrates of the persian gulf.

So U.S.-Puerto Rican relations are by no means a one-way street, even in the economic area. And on the political side, the United States has benefitted in another way. Not only has the Commonwealth gained a world-wide reputation as a democratic model of economic development, but over 20,000 ofcials, technicians and teachers have traveled to Puerto Rico from literally 150 nations to study various aspects of its social and economic advances. All this has reflected great credit on

both the United States and Puerto Rico.

Now, after more than two decades of pragmatic experience with its Commonwealth ties to the United States, Puerto Rico is recommending some changes. It is not proposing changes in the fundamentals of the ties, but it is urging revision where experience has shown that the existing structure is not sufficiently responsive to represent realities. These recommendations are being made through the U.S.-Puerto Rican Ad Hoc Advisory Group, which was jointly appointed by the President and myself, and which consists of seven Puerto Rican members headed by former Governor Luis Muñoz Marín, and seven Americans headed by former Senator Marlow Cook. The group is expected to meet shortly to deliberate on some specific proposals recently promulgated by the Puerto Rican members.

The main thrust of the Puerto Rican proposal is directly toward investing in the Commonwealth government with the maximum amount of self-government which is still consonant with our basic ties of common citizenship, common defense, common foreign policy, common market and common currency.

It is very difficult for all federal laws and regulations which affect Puerto Rico to be framed with a view to Puerto Rico's needs and realities. For example, Puerto Rico is a small island, over 1,000 miles from the U.S. mainland, surrounded by ocean and swept by the trade-



winds. As a result, its environmental and ecological conditions are vastly different from those of the continental United States. We are therefore proposing that Puerto Rico have basic jurisdiction over laws and regulations affecting the environment of the Island.

We are also proposing that Puerto Rico have far greater say in application of minimum wage laws to the Island, since our economic intrinsics are so different from those in the United States. Not only is our population density staggering, but even with our rapid economic development the official unemployment rate is 17% and unofficially the rate is believed to be as high as 30%. In such circumstances, an insensitive or inflexible application of federal minimum wage laws can actually cause higher unemployment, defeating the very objective of labor legislation./

Our heavy population density is also the prime reason for another proposal: that Puerto Rico have considerable voice in determining the number of foreign immigrants allowed to settle in the Island. If the United States had 875 people per square mile, instead of its present 60, its own immigration policy would have to be far more rigorous than at present. But Puerto Rico does have this problem now, and we feel the need to be empowered to limit the number and types of immigrants coming to our crowded Island.

Finally, we are proposing a formula whereby U.S. laws

could be studied before passage in Congress by our Resident Commissioner in Washington, who could then determine if such legislation might inadvertently be harmful to Puerto Rico. Where he presents "well founded objections" to such legislation, we recommend there be provisions for amending the bill, or making it non-applicable to Puerto Rico under a mutually-agreeable formula.

In addition, to the intrinsic and explicit reasons for seeking such revisions is the fact that Puerto Rico has now 22 years of experience in self-government behind it. You might compare Puerto Rico to a former political adolescent which has under Commonwealth now grown to young manhood, and which is not only able to assume greater responsibility in managing its own affairs, but also wants and needs to do so. It is no less a member of the family for seeking more self-government, but is is a more mature member of the family.

Looked at in the largest perspective, these proposals might be viewed asf "fine tuning" of a motor which has worked very well in most respects. The heart of the Puerto Rican bond with the United States is not even the economic interdependence, important though this is. Rather it is the accumualted and deep mutual confidence and respect. Underlying the legalities is the fundamental fact that Puerto Rican have self-determination, and that the United States has repeatedly recognized this. It has

also vouched for this before the United Nations, where the cubans and some other members have charged that Puerto Rico is still a colony.

We Puerto Ricans know this is not true, but it is important that there not be even the appearance of colonialism in our ties. This is one reason why periodic "fine tuning" of htis sort, at the request of Puerto Rico, is not at all of routine significance. On the contrary, the manner in which the United States, through stateside members of the Committee, though the Executive Branch and, finally, through Congress reacts to Puerto Rico's proposals, is probably just as important as the nut and boltsw of the proposals themselves.

This is true not only in Puerto Rico, but also in the eyes of the world.

The important thing is that this unique, and uniquely successfuly formula to interdependent association should maintain its vitality and momentum. It is a formula which has proved to be 20 years ahead of its time and which now is remarkably relevant to our epoch. In a world which is suddenly aware that interdependence must become a global reality instead that of mere rhetoric, Puerto Rico and the United States have created a mdoel of close and fruitful interdependence which is one of the signal achievements of the last two decades.

It is this achievement, in which both the United States and PuertoRico ahsve so much at stake, that we must

now advance into a more mature stage of self-determination.

Thank you for your kind attention.

