

July 19, 1965

MEMORANDUM TO: CLA Community Relations Committee

SUBJECT : Implementation of Powell Report

FROM : Enno Hobbing

RIO DE JANEIRO

On July 6, Daniel Wilcox of Westinghouse, President of the American Chamber of Commerce, chaired a meeting of the Chamber's Executive Committee, at which the Powell Report was extensively discussed. The meeting also had before it a memorandum from me, recommending certain implementations of the report. The chief conclusion of the meeting was that the already tax-exempt American Society should be the vehicle for a Rio Fundo de Acao Social.

On July 14, I met with Mr. William Bass, Jr., President of the American Society and President of Atlantic Refining in Brazil, and with Mr. Forrest Farmer of ITT, whom Mr. Wilcox had left in charge of Chamber activities while Wilcox was on vacation. I presented Mr. Bass with a letter from Ray Klabon, President of Sears in Brazil, enclosing one check for Cr 1,000,000 and destined for the Rocinhas community center and another check for Cr 1,500,000 to cover the salary and expenses of a part-time professional Community Relations Consultant to the American Society.

On July 16, Mr. Bass presented the check for Cr 1,000,000 to the Rocinhas chapter of CAMDE in a moving ceremony held in the favela. Ruy Barbosa, Public Relations manager of Sears in Brazil, represented his company. The event was covered by O Globo TV, Jornal do Brasil, Correo da Manha and other media. (The New York Times and Brazil Herald correspondents both started out for Rocinhas but lost their way and, as the Times man later told me, "had a few beers and decided to call it a day"). The head of the CAMDE Rocinhas chapter, a favela dweller who last year was voted "Democratic Mother of the Year", made a brief and touching acceptance speech in which she said, among other things, "We love the Americans".

Also on July 16, Mr. Bass told me that he in principle accepted the attached memo to him in its entirety. Before the end of July, he will discuss it with the American Society's Board of

Directors. Mrs. Harmon was present at this discussion and her services as Community Relations Consultant to the American Society will in all probability begin August 1, 1965.

SAO PAULO

The attached memorandum to Joseph Jones, President of the Sao Paulo Chamber of Commerce, was largely accepted by him and his probable successor, E.V. Hautzenroeder of International Harvester, in principle. Because Jones was going on vacation, and because of the pressure of time, he wanted to begin implementation of the memo -- and particularly the proposed institutionalization of liaison with the leader groups -- in September.

MAN FOR BRAZIL

For at least the balance of 1965, Mrs. Harmon can perfectly well cope with the program of the American Society in Rio.

For Sao Paulo, Juan Llerena has recommended the employment of Fred Raborg, a former employee of Westinghouse who is now back in Brazil on his own. Raborg was due to arrive on the Brasil on July 10, but due to the shipping strike he did not arrive until it was too late for me to interview him. Arrangements have been made with Llerena to explore the matter in a careful, unhurried fashion.
