

Reply to:
Chicago GI Forum
192 N. Clark
Chicago, Illinois

May 11, 1960

Vicente T. Ximenes
Executive Secretary
American GI Forum of U. S.
621 Gabaldon N. W.
Albuquerque, New Mexico

Dear Vicente:

First of all, let me say how sorry I am to hear that you have been ill and that you underwent a serious operation. I hope that you have fully recovered and that everything is going well with you now. No, you did not mention anything about this to me during our telephone conversation. I only recently learned this from your letter of May 4, 1960, to which I am giving answer now.

I am somewhat disappointed in what has taken place regarding the last issue of the NEWS BULLETIN. Here I thought that for once we would be caught up and would be able to publish on a current schedule, but as you know, this will not be the case. I am sorry about this because I really worked like heck to get the last issue out as early as I did.

Concerning the NEWS BULLETIN, first of all I wish you to bear in mind the following that I have stated repeatedly in various letters to you and to others.

1. There must be a check sent before any work can be started on the NEWS BULLETIN.
2. We need at least two (2) weeks time after that date in order to complete the work necessary for the publishing of the BULLETIN.

Please keep these two things in mind always because there is absolutely nothing that can be done to change these prerequisites.

Now in your letter of the above date you mention that you sent a check for \$500 on March 26 which I, however, did not receive until March 28, and which I acknowledged receipt of at that time. You further state in the same letter that you understand that the issue could have been laid-out and ready for the printers long before then, and that the only thing would be the matter of money.

No, I'm afraid not Vicente, things are not as simple as all that. As I have said before, the copy matter is set-up in one place and the printing is done in another place. As you know, the NEWS BULLETIN does not own its own printing facilities, and I do not have any printing facilities.

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I have to farm this work out and then I do all of the other work myself--the layout, the paste-up, etc. As I stated to you and others, the NEWS BULLETIN is being done by the "cold type method" as opposed to the "hot type method," which uses the conventional line casting machine for the copy matter.

If the BULLETIN were to be published by the conventional press method, which uses the line casting machine with lino-type slugs etc., we would not be able to publish the BULLETIN for the \$500.00 figure. As I told Oscar Phillips before, just the type-setting alone would cost us \$35 per page. The actual printing of the NEWS BULLETIN is done on huge rotary presses as I've stated before, and it's printed by offset.

I do not know how familiar you are with this type of work, but suffice to say that if one has to have a fairly good idea and layout when using the conventional "hot type method" of publishing; one has to be very accurate when using the "cold type method."

As you probably know, when using lino-type slugs galleys are set up, proofs are made and can be had in any quantities. This is not the case in the "cold type method" that we are using. In this method only one copy is made and that is the one that is used for paste-up, and which will be used for making the printing plate. When using the other method, the lino-type slugs can be leaded to take up more room or leads can be removed to take up less room. This gives you a good amount of space to play with in case of a possible miscalculation in layout. This, however, as I stated before, is not the case with the "cold type method."

From the foregoing you can see then why I must have enough time in order to go to the shop and correct the copy that has been set, then the operators must have sufficient time to reset the copy that has been corrected. All of this takes time.

Our schedule calls for them to work on our newspaper on a Wednesday so that you can see, for example, that in any given week we actually only have one working day. Similarly this holds true where we have the paper printed. These companies have any number of newspapers that they do besides ours. To give you an idea of how busy they are, just one paper alone that they print has a greater circulation than your Albuquerque daily, and it also consists of more pages than the Journal.

Please do not think that combining two issues in one is good for any of us. I don't like it, the printers don't like it, and the people that set our copy don't like it. However, if we plan for this in advance and let them know of our schedule, and that our issue will consist of 16 or 20 or whatever number of pages we wish, it is a different matter.

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Now add to this the making of the halftones which have to be scaled, and which also takes anywhere from five to eight days to get, you can see how it is not as easy as it may seem.

Also another thing that we want to keep in mind, is that our work has to take its turn. It would be unreasonable to expect these people to drop everything they are doing and tend to us exclusively; although I must say this has been the case in certain instances in the past. Quite frankly they have done this for us only out of friendship I suppose, or because they wanted to give us a helping hand. Naturally, they charged us extra for these services but that, of course, is understood. All these charges, as you can imagine, have been for my account and have cost me personally a lot of money, an item into which we won't even go into.

Now I wish to discuss very briefly about the postal regulations. I know that you are very well versed on most subjects; however, in this important area I believe that you have not received all of the necessary and correct information. In all of our conversations and letters you keep citing what you have been able to do in Albuquerque with regard to the mailing permit, and you wonder why the same can't apply to the NEWS BULLETIN in Chicago.

First of all, what you are talking about is a simple Third Class Entry which anybody, who can use that service, can have. As you know, this is true even with business firms at a somewhat higher rate than a non-profit organization, but who can nonetheless get this service.

Now what I am talking about and have been right along, is a Second Class Entry, which concerns publications and periodicals only, and is a big difference from the third class matter which is what you are using. What I told you before about my friends in the Post Office in the Second Class Division, on how they advised me of what steps we should take in presenting our request for mailing the NEWS BULLETIN at the most favorable rates, you will find is correct.

As I told you before, the issuance of Second Class permits are not passed upon locally; as in our case, they are not passed upon here in Chicago. Nor would any one applying for a Second Class permit in Albuquerque get a ruling from the Albuquerque Post Office, nor would they in Texas, or in New York or in Minnesota. All of these requests go directly to the U. S. Post Office in Washington D. C., and they are the ones who rule on these matters. I suppose one reason for this being so, is because of local politics and influence that might enter into these decisions.

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I'm sure that once you have had a chance to check this matter, you will see that it is so. As far as other regulations concerning the mailing and the reports that need to be filed and the administration of these rules; they are handled locally, and as you can see we are getting all the breaks that one can possibly hope for. Also, as you know, I used to publish, so I have been through all this once before and this is one reason perhaps why I have been able to anticipate much of this.

It is indeed a shame that the money for the NEWS BULLETIN is not forthcoming to you at Headquarters as it is suppose to. But as you say, "this has been the history of the GI Forum and am not really too disturbed because we are always in that situation." As I told you over the phone, I thought about running something about this in the paper, but after giving it some serious thought I decided it was best not to do so. One of the reasons for this being that, as you know, the BULLETIN is mailed out to a lot of persons who are not members, and presumably the BULLETIN eventually reaches many other non-members. In any event, I still think that it would be a good idea for you to treat this in one of your Memorandums where you have a controlled mailing list and where this message would only go to the members of the Forum.

As of now, I am planning to issue a Special Convention Supplement Edition to the NEWS BULLETIN, for distribution at the Convention in Wichita. This will be in addition to the regular issue that will be mailed. The Supplement, however, will not be mailed but will only be distributed at the Convention.

For this Special Convention Supplement Edition I would be willing to foot the bulk of the expense for publishing it, and merely charge each individual Forum who wished to participate, a token rate of \$40 a page to help defer some of the cost involved. In this way, individual Forums could send whatever material they care to have published and pictures; and the \$40 would take care of everything. I would publish 5,000 copies or more to be distributed at the Convention in Wichita. I plan doing this for the Chicago Forum and Auxiliary regardless of whether or not any other groups may care to take advantage of this.

Please let me know what you think of this and, if possible, I would appreciate your mentioning this in your next Memorandum that you issue. I honestly believe that the sacrifice will be well worth it and this is something that all Conventions always have. So, as I said before, even if I have to borrow the money, I intend having this Special Supplement Edition of the BULLETIN.

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With regard to the May issue, and its cost for four pages, the best that we can do is \$300.00. Also please notice that the number of pages that we can print must be in jumps of four--that is to say that we can print 4-8-12-16 etc. The reason for this being, as I have stated before, that the BULLETIN is printed on rotary presses and this is the way that they are set up to operate when running a tabloid size newspaper.

I had hoped that I would not have to mention this, but as you know, the organization has owed me well over \$1,000 for eight or nine months now for the special GI Forum items that we had made up. As you know, I have not even billed the organization; not so much because I do not need the money, but simply because I realize that the money is not there. However, I would appreciate receiving from you whatever you can spare because, as you know, income tax has just gone by and this has left me somewhat short.

With respect to the extra copies that I had printed at my expense, I was glad to do this because I am convinced that in the long run this will do us a lot of good. I am only sorry that the issue didn't turn out as I had hoped, but here again there was nothing I could do about it since, as I had explained to you, I had already given them the print order and they had prepared accordingly.

Also, this is what I meant when I stated to you that I would not skimp on the number of copies or on the halftones that I would run. These expenses, as I said before, I feel are well justified and a good investment. However, don't think for one minute that we get these free--the halftones alone run me on an average of about \$3.25 and you can see where we used well over 75 this issue and about 90 in the previous issue. Indeed, Vicente, nobody gives anything free nor works for nothing except us good GI Forumeers.

You will be pleased to know that I have sent Joe Ontiveros 1,065 copies of the BULLETIN; 540 of the January-February issue and 525 of the March-April issue. I have also shipped 1,470 to Gilbert Garcia of Ft. Worth, Tex.; 670 of the January-February issue and 800 of the March-April issue. Enclosed are copies of the Bills of Lading covering these shipments.

I still have some on hand which I will be sending to you in the future. At the time your shipment went forward I did not have any more cartons in which to pack some more BULLETINS, or I would have sent you more.

I will do as you say and will cut off everyone whose BULLETIN subscription has elapsed six-months.

I shall await your further instructions.

Tu amigo,

Jose Alvarado

P.S. Enclosed are two check for the NEWS BULLETIN that were filed by mistake.

cc: Usual