

GI FORUM NEWS BULLETIN
P. O. Box 19 Victoria, Texas

December 18, 1958

OFFICE OF
THE EDITOR

Mr. Vicente Ximenes
621 Gabaldon Rd. NW
Albuquerque, New Mexico

Dear Vicente:

With the membership dragging something awful and with very little sign of improvement, I have come to the conclusion that we must do something to subsidize the News Bulletin fund.

I have hit upon the special edition idea as a means of raising funds. Worked right we can raise maybe \$2,000 to \$3,000 or perhaps more; it depends on the cooperation we get from the members.

The occasion for the special edition is the 11th anniversary of the American GI Forum. It was organized in March of 1948. We must start selling ads immediately after the first of the year. The theme should be in the vein of congratulating the American GI Forum and its founder on the 11th birthday of the Forum.

Most of us can pick up the phone and sell something like 50 to hundred dollars in advertising to politicians... at the rate of five to 10 and up to 25 dollars an ad. Oldtimers in Washington and members of the state legislature around here will undoubtedly contribute up to \$25.00 without much protest. Your men can probably do the same thing in New Mexico; Duran can probably do as well in Colorado; Rubi can hit the boys in Arizona and Java Joe Castillo can give us aid in California. The other states can also help although what success they will achieve among politicoes is hard to say. Oh yes, Joe Alvarado can be of tremendous help in Chicago.

But we must do much more than that.

My idea is for each unit in the country to solicit \$2.00 ads from individuals, members and small businesses. These would be merely signatures listed from each town and all of them listed in a large ad under the following big head: "We heartily congratulate the American GI Forum on its 11th Anniversary and wish it every success in the future." The names of persons and firms would follow. At the bottom of the ad would go the name of the town and state. I think you will agree with me that each town should be able to forward you some 15 to 30 names and consequently anywhere from 30 to 60 dollars. If we can obtain say a minimum of 20 names from each of say 50 towns, this would yield about \$2,000 by this method alone. The large display ads should be able to bring in another \$1,000... perhaps more.

Now in order to make this work, we must spend a little money...no, not in sharing the receipts with the local Forum. There are times when each member must take a little time to do a job without compensation. I mean we must keep up the pressure by writing follow-up letters about every other week through the month of February.. with postage being what it is now, it will cost money. But we will get it back. We will need extra pages for the special edition and each page costs something like \$25.00. We may wind up with some 15 or 20 pages for that edition. You will have to hire some extra help to keep the project going and keep that mime machine hot.

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I am enclosing a sample letter that should go to each officer in each Forum. We must emphasize that continuation of the News Bulletin depends on the efforts that each officer puts into this project. They must get alarmed about it and be aroused enough to get to work on it immediately.

If you have objections to this plan or if you are not enthusiastic about it, let's drop it. It will take a lot of leadership and letters from you. In addition all copy of ads and moneys will be coming to you. I know it will be hard work. I have sent a copy of this letter to Dr. Garcia and to Alvarado who is familiar with this type of promotion. You may wish to confer with them on it. I think its important enough to merit a phone call.

As you probably know, I did not receive ad #1 from the recent efforts in the News Bulletin. I don't even know if persons who agreed to place an ad in the News Bulletin have ever paid you. Perhaps they haven't.

Please give me your thinking on this idea and if you are for it, I suggest you get that mime machine hot during the holidays because we don't have much time... by the time the correspondence gets out and the members get the word it will be mid-January. That will give them only the last half of January and the 28 days of February to round up the ads.

Best wishes for a Merry Xmas and a healthy and prosperous 1959.

Oscar Phillips

Oscar Phillips
cc: Dr. H.P. Garcia
Joseph Alvarado