

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

Jan. 5, 1958

OFFICE OF
THE EDITOR

Mr. Vicente T. Ximenes, national chairman
American GI Forum
621 Cabaldon NW
Albuquerque, N.M.

Dear Chente,

I am sorry I missed you in Corpus Christi. If I had known you were going to be there, I would have persuaded Manuel to go with me so that we could visit with you for a while.

In regard to the newspaper, it has been sort of hazy from the start. Sort of a hit or miss affair. Fortunately we have been hitting each month. Lacking advise from any one, Manuel and I agreed to let the newspaper support itself if it possibly could. The plan is as follows:

The state finances will be used to publish the newspaper until such a time as the number of subscriptions are sufficient to let it carry itself. Theoretically, it takes 3,500 subscriptions to provide enough money to finance the Bulletin for a year -- give or take a couple of hundred dollars. Since we took over the newspaper in October and memberships were slow coming in, we are in debt to the state office for about 500 dollars. The trend will continue until mid-February and early March when the heaviest enrollment of members usually takes place.


It is our sincere hope that by the end of March we will have some 2,500 subscriptions paid for the new year. At that time, we can add up what we owe the state office and pay them... or perhaps they may pay us. At any rate, at that time we can make adjustments and the dribble of subscriptions for the balance of the year should carry us for the entire year.

As long as the state money holds out, we are in no danger. However, the state depends on the queen contests for money and there will be no money turned in until the contests reach a climax in late June. Velasco may call on you for a loan if the memberships do not come in fast enough.

It takes about \$400 per month to publish the newspaper, keep up with subscriptions, pay for the engraving, return of matter from the newspaper etc. The advertising angle has not been worked to date. We can sell advertising at a dollar an inch or on an annual basis one inch for the 12 times a year for \$10. However, I do not believe we should sell any less than four inches at a time. I have in mind offering the individual units in the field a plan whereby they can sell ads in their towns and make money for the organization... say something like 20 or 25 per cent commission. It might get us a little money that way and then perhaps we can expand to eight pages since the amount of copy will be about the same.

I hope the above is clear enough to give you a picture of our operation. I welcome, of course, any suggestions that you might have to offer. Best wishes to you and may 1958 bring you every hope and expectation.

Sincerely,


Oscar Phillips