From: **Matt Holland** matthollan@gmail.com
Subject:
Date: August 9, 2016 at 5:07 PM
To: Matt Holland matthollan@gmail.com

http://archives.lib.cua.edu/res/docs/education/fcc/transcript.pdf

September 23, 1932

Dear Dr. Turner:

Your welcome letter was received yesterday. I was very happy to hear from you and greatly appreciate your confidence in appointing me chairman of the committee on publicity. I fully agree with you as regards the scope of the publicity to be released and assure you that all matters of a doubtful nature will be referred by me to the executive committee and to yourself that we may have a uniform procedure and real unanimity of action.

An interracial committee in Washington to supplement the work of Fr. McGowan and Miss Brissette will be a fine thing.

I was very much interested in the comment of Fr. John Burke.

Upon leaving New York I drove all the way back to St. Louis and since my arrival here have been extremely busy. Last night I have an hour's talk to about two hundred young Jesuit Scholastics many of whom will later be in positions of influence. I have been very much occupied in getting the October issue of the magazine to press. It will be in the mail next Monday and will be a very interesting number. Fr. LaFarge, M. Hunton, and many others who I have tried to interest in the Chronicle and who I have asked to speak about the magazine to such as should be interested, have frequently told me that the name of the magazine, "The Chronicle", is a handicap as it didn't have any particular significance. Many people interested in fair play for the Negro, both colored and white, do not become interested in the "Chronicle: because merely judging from the name of the periodical they do not know that it advocates the cause of justice for the Negro. When I started this magazine five years ago I called it the "St. Elizabeth's Chronicle," which merely expressed the idea of a Parish Bulletin. When "St. Elizabeth's Chronicle" became the national organ of the Federation, I dropped "St. Elizabeth" and merely called it the "Chronicle" which name might mean almost anything in the whole field of journalism. Judging merely from the name, "Chronicle", the magazine might be anti-negro or pro-negro, or it might, like many Catholic publications, simply ignore the whole question of race relations. Consequently, I have become convinced that to get out magazine more affectively before those who are interested in the whole question of race we should adopt a name descriptive of the journal's character. It is a highly specialized type of magazine, yet its name, "Chronicle," is absolutely non-descriptive. I believe many would write for the magazine, subscribe for it, and in general become more interested; if there was some sort of an appeal in the magazine's name. With me it is largely a question of proper publicity and of advertising value, and consequently of money needed for the magazine's support. Mrs. Jesbeam has felt the same way. Accordingly, with the October issue we are calling the "Chronicle" the "Interracial Review." We are convinced that with this new title many people interested in the so-called race questions will subscribe. It means a great deal as regards our listing in the Catholic Periodical Index and our being listed in libraries. Upon seeing "Chronicle" people do not react. Upon seeing the title "Interracial Review", people will possibly see what they are looking for, or at least they will know it is not what they want. At all events we label ourselves as ... magazine.

I enclose a couple of rough proofs of our new cover with the new name. I feel sure that you will see the wisdom of this forward step.

Please give my very best regards to Mrs. Turner and tell her that I feel she rendered invaluable service at our recent convention by her prudent and calm advice.

Hoping to hear from you often and assuring you of my high esteem, I remain

Sincerely,

William M. Markoe, SJ