

W. W. W.

3435 HILLHURST DR.
SAN BERNARDINO, CALIF.
SEPT. 18, 1951.

DEAR JOHN:

I HAVE YOUR TWO LETTERS IN WHICH YOU EXPLAIN YOUR STRATEGY FOR NOT AROUSING THE IRE OF THE ARCHBISHOP OF OMAHA. OF COURSE, I REALIZE THAT WITHIN THE CHURCH ALL MUST BE ORTHODOX AND ORDERLY AND THE BISHOP'S WISH IS THE LAW.

I THINK YOU HAVE HIT ON A FINE SOLUTION AND SURELY PROVIDENCE IS INTERESTED IN YOUR EFFORTS AND WIM'S EFFORTS OVER THE GREAT MANY LONG STRENUOUS YEARS, TO AID THE NON-WHITE PEOPLE.

IF THE N.C.W.C. WILL SENT OUT OUR LETTERS THIS SHOULD ADVANCE THE WHOLE TONE OF THE PROJECT. I FAVOR THIS PROCEDURE AND WILL LEAVE ALL DETAILS TO YOU. I WOULD SUGGEST THAT SOME NOTICE BE IN THE LETTER TO THE PRIESTS THAT THE MAILING IS BEING MADE OUT OF THE N.C.W.C. OFFICE AND THE WHOLE PROJECT HAS THEIR BLESSING. THIS COULD BE HANDLED ON ANOTHER LITTLE SLIP SIMILAR TO THE ONE I PUT IN. IF MY SLIP DOES NOT FIT IN WITH THE PROCEDURE WITH THE N.C.W.C. PLAN, THEN IT CAN BE ELIMINATED. IF IT REMAINS, THEN ALL THE REQUESTS WILL BE MAILED TO ME IN CALIFORNIA AND IN THIS CASE WHERE WILL I REMAIL THE REQUESTS FOR PAMPHLETS? IT IMPRESSES ME, AS I CONSIDER THIS NOW, THAT MY LITTLE SLIP IN THE MAILING, INDICATING THAT A LAYMAN IS SPONSORING THE WHOLE PROJECT, WOULD CARRY SOME PRESTIGE TOO AS WELL AS THE MAILING BEING MADE BY THE N.C.W.C. THE POINT I WISH TO MAKE IS THAT SOMEWHERE IN THE MAILING A NOTICE SHOULD BE GIVEN TO THE PRIESTS THAT THE LETTER COMES FROM N.C.W.C.

THE PROJECT COULD VERY EASILY GROW INTO A VERY LARGE UNDERTAKING. MAILINGS OF THIS KIND

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USUALLY DO NOT BRING A VERY LARGE RETURN. IF ONE OR TWO PERCENT OF THE PASTORS RESPOND, THIS WOULD BE ABOUT NORMAL. HOWEVER, ALL THE PASTORS WHO RECEIVE THE LETTER WILL AT LEAST BE ALERTED TO THE IMMORALITY OF RACISM. ON THE OTHER HAND, BECAUSE OF THE VERY NATURE AND IMPORTANCE OF THE MAILING, IT MIGHT RUN AS MUCH AS 20%, WHICH WOULD BRING 3,000 REQUESTS FOR PAMPHLETS. I THINK 400 PAMPHLETS WITH EACH PASTOR WOULD BE ABOUT RIGHT. THIS WOULD BRING 300,000 SHEETS FOR THE PRINTING COST OF \$1200 AND A POSTAGE OF 3¢ EACH AT \$90.00, ENVELOPES AT \$36.00. THE COST OF THE SECONDARY MAILING OF 300,000 PAMPHLETS WOULD BE ABOUT \$1800. BUT I CONSIDER THIS MAXIMUM AND MAY FALL ALSO WAY BELOW THIS.

GO AHEAD, JOHN, AND INSTRUCT N.C.W.C. TO MAKE A MAILING OF 2,000 PASTORS FROM KENNEDY'S GENERAL PASTOR LIST, WHICH WILL BE 20% OF THE WHOLE. WE WILL TAKE COUNT AFTER THIS MAILING AND DETERMINE THEN HOW FAST WE SHOULD PROCEED. IF WE CAN SPREAD THE TIME OVER SEVERAL MONTHS, THE TOTAL COST WILL BE EASIER TO MEET.

I WANT TO SEE YOU THROUGH ON THIS THING BUT, AGAIN LET ME CAUTION TO MAKE HASTE SLOWLY SO THAT NEITHER YOU WILL BE SWAMPED OR I WILL BE EMBARRASSED FINANCIALLY IF THE PROJECT RUNS HEAVY.

I AM SURE PROVIDENCE WILL SEE THIS THROUGH. I AM HAPPY TO BE A PART OF IT AND, AS YOU SAY, GREAT GOOD WILL COME BY PLANNING THIS SEED OF AN IDEA TO CATHOLIC AMERICANS THAT RACISM IS IMMORAL.

AS EVER, YOURS,

E. J. CULLIGAN

REV. JOHN MARKOE
CREIGHTON UNIVERSITY
OMAHA, NEBRASKA.