

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

1201 (4-60)

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

RA10 NSA007

1964 JUL 2 AM 8 40

NS WWY136 GOVT NL PD=THE WHITE HOUSE WASHINGTON DC 1=
DR FRED COLE, PRES WASH AND LEE UNIV=
LEXINGTON VIR=

ENACTMENT OF THE CIVIL RIGHTS BILL WILL CHALLENGE ALL AMERICANS TO JOIN IN AN AFFIRMATIVE VOLUNTARY EFFORT TO PRESERVE ORDER AND TO ACHIEVE THE GOAL OF EQUAL TREATMENT AND OPPORTUNITY FOR ALL AMERICANS. TO ENCOURAGE AND ASSIST THIS VOLUNTARY CITIZENS' EFFORT, A COMMUNITY RELATIONS SERVICE WILL BE ESTABLISHED BY THE BILL UNDER SECRETARY OF COMMERCE LUTHER HODGES AND A DIRECTOR SOON TO BE NAMED. THE SERVICE WILL ASSIST COMMUNITIES IN PREVENTING OR RESOLVING RACIAL DISPUTES AND TENSIONS

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THROUGH REASON, PERSUASION, AND CONCILIATION.

WHEN THE BILL IS SIGNED, I INTEND TO APPOINT A NATION-WIDE COMMITTEE OF DISTINGUISHED CITIZENS FROM ALL WALKS OF LIFE WHO WILL AUGMENT THE WORK OF THE COMMUNITY RELATIONS SERVICE. I WANT AS ITS MEMBERS LEADING AMERICANS WHO WILL LEND THEIR INFLUENCE, THEIR SKILL, AND THEIR TIME TO THE CRUCIAL TASK OF FOSTERING VOLUNTARY OBSERVANCE OF THE PROVISIONS OF THE BILL.

I DEEPLY HOPE YOU WILL ADVISE ME BY RETURN TELEGRAM THAT YOU WILL SERVE ON THE NATIONAL CITIZENS COMMITTEE FOR COMMUNITY RELATIONS, WHICH WILL BE ESTABLISHED AND PUBLICLY ANNOUNCED ONLY AFTER FINAL PASSAGE OF THE BILL.

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IT IS CONTEMPLATED THAT AFTER THE ORGANIZATION OF THE COMMUNITY RELATIONS SERVICE THERE WILL BE A MEETING OF THIS CITIZENS COMMITTEE AT WHICH TIME THE DIRECTIONS OF THE OVER-ALL NATIONAL PROGRAM WILL BE FULLY SPELLED OUT AND YOUR OWN ROLE WILL BE MORE CLEARLY DEFINED.

I URGE YOU AS A PRIVATE CITIZEN TO USE YOUR LEADERSHIP IN THE MEANTIME TO PROMOTE A SPIRIT OF ACCEPTANCE AND OBSERVANCE IN YOUR OWN COMMUNITY AND BUSINESS AREA=

LYNDON B JOHNSON.

File copy

WASHINGTON AND LEE UNIVERSITY
LEXINGTON, VIRGINIA

OFFICE OF THE PRESIDENT

TELEGRAM

July 2, 1964

President Lyndon B. Johnson
The White House
Washington, D. C.

I shall, of course, be privileged to serve the country and you as
a member of the National Citizens Committee for Community Relations.

Respectfully,

Fred C. Cole, President
Washington and Lee University