A PRIMER FOR
POLITICAL ACTION

ONLY YOU CAN OPEN THE
TIGHTLY CLOSED DOOR
TO EQUAL OPPORTUNITY

YOUR VOTE
the stakes in this election are high... the job must be done in your community... the job must be done by YOU!

National Association for the Advancement of Colored People
20 West 40th St. New York 18, N.Y.
....and YOUR VOTE is the key!
Your vote can remove race ban on jobs.

Your vote can help secure enactment of an FEPC law to end discrimination in hiring and promotion of workers irrespective of race, color, religious faith or national origin.
Your vote will open restricted areas to all.

Your vote and that of other liberal citizens can help secure legislation backing up Supreme Court decisions against segregation in housing, making it possible for you to live in whatever neighborhood you're financially able to.
Whites Only

Your vote will open schools for all

Your vote helps uphold court decisions curtailing segregated education and supports efforts to pass laws to ban the separate school system.
your vote can make traveling a pleasure

You can end Jim Crow by voting. Your vote will support lawmakers who need votes to help them pass laws ending the shameful Jim Crow.
your vote will help break down military Jim Crow

Your vote is the one sure democratic way of telling our lawmakers that segregation in the military is a blot on democracy...they’ll LISTEN to votes.
if NEGROES as a group are to have a voice in government they must VOTE

if NEGROES expect Congress to enact laws providing them equal rights with all other Americans, they must VOTE

you will earn your right to equality with
all members of the NAACP have a simple duty... they must learn how to GET OUT THE VOTE with your vote.
to become a voter—
you must register

1. learn your registration laws... they vary from state-to-state

2. in five southern states you must pay a poll tax
   (Alabama, Texas, Virginia, Mississippi, Arkansas)

**IMPORTANT DATES IN SOUTHERN ELECTIONS**

**ALA.**
- Feb. 1 Final day for poll tax payment
- May 6 Primary
- June 3 Run-off primary
- Nov. 4 General election

**ARK.**
- July 29 Primary
- Aug. 12 Run-off primary
- Nov. 4 General election

**FLA.**
- April 4 Final registration for primary
- May 6 Primary and Presidential primary
- May 27 Run-off primary

**GA.**
- Oct. 3 Final registration for general election
- Nov. 4 General election
- April 15 Final registration for primary
- May 14 Primary
- Nov. 4 General election

**KY.**
- June 3 Final registration for primary
- June 7 Final filing for candidates
- Aug. 2 Primary
- Aug. 13 Registration for general election begins
- Sept. 5 Final registration for general election
- Nov. 4 General election
LA.  
- Jan. 15: Gubernatorial primary
- Feb. 19: Gubernatorial primary run-off
- June 28: Final registration for primary
- July 29: Primary
- Aug. 26: Run-off primary
- Oct. 4: Final registration for general election
- Nov. 4: General election

MISS.  
- Feb. 1: Final day for poll tax payment
- July 3: Final registration for primary and general elections
- Aug. 26: Primary
- Sept. 16: Run-off primary
- Nov. 4: General election
- May 17: Final registration for primary
- May 31: Primary
- June 28: Run-off primary
- Oct. 11: Registration for general election begins
- Oct. 25: Final registration for general election
- Nov. 4: General election

S.C.  
- June 7: Final registration for primary
- July 8: Primary
- July 22: Run-off primary
- Oct. 4: Final registration for general election
- Nov. 4: General election

TENN.  
- June 7: Final filing for candidates
- July 18: Final registration for primary
- Aug. 7: Primary
- Aug. 8: Registration for general election begins
- Oct. 14: Final registration for general election
- Nov. 4: General election

TEXAS  
- Jan. 31: Final day for poll tax payment
- July 26: Primary
- Aug. 23: Run-off primary
- Nov. 4: General election

N.C.  
- May 1: Final day for poll tax payment
- May 7: Final filing for candidates
- June 16: Final registration for primary
- July 15: Primary
- Oct. 4: Final registration for general election
- Nov. 4: General election

VA.  
- May 1: Final day for poll tax payment
- May 7: Final filing for candidates
- June 16: Final registration for primary
- July 15: Primary
- Oct. 4: Final registration for general election
- Nov. 4: General election
the NAACP must spearhead the drive and lead...

NAACP branches should study thoroughly the registration requirements in their respective states. This can be done either through existing committees, such as the legislative, or through committees appointed for this special project.

1. how to organize

Start with your membership in your branch. Make sure they are all registered voters. Urge them by mail, meetings, or phone.

Meanwhile your branch should lead-off a drive to get EVERYONE registered. Churches, labor unions, civic and fraternal organizations will cooperate with you.

establish a team of volunteers one for each ward in your city

Have a ward leader with a group of assistants to call on citizens in their homes. This plan of ringing doorbells has worked. It was an important factor in the election of Oliver Hill in 1947 as the first Negro councilman in Richmond, Virginia, in 50 years.
2. what you will need

posters  leaflets  volunteer speakers  ...and most of all willing volunteer workers

3. the help you can count on

The NAACP is a non-partisan organization which endorses no party nor any candidate. However, the national office will make available to the branches and state conferences the records of candidates for federal office. On the basis of the record, the individual voter may make his own choice.

The work of the branches should be coordinated by the state conference. To this end, the officers of the conference should select a state political action director charged with the responsibility of stimulating and coordinating the political activities of the branches and supplying the necessary information on registration and election requirements in the various local communities in the state.
suggestions and ideas
train your house-to-house canvassers...
you must be capable and resourceful

Good Morning, I am a member of the N.A.A.C.P. Have you registered yet?

Why no... I forgot. Here are the rules in this community.

For whom shall I vote? That is your affair.

All we want to do is remind you that it is your duty to vote as an American.

sometimes folks need help

I won't be able to register today because my baby is ill and I can't leave her.

Why I'll have my young daughter sit for awhile.

In fact I'll drive you into town in my car today.

Voting is an American duty.
Do your part
to double the size of the NEGRO VOTE in the South.

2 million Negro voters
could vote for equality on November 4, 1952.