

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE
MISSISSIPPI STATE CONFERENCE OF BRANCHES

1072 West Lynch Street
Jackson 3, Mississippi

April 13, 1961

MEMORANDUM:

TO: Mississippi NAACP Branches, Youth Councils and College Chapters

FROM: President, Mississippi State Conference NAACP Branches and Field Secretary

RE: "OPERATION MISSISSIPPI"

Mr. Roy Wilkins, Executive Secretary of NAACP, along with Dr. Aaron E. Henry, President, Mississippi State Conference of Branches; Mr. Jack H. Young, Attorney; Mr. C. R. Darden, National Board Member; and Mr. Medgar W. Evers, Field Secretary; as well as Mrs. Ruby Hurley, Attorney Robert Carter, Mr. Gloster B. Current, Mr. John Morsell, Mr. Randolph White and Mr. Jesse Devore, met 10 o'clock a.m. EST in the New York Office, 20 West 40th Street, on Friday, April 7, 1961 to officially launch "OPERATION MISSISSIPPI".

In our deliberation for approximately seven hours, a wide range of goals were discussed; uppermost on the agenda was the recent "sit-in" demonstration in Jackson and the vicious police dog incident afterwards. Of equal importance, was the emphasis placed on Registration and Voting and the importance of every Branch putting forth more vigorous efforts to get Negroes registered to vote.

However, in order for us to successfully conclude our proposed projects, it is necessary that finances are raised. Therefore, coming up to our "Mother of the Year" program, we are asking that you put forth extra efforts to raise more funds this year than you did last year, to be turned in May 21, 1961. Please send me immediately, THE NAME OF YOUR MOTHER, Every Branch is expected to participate IN THIS MOTHER OF THE YEAR PROGRAM.

The only way we can defeat our enemy is by working together, no Branch is excused!!! Looking forward to hearing from you in the near future.