

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

Voter Registration Committee

404 1/2 North Second Street

Richmond 19, Virginia

Milton 4-5678

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Dear Branch President:

Now is the time to push a hard s-t-e-a-d-y voter registration program in your branch. Annual Regional and State Conference Conventions should give the program top priority.

In track and field sports, the 100 yard dash is one of the most spectacular events. The runners give their all for a few seconds and the race is ended. The cross-country marathon race is the most gruelling of all track events. The distance is long and the course leads athletes over cement, asphalt, dirt and mud roads. They have to cross fences, water hazards and ditches. Only athletes with stout hearts, sticking power and employing a s-t-e-a-d-y hard pace win cross-country marathon races.

In the field of civil rights, we have our spectacular direct action programs. Comparing direct action programs with voter registration programs, we find voter registration (like the cross-country marathon event), a hard program with many hazards. Jealousy, partisan politics, ignorance, unjust state laws and just plain apathy are among the hazards affecting voter registration programs. Through the s-t-e-a-d-y efforts of our national office and the Association's subordinate units, some of these hazards have been eliminated in many areas.

Voter registration may not be glamorous, but it is the bed rock which supports our total fight for freedom. The NAACP cannot slacken its s-t-e-a-d-y voter registration push amid the tumult and shouting of praises caused by our effective direct action programs.

This office will never be guilty of suggesting a slower pace in our direct action program. We simply want you, through your branch, regional and state conference to keep dynamic s-t-e-a-d-y voter registration programs in action. By so doing, we will make secure all other phases of the NAACP's program.

Sincerely yours,

*John M. Brooks*  
John M. Brooks, Director  
NAACP Voter Registration

Kelly M. Alexander, Chairman  
NAACP Voter Registration Committee

W. C. Patton  
Field Worker-at-large

John W. Edwards  
Field Worker-at-large

Incl: NAACP Voter Education - Practical Politics