

DEMOCRATIC NATIONAL COMMITTEE

1730 K STREET, N.W.

WASHINGTON, D. C. 20006

August 24, 1964

TELEPHONE
FEDERAL 3-8750

Dear Delegate:

The 1964 Democratic National Convention raises the curtain on the official 1964 campaign.

I know that you, as working Democrats, have been deep in campaign preparations for many months.

Now with the formal nomination of President Johnson the months of planning must become concentrated weeks of campaign activity.

The quality and the quantity of campaign activity for President Johnson and the entire Democratic ticket depend in large measure on you -- one of your state's key Democrats.

We at the Democratic National Committee are standing by to be of every possible assistance. As Director of Women's Activities, I am ready to help you encourage the fullest participation of every woman in your state in the campaign for President Johnson and Democratic candidates.

In the 1964 Campaign Manual, Larry O'Brien writes:

Women should be assigned any campaign responsibility they are capable of handling -- and many times their capabilities extend far beyond the tasks women usually are requested to handle.

The Democratic Party recognizes the importance of women in winning elections, and welcomes women in all phases of campaign activities, including serving as candidates and campaign directors.

Thousands of women are already at work as 4 For '64 voter registration and get out the vote volunteers across the nation. Explanatory material on the 4 For '64 pledge of 4 hours a week is contained in this delegates packet, along with a 4 For '64 pledge card.

We hope that you will take most seriously your responsibility not only to pledge yourself but to pledge others in your state -- both men and women -- to the tasks of voter identification and registration and getting out the vote.

The key to victory as you well know is not in any magic formula but in a detailed and thorough job to insure that every voter who supports President Johnson and his program for peace, preparedness and prosperity is eligible to vote and does cast his vote on November 3.

The record of our nation's achievements under the leadership of President Johnson is a record that deserves to be told effectively and fully in every community in this land.

Our task of organization for November 3 is coupled with our responsibility to speak out for the President -- now and throughout the campaign. It is up to us to share with our fellow citizens the full story of President Johnson's record of accomplishment and his call to build a great society for the future. Through an expanded Operation Support program we are ready to help you to speak out for the President.

Democratic women and all women who support the President are ready to go to work in the 71 days remaining before November 3. I pledge to assist you in every way possible to carry forward the fastpaced, enthusiastic and responsible campaign that will win for President Johnson and all our Democratic candidates.

Sincerely,

Margaret Price
Margaret Price