

4 For '64 -- Your pledge of 4 hours each week

Every week from Now through November 3

At the crucial job of voter identification, registration
and get out the vote

For President Johnson and the Democratic ticket

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Tens of thousands of hours of volunteer service have been recorded and tens of thousands more hours pledged to President Johnson and Democratic candidates through the Democratic National Committee's 4 For '64 program.

The nationwide 4 For '64 program being coordinated by Democratic National Committee Vice Chairman Margaret Price calls for a pledge of four hours service a week by each volunteer, with top priority given to voter registration and get-out-the-vote drives.

Mrs. Price has appointed Mrs. Hale Boggs, Mrs. Birch Bayh, and Mrs. Dale Miller to serve as co-chairmen of the 4 For '64 program.

Wives of Cabinet and Congressional leadership and women appointed in President Johnson's Administration are touring the country to assist in recruiting voter registration volunteers and to give public recognition to the efforts of the 4 For '64 volunteers.

4 For '64 volunteers are being asked not only to pledge "4 For '64" themselves, but also to recruit four other volunteers.

President Johnson has warmly welcomed the 4 For '64 campaign and has called special attention to the responsibility of all citizens to encourage voter registration and participation.

The 4 For '64 program has been utilizing volunteers wherever possible in central, supervised headquarters at specific assignments in a nationwide voter identification and registration program continuing through October and in a massive get-out-the-vote effort for Election Day.

The 4 For '64 plan of the National Committee provides for the issuing of membership cards to volunteers who actually report for work at the headquarters, and for the issuing of gold 40-hour honor pins and 80-hour Honor Roll Certificates to recognize the essential contribution of volunteers to the 1964 voter registration program.

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Many states have already appointed 4 For '64 Chairmen and have working programs underway. For further information on how your state can participate, visit the National Committee's Office of Women's Activities booth here at Convention Hall or write to: Mrs. Margaret Price, Vice Chairman, Democratic National Committee, or Miss Rosalie Whelan, assistant to the Vice Chairman in charge of this project, Democratic National Committee, 1730 K Street, N.W., Washington, D.C. 20006

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