

YOUR FIRST VOTE



THE DEMOCRATS
CARE ABOUT
TOMORROW

WHY VOTE?

Now that you are of voting age, the rights and responsibilities of American citizenship are fully yours. You now have—if you use it—a voice in the selection of leaders whose decisions will affect your everyday way of life. The choices you make—from City Councilman to Governor to President—will affect the taxes you pay, the schools your children attend, the roads you use, and in countless other ways will shape your life and the world you live in.

YOUR VOTE IS IMPORTANT

Nov. 8, 1960, is a day which will shape your future life. A President, Vice President, 33 Senators, all 437 members of the House of Representatives, and assorted governors, state

legislators and local officials will be selected on that date. It is our privilege and responsibility to decide who these people will be. But judging from past performances a shameful number of us will fail to vote.

In 1956, some 102 million Americans were old enough to vote; but only a little more than 62 million votes were counted in the Presidential contest, and only 59 million in elections for the House of Representatives.

It may be that you feel that your one small vote will not be missed. Think again! *Your individual vote is important.* The fact is that three Presidents of the United States were elected by one-vote margins in the Electoral College. Five of the 50 states were admitted to

the Union by one-vote margins. History might have been different—certainly more pleasant—if Adolf Hitler had not been elected leader of the Nazi Party by one vote in 1933.

In 1954, Averell Harriman won the Governorship of New York by only one vote per election district. G. Mennen Williams was elected Governor of Michigan in 1948 by a margin of one vote in every three precincts. And most recently the very close election to the Senate of Quentin Burdick of North Dakota, last June 28, again emphasized the significance of the individual vote.

Your vote can determine who controls the Congress or who sits in the White House for four crucial years.



WHY VOTE DEMOCRATIC?

The Democratic Party is the Party to meet the challenges of the 1960s. Sen. John F. Kennedy and Sen. Lyndon B. Johnson, the Party's nominees, are young, resolute. They are oriented to the future—not the past. And the future needs urgent attention.

The unparalleled record of progressive legislation passed under Franklin D. Roosevelt and Harry S. Truman was not designed to solve the problems of the '60s. In the past 7½ years Democrats in Congress have tried to provide new and vitally necessary programs in the areas of defense, foreign policy, education, public housing, farming and medical aid to senior citizens. However, the threat, and excessive use, of the Presidential veto thwarted most of these efforts. That is why public needs are not met now.

Our Party believes that our citizens, acting through their Government, can make more effective use of our national resources to improve the strength, security and quality of life in our country. Democrats believe that the public welfare comes first, ahead of an arbitrarily balanced budget, or lower taxes, or consumer luxuries. We believe that the balancing of our budget of public needs has first priority.

Our nation has been stagnant for too long; we are now ready under the leadership of John F. Kennedy to move forward with progressive new ideas for the New Frontier of the '60s, just as a quarter of a century ago our nation surged forward with renewed vigor under the dynamic New Deal of Franklin D. Roosevelt. Kennedy and Johnson believe in building America up! No longer can our natural resources stand idle, our children be educated in overcrowded schools, our citizens be deprived of their human rights, our defenses be allowed to deteriorate, our economy to move at a snail's pace, or our prestige to fall drastically abroad.

In brief, the Democratic Party is the Party of new ideas, of thinkers and of doers. Now is the time for a change, a change to the forward-thinking party, the Democratic Party. Your vote for the ticket of younger citizens everywhere—John F. Kennedy and Lyndon B. Johnson—is an investment that will pay dividends to you in the form of a better America.

Dear First Voter:

We should like to take this opportunity to congratulate you on reaching the age which enables you to exercise your American right to vote.

Voting is not only a great privilege, but a solemn duty to yourself and to your fellow citizens.

It is a big responsibility, because the sort of world in which you will live, the kind of job you can get, the taxes you pay, the education that your children receive, and the extent of freedom and security that you enjoy, are all related to the decisions you make at the ballot box.

We urge you to take seriously your responsibility to cast a thoughtful vote in this coming election.

Ever since Thomas Jefferson founded it, the Democratic Party has maintained an appeal for young people. The great programs and policies espoused in this century by such outstanding spokesmen of our Party as Woodrow Wilson, Alfred E. Smith, Franklin D. Roosevelt, Harry S. Truman, Adlai E. Stevenson and John F. Kennedy have largely coincided with the ideals, imagination and aspirations of informed young people.

Again, we urge you to use your powerful voice in government—the right to vote.

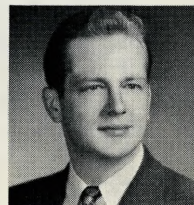
Sincerely,

Henry M. Jackson, Chairman,
Democratic National Committee.
U. S. Senator from Washington

Roy A. Schafer, President,
Young Democratic Clubs of America



Sen. Henry M. Jackson



Roy A. Schafer

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