

**"We seek to
secure these rights"**

1. The right of every American to work as he wants to work.
2. The right of every American to be educated.
3. The right of every American to receive just compensation for his labor, his crops, his goods.
4. The right of every American to live in a decent home in a neighborhood of his choice.
5. The right of every American to obtain security in sickness as well as health.
6. The right of every American to think, to vote, to speak, to read, to worship as he pleases.
7. The right of all people to be free from the terrors of war.

*... Senator Kennedy
NAACP Rally, Los Angeles*

Human rights *Kennedy cares Kennedy acts*



**A time for moral
LEADERSHIP**



WINNING TEAM



Senator Lyndon B. Johnson of Texas is the Democratic candidate for Vice President. As Senate Majority Leader he led the fight for the enactment of the Civil Rights Bills of 1957 and 1960. Senator Johnson has pledged to "campaign from one coast to the other on the platform of the Democratic party."

VOTE DEMOCRATIC

KENNEDY
FOR PRESIDENT
JOHNSON
FOR VICE PRESIDENT

CITIZENS FOR KENNEDY AND JOHNSON,
261 CONSTITUTION AVENUE, N. W., WASHINGTON, D. C.

KENNEDY
for PRESIDENT

"The challenging sixties demand that the President place himself in the very thick of the fight, that he care passionately about the fate of the people he leads"

STRONGEST PLATFORM

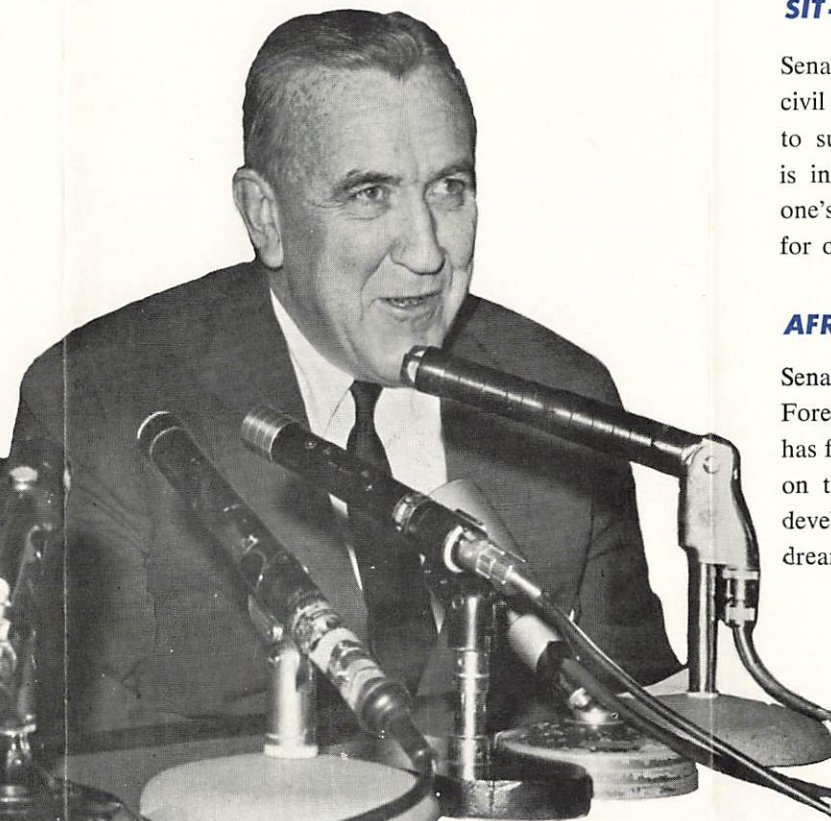
Senator John F. Kennedy and Congressman Chester Bowles, Chairman of the Platform Committee at the Democratic National Convention, worked together under Kennedy's leadership to produce the strongest civil rights plank in history.



RIGHTS OF MAN

The civil rights plank advocates:

1. A national FEPC.
2. Directing the Attorney General to bring court actions to enforce civil rights.
3. An end to discrimination in *all* Federal housing programs.
4. Desegregation plans in *all* school districts by 1963.
5. An end to literacy tests and poll taxes.
6. A change of Senate rules to end filibustering.



Senator Kennedy confers with African leader Tom Mboya

PRESIDENTIAL LEADERSHIP

Senator Kennedy believes that the goals of the Democratic civil rights plank can only be achieved by strong moral leadership from the White House. "That leadership must be exercised until every American, of every color and faith, has achieved equal access to the voting booth, to the schoolroom, to jobs, to housing and to lunch counters."

SIT-IN DEMONSTRATORS

Senator Kennedy, for 14 years a fighter for civil rights, was one of the first national leaders to support peaceful sit-in demonstrations. "It is in the American tradition to stand up for one's rights — even if the new way to stand up for one's rights is to sit down."

AFRICAN AFFAIRS

Senator Kennedy is Chairman of the Senate Foreign Relations Subcommittee on Africa. He has focused Senate — and national — attention on the problems of Africa and other underdeveloped parts of the world. "The American dream of 1776 is now the African dream — together, Africa and America must dedicate themselves to fulfilling that dream for all mankind."