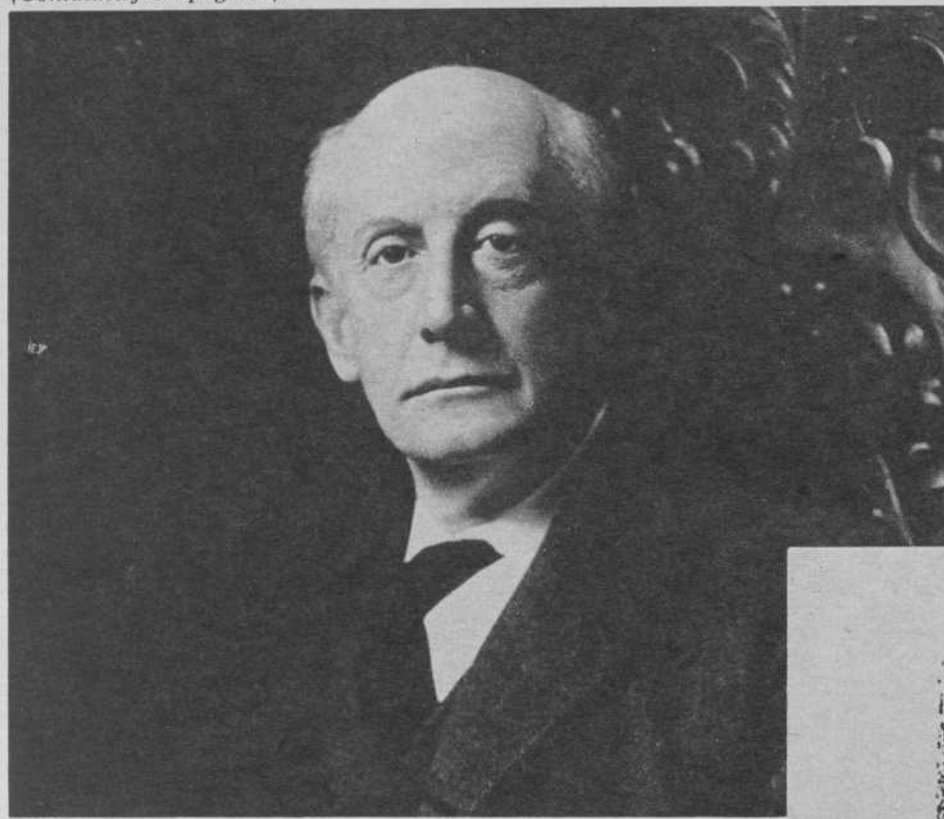


(Continued from page 12.)



*Moorfield Storey,  
first President of the  
NAACP, 1910-1928.*

mally designated their new organization as the National Association for the Advancement of Colored People. Although begun in February of 1909, it was not until June of 1911 that they incorporated the NAACP in New York.

### The NAACP Charts Its Course

**O**f necessity, the NAACP was immediately drawn into a widening legal attack against racial discrimination. The *Guinn* case was only the first. Other cases involved White primaries, which were equally effective in disfranchising Blacks and restrictive covenants that barred them from living in certain areas. Most important in its early legal work was the establishment of case precedents that would eventually ensure that the descendants of slaves enjoyed the full protection of their rights under the Constitution of the United States. The process was slow and evolutionary. But, as history showed, it was the only way to win full constitutional guarantees for the rights of minorities.

Other noteworthy cases in this early period included *Nixon v. Herndon*, which involved the Texas White primary; *Buchanan v. Warley*, a Louisville segregation case; *Corrigan v. Buckley*, *Hansberry v. Lee* and *McGhee v. Sipes*, which involved restrictive residential covenants; and *Moore v. Dempsey*, which grew out of the famous race riot involving Black farmers in Elaine, Arkansas.

By 1930, the NAACP was on a new legal threshold. Its executive leadership had been turned over to Blacks in 1920, when James Weldon Johnson was

named executive secretary. Johnson had first joined the national staff in 1916 as field secretary. Until he assumed leadership of the organization, he worked successively under two White secretaries, Roy Nash and John R. Shillady. The year after he joined the NAACP staff, Johnson persuaded Walter White to become assistant executive secretary. White had been an active member of the Atlanta NAACP branch and worked for an insurance company. Together, Johnson and White developed an aggressive anti-lynching campaign. They fought endlessly for a federal anti-lynching law, and although they did not



*Mary White Ovington, a founder of the NAACP.*

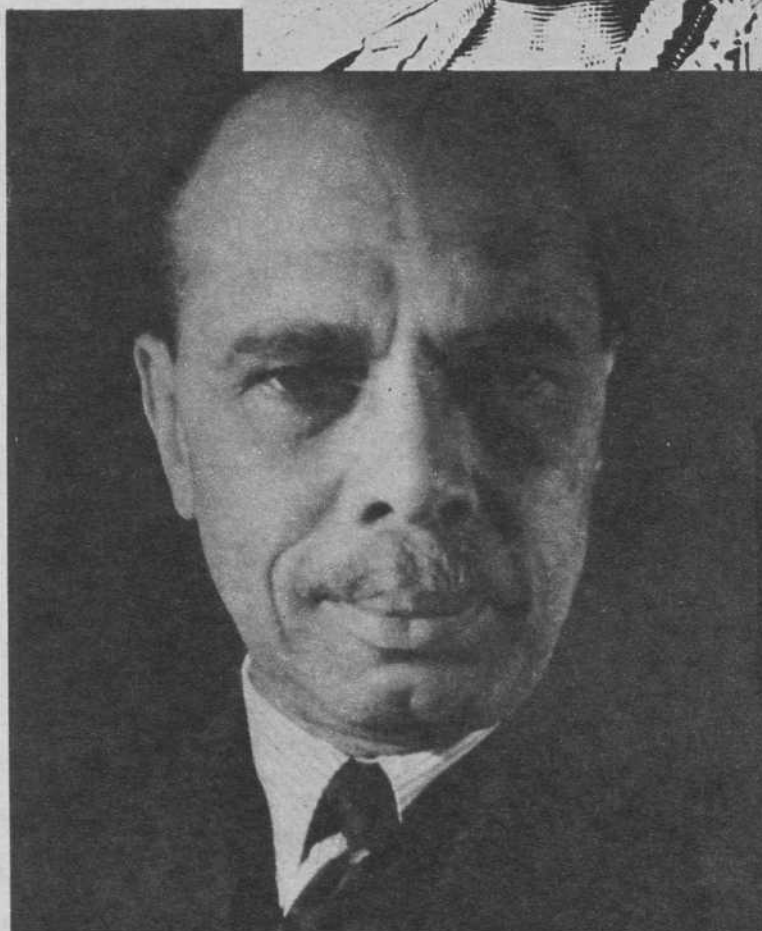
succeed in this endeavor, their efforts brought an end to such mob violence through exposure and the public pressure they mobilized. Another important result of their struggle for anti-lynching legislation was the beginning of civil rights lobbying efforts in Washington.

The Association's basic strategy involved agitation and protests. And even though the White media for the most part refused to publicize its activities, its

(Continued on page 15.)



*Ida Wells Barnett,  
a founder of the  
NAACP.*



*James Weldon Johnson, Executive Secretary of the NAACP from 1920-1980. He was also author of the Black National Anthem, "Lift Every Voice and Sing."*



*William English Walling, a founder of the NAACP.*

*Oswald Garrison Villard, founder and member of the NAACP Executive Committee.*

