



GEORGE LINCOLN ROCKWELL

NATIONAL DIRECTIVE FROM THE COMMANDER

EFFECTIVE JANUARY 1, 1967

To: All Party Members and Supporters

Beginning January 1, 1967 the Party will embark upon the next planned phase, a bold and historic course calculated to develop our organization into a mass movement in the United States. For the development of a mass movement, certain tactical changes will be necessary. The changes, and the basis for the changes are explained below.

Our purpose in this political struggle is to succeed! And in order to succeed and win a mass following, we must work with the political conditions at hand and apply our strategy and tactics accordingly. Hitler did exactly this in his struggle for masses and power. Hitler said:

"A movement with great aims must ... be anxiously alert to keep its connection with the common people. Every question must be considered from that standpoint and decided with that view. Furthermore it (the movement) must avoid anything which might reduce or even slightly weaken its ability to influence the masses, not for any "demagogic" reason, but because of the simple fact that without the mighty force of a people's masses no great idea, however noble and exalted, can possibly be realized."

MEIN KAMPF, Stackpole Edition, page 112

From the very beginning, Adolf Hitler formulated and directed his propaganda and strategy to the winning of the masses. The very name he chose for his movement, was, from the very beginning designed to appeal to the masses and to influence them and to win them to his banner. Hitler did not call his movement a "racist" party, which it was, nor did he call it a "natural order" party, which it also was. No! Adolf Hitler called it the "National Socialist" party in accordance with the political conditions at hand in Germany.

By calling his movement "National Socialist", he was able to attract and convert millions upon millions of people. His choice of the name "National Socialist" in a nation facing utter economic and moral collapse and heading toward Marxist-Socialist revolution was the result of his phenomenal insight and brilliant appraisal of the political situation prevalent in Germany during that time. Hitler took full advantage of Germany's particular political conditions and this enabled him to initiate a mass movement that eventually triumphed.

We, too, must appraise the present era and the political situation at hand here in America, adopting strategy and tactics designed to influence the masses. We must bend over backwards, short of compromising our ideals, to win the masses. In order to continue our organization on the road to becoming a mass movement, I have decided to give our Party a new formal name.

As is obvious, our nation is headed for race war, where the color of your skin will be your "uniform". On one side are the White masses and on the other side swarm the colored hordes. In the face of this imminent conflict we must prepare our organization and propaganda for leadership and the development of a mass movement. We must leave no question in the minds and hearts of the masses as to what we stand for. Each time our name is mentioned, every White man and White woman anywhere in America, or in the world, must understand and know what we are all about and what we are fighting for. The emotional impact and propaganda potential and the influence of our name must be unparalleled. In a few and simple and uncomplicated words, the whole purpose of our struggle must be revealed for mass recognition and acceptance.

FURTHER ...

In the application of National Socialism in America, we must find a happy medium, between what the founder, Adolf Hitler, applied in Germany in his era and what is applicable here in this era. In other words, if National Socialism is to succeed outside of Germany on an international scale, we are going to have to make some tactical changes, i. e., National Socialist tactics in America will have to lose some of their particular "German" character. Our outlook, in the face of an international threat of the colored races, must be broader than the chauvanistic outlook of specifically German National Socialism back in the era of die-hard nationalism. National Socialism must develop and mold itself so that it is applicable in all White nations and among all White nationalities in order that it may be embraced and be successful on a worldwide basis. The principles must remain the same. Only the "shape" or "mold" should change so that it is more easily grasped by all White people. We must be extremely careful not to repeat the tactical mistake of the "German American Bund" which alienated millions of our White brothers and sisters, by its too-German "foreign" atmosphere.

We must strive, among our White family of people, to include all and alienate no White non-Jews. Each White nationality must practice the rule of finding a "happy medium" for the application of National Socialism in its own country in accordance with its own particular socio-political situation.

In America, therefore, we shall implement this rule by adopting the greeting "White Power" in lieu of "Sieg Heil", which will be dropped as too "foreign" sounding. "Heil Hitler" will be the greeting of hard core people and on formal occasions, internally. Among the masses and in public it will always be "White Power".

THEREFORE, it is ordered that henceforth the formal name of the Party shall be "NATIONAL SOCIALIST WHITE PEOPLE'S PARTY". We will still be known as "American Nazis" and the "American Nazi Party", for short.

And it is further ordered that the new Party greeting shall henceforth be "White Power", except on formal occasions when "Heil Hitler" will be used. "Sieg Heil" will henceforth not be used.

Heil Hitler!



Lincoln Rockwell, Commander
National Socialist White People's Party