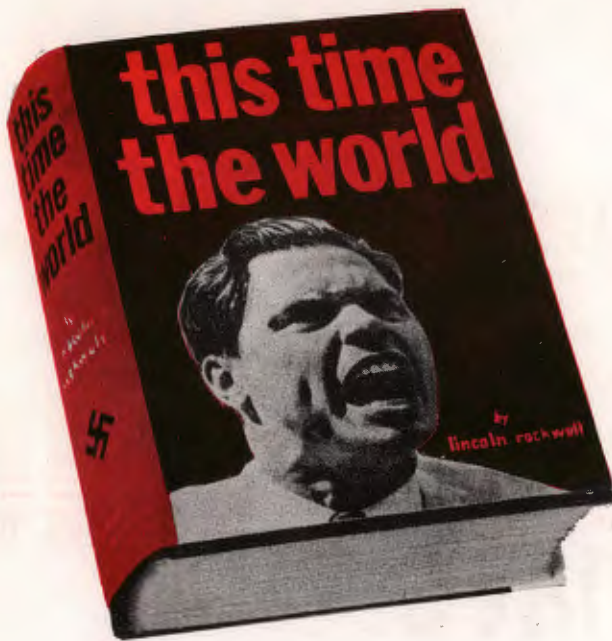


What's
behind

“Mr. Hate”?

*America's No. 1
Trouble Maker?*

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In less than three years a man named Lincoln Rockwell has rocketed to international notoriety as the driving force behind an anomaly called the "American Nazi Party".

This incredible American has made headlines all over the globe. He has been involved in major riots and street fights in cities from Boston to New Orleans and Los Angeles. The Prime Minister of Australia got the Immigration Minister out of the bathtub late at night to personally order Rockwell banned from an International Nazi Congress in Sydney. Rockwell has also been banned from a dozen other countries, including West Germany and Iceland, where his wife and children are living.

Courage of a Fanatic

In Boston he marched alone in Nazi uniform into the middle of an enraged mob of over ten-thousand people who were screaming "Kill him! Kill him!" — many of them survivors of Hitler's infamous death camps.

His demand to speak in New York City's Union Square, long the private stamping grounds of the Communists, is being fought up through the Courts for him by the New York Civil Liberties Union. It will soon reach the U. S. Supreme Court, where it is generally agreed that his right to speak, even in the middle of millions of Jewish citizens, will be upheld, as it has been in the lower courts.

"Little Rock" in Reverse

When Rockwell marches into this stronghold of his enemies in New York, where tens of thousands have openly declared their intentions to riot and murder him, the head-on clash between the extreme left and the extreme right

is bound to produce an international explosion — a "Little Rock" in reverse!

He may be killed, and he knows it. But those close to the situation, including intelligence sources within his Party itself, insist that Rockwell is such a fanatic that he actually relishes the idea of a dramatic martyrdom, and will march into the mob to speak as he has done before, no matter what the probability of his being torn to pieces — as he did in Boston.

Rockwell believes and endlessly preaches that what he calls "the White Christian American Republic" can not be saved from the "Jewish Communists and race-mixers" without offering in sacrifice the blood of "anti-communist" martyrs.

What Makes a Nazi?

What are the forces which have produced this bizarre personality?

America is full of hot-eyed fanatics with crazy schemes and plans, but none of them amount to anything or survive for very long. How has THIS man managed to drive his ultra-radical "anti-communist" ideas and aims into living, frightening realities? Will he go further as he confidently predicts? What makes him tick? How does he survive as a "Nazi" in an America which lost thousands of dead and wounded to this scourge only sixteen years ago? Is he utterly mad, is he from outer space, or does he have normal human needs, desires and mental processes? What kind of personal life does he have and who are the people around him? How did he get that way?

Communist Manifesto,

Mein Kampf.....and now...

most important book of our times..!

Time the world

by George Lincoln Rockwell

Four professional psychiatrists (including a Jewish doctor) have examined Rockwell under conditions of close confinement and have certified that he is of *completely sound mind!*

But then how CAN he do the things he has been doing — and plans to do?

To help provide the answers to this vital social problem, we have succeeded in getting Rockwell to write an amazing, utterly candid autobiography!

With typical Rockwellian insolence he has called his book, "This Time The World!", in line with his unshakable belief that Hitler *did not try to conquer the world*, but that he *should have tried*, in order to prevent the victory of "Jewish Bolshevism" and save the "White Race" and Western Civilization. Rockwell maintains that what happened in Germany from 1918 until 1933 is now happening on a world-wide scale, and that when National Socialism wins this time, "there will be nobody left to pull the Jew chestnuts out of the fire!"

America Must Understand

"This Time The World!" is easily the most controversial book in twenty years! Just for planning to publish it, we have been warned of every kind of catastrophe, from economic to personal violence.

In spite of these threats, we are publishing this book because we believe that unless America can *understand* the phenomena called "hate", and its leading exponent, George Lincoln Rockwell, *America is doomed to the agony and chaos of Germany!*

Rockwell is almost compulsively candid in laying bare his personal life, his early failures, and his unbelievable religious fanaticism for "racial purity". He reveals in clinical detail the process of his conversion from a normal, happy young man who left Brown University during his Junior year to go and fight Hitler, into a passionately dedicated "Nazi", who now preaches the "gas chamber for Jew-traitors" and mass migration of Negroes to Africa!

Navy Fighter Pilot

There are surprisingly tender and moving passages as Rockwell writes intimate details of his loves and marriages, which have produced two families and seven children. He sets forth his military career, as he rose from Seaman Second Class to Commander and Navy fighter pilot who commanded three squadrons in two wars. He includes scorching charges that the fighting morale of our Armed forces has been consciously and treasonably smashed by "democratization", civilian meddling, and integration.

His financial struggles read like a nightmare and stand out in startling contrast to his business success as a publisher (U. S. LADY magazine) and an advertising executive.

Right Wing Exposé

The disorganized, jealousy-ridden U. S. "right wing" is dissected and laid bare before your eyes as Rockwell traces his career with what he calls the "panty-waist Nazis", the "Conservatives," who privately whisper "Hitler was right!", but who publicly denounce the man Rockwell considers the saviour of "White Western Civilization" — Adolf Hitler.

Rockwell is not shy about describing his ruthless methods of operation and his utter dedication to the dictum that "the end justifies the means". He includes an extensive analysis of the brutal aims and "ideals" of National Socialism as he has culled them from Hitler's *Mein Kampf*, and added his own "international" twist, in which he advocates White Race hegemony and domination of Western Civilization.

Step-by-Step

You will be horrified by the cold calculation which went into Rockwell's sky-rocketing upward drive! You will shiver at his nightmarish predictions of what's ahead! Rockwell is not hazy about how or when he will gain power in the U. S. His motto is "The Jews Are Thru In '72!" — by which he means he will be elected President in 1972 and the "power of the Jew Communists and racemixers" will be destroyed. His success in his step-by-step plans so far, coupled with his step-by-step plans for the next decade, give one goose-pimples! It is all fearfully, horrifyingly reminiscent of Hitler's predictions in *Mein Kampf*, which were laughed off and ignored by too many for too long!

Rockwell is Succeeding

Make no mistake about it! Good or bad, madman or messiah, hater or hero, Rockwell is nothing to laugh at or ignore. It is precisely because he IS rising, exactly as he set out in writing more than five years ago, that America cannot afford to ignore this man and his book. In spite of orders to "get him" from Presidents Eisenhower,

and Kennedy to their Attorney Generals, Rockwell daily grows more powerful and arrogant. In spite of the multi-million dollar humanitarian agencies like the Anti-Defamation League of B'Nai B'Rith, the American Jewish Congress and the American Jewish Committee, in spite of the burning hate of millions of American Jews, Negroes and left-wingers, and in spite of the jails, beatings, insane asylums which his course made inevitable, Rockwell and his American Nazi Party are GROWING!! He already controls a little private Empire and is lionized by right-wing radicals all over the globe. He continues to rise, step-by-step, month-by-month, year-by-year — all by a written time-table set forth in "This Time The World!"

Classic Study of Fanaticism

Perhaps more important than any other consideration, "This Time The World!" will give you a starkly naked picture of Rockwell the man, the human being! The emotional impact of this brutal, frightening picture is beyond our power to describe!

Every student of psychology, sociology, philosophy, history, political science or any of the humanities will find pure gold in this amazing book! For any person interested in human affairs the study of the hot-eyed fanatic is imperative — and Rockwell is "the champ"!

Especially every Jewish person MUST read "This Time The World!"! The very lives of American Jews may depend on their reading and understanding this book in time.

The first, limited edition of "This Time The World" will be published January 1, 1962, at ten dollars per volume



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New York 17, New York

Gentlemen:

Please send me _____ copy (ies)

of "This Time the World" by George Lincoln Rockwell at ten dollars (\$10.00) per volume.

I enclose \$ _____.

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Country



George Lincoln Rockwell