



1976 FALL BUILDING CAMPAIGN

The Party Is YOU!

Fellow National Socialist:

As we commence the 1976 Fall Building Campaign, I have some good news--and some bad news. First the bad news.

I'm sure you have been wondering why you haven't been getting WHITE POWER regularly each month.

The reason is very simple: We don't have an editor to prepare each issue. In fact, we haven't had an editor for well over a year. I have had to step in personally to produce those issues which have appeared, often neglecting urgent correspondence and other vital matters in the process. With the many responsibilities I now have, I can no longer continue doing so.

And just as with the newspaper, there are other important areas of Party work which are being seriously neglected simply because we do not have the qualified key personnel we so urgently need.

Every week that goes by, I see the Party forced to pass up wonderful opportunities for advancement merely because we don't have the means or the manpower to exploit them.

Right now I could turn the Party into a conspicuous force on the American political scene virtually overnight IF I had just four key individuals. That's how great our potential is and how little stands between us and a major breakthrough.



For a long time I have been concerned about this problem and how it affects the Party's capabilities. Accordingly, I announced a Three-Year Plan last fall to enable us to recruit the professional help we require to achieve political success--including the qualified married personnel we haven't been able to get for full-time work because of financial limitations.

Perhaps you didn't quite realize at the time just how vitally important this plan is. I can tell you now that unless we succeed in meeting our objectives in this crucial drive, the whole future of the National Socialist movement in America will have to be seriously re-evaluated. I don't know how much more plainly I can put it.

We badly need key professional personnel. We can get these people. But we must be able to assure them and their families some kind of living salary so they can leave higher-paying jobs to devote their full-time services to the Party.

For this purpose we must raise at least \$88,888 over and above our normal income over a three-year period ending April 20, 1978. Compared to the multimillion-dollar sums spent by the major parties during the past 12 months alone, that is a mere pittance. But for us it is of critical importance at this point in our Party's development. The chances of a National Socialist victory hinge directly on the outcome of this drive.

So far, we are seriously lagging. By this time we should have passed the \$30,000 mark. Instead, as of our last official tally, we have only raised \$19,425.49, or just 22% of the total needed.

Just how much is a National Socialist victory worth to you? What are you willing to sacrifice for it?

People often tell me how bad the Communists, the Jews, the Blacks or some other groups are. But talk is cheap. And frankly, a person has no right to complain about any of these groups, unless he is prepared to demonstrate as much dedication and commitment to his Cause as they show on behalf of theirs.

In less than five-month's time, members of the Communist Party USA earlier this year raised nearly a quarter-million dollars for their newspaper. Members were asked to turn over at least one weekly paycheck to meet the Red quota. Would you be willing to contribute one-week's pay to stop Communism and help assure the survival of your Race?

During the 1973 Mideast War, U.S. Jewry raised over a billion dollars for Israel--which averages out to something approaching \$100 for every Jew and Jewess, young and old, in the country. Would you be willing to do as much for an Aryan victory?

Even the Blacks--whom we commonly regard as at the bottom of the racial scale--have through the Muslim organization and plenty of dedication and sacrifice put together a small Black empire that has become a source of pride for every Black--Muslim and non-Muslim. Can it be that White people are incapable of comparable achievement?

Then there are the followers of Sun Myung Moon and his interracial Unification Church, who voluntarily turn over their entire bank accounts and all but a few personal possessions to the cause they believe in. Through their dedication, self-sacrifice and unstinting effort they have created a movement with hundreds of training centers across the country and the resources to stage mammoth rallies drawing hundreds of thousands of people. How anxious are you to see the National Socialist White People's Party with a similar capability?

And just recently an unidentified man strolled into the Washington office of the National Organization for the Reform of Marijuana Laws--the so-called pot lobby--plunked down \$10,000 cash, and left as anonymously as he had come, leaving only a note saying he regretted that he couldn't give more for his cause. Would you ever consider making a similar contribution to the most sacred of causes?

Is it conceivable that racial aliens, subversives, interracial cultists, dopeheads and degenerates have more dedication, determination, drive, commitment and will than Aryans calling themselves National Socialists? Frankly, I can't bring myself to believe it.



Right now we must raise at least \$11,111 by December 31. That's the bare minimum for this campaign. And because we don't have any wealthy support, we must depend on people like yourself to underwrite our success.

Accordingly, I want to invite you to join in solidarity with thousands of other dedicated comrades to guarantee the success of this drive by pledging to contribute just \$1 a day for the next 88 days.

Have you ever stopped to think how many ways there are for a loose dollar to slip away during the course of a day? That extra sixpack or soda pop; that extra ice-cream cone, candy bar or some other junk food; that fifth of Zionist whisky or carton of cigarets with the Surgeon General's warning; that sudden impulse at the drugstore or supermarket; that concession to the latest in men's and women's fashions; that little electronic gadget here; that newest Jew movie there--all the fun and games of a no-deposit-no-return society--it all adds up and can rob you of a small fortune. All I'm asking for this Cause is \$1 a day.

If that seems like a lot to help preserve your Race, just think how many months you work

each year to subsidize a race-mixing federal government. What I am asking is but a small fraction by comparison.

Here at Party Headquarters every man, myself included, subsists on a modest weekly allowance--which I can assure you doesn't allow room for all kinds of fancy frills. Nevertheless, as a token of our commitment to the success of this Cause, we have decided to give up at least one-week's allowance. It may mean giving up a few meals here and there, but we think it's worth it.

If everyone else will join with us in the same spirit, and make it a point to set just \$1 a day aside during the last three months of 1976, not only will we be able to meet our quota for the Fall Building Campaign, but we will go a long way toward achieving the overall goal of the entire Three-Year Plan.



Over nine years ago, the founder of our Party fell. The Jews and their henchmen gloated. They assumed that when they had a treacherous former member murder Lincoln Rockwell, his National Socialist White People's Party would automatically collapse, and the only real threat to them since 1945 would be forever removed.

But they failed to reckon with the loyalty and steadfastness of those true believers whom Commander Rockwell had gathered around him, and who in that fateful moment refused to give the Jews and their stooges the satisfaction they had counted on. Not only did they keep alive the bright flame of National Socialism during a very crucial time, but by their dedication and faithfulness they succeeded in building the Party stronger than it has ever been.

This next year we will be commemorating the 10th anniversary of the martyr death of Lincoln Rockwell. In anticipation of that occasion, I can think of no finer tribute to this greatest of National Socialist heroes than to build even stronger the Party which he founded, as a monument to his eternal memory and a bastion of hope for an embattled White race everywhere. Having worked closely with Commander Rockwell during those wonderful years of his life as head of our Party, I KNOW that he would have wanted no other tribute.

I said at the onset that I had some GOOD NEWS. During the past five months I have been devoting a considerable portion of my time to making the necessary arrangements for the purchase of another Party facility--this time an attractive three-unit apartment building. Those arrangements have been completed, and we are now in a position to house the families of some of the key persons we will be attracting in the coming months.

Acquisition of this building represents an extremely important step forward for the Party. It was made possible by generous assistance from one dedicated individual in the faith that the amount he put up toward a downpayment would be underwritten by the donations of other Party comrades under the Three-Year Plan.

You can be proud of this newest acquisition, just as you can be proud of our new regional headquarters in Chicago. These are significant investments in the future--investments which have been made on your behalf. They help establish the kind of solid base the Party will need for its future development.

MORE GOOD NEWS: An experienced man in the newspaper and advertising field has agreed to give up a high-paying position to take over the editorship of WHITE POWER, with the provision that his living expenses and those of his family be met.



The Party is building everywhere. We want to form a strong and powerful foundation for a brighter future. Empty rhetoric is worthless. Words without action are meaningless. And while fly-by-night, opportunist, pseudo outfits come and go, this Party--your Party--remains.

There are many things I am anxious to see our Party do. I would like to see a full-time organizer on the road setting up new units all over the map. I would like to see more and more National Socialist candidates in local elections. I would like to see our Party newspaper not only appearing regularly each month, but greatly expanded. I would like to see National Socialist rallies organized in White communities across the land. These are only some of the many ideas I have for putting the Party further ahead in the months ahead.

But it is up to you to give me the means to act. As Commander of the Party, I am in the final analysis merely the instrument and agent of your will. I can only go as far as you allow me and to the extent that you furnish the means.



I have mentioned the crucial necessity of raising \$11,111 during the 1976 Fall Building Campaign. Whether we succeed is up to YOU.

So don't go and put this letter aside and forget about it until the Christmas rush. Get started today.

Remember: This is YOUR Party. The Party is YOU and what you put into it. If it is strong, you can take personal pride. If it is powerful, it is your own cause for hope. If it is successful, it is your success. What you build is YOURS!

I ask your generous support as a vote of confidence for the important work of building the Party of Lincoln Rockwell into a powerful vehicle in the destiny of our Race.

WHITE POWER!

Matt Koehl, Commander
NS White People's Party

SPECIAL APPRECIATION

As a token of appreciation for everyone who contributes \$88 or more toward the Fall Building Campaign, I will send a copy of the controversial new book from England, The Hoax of the Twentieth Century, which thoroughly demolishes the atrocity myths of the Second World War.

In addition, to those who donate \$176 or more, I shall also send a copy of a rare 1932 photograph of the Leader which has been part of a private collection and has never been published anywhere.

Help Build YOUR Party!