



FALL BUILDING CAMPAIGN 1977

GET READY!

Fellow National Socialist:

As we launch our 1977 Fall Building Campaign, the great Cause of Adolf Hitler is on the move!

In the wake of the Party's Eighth Continental Congress, a new mood of optimism and confidence is sweeping our Movement. Not only is there a fuller understanding of the problems we must overcome; there is also a new appreciation of our own strength and potential.

We are starting to build momentum. Slowly and steadily we are beginning to acquire the personnel and resources to develop a professional organization. Bit by bit, day by day, dollar by dollar, man by man, we are grappling with the problems that confront us, and one by one we are disposing of them as we lay the solid basis for future political success.

Never has our Party been stronger, more viable or resilient than it is today.

Never have we had more members. Never have we had a broader base of support. Never have we had more resources to work with. Never has the quality of our Party membership and supportership been higher.

At the time I assumed the leadership of the Party, we had just a handful of members, an all-but-nonexistent base of support, less than \$300 in total assets, and a rank and file which more often than not did not understand the true meaning of the term, "National Socialist."

Thanks to the loyalty, dedication, sacrifice and hard work of those National Socialist comrades who redoubled their efforts after the assassination of Commander Rockwell 10 years ago, we are infinitely stronger today as a Party, with many more members and much more support.

Not only have we gradually been able to expand our organizational capability over the past decade, but in the process we have sought to raise the level of our Party -- by systematically purging out the deadbeats, thrillseekers, opportunists, mental defectives, defeatists and "Hollywood Nazi" types who often gravitate to a radical political movement.

What we have today is a National Socialist organization in the truest sense of the word. As a result, we are beginning to attract attention as a potential force to be taken seriously.



A couple of years ago, I announced a new, election strategy for the Party. Although we have barely begun to implement that strategy, our efforts in this direction have already brought the Movement national attention, and provoked concern among the Jews and radical leftists.

As a matter of fact, I have just come into possession of an amazing published report being circulated by the American Jewish Committee -- the top policy-making body of organized Jewry in the United States -- which carefully analyzes the Party's election strategy and expresses alarm at the potential the Party has demonstrated in taking this route.

Sometimes people ask if we seriously think we can win. A better question would be: How can we afford not to win? The fact is that we must win -- whatever the cost!

A similar question was once put to the Leader. His reply: "We must not ask whether it is possible to attain our goal, but whether it is necessary. If it is impossible, then we shall try

our best and perish in the attempt; but if it is necessary and proper, then we must believe that it is possible."

Too many people have the wrong attitude. They are defeated before they even start. Instead of simply finding out what has to be done and then getting on with the job, they fritter away precious time asking silly questions as to whether we can succeed or not.

How ridiculous! How insane! Even our enemies can do better than that.

Then there are those who -- in a great initial burst of enthusiasm -- completely underestimate the enormous, herculean nature of our struggle. They expect the battle to be a Sunday school picnic in which we will all say "boo!" one day, and our enemies will suddenly drop dead -- all without any great strain or effort on their part.

They say to themselves: "Here I am! What are we waiting for? We ought to be able to get this job done in six weeks or six months or a couple of years at most."

What they really mean, of course, is that that's the extent of their staying power. They don't have what it takes to stick this thing out -- no matter how long it takes.

And so then, when the reality of the struggle and the facts of life catch up with their fantasies, they become frustrated and throw up their hands in despair and say it's hopeless, it's impossible, it's not worth it, etc., etc., ad infinitum.

But I say that as Aryans and White men with our backs to an iceberg we must look the truth squarely in the eye, and realize not only our strengths, but also our limitations at any given time. And not only must we recognize those things over which we have no control, but also the wonderful and fantastic potential that lies within us as White people.

Only with such a realistic attitude can we hope to achieve success without throwing up our hands in frustration and despair at the first setback or moment of difficulty.



Our task today is to GET READY. We cannot make the revolution today. But we must get ready for the revolution that is most certainly coming. Make no mistake about it. A revolution is coming. The only question is what kind of revolution it will be.

Today most people are preoccupied with their two cars, color TV sets and easy credit. The Jews have them corrupted with all the material goodies of a consumer economy. They're not ready to storm the barricades.

But this situation won't last forever. Today there are too many time bombs ticking away: runaway welfarism, shrinking productivity, a staggering public and private debt, diminishing energy supplies for a highly vulnerable technological civilization, and a world colored population exploding and surging past our flimsy immigration barriers. Sooner or later, the bubble is going to burst.

And when the bubble finally does burst, and there is mass discontent and people are hurting materially -- when they lose their jobs, when their mortgages are foreclosed, when they lose their homes, their cars and those nice color TV sets, when there is runaway inflation and the money in their pockets is worth less than so much toilet paper, when they see their families starve and they themselves are going hungry, then -- and only then -- will they be ready to do more than gripe. No longer will they be voting Democratic and Republican, liberal and conservative -- they will be looking for radical, revolutionary answers.

This is all part of an organic, historic process, which can neither be speeded up nor held back.

And so to the question, "Will there be revolutionary times?", we can only answer that there most certainly will be. With all its underlying contradictions, our great multiracial society is incapable of curing any of the congenital ills or solving any of the critical problems which confront it. The worst can be postponed, delayed and protracted, but it cannot be averted.

In the time before the coming collapse and the ensuing mass ferment, however, our job is to undertake the absolutely essential preparatory work.

Some might say: " Why bother with all that today? Why not wait until the system collapses, and then act?"

Fine and dandy -- except for one thing: When the collapse comes, we will not be the only ones offering revolutionary answers. The Communists also have their eyes focused on that time -- and today they are getting ready. Already, these dedicated, disciplined, fanatical revolutionaries possess a tight, efficient, professional organizational structure. The fact, dear National Socialist, is that we do not have one precious moment to lose.

Sometimes people ask about some magic date when we can expect to come to power. My reply is this: " It all depends on you. Are you ready for a radical breakdown in the '80s?"

"How badly do you want to see a National Socialist victory? Are you willing to exert yourself, to make sacrifices, to take risks for the kind of world you want to see? Are you willing to do whatever may be necessary and everything in your power to achieve that victory?"

Often we encounter those who imagine that somehow everything will eventually be saved and right will prevail, so that there is no real need for them to give their all. They assume that no great effort or sacrifice will be necessary. Token efforts will do. And for the rest, let George do it.

But it's not quite so simple. No one can save you, unless you are willing to fight and do what is necessary to save yourself. No man on a white horse is going to come down out of the clouds to do what you yourself should be doing.



There is no time to waste. Putting aside all other considerations, we must pool our efforts to build ONE solid National Socialist movement capable of achieving victory. We must get ready now for the revolutionary times that are coming.

In accordance with this task, the Party's Three-Year Plan represents a concerted effort to professionalize and prepare the Movement for its future responsibilities. To fulfill the objectives of this plan, we must raise \$88,888 by 20 April 1978 -- less than six months from now.

The Fall Building Campaign is an important part of this effort. The quota for this year's drive is \$12,000 which is the bare minimum that we must raise by 24 December -- if we hope to meet our goal in the Three-Year Plan, with approximately \$24,000, or 27%, still to go.

Right now, however, we face a serious problem which concerns me: Because all of our efforts have lately been thrown into getting caught up on our publications, we are late in getting this campaign started. As a result, we are brought into direct competition with all the Jewish merchants gearing up for their pre-Christmas sales drives.

Some cynics have suggested that after these Jews have gotten done with our people, offering them all those special bargains on giant TV sets, 1,000-watt quadriphonic sound systems, fancy pool tables, fiberglass boats, illustrated vans, creative fashions and baubles for milady, exotic overpriced toys for the kiddies, and God-only-knows-what-else, there will be precious little left over to save the White race.

Frankly, I find it hard to believe that any National Socialist would let himself be sucked into the seasonal kosher rat race and squander his substance on all the pretty little frills and gadgets of a phony, plastic society.

I find it hard to imagine that any National Socialist -- or any true White person -- could find the meaning and purpose of life in an obsession with material possessions and creature comforts at the expense of his Race.

Today your Race needs help. The Movement which represents the interests and future of your Race needs your support.

It takes money to run an organization -- for everything from printing, postage and supplies to office equipment, fuel and transportation. Especially, it takes money to expand, to grow, to professionalize.

To raise the necessary funds for this Party, we must depend on people like yourself who are concerned about the future of our Race.

This is YOUR Movement. It is what you make it. Its assets are your assets. Its accomplishments are your accomplishments. Its success is your success -- and the one hope for a better world for you and your children.

Accordingly, I am appealing for your generous support. Give this Movement the means to do the job, and it will accomplish those things you would like to see.

I have no knowledge of your particular financial circumstances. If you are like most Americans, chances are that you had hundreds and hundreds of dollars extorted from you by an anti-White federal government this past year. Here's your opportunity to offset some of those nefarious integration schemes which you, as a taxpayer, were forced to subsidize.

If everyone getting this letter made a special effort to set just \$1 a day aside for the next 44 days, it would add up to \$44 -- which combined with other \$1-a-day amounts would give us the total we need to meet our goal in this campaign. Is this Cause worth \$1 a day?

Some -- if they really wanted to -- could pledge \$2 or \$3 or more a day during this limited period. Others may be making a real sacrifice when they pledge even 25¢ or 50¢ a day.

The important thing is that you join with other National Socialists in doing YOUR part, great or small, in all good conscience and on the basis of your personal honor as a White person.



Destiny has placed a staggering responsibility upon our shoulders, one of crucial consequence for the entire Aryan world. How we discharge that responsibility will determine the fate of our Race for all time to come. Never in human history has there been a more awesome challenge.

This is not a time for defeatists, pessimists or the fainthearted. This is a time that calls for the very best in all of us. It is a time for heroes and heroines -- for those whom future generations of our Race will have cause to celebrate and honor in a brighter age.

One such hero now sits in Spandau Prison. This year he will be spending his 37th Christmas in lonely, agonizing confinement. He could be released tomorrow if he were to do just one thing: betray the Leader. Instead, he has chosen the path of HONOR and DUTY.

I ask that you follow this comrade's example and do your duty. This Christmas put your Race at the top of your gift list. Your children will one day thank you for it.

The very best National Socialist wishes to you and yours.

WHITE POWER!

Matt Koehl, Commander
NS White People's Party

P.S. Inasmuch as this appeal is late in getting into the mails, we will give credit toward the Fall Building Campaign to all those who have sent in contributions for the Three-Year Plan since 1 October.

P.P.S.: In appreciation for your gift, we will send the items on the back of enclosed slip.