



The New Order



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The Right People for the Right Job

The first task of propaganda is the winning of people for the later organization; the first task of the organization is the winning of people for the continuation of propaganda. - Mein Kampf, Propaganda and Organization

Take note!

The *first task of propaganda* is recruiting people for the organization. Not providing “entertainment” to voyeurs and hobbyists.

The *first task of organization* is recruiting people for making PROPAGANDA. Not providing a “social club” for armchair generals, philosophers, and cultists.

Every true National Socialist proves himself worthy of the name “National Socialist” by actually doing something for the cause! Being a “true believer” is not enough.

The NSDAP/AO seeks DOERS. Not TALKERS!

These doers fall into three categories:

CO-WORKERS
produce propaganda



ACTIVISTS
distribute propaganda

DONORS
finance propaganda

The NSDAP/AO seeks out dedicated National Socialists! The best people want to be put to work. We do exactly that. And they love it. Here is what one of our most valuable new recruits wrote:

How did I get here?

I knew something was wrong with the narrative on television, the newspapers, and radio, but I couldn't quite put my finger on it. Things just didn't add up and my loss as to what to do about it depressed me. I did everything I was supposed to do and it seemed like I was always behind the economic 8-ball every time.

*My search for answers brought me to a forum where I began studying and reading the posts, resources, and articles and began to understand that something needed to be done, and soon! I was as much a newbie as they come and I was at a loss as to what I could do to make a difference. I almost dropped out of the forum because I was discouraged by defeatism and the endless **talk** and no **action**!*

*Then I met Gerhard who immediately put me to work—and I **loved** it! He showed me simple, safe, yet effective ways I could become active and involved. I am now a part of a global team of **activists** and we get things done!*

I have found that doing this work has been the most rewarding and satisfying volunteer work I've ever done. The qualitative difference involved in the creation and dissemination of pure truth makes my heart soar!

I've worked with our Gerhard on various projects, so I know how he thinks, and I know he is backed by several of the same team members who have brought other projects successfully to life! There is nothing that succeeds like success!

*On the anniversary of my political awakening each year, I look back and trace the steps I took from being a rank newbie to the activist that I have become. Nothing comes close to this feeling of actually doing something measurable and substantial. More of our people than ever are waking up and taking notice that it is time to do something to secure not only the legacy of our forefathers, but the future of our descendants as well! Instead of talking and complaining, it is time to **ACT**. This incredibly liberating and exciting journey of ideological renewal and real action is huge, and it is just beginning.*

Won't you join me?

More and more of the right kind of people are joining our team. Each new project brings in more good people. Our recruits include:

**Businessmen in Europe and America
manage our publishing facilities**

**Medical professional in North America
does research**

**Volunteer in South America
translates books**

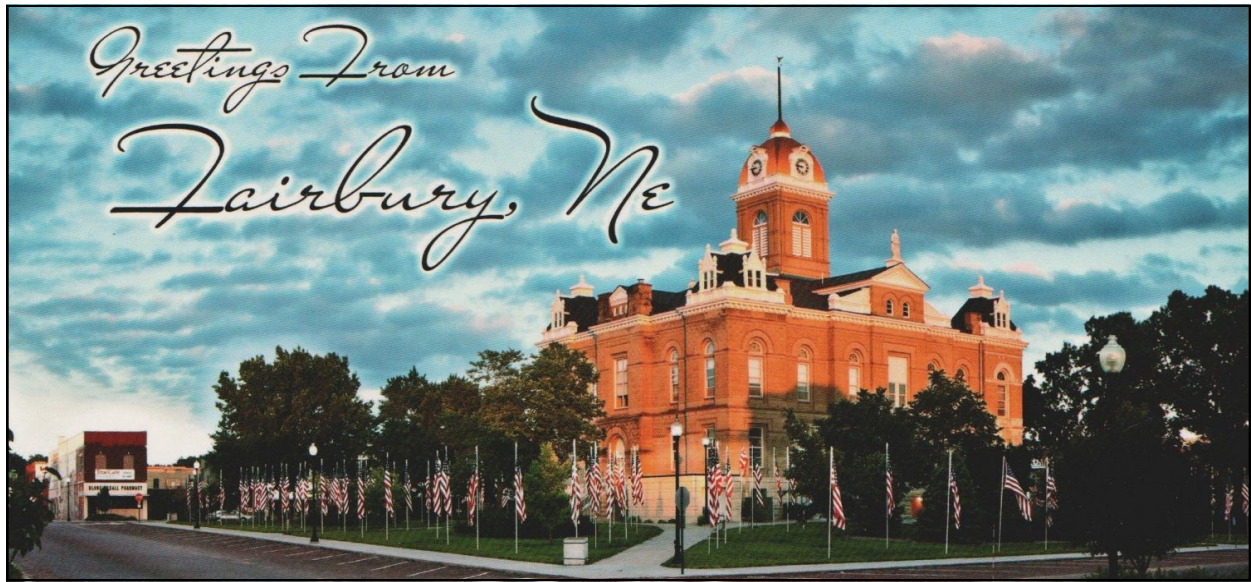
**IT professional in the Far East
creates training manuals**

Some of the “Old Guard” have worked with us since the 1970’s!

Young and old, new converts and Old Guard, Europeans and Americans (North and South), Germanics and Slavs and “Romance” Lands, Pagans and Christians and “others”...we all work together in the ranks of the NSDAP/AO.

YOU can join our team!

Gerhard Lauck



Small Town America: A True Story

A retired comrade living well beneath the poverty level walks to the post office. Standing in line, he hears the little old lady in front of him mention her daughter used to work in Australia. He tells her that he has friends in Australia. They even sent him a box of food for Christmas.

The lady obviously knows the elderly man behind him. She expresses her condolences that his mother passed away recently. He comments that she was 94 years old and in poor health. So perhaps it was a blessing. Our comrade says a few words of comfort before leaving.

A block or so away he hears Beethoven's Ninth Symphony, the fifth movement, being played from the county courthouse speakers. He is now in front of a store where the church organist works. He walks in and mentions this to the man.

A few blocks farther, he stops at the thrift store and asks to say hello to the cats. They are sleeping and he doesn't to disturb them. So he just waves instead. He tells the shopkeeper that he is very pleased with his recent purchase of a used television.

The next stop is a sporting goods store. He notices an attractive young blonde woman holding a bow and arrow. So he walks up to the middle-aged couple who own the store and expresses his concern: "You know, when Valentine's Day comes it will be dangerous to let a woman hold a bow and arrow!" They laugh. Almost apologetically, he confesses his wife cannot endure his same old stupid jokes decade after decade. So he has to bother other people.

All this takes place in less than one hour. It is not unlike his usual daily routine. People like him. They do not care about his politics. Even though many know he is a hardcore **National Socialist!**

Sometimes he inserts a carefully formulated political comment or two into his chats. But most of the time he does not. He is just the pleasant old gentleman people see around town and wave to.

When he does talk about politics, he designs his approach for the audience. The economy, sellout politicians, and Wall Street parasitism are common starting points. Non-White immigration, Black crime, and foreign come up later after a certain rapport has been established and he has a better feel for his audience.

Open National Socialist propaganda is usually reserved for later conversations. Even then, it starts off more “historical” than “political” in the sense of present-day problems and solutions.

Over time, more and more people are fully aware than he is actually a hardcore National Socialist. But they do not seem to care. Even prominent citizens call him friend. Furthermore, they agree with a lot of what he says. They see him as somebody who is on the *same side* as they are. And the government as the shared *enemy*.

In short: There are times and places to confront people with the sacred swastika and a defiant salute. But there are also times and places to prepare the soil first.

This experienced activist has used both approaches. Even demonstrations in storm-trooper uniform. He still has his old storm-trooper uniform!)

It is simply a question of tactics. Not dogma.

You can do this, too!

Prepare the soil. Plant a seed. Water the plant. Watch it grow. Harvest it when the time is ripe.

The Spoken Word

The *spoken word* is our most effective propaganda tool to persuade and convert. Preferably face-to-face. And one-on-one. Tailor your approach to your audience. Concentrate on its primary concerns. Not your own ideological preferences.

Leaflets, posters, stickers etc. should not even try to “explain” or “win over”. Their goal is to draw attention, create interest, and produce inquiries. Either written inquiries or Internet traffic. The *swastika* is extremely effectively!

Periodicals are aimed primarily at *existing* sympathizers and supporters. Their primary goal is not so much “education”, rather the conversion of general agreement into *concrete* support. This means *activism, work or money*. (“Moral support” alone is simply not enough!)

Books serve education.

The rise of the Internet has undermined traditional media. However, the Internet has *not* replaced it! The Internet is a valuable tool. But it is not a universal cure. Keep your tool-box fully stocked with all the tools. And use each tool in the appropriate manner.

Imagine the following scenario:

Twenty men gather to build a house. Everybody brings a saw. Nobody brings a hammer. When asked why he didn't bring a hammer, each man gives the same answer: “A hammer is crude and old-fashioned. A saw is high tech and modern!”

This is what happens all-too-often. The *overreliance* on the Internet hurts the movement. Just like the lack of a hammer prevents the construction of the house in the above scenario.

One of the key questions today is this: How do we develop the most cost-effective combination of media and approaches? How many – and what kinds – of saws and hammers belong in our own tool-box, if we want to do the job right?

We have been working on this problem for years. Significant progress has been made so far, but there is still a long way



to go. Fortunately, we are not alone. Many people are working together to find the best solution.

Join us!

Gerhard Lauck



The NSDAP/AO is the world's largest National Socialist propaganda supplier!

Printed and online periodicals in many languages

Hundreds of books in many languages

Hundreds of web-sites in many languages

