

A new propaganda device is used by a London political writer to reach the ear of the average German citizen.

Propaganda *by* Direct Mail

I. DEAR GERMAN READER

By STEPHEN KING-HALL

[The highly skilled German propagandist, Dr. Joseph Goebbels, recently appears to have committed a major blunder. A relatively obscure British publicist and the editor of a political 'tipster' service, Commander Stephen King-Hall, hit on the novel plan of dispatching tens of thousands of letters addressed to 'average' Germans throughout the Reich, culling their names from telephone-books and other directories. These communications, couched in a disarming tone and intended to open the eyes of the addressees to events abroad and, more particularly, to how the world outside regards Hitler, very obviously provoked the usually wily Dr. Goebbels into a fury. The upshot was that the King-Hall letters, which were four in number, obtained publication in many parts of the world. The following King-Hall communication is a condensation of these letters, as is also the response of Dr. Goebbels, who professed to see in

them the machinations of the British Foreign Office.—THE EDITORS]

DEAR German Reader:—It seems that we have become quite famous people, you and I. Who would have thought that your newspapers would foam at the mouth because I, Stephen King-Hall, wrote you a letter about the chances of permanent peace between our two nations?

The *Völkischer Beobachter*, the *Local-Anzeiger* and the *Hamburger Tageblatt*, to quote only three newspapers, have had the most to say, but many others have also used abusive and actually insulting language. A child can tell that the Nazis are very much annoyed over the fact that you have had the opportunity of getting acquainted with my ideas.

But we don't have to lose any sleep over that. Officials are always at heart unimaginative, and I'm inclined to

believe that you will continue to have these letters delivered. In case, however, one of our good friends of the Gestapo should get to see these messages, I am hereby telling him that no one in Germany has asked me for a letter, though it is true that quite a few have answered me.

Events are tumbling over each other nowadays. When this letter reaches you, we may already be at war. At the time of my writing, there seems to be the serious danger that Hitler still doubts England's intervention in case of a war between Germany and Poland. I am sorry to learn from the German newspapers, which, naturally, arrive in England quite freely and are never confiscated, that the fine speech by Lord Halifax was not fully reported in the German papers.

Why? Make no mistake! If your Führer is misled by his advisers and decides to take Danzig because he has been told that England and France would not help the Polish, then that means war. And why will you have to fight? Can any one seriously say that there are Germans in Danzig who are oppressed by the Poles? Whoever says that is a liar. I have just returned from Danzig. The city is entirely under the domination of the National Socialist Party. The Poles merely have certain commercial rights, which Hitler himself has admitted are necessary for the Polish *Lebensraum*.

Has anyone ever told you that we too have a few demands to make? Shall I tell you what they are? I know it will strike you as strange; but I would like to tell you about them:—

1. The foreign policy of the Nazi régime must be changed. We are fed up with having to live in a constant

state of crisis. Perhaps it does not matter to you, but many millions of other people have had enough of it and won't stand for it any longer.

2. Our gorge rises when we hear of the 'necessity to live dangerously,' as Mussolini so nicely puts it. Your leaders must demonstrate whether or not they are ready to cooperate with us peacefully and to bring about improved conditions in the world. We insist on knowing where we stand.

3. The rights and liberties of the Czechs must be considered if the basis for permanent peace is to be fixed. Many Englishmen favored the return of the Sudeten Germans into the Reich, provided they themselves desired this return. It was for that reason that England gave its consent to the Munich Agreement, which Goebbels now tells us was merely a trick. But the mere thought that the Gestapo is now in control of Prague makes us boil. Is there really anyone who pretends that Prague is a German city?

4. Then there is the Jewish question. Do you seriously believe that we shall permit you to place this responsibility on the world for all time without contributing in the least to its discharge? I should like to add, in connection with the Jewish problem, that I know many Germans—I would like to say the majority of Germans—were appalled by the barbarous pogroms of November 10, 1938.

These are a few of the subjects on which we would make demands, should we all meet at a general peace conference. The difference between Munich and the next conference is that we have learned from Munich how dangerous it is to negotiate with Hitler unless one has the courage to abandon him when he becomes unreasonable.

The next time we shall remember this.

I fully realize that Hitler is used to demanding and getting his way rather than to giving anything himself. It may be difficult for him to realize that there has to be give and take. Perhaps he will never understand it. A short while ago I spoke to a well-known Nazi leader. After a long conversation, I said to him: 'Suppose all German demands were granted at one stroke, would the Führer then permit Germany to become a member of some international institution or organization whose aim it would be to bring about the peaceful solution of controversies? Does the Führer believe at all in international coöperation based on justice instead of force?' My German friend replied: 'Frankly, no. He would say that all such things are nonsense.' But what other way out remains?

There are several possibilities. If the Führer tries to take Danzig, there will be war. I don't believe that it must necessarily be a short war. Perhaps you will be successful in the beginning, as you were in the last war; but your eventual defeat is inevitable. You cannot fight against the whole world.

And you will start out with the serious handicap of having world public opinion against you. Can anyone deny that if a world plebiscite on the popularity of nations were taken, it would become obvious that National Socialist Germany is the most hated and detested country in the world? That is a tragedy.

What can be done to stave off this war?

1. You must listen to our point of view just as we listen to yours. Dr. Goebbels, with his vulgar ballyhoo, which is to form your mind in one direction only, is a public menace.

2. We must eventually get to know each other. The best way to do that is personal contact.

3. Why should we not exchange sections of the populations, let us say, for three months? Fifty thousand of you would come over here as guests of English families and fifty thousand of us would go to Germany as your guests. Would the Nazi régime permit this? Since they say that it is equivalent to treason for a German to answer this letter, I doubt it!

I hope to hear from you again soon.

With best regards, yours,
Stephen King-Hall

II. REPLY TO KING-HALL

By JOSEPH GOEBBELS

Translated from the *Völkischer Beobachter*, Berlin National-Socialist Daily

IN A pamphlet with which you have favored a vast number of German addressees, you, Mr. Stephen King-Hall, are attempting to speak to the German people. If we condescend to answer your stylistic exercises at all, please do not think that we regard you

as more important than you really are. If, as you say, you were a private citizen, we would have completely ignored the fact that you were impudent enough to start a controversy with German public opinion and to disseminate anti-German propaganda