

“BRITAIN FIRST”



Souvenir Programme
— of —
WORLD'S LARGEST
INDOOR MEETING

EARLS COURT
JULY 16TH 1939

"BRITAIN FIRST" RALLY



EARLS COURT

EXHIBITION HALL

SUNDAY, 16TH JULY, 1939

Programme - Threepence

BRITISH UNION
SANCTUARY BUILDINGS,
GREAT SMITH STREET,
LONDON . . . S.W.1.

MOSLEY...

LEADER OF BRITISH UNION

OSWALD MOSLEY could hardly have envisaged the formation of the British Union at the time of his first Parliamentary victory in Harrow in December, 1918, but the policy he laid down in his election address at that time bears a striking similarity to the principles and convictions he now expresses with such remarkable clarity and force.

In his 1918 election address, he advocated high wages and shorter hours as the basis of a prosperous home market, the public control of electricity, national housing schemes with special safeguards against jerry-building and profiteering, the abolition of slums and back-to-back houses, the compulsory requisition of land for social purposes, educational facilities for all from the cradle to the university, and far-reaching schemes of health and child welfare. These have been his practical objectives throughout his political life.

Oswald Mosley's idealism shines out in the following extract from one of his earliest speeches in his first political campaign - "There are many things which are wrong and which should not be - poverty, wretchedness and squalor. Let us cleanse this noble land. Let us cleanse it and make it a temple worthy of the sacrifice which has been made for its honour. Let us cleanse the temple of things which dishonour its structure, dishonour its altar and dishonour the sacrifice made at that altar. Rise to the occasion ! Out of the darkness let us see that something is brought up that will warm the hearths of England and lighten and brighten its homes and illuminate the roads along which England shall march to a nobler and grander future." An inspiring call to the spirit of sacrifice inherent in the hearts of all true Britons.

His phrase in 1918 describes his political philosophy throughout his life— " Socialistic Imperialism "— which is a perfectly true description of British Union policy in 1939. Mosley was forced to break with the Conservative Party when it surrendered its soul to the financiers and betrayed every promise given to the people in the " land fit for heroes " election.

Oswald Mosley then joined the Labour Party in 1924 because he believed that their policy, if courageously applied, would smash the great vested interests and create the finer Britain for which he had fought so long and so earnestly. Again, he was disillusioned.

It is, of course, impossible to give more than an extremely brief glance at Mosley's career in this short summary, but speech and writing demonstrate the stability of his convictions which have sustained him throughout his political life. His great ideal has always been to make this land of ours a finer and happier land for the ordinary people to live in.

The charge so frequently made against him of political instability because of his change-over from the Conservative to the Labour Party and his later formation of the British Union is nothing less than a damning indictment of the Party system with its corruption, its ineptitude, its callous disregard of pledges and principles. It was not he who changed, but they who betrayed the pledges they had given to the people.

Men who have entered Parliament with high ideals have soon been sickened, become dispirited and then faded out of political life because of the soulless materialism of the Party machine. Mosley also experienced these emotions, but, being made of sterner stuff, was determined to end this political evil. What he said in a speech in Birmingham in December, 1930, is as true to-day as it was then— " In times like this, the Party game and national welfare are two different things. To meet the new situation requires

new ideas and a new psychology. We are not living in a misty world of dreams, but a ruthless world of danger and of challenge. We must not flinch back before the challenge of our age to effort and to action."

Because Oswald Mosley was convinced that the Greater Britain could not be built on the shifting sands of Party politics, the British Union came into being with the clarion call to sacrifice and service for the salvation of our country. How successful his noble inspiration has been is demonstrated in the success of this mighty meeting.



THE EPIC OF BRITISH UNION

SOMETHING of British Union's struggle is reflected in the fact that this Earls Court Meeting is the first great indoor rally permitted to British Union in London for over three years. During that period every large hall in London has been banned to British Union. Such halls as the Albert Hall, where previously British Union had held four great and successful meetings, were no longer available. So British Union instead drew larger crowds than any hall could hold to the great parks of London, such as Victoria Park, East London, where, it was estimated on one occasion, 100,000 people assembled to hear Mosley. Clearly audiences of such size could only be addressed with the aid of loud-speakers, and promptly, for once, the Labour majority, which controls the L.C.C., joined the rich Conservatives, who control the large halls, in placing a ban upon Mosley's speeches. Loud-speakers were forbidden in the parks, although for years they had been used by the Labour Leaders in their struggle to power.

British Union carried the fight for free speech to the streets where vast crowds again assembled. Promptly again Labour majorities on local Councils passed local by-laws to prevent the message of British Union reaching the people. But this stroke, like the others before it, was too late. With customary lethargy the Parties had been too slow to move ; they did not ban the halls until Mosley's audiences had got beyond the accommodation of the usual large halls of London. They did not interfere with his meetings on the streets until such a body of devoted volunteers had swelled the ranks of British Union that the message could be carried by personal canvass to the doorstep of the people.

This brief recital of the attempt by the Parties of financial democracy to deny to British Union the free speech of which they boast is a small illustration of the odds which British Union has had to face. From the outset British Union has been a revolutionary Movement and, consequently, throughout its struggle it has had to face the bitter opposition of the Money Power, and of the Parliamentary Parties which that power commands. In face of that opposition it is no exaggeration to describe the story of the struggle of the British Union as epic.

Denial of halls and of the boasted "democratic right of free speech" is but a minor incident in the severity of this struggle. Organised and subsidised violence was a common feature of the early days, and is still prevalent if Blackshirts can be surprised few in numbers, or when the protection or connivance of authority is extended to it. Red violence, openly organised by men prominent in the politics of the democratic left, was supported, with monotonous regularity, by abuse in the Conservative press when Blackshirts dared to defend their meetings from being broken up and threw out, with their bare hands organised hooligans who were armed with bottles and with razors.

Just as Conservatism to-day, in the international field, seeks Communist allies against foreign faiths, which it fears more than the soft corruption of a decadent Oriental Communism, so, in the home struggle against British Union's creed of national renaissance, Conservatism has not hesitated to condone and to protect the violence of Socialists and Communists employing the weapons of the ghetto.

All these forces have been mobilised to attack British Union behind a steady barrage of Press misrepresentation without parallel in this country. When abuse failed to stay the advance of British Union the method of the organised boycott was employed. The ludicrous spectacle was witnessed of long reports being given to the meetings of politicians who could scarcely fill a school-room, while the greatest crowds in British political history, assembled to hear Mosley without notice or reference. But, as usual, our opponents over-reached themselves; the frenzy of their fury paralysed their wits. For the spectacle of vast assemblies passing without press report merely added mystery to the obvious growth of British Union which yet further excited the interest of the people. The sturdy British commonsense of the people felt that if these men were so greatly hated by their enemies then these men were their friends. That true and shrewd instinct of the British people has enabled British Union to play a decisive part in the great crises of recent

times. Again and again the slogans "Britain First," "Mind Britain's Business," "Away with the Warmongers" have rallied the will of the British people to Peace and have kept the Peace when the press organs of the great vested interests have been howling for war in the service of their financial masters. More than once has such a jackal yelp been stilled by the mighty voice of the British people which alone can find expression in rallies such as you witness to-night.

So, at the end of nearly seven years of struggle, British Union emerges from all attacks as the sole challenger for the power at present wielded by the corrupt coalition of the Old Parties behind the sham battle of Westminster. Those Parties have tried to suppress us by special legislation rushed through Parliament; they failed. They were successful only in parading their own errors of judgment. For those who derided, as fatal to success, the symbol of the Blackshirt, and the new methods with which Mosley presented the modern Movement, were soon constrained to seek special powers from Parliament to suppress that symbol, and those methods, on the grounds that they were a menace to the State.

So we passed from the period when not a voice was heard in Parliament to condemn criminal attempts on Mosley's life to the point when Labour M.P.s addressed to him in public whining letters requesting him to protect Labour meetings from interruption in areas which had previously been strongholds of the Socialist Party.

In less than seven years British Union has created a propaganda machine of unequalled power which is served by the greatest body of continually active and devoted workers that any Movement in this country has known. In the last phase, too, electoral machinery has been created and, at the next Election for the first time British Union will enter the electoral field. In logical sequence first came the propaganda machine and then came the electoral machine. After nearly seven years of struggle British Union possesses the machinery of propaganda and of elections and, far more important than any machine, the mass support of men and women who are lit with the fiery force of a new but a British ideal.

One thing alone to-day we lack, and be assured that shall not hold us back for ever. We lack money and we ask those of you who cannot help in other ways to help us this way. If we had the money and the press that the Old Parties possess the battle would be over; for we should have won. But no revolution of a vital people has yet been held down by the Money Power, and in the end our victory will triumph over even the lack of money. Give money and bring quicker that victory.

SONG OF UNION!

Lift high the flag!
On with the fight!
Strength is in Union :
Let the Land unite !
Fearless, Faithful unto death,
All to dare and give!
For the Land that we love and the People's Right
For Britain yet shall live!

Mosley leads on
In Britain's name,
Our Revolution
Sets men's hearts aflame!
Fearless, Faithful unto death,
All to dare and give!
For the Land that we love and the People's Right!
For Britain yet shall live!

BRITAIN AWAKE!

Britain awake ! arise from slumber !
Soon comes the daybreak of Rebirth.
We lift again thy trampled banners,
Our marching legions shake the earth.
We gather from thy lanes and cities,
With men of action at our head.
In us division and delusion,
And all hypocrisies are dead.
We fight for Union and Mosley,
We fight for freedom and for bread !

We bring a saving Revolution,
We are weary of deceit.
We will avenge the long betrayal,
We will acknowledge no defeat.
We breathe the spirit of our fathers,
As dauntless and as proud as they.
Overthrow the tyranny of falsehood—
The powers of darkness and decay !
We will be victors of to-morrow,
Who are the victims of to-day!

Britain, assert thine ancient honour,
Who never knew a foreign yoke.
Oh, turn thy face toward the future ;
Thy life and strength are in thy folk.
If Britain to herself be faithful,
And each man to his fellow true,
Though all the world come forth against us,
We even yet shall make them rue.
We'll build a Britain fit for heroes,
With courage fresh and splendour new.

ENGLAND, ARISE!

England arise ! the long long night is over,
Faint in the east behold the dawn appear ;
Out of your evil dream of toil and sorrow
Arise, oh England, for the day is here ;
From your fields and hills,
Hark ! the answer swells :
Arise, oh England, for the day is here !

People of England ! All your valleys call you,
High in the rising sun the lark sings clear,
Will you dream on, let shameful slumber thrall you ?
Will you disown your native land so dear ?
Shall it die unheard —
That sweet pleading word ?
Arise, oh England, for the day is here !

Forth, then, ye heroes, patriots and lovers !
Comrades of danger, poverty and scorn !
Mighty in faith of freedom your great Mother:
Giants refreshed in Joy's new-rising morn !
Come and swell the song,
Silent now so long :
England is risen ! — and the day is here.

LAND OF HOPE AND GLORY

Dear Land of Hope, thy hope is crowned,
God make thee mightier yet !
On Sov'ran brows, beloved, renowned,
Once more thy crown is set.
Thine equal laws, by Freedom gained,
Have ruled thee well and long;
By Freedom gained, by Truth maintained,
Thine Empire shall be strong.

Land of Hope and Glory, Mother of the Free,
How shall we extol thee, who are born of thee ?
Wider still and wider shall thy bounds be set ;
God, who made thee mighty, make thee mightier yet,
God, who made thee mighty, make thee mightier yet.

Thy fame is ancient as the days,
As Ocean large and wide ;
A pride that dares, and heeds not praise,
A stern and silent pride ;
Not that false joy that dreams content
With what our sires have won ;
The blood a hero sire hath spent
Still nerves a hero son.

PROGRAMME

6 45 - 7.25 pm

SELECTIONS BY THE BAND AND COMMUNITY SINGING

7 30 pm

CEREMONIAL BEGINS

with the entry of the Arena Centre Aisle Stewards, headed by a Drum and Pipe Band. These Stewards form an avenue down which pass the Flags and Standards of London Districts of British Union In the place of honour at the head is

THE OLD FLAG

the original Flag which has been carried at our meetings since the early days. The various Flags and Standards are massed upon the Platform. It should be borne in mind that the members taking part in this Ceremonial have had but one brief rehearsal during this afternoon When the last Standards have taken their place, four Trumpeters sound

A FANFARE

which heralds the entry of the Leader of British Union,

SIR OSWALD MOSLEY

He is accompanied by certain senior officials of the movement.
In accordance with our usual custom, there are no introductory speakers and Sir Oswald begins his speech on arrival at the rostrum.
At the conclusion of the speech, the song of British Union.

'BRITAIN AWAKE!

is sung. This is followed by the

NATIONAL ANTHEM

The Flags and Standards leave the Platform in procession and are carried through the Arena. When the Leader of British Union has passed from the Hall, there will be one short announcement through the loud speakers, to which the earnest attention and consideration of all is asked.

Four of the many huge Open-air Meetings held in London since the Ban on Big Halls to Mosley was imposed.

East



Victoria Park, Bethnal Green, 1936.

South



Bermondsey, 1937

West



St Marylebone, 1938

North



Dalton, 1939

How British Union is Organised

It is not possible fully to explain a living organism by describing the mere mechanism by which it operates, but as British Union is daily becoming more of a force in Britain, a short note on its method of organisation will be of interest.

At the outset it must be made clear that we owe nothing in our method or procedure to foreign models, we have evolved a type and character of structure suited to our own land and our own time.

Holding, as we do, that the present anarchic system of Financial Democracy is one of collective or committee guilt with little individual liability, we place the emphasis throughout our organisation on the personal and individual responsibility of the official who is given an appointment. He is completely responsible for everything which happens in the area or department allotted to him and he may not pass any of the responsibility to any system of committees or other action-hampering bodies. We believe firmly that action proceeds from the individual and not from any body of people however small or however well-chosen they may be.

The basis of our organisation is the Parliamentary Constituency. This geographical area constitutes a "District" of British Union. At the head of each District is a District Leader who is responsible for all its activities including the creation and development of the electoral machine. Each District is an entity, complete with its Propaganda Section, Sales Section, Canvass Section, Women's Section, each with an official who is responsible to the District Leader for the success of his or her section. This self-sufficiency extends to the finances of the District. Each District has a District Treasurer who is charged with the responsibility for collecting funds, not only to meet current expenses for propaganda, rent, etc., but for the bigger task of amassing funds to contest both local and parliamentary elections. It is worthy of note that some of our Districts, in the poorest areas of the country, have now collected sufficient local funds to ensure that Parliamentary Elections can be fought. No District of British Union receives any subsidy or any financial help from National Headquarters. This is a movement of the people and the power of the Christian Penny is being massed to fight the Jewish Pound. District Leaders and all other District, Area and County officials are wholly voluntary workers and no expenses of any sort are taken from local or other funds.

A striking difference between our method of financial control and the looser systems of other political parties is the supervision and control of accounts and expenditure which is exercised by N.H.Q. Companies. This is made possible by our centralised Banking system, which, while giving each District sole power to operate its current Account, also brings all the financial transactions of the District under the supervision of N.H.Q.

A senior appointment in each District is that of Women's District Leader. A National Movement built in a country where there is a majority of women, does not deserve its title unless the women have within it opportunities and responsibilities commensurate with their numerical and cultural importance. Such a Movement must provide, as well on the women's side as on the men's, means of utilising the varying capacities and interests of its members. British Union recognises these facts and in its method of organisation gives full and equal scope to merit, zeal and efficiency, whether in man or woman member.

Within the District itself there is a system of Teams operating under a Team Leader in a specified area of the District or in some particular sphere of activity. The guiding principle on which the District Leader works is that there is for every member a suitable job, it is his responsibility to ensure that every unit of energy and enthusiasm is translated into practical and effective work.

Such an organisation as is briefly outlined above has been created throughout the Country during the last

few years This is an achievement of which British Union is justly proud and it has been possible only by the devotion of thousands of voluntary workers, devotion to an ideal which they now see in process of realisation.

OBJECTIVES OF BRITISH UNION

To win power for British Union by the vote of the people and thereby to establish in Great Britain the Corporate State, which shall secure that:-

- All shall serve the State and none the faction ;
- All shall work and thus enrich their country and themselves;
- Opportunity shall be open to all, but privilege to none;
- Great position shall be conceded only to great talent;
- Reward shall be accorded only to service;
- Poverty shall be abolished by the power of modern science released within the organised State;
- The barriers of class shall be destroyed and the energies of every citizen devoted to the service of the British nation, which by the effort and sacrifice of our fathers has existed gloriously for centuries before this transient generation, and which by our own exertions shall be raised to it's highest destiny - the Greater Britain that shall be born of the National Socialist and Fascist creed.

AN APPEAL FOR BRITAIN

WE appeal to all Britons, who love their country and who are proud of the great heritage of British Empire, to do their part to SAVE BRITAIN from sinking to the level of a third rate power.

Britain can be great again, and her people can achieve, through modern science and opportunity, a happiness and prosperity never previously known but it is useless to hide from ourselves the fact that ever since 1918 our Empire has shown all the signs of disintegration and our people are threatened with gathering disaster.

Mosley, realising this fact, founded the British Union, a Movement without class or social barrier, dedicated to the supreme idea of placing Britain again in her rightful place among the nations.

He asks all to help and to give their services or some part of their income to this great cause. **MOSLEY IS GIVING BOTH.**

Enrol as an active member, or, if your personal affairs prohibit you from openly acknowledging your support of this Movement of the British people, join as an inactive member, but remember, nothing can be achieved without sacrifice.

Don't leave it to others, it is for Britain. There is work for all; no one is too young or too old. Ask for the necessary forms, they may be obtained from a steward at this meeting, or by post from British Union, 16, Great Smith Street, S.W.I., or from local district offices. **DO IT NOW.**