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Primary Sources: Nazi Rise

**NEWSPAPER ARTICLE**

By: Roger B. Nelson

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Source: Nelson, Roger B. "Hitler's Propaganda Machine." New York Times (June 1933).

About the Author: The New York Times is a daily U.S. newspaper, which was founded in 1851. It is published daily in New York City and is distributed to many other countries. The newspaper printed this additional information at the top of the article, revealing the author's insight into his topic: "The writer of this article has had unusual opportunities of studying the Nazi movement in Germany at first hand and of obtaining the views of the outstanding leaders in private and informal conversations with them, rather than by questioning them in set interviews."

INTRODUCTION

The article reveals the ways in which the National Socialists (Nazis) under Adolf Hitler (1889–1945) were so effective in using propaganda to build support for their party and its preparations for war. In the early 1930s, Germany was suffering from the devastating effects of a worldwide depression, a humiliating defeat in World War I, and the equally degrading impact of the Versailles Treaty, which had required Germany to return huge areas of territory gained during the war to their former owners. It had faced steeply rising inflation and high levels of unemployment. Social and economic policies were failing, and the morale of the people was low. Adolf Hitler, the leader of the Nationalist Socialist party, swept into power in 1933. He became Chancellor of Germany as a result of a bargain made with President Hindenburg by a group of influential landowners and industrialists, who were fearful of the growth of support for the political left.

Within weeks of taking power, the Nazis established the Ministry for Popular Enlightenment and Propaganda, with Joseph Goebbels (1897–1945) as its head. This Ministry developed a program of propaganda that infiltrated every area of German life and that was cleverly tailored to appeal to the weaknesses and aspirations of various groups in the population. All forms of media, education, industry, and scientific activity were used to propagate National Socialist ideals, while Hitler himself frequently appeared in circus-like mass rallies to arouse nationalist fervor by delivering the propaganda in person.

The key themes of National Socialist propaganda were the supremacy and racial purity of the German people and their betrayal by both foreign aggressors and enemies who had infiltrated their country. All Germany's recent troubles could be blamed on these groups. The German people had been stabbed in the back following World War I, it was claimed, and their domestic fortunes had been ruined by the actions of groups such as the Communists and, above all, the Jewish people. The Jews were singled out as the scapegoat for many of Germany's problems and for any of the Nazi party's failures. Anti-Semitism became the key tool in the party's efforts to unite the German people.

At the same time, the Nazis embarked on a massive rearmament program that created many jobs, thereby addressing the unemployment problem and securing the support of the working classes. In addition, the Nazis were able to appeal to the lower middle classes, whose businesses had suffered under the difficult economic conditions, by blaming the Jews for their problems, and to the middle classes by promoting the idea of a racially pure, powerful nation. In doing so, they cleverly manipulated the fears and weaknesses of each group with targeted propaganda tools.

The rebuilding of Germany's military strength appealed to all Germans who wanted their nation to regain its former power and glory. Military themes permeated the Nazi party, and their uniforms, ranks, and hierarchy formed an important part of the propaganda program. The military style of organization appealed to the people's need for order and authority, which had been lacking in recent years, and the uniforms and ranks gave a much-needed sense of identity, pride, and self-importance to party members.

War itself was glorified as the way of avenging Germany against its enemies, and once Hitler took power he focused on preparing the nation for another conflict. He was able to secure the support of the German people by promoting the idea of a "Thirty Years War"—a war that had started in August 1914 and would only be over when Germany was restored to its former glory—and by encouraging the belief that foreign aggressors were planning to attack Germany. When Hitler attacked Poland in 1939 and World War II started, he could, therefore, justify his actions to the German people in the name of self-defense.

PRIMARY SOURCE

Most observers have been amazed by the speed and thoroughness with which the National Socialist German Labor (Nazi) party has reorganized the government apparatus of Germany, in eliminating opposition and in transforming the entire social and political landscape of the Reich—and all this after the Nazis' fortunes had been buried deep last December by most of the foreign correspondents and the overwhelming majority of their opponents at home—Democratic, Catholic, Socialist and official Communist.

Why did German fascism grow and triumph? Was it a result of the Versailles Treaty? Was the victory a byproduct of the weakness, blundering, confusion and division of its enemies? Is it the outcome of the economic crisis? All these are fundamental factors and have received their merited consideration.

But the mechanics of popularizing fascism among the German people has been completely overlooked. A special, carefully planned technique of propaganda and agitation has enabled the National Socialists to sell their comprehensive and ambitious program with an ease which might well make America's most brilliant publicity agent envious. This propaganda involved the skillful exploiting of German psychology.

Specific, peculiar German conditions were systematically capitalized. The strategy was always to find the weakest link in the bourgeois democratic and working-class revolutionary chain of opponents and there to apply the greatest pressure. This is what Leopold Pleichinger, chief asset in Hitler's unadvertised "brains trust," meant when he said "We National Socialists have learned much from the Russian Bolsheviki." In view of this, it is interesting to speculate why Hitler did not proscribe Lenin's books, The Infantile Sickness of Communism and The Proletarian Revolution of 1917, when he ordained a nation-wide burning of Marxist literature.

In the color, spirit and drama of the Nazi propaganda technique, or Fascist "salesmanship-kultur," is to be found the soul and vision of German fascism.

The German Fascists have learned to dramatize their talk, their deeds, their very existence. It is the drama of Fascist propaganda and the smooth functioning of the Nazi propaganda machine, under the direction of Joseph Goebbels, that have generated the phenomenal rise of Hitler's party.

Above all, the Nazi promotion machine emphasizes good acting. Millions of Germans, of all classes, like to play at soldiers and office-holding. As Herr Scheller of the Angriff staff told me, "The masses want it. We can and must give it to them. It can only help our movement. We must see through the eyes of the masses." Hitler and his aides-de-camp well understand how much the soldier spirit, the military spirit, has been bred into the German people for many generations.

That is why military pomp pervades the Nazi organization and its propaganda. Hence the handing out of offices and "titles" to large numbers in the party. Even the office of doorkeeper in a party building becomes coveted once it is conferred by the Nazi party leadership. A doorkeeper, let us say in the Berlin district office, no longer considers his services menial. Has he not been given a party uniform and charged with the guardianship of party headquarters! He has "military" orders. He has been made to feel that he is a soldier in the cause, with power to give as well as to execute orders.

The form of Nazi party organization is built around this idea of "playing soldier." The regular army, the Reichswehr, has its uniform. The party Storm Troops (Sturm Abteilung) and Safety, or Security Squad (Schutzstaffel) have theirs. At one Nazi mass meeting I asked a leader of the Security Squad: "Why do you all salute each other so much? And why do you throw your shoulders back and click your heels so often?" He automatically threw back his shoulders, clicked his heels, stood erect and said: "Our party salute, the raised, forward-stretched hand, and our 'Heil' (hail) infuse us with solidarity, impress upon us all our feeling of 'soldiership,' our fighting comradeship in our great cause, the rebuilding of a strong and beautiful Germany."

This very profitable game of soldiers goes on zestfully in every Nazi party headquarters. In the Berlin party building one sees uniforms continuously rushing and strutting from room to room. The Nazi clerk in the book shop, collecting small change from a customer, acts as if he were working in the commissary of any army division. Every wall is plastered with the Hakenkreuz (swastika), the party emblem. Post cards, pins, uniforms, neckties, flags, pennants, standards, banners, charms, posters, watch-chains and boots, all bear the sign of the Hakenkreuz and are for sale in the book store. Here one can also buy paintings, book-ends, silhouettes, plaques, and post-card pictures of Hitler, Goebbels, Rosenberg, von Epp, Goering and other Nazi chiefs. Pictures of German national heroes of the past are very cleverly confused with Nazi heroes of today. On one wall there is Hitler posing as Bismarck. Beside him is Goebbels masquerading as Frederick the Great, and Captain Goering aping von Moltke.

Certainly, these leaders, these firstline performers in the Nazi show, know how to drape themselves. They are past-masters in exploiting "the callings-up of the dead upon the stage of universal history."

The Nazi concept of leadership, discipline and organization and the attitude toward party propaganda work are military to the core. Party discipline is based solely on formal orders from above. The leader, der Fuehrer, is all-powerful in himself. Today in Germany the leader is Adolf Hitler. He is above all, but not of all. Let Joseph Goebbels explain this concept of leadership: "It is an old lesson of history that when a young party sure of its aim wrecks the rule of a corrupt and inwardly foul system, when it takes into its own hands the power of the State, it gives the responsibility to a dictator, who must conquer the State with new ideas and put them through. That is what we are going to do." When Wilhelm Frick, the first Nazi to take over a ministerial post, assumed office in Thuringia, Hitler grasped the occasion to show who is who in the party and whose party it was. He declared himself: "I have selected Party comrade Frick to take over the post of Ministry of Interior and Education \*\*\* only to represent the ideas of our Weltanschauung (world philosophy)."

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These Nazi propagandists are superb salesmen. They do not overlook anything. When they push the sales of their own cigarettes they pack in Nazi publicity. Here is a package of ten, called "Kommando," with a lusty Hakenkreuz-breasted eagle on its face. On one end is printed the fighting slogan, "Struggle Against Trust Rule"; on the opposite end the name Kameradschaft Zigaretten (Comradeship Cigarettes). Inside is a premium-coupon bearing more Hitler propaganda. This time it is in verse and closes with an appeal and a lesson in Nazi economics: "And do not forget—Kameradschaft Zigaretten are hand-packed to help overcome German unemployment. \*\*\* Smoke K.Z. everywhere, all the time." Here is another package called Sturm (Storm), with more Nazi insignia on its face and another call to action on its sides; "Against the Trust and Corporations." And inside, a beautifully colored picture, one of a series portraying types of soldiers and uniforms in the days of Frederick the Great. Then there are cigarettes called "New Front," "Alarm" and "Drummer." All these cigarettes proudly emphasize in their pleas to be smoked that "a virile nation can never go down, because at the right time there comes to it the right leader, who, fearless of whatever fate may befall him, raises new armies (neue Fronten) to deliver and save it."

The same all-inclusive propaganda is used with candy, gramophone records, stationery and other articles of consumption. On all sides the Nazi cause is being promoted and streamers proclaim: "All power to Hitler, the Leader, the Deliverer!"

From platform and street corner, in movie and pulpit, from broadcasting station and airplane the Nazi propagandists have pounded away at the misery, the confusion and corruption of German parliamentary democracy. Every Nazi orator has time and again proclaimed that "it is the Versailles Treaty and the 'system' it forced upon Germany that has brought all the trouble." And the Nazi editors have emphasized and re-emphasized that "it is the 'November Men,' the Marxists, the Red-Black (Social Democratic-Catholic Centre) coalition who stabbed us in the back during the war, signed the degrading peace, disgracefully agreed to the tribute payment of the Dawes and Young Plans and let in the Jews, bolshevism and international high finance." To such propaganda the jobless students, bankrupt storekeepers, poverty-stricken professional workers, hungry housewives and slum proletarians not only lent a ready ear but soon added a powerful fist. The Nazis never missed the slightest chance to coin this misery, growing out of a lost war and a world-wide economic crisis, into political capital for themselves. To a defeated Germany they glorified nationalism and raised the banner of a new Germany. Hitler's aim was to impound these nationalist tides so that they might generate a current which would energize his followers and paralyze his opponents.

"The People," as a sort of mythical, all-stirring and all-vanquishing concept, was dinned into every Nazi propagandist, great and small, into every Nazi political stagehand and star. Every election manifesto proclaimed: "You, the people, in your hands lies the future. You have to decide whether Germany should continue as a paradise of money speculators and swindlers or should again become a land of honor, well-regulated life, and conscientious responsibility. \*\*\*You, the people, look up and act. Drive the bureaucrats out of their easy chairs. Give Hitler the power and responsibility!"

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The mistakes and difficulties of other parties became grist for the Nazi mills. The arrogant bureaucracy of the German republican government was generally abhorred. No one exploited this in the workers' ranks with greater cunning and with more deadly effect than Hitler. Here was an excellent entering wedge for the Nazi propagandist into even the class-conscious proletariat. The bureaucrats must go! This became the battle cry of the Nazi agitators in the industrial sections of the country. Recruits were thus gained in new strata of German society—in the proletarian camp. Nor were they ordinary recruits. They soon proved to be most militant, especially in the Storm Troops.

Again let Goebbels show us how the Nazi propaganda machine works. Addressing himself to the pick of the Storm Troops and Security Squad, massed in the Lustgarten of Berlin, he waxed eloquent in masterly demagogy: "We do not want to think any more in terms of classes; we are no proletarians and are no bourgeoisie. We do not ask whether you are manual laborer, worker or prince. A great common cause welds us together. The day of freedom and bread is drawing near. \*\*\*Now they [the Social Democrats] are out on the streets calling for freedom. For fourteen long years they had the opportunity to achieve freedom, but, instead, they took away the bread from the people; instead of providing work they slugged the German workers with hard rubber clubs (Gummiknueppel)."

The Nazi propaganda machine has been quick throughout to steal whatever it could use from the camp of the working-class revolutionists. The Nazis were taught to fight bolshevism with some of the weapons of communism itself. Thus, the Fascist storm banners bear this symbol and song: "We are the army of the Hakenkreuz. Wave the red banners high. We shall bring the German workers to the road of a new liberty!"

The appeal of martyrdom rings throughout all Nazi propaganda. At all meetings before Hitler took power members of the party went around with collection boxes urging you to give, to "help the Nazi prisoners and their dependent families"—prisoners as a result of street brawls, fights at meetings with communists and Socialists, attempts on political opponents' lives, and so on. These collection boxes were labeled in big red letters: "Think of Nazi Prisoner-Relief. \*\*\* Not a single Nazi prisoner must feel neglected. Loyalty to the loyal." A sketch of a Nazi in his prison cell tops the message. Throughout the period of the struggle for power, every Nazi paper made the most of announcements of party comrades being slain, often with a picture of the dead. Gruesome murder evidence or impressive funeral scenes of their fallen party heroes were constantly featured.

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Nazi agitators were provided with pamphlets to teach them how to fire the imagination of their listeners in the manner of Hitler and Goebbels. The pamphlets contained specially inserted loose leaves Hilfszettel(helping notes), each leaf containing an argument with facts and figures either explaining some Nazi plank or setting forth the Social Democrats' voting record in the Reichstag for fifty years or unmasking them as "traitors to the working class," as "lackeys of high finance," and as "vassals of the Stock Exchange."

The middle classes were by no means neglected. The Nazis saw despair turning many of them to astrology, fortune-telling and all sorts of quackery for hope and relief. Poorer middle-class housewives, particularly, were attracted to astrology. From July 31 to Aug. 3, 1932, the German astrologists held a national convention at Stettin. Here such subjects as "Astrology and Education," "Astrology, the Press and Criticism" and even "Politics in the Light of Astrology" were discussed. Among the popularizers of astrology, Jan Janussen, recently mysteriously murdered and since discovered to have had Jewish blood in his veins, was the most successful. His weekly paper, Hanussen's Berliner Wochenschau, led the field in circulation.

In stepped the Nazis. A middle class in misery is the most fertile field for fascism. Astrology and clairvoyance soon became the best Nazi fertilizers in the ranks of these disillusioned and despairing people. No time was lost to make Hanussen a Nazi prophet, so as to create the impression that the future lay with the Nazis. In Hanussen's weekly the wildest of Nazi dreams, hopes and plans were established as coming and foreseen in the horoscope of von Hindenburg, von Papen, von Schleicher, Hitler and others. In this fashion the lower strata, culturally speaking, were stirred. "Here, at last, is a chance for success," said the middle-class housewife to herself. For the first time she had the stars and planets on her side.

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Time and again Hitler had told the world: "I am convinced nothing will happen to me, because I believe destiny has assigned a task to me." Conveniently the Nazi propagandists mobilized their supernatural department and had Hanussen turn to his crystal with the question: "Will Hitler become Chancellor of the Reich?" On this point Hitler's horoscope was clear: "The sun is big and is in the division consisting of the three signs of Jupiter (Trigon)—the majestic Trigon! With this also comes the three-sign division of Sun-Moon, Moon-Venus and Jupiter-Venus which only strengthens the royal Trigon. All these would be strong signs for Hitler's assuming the post of Chancellor—and later even higher posts."

The keystone of the whole Nazi theoretical arch is the race question. And the race question means anti-Semitism. The Nazis have a special index of individuals in public life whom they suspect of having even the slightest trace of Jewish blood. No effort was spared to make anti-Semitic propaganda effective. Cartoons, caricatures, high-sounding slogans were at a premium. Here is a typical advertisement in Der Angriff of Aug. 6, 1932: "Artist Wanted—For anti-Semitic caricatures, talented, current contributions. Also similar literary contributions are wanted. Applicants should forward their replies to B.V. 449 Angriff Hedemannstrasse." Anti-Semitism, as a philosophy, was well rooted in Germany, and the Nazis feverishly exploited the prejudice for their own ends. In their propaganda manual they characterized the Jew as the personification of all evil in Germany, the cause of all misery and destitution, the power behind the forces which brought about Germany's defeat in the last war, the mainspring of Marxism and internationalism. Just as astrology drew the backward housewife and the bewildered, hopeless rural middle classes to the Nazi heaven, so did anti-Semitism inflame and capture urban middle-class people, the small storekeepers, standing bankrupt before the growing department stores owned by Jewish merchants.

When we see how the Nazis succeeded with their propaganda, it is interesting to listen to G. Stark, the Hitlerite theorist: "Political propaganda is quite different from advertising, though it utilizes in part the same methods. Propaganda on the political or spiritual field is not commercial advertising which seeks only monetary success, but rather it seeks systematic education to win followers for a world philosophy (Weltanschauung). We always remember the great number of comrades who sacrificed their life for the movement. They were propagandists of the deed until their last breath." Indeed, even the American advertising experts can learn much from the Nazi publicity technique. And the kings of the underworld can take lessons from the Nazis in the field of "the propaganda of the deed" in which they have been especially effective. The Beuthen incident and the sweeping "achievements" of the Storm Troops against their political opponents and the Jews are notorious. In the Nazi propaganda arsenal, terrorism, demonstrations, parades and raids are the accepted weapons. Often, undoubtedly, terrorism has been the chief and most forceful. The Nazis have elaborated a complicated technique in their preparation of terrorist campaigns to "educate" whole communities, to strike fear into whole towns, to make them swallow their creed, if necessary with castor oil and time bombs.

The Nazis boast of the realism in their propaganda machine. "To be able to see with the eyes of the masses, this is the whole secret of the key to successful political propaganda," asserts Herr Stark. It must be admitted that Nazi propaganda has equaled its highest hopes in weaving generalizations, illusions, promises and prejudices around the everyday interests and activities of the people.

The Kampfschatzmarken (fighting fund stamps), often beautifully printed in the Soviet colors of red and gold and bearing such slogans as "Freedom and Bread" and "The Future Belongs to the People," have circulated by the millions with telling effect. Nazi placards with striking and colorful pictures of farmers, housewives and workers, make a direct appeal. Quite often the posters are copied outright from those of the Russian or German Communists. Nazi leaflets have been rich in simple fighting slogans, with rousing calls to action in picturesquely vague language. In recent months special efforts have been directed to harnessing the movie and the theatre to the Nazi vehicle of propaganda. The Hitler-Schallplatte (phonograph record), taking eight and one-half minutes of playing time, is a big attraction at all meetings in small towns and rural areas which Hitler does not reach in person. Many are glad to pay to listen to the master's voice.

In the big cities where addresses are delivered by such eloquent speakers as Hitler or Goebbels, the admission prices often run as high as $1.75 a seat. The meeting is held in a huge stadium. An aviator in a Nazi plane thrills the audience with dare-devil stunt flying. The Storm Troops march onto the field to the tune of the Frederick Rex March and assemble in a huge swastika formation. The air is charged with a martial spirit—drums, trumpets, bells, cymbals and plenty of brass on every side. While waiting for the speakers to arrive the audience puffs Nazi cigarettes or chews Nazi swastika-stamped candy. Hundreds of Roman-candle fireworks flare through the dark at night meetings. The main speaker advances to be greeted by a torchlight parade. His aim is to arouse a spirit of revivalism which sweeps the vast mass off its feet. At the end of the meeting as many as 150,000 may arise in unison to sing "Deutschland Ueber Alles." They march out in disciplined fashion and find on the streets battalions of Storm Troops who unfurl their crimson banners with the tiny black swastika on them, and sing Nazi songs, now in the melody of a Polish revolutionary peasant song, now in the tune of the "Red Guard March," and finally in the melody of the "Volga Boat Song."

The three maxims of Nazi propaganda success are:

1. Dramatize your propaganda. All the world is a stage. Act well.
2. Always maintain the initiative. Always spring something new. Always let something loose; let there be something happening, something going on. And always be on the offensive—in your propaganda of the word as well as in your propaganda of deed.
3. See with the eyes of the masses, with the eyes of all who should be Nazis. Speak in their language. Give them what they want—in your propaganda. Know your people, the Germans. Be of the Germans. And, above all, learn to draw your followers en masse into your propaganda work. Make everyone feel he is an actor on the stage of history building a new Germany.

SIGNIFICANCE

After Hitler became chancellor of Germany in 1933, another world war was inevitable. The whole program to rebuild Germany was based on the idea that Germany had been betrayed and that the only way for Germany to avenge itself upon its enemies and put an end to the conflict that had begun in 1914 was through military action. In this context, Germany's invasion of Poland was almost incidental—just the excuse that Hitler needed to go to war against his enemies.

The effectiveness of the Nazi propaganda program can only be understood in the context of the utter demoralization of the German people that resulted from their defeat in World War I, the humiliating peace terms, and the effects of the Depression. In fact, the Depression was already lifting in many nations, and it is likely that Germany's fortunes would have improved in the 1930s even if the Nazis had not been in power. Instead, the Nazis were able to incite in the German people the belief that it was right to punish the groups who they believed were to blame for their troubles. This led directly to World War II and the horrors of the Holocaust and cost the lives of many millions of people worldwide.

**PROPAGANDA: A NAZI GUIDEBOOK**

Background: This is the earliest general guide to Nazi propaganda that I know of. According to an introductory note: “This small brochure is intended to briefly outline the work of the Propaganda Department, to explain propaganda, and provide several important guidelines for making propaganda.” At the time it was produced, Gregor Strasser and Heinrich Himmler were in charge of party propaganda. The brochure is also interesting in that it provides a full list of Nazi speakers of the day, though I have not included that listing. This was published somewhere between late November 1926 and February 1927. The Nazi propaganda organization developed rapidly after 1927. See, for example, a more detailed 1930 pamphlet by G. Stark titled Modern Political Propaganda,which takes some of its material directly from this brochure.

The source: Propaganda Abteilung, Propaganda (Munich: Reichs-Parteileitung der N.S.D.A.P., 1927).

**Guidelines for Propaganda**

To introduce propaganda, we begin with the most important passages from our Führer Adolf Hitler’s book Mein Kampf. In Chapter 6 titled “War Propaganda,” he writes:

“Propaganda is a means and must be evaluated as such, from the standpoint of the goal.”

“It has always to speak only to the masses.”

“The task of propaganda lies not in the scientific training of the individual, but rather in drawing the attention of the masses to certain facts, events, necessities, etc....”

“It is wrong to want to give propaganda the multi-sidedness of scientific instruction.”

“...Effective propaganda must limit its points of a few and these points must be repeated until even the last member of the audience understands what is meant by them.”

“It must limit itself to a few themes and repeat them incessantly.”

“Each change must never affect the content of propaganda, but rather must always draw the same conclusions.”

The Führer wrote these words as a judgment about war propaganda, and they are even more true today than they were then. The only difference today for us National Socialists is that we are not propagandizing lies and untruths as England did during the War, but rather we are preaching freedom and prosperity, socialism and patriotism to our confused people.

Our struggle and our propaganda have one supreme principle: to take truth and only truth as the foundation of our propaganda.

**The Propaganda Committee**

Paragraph 7 of the NSDAP Party Statute states: “To enable the development of the organization, besides the board elected by the membership meeting, the following committees with particular tasks are established:

a) The Propaganda Committee, with a chairman and 8 members. Its goal is to deal with questions relating to propaganda.

The chairman will be appointed by the head of the organization.

The chairman determines the committee’s members in consultation with the party leadership.

The current members of the committee are:

Chair: Gregor Strasser, Member of the Reichstag, pharmacist, Landshut, Zweibrückenstr. 684

Member and Vice Chairman: Heinrich Himmler, degree in agriculture, Munich, Glückstr. 19/2 r.

The office of the committee is: NSDAP, Schellingstr. 50, Telephone 29 0 31.

All payments should be directed to the party’s account: NSDAP, Munich, 23 3 19.

Only personal correspondence should be sent to the home addresses of the chairman and vice chairman. Otherwise, mail should go to the main address.

**Types of Propaganda**

A. Speeches, Meetings and Discussion Evenings

Our Führer Adolf Hitler wrote in Part I of his book Mein Kampf:

“But the force that set the great historical avalanches of religious and political change in motion was from the beginning the magic force of the spoken word alone.”

“The course of a people’s history can be changed only by a storm of glowing passion, but only he can awaken passion who carries it within himself.”

“It alone gives the words to him whom it has chosen, the hammer blows that open the door to the hearts of a people.”

“Each movement with great goals must anxiously be on guard to ensure that it does not lose touch with the broad masses of the people.”

These words remind us never to forget that we are a financially weak party, and the speech for this reason alone is the cheapest and therefore the best propaganda.

1. The speaker is the public representative of the party and the proclaimer of a new worldview. He must therefore be knowledgeable and morally upright, having a good reputation as a soldier and also as a man. Each Gau leader must therefore know the speakers of his region and know if the speaker fulfills all the necessary qualifications.

2. According to Directive 5 of the Propaganda Department, the individual Gaue have reported the following speakers:

[The brochure lists a total of 209 speakers, divided by Gau, with their occupations and addresses. 59 of them are authorized to speak anywhere in the country, the rest are limited to their Gau. The topic specialties of 21 of these speakers are also given. It lists an additional speaker, a Russian, who is an expert on Freemasonry and Bolshevism. This list is a valuable guide to early party leaders, but will not likely interest most readers of this page, so I won’t include the names.]

d) Approval of New Speakers

The speakers listed above are the official speakers of the party. The speaker list was compiled on the basis of information supplied by the Gaue.

From now on, party comrades wishing to be recognized as official speakers of the party must submit the following papers to their Gau, which will pass them on to the party headquarters:

Attestation by the Gauleiter of their rhetorical ability

Certificate of good character

A precise biography with as much supporting material as possible

Only upon receipt of these documents, which should be passed on by the relevant Gau, will the Propaganda Department send written appointment as an “official speaker.” As of today, this approval can come from no other party office.

A. I. 3. The speaker is no necessary evil that the local group has to pay, but rather the propagandist of the idea. He sacrifices his time, strength, health and material possessions for the party. Therefore, it is absolutely necessary to provide an honorarium and to cover his expenses. Recognition of his abilities and demonstrated skill encourages the speaker.

4. On the other hand, it is a matter of honor for the speaker to hold to his schedule as much as is humanly possible. Meetings are to be conducted regardless of the attendance. This is a matter of the prestige of the party.

The speaker should always remember that although speaking at a discussion evening may seem to bring less prestige, it often is a greater success for the movement than a public meeting.

A. II. 1. The public political meeting is the place where an authoritative speaker presents the goals of the movement and the position of our worldview on domestic and international events and relates it to the fundamental spiritual thinking of every group of our people. The public meeting is therefore a matter of the prestige and growing strength of the movement. The manner of its preparation is the test of the local group. The proper term for the invitation is: “public people’s meeting” (öffentliche Volksversammlung). The term “mass meeting” should be used only when one really expects a mass turnout.

2. The theme of the public meeting should always be chosen to draw people to the meeting, particularly the group one is appealing to. We distinguish between worldview and current events themes. An example of presenting worldview political themes is the brochure with poster texts published by Dr. Goebbels, which can be ordered from the business office of the Nationalsozialistische Briefe, Elberfeld, Oststr. 69.

The other type of meeting theme uses sensational events of the day, Jewish or Marxist scandals, and foreign events, which can be stated in few words — usually 3 or 4 words in large type. These will arouse the curiosity of the masses, or their wrath about international events. They will attend hoping to hear something sensational or to hear something to the advantage of their group or class.

One may not chose only worldview political themes or current events themes, else one will lose contact with the masses, or attract only the mere masses, not valuable fighters. The goal is to have the public eagerly awaiting each meeting, as was true for a period in Munich during the years 1922-1923.

3. Announcing a Meeting:

a) Use clever, concise, large and striking posters. In most areas they should regularly use the same colors. In so far as the police allow, the preferred color is the familiar red of the National Socialist posters in Munich. Despite the high cost, effective public posters are by the best and most effective method of announcing a meeting, and therefore the cheapest as well. For examples of poster texts see the appendix to Book I of Mein Kampf.

In provinces and areas where posters with large texts are banned, it will be helpful to secure the picture posters put out by the Propaganda Department, on which locally relevant texts can be pasted. All posters should include propaganda for the Völkischer Beobachter [the party daily newspaper] (insofar as this is allowed by the police).

In smaller areas, posters that can be filled out are available from the Propaganda Department.

Meeting promotion is assisted by:

b) the leaflet, which announces the meeting and provides short, vivid and striking text that will attract the desired opponents to the meeting.

Such leaflets can also be pasted up around the area. It is also good to print meeting notices on the backs of official party leaflets (which, with the exception of Nrs. 2 and 9, always leave room on the back side for a meeting notice applied with a rubber stamp in red ink).

The Propaganda Department also has illustrated leaflets available with brief texts and a call to join the party. These can be distributed or pasted up, but can also be used as an invitation to a meeting, since they have space on the back to ass the place, time and speaker.

c) Invitations by advertisements in the bourgeois press are usually very expensive and directly support our opponents. They should only be used where it is a matter of local custom, the omission of which could harm the meeting. In that case, a condition must be the inclusion of a report provided by the local group leadership in the issue containing the advertisement.

d) The announcement of the meeting — as is the case with all other functions of the local group — should be carried in the central organ of the movement, the Völkischer Beobachter as well as in the recognized regional party papers, as this enables a complete picture of the movement’s work, which is also good for the public.

All such advertisements and announcements should be sent to the Propaganda Department, not directly to the Völkischer Beobachter.

e) A very effective and cheap form of advertising is to carry posters through the streets of the city on the day of a meeting. This requires police approval. The local group leader determines whether this is advisable under the given conditions. This is influenced by the political stance of the population and the strength of the opponents, but not by “bourgeois ideas of beauty.”

f) For financial and propaganda reasons, selling tickets in advance is strongly recommended. This can be done by individual party members or in several shops, in which case the posters must announce this.

4. The following principles should be followed when holding meetings.

a) Before the meeting, the speaker should be informed of the local political situation.

b) The meeting chair, with a witness, should assume control from the host.

c) Meeting protection should be assured either by a sufficient number of local or neighboring S.A. men, or by request to the police. The latter is particularly important in the case of meetings that may turn violent, for the riot damage act requires it. The state’s responsibilities begin only when damages exceed 400 marks.

d) It has proven advantageous in certain meetings and in certain places to have a part of the S.A. in civilian dress scattered throughout the room in order to deal with expected troublemakers.

e) The chairman conducts the meeting. His introduction and conclusion should be at most 3-5 minutes.

f) Attendance by party members is both expected and tactically necessary, given the opponents. No party member should want to demonstrate, either by not appearing at all or by being inattentive, that he already knows everything that the speaker has to say.

g) Only one speaker from each party is permitted during the discussion period. Announce at the start that a speaker cannot give his speaking time to someone else. It is better in advance to give a speaker from another party a longer speaking time, if that is required by the local situation.

h) At the start of each discussion speech at difficult meetings, it is good to announce the time to the audience to keep the discussion speaker and his supporters from claiming that he has only spoken for 5 or 10 minutes.

i) Make propaganda during the meeting for the central organ of the movement, the Völkischer Beobachter, either through brief words from the chairman or before the meeting and during the breaks with brochures.

k) Each meeting is to be closed by the chairman with a “Heil” to National Socialism and our Führer Adolf Hitler.

l) Singing a song at the conclusion of a meeting makes sense only if this can be done well. The meeting chairman should give directions. It is to be sung standing up, not by singing one stanza as people are leaving. Thin and scattered voices by several party members make a bad impression, particularly when the opponent begins to sing his battle song.

5. Reports. A report for each meeting and each larger discussion evening is required. All reports should contain the unvarnished truth, and should be sent to the Propaganda Department, which will send abbreviated and corrected copy to the Völkischer Beobachter. A meeting report should in general include no more than six lines, including the theme, attendance, speaker, success and impact of the meeting. Only when the speaker has treated an important theme in a fresh way is it necessary to summarize briefly his speech.

The Propaganda Department has to have the right to condense reports, lest the Völkischer Beobachter consist only of meeting reports that largely say the same thing. On the other hand, the goal of the meeting report section of the Völkischer Beobachter is to report the work of the movement throughout Germany, as well as the efforts of the local group and the efforts of the speaker. We suggest therefore that speakers make a monthly or quarterly report along these lines: “Party comrade ... spoke in these meetings, which were well, poorly, etc., attended. The Propaganda Department will include this information in the Völkischer Beobachter, too, since good work deserves to be recognized.

A.III.1. In public people’s meeting, the movement speaks authoritatively to the public. The discussion evening, on the other hand, serves to deepen the understanding of our idea and educate party members. It also allows for an exchange of views with racial comrades who are friendly toward the movement, or at least honestly uncertain. Through argument and counter-argument, they may be turned into supporters. Without doubt, the movement has deepened its cohesion through discussion evenings and won some of its best fighters. One discussion evening should be held every month. If no public meeting is held in a month, it should be replaced by a second (or even if possible a third) discussion evening.

A discussion evening is not a membership meeting, open only to a certain audience, but rather a public gathering to which party members may bring guests or truth-seeking racial comrades.

Securing a speaker is not as great a problem as in a public people’s meeting, Party members not rhetorically suited for a larger public meeting can do very well in a discussion evening as long as they possess a firm grasp of the aims of the movement.

They will become increasingly better speakers, and the give-and-take with party members will help them become able to serve as discussion speakers at the meetings of other parties. Working out plans for discussion evenings in individual local groups, selecting appropriate and available speakers and assigning suitable party members with particular themes will always be one of the most important and fruitful tasks of the Gau leader, his subordinate, or the district leader.

2. The political, civic, and cultural knowledge, as well as everything that has to do with the National Socialist worldview, covers an enormous amount of ground. We list here several resources for discussion evenings (the items in quotation marks are foundational for the area).

[Insert lengthy propaganda list here]

All books listed here can be purchased from the Franz Eher Book Shop, Munich, Thierschsstr. 15, Postal Bank Account Munich, 11346,

It is also necessary for each local group leader to collect articles in our press and keep them in special folders so that he will have reliable, authoritative material to deal with all questions handled in discussion evenings and before the public.

We particularly recommend the series announced by Party Comrade Gottfried Feder in the Völkischer Beobachter, Nr. 266 of 17 November 1926. As they appear, they will fill many gaps that exist today for discussion evenings,

And Adolf Hitler’s office recommended the Nationalsozialistische Briefe of 11 December 1925, which provides current and principial treatment of issues. It is an important help in political work. It can be ordered from Elberfeld, Oststraße 69. It costs 1.50 marks quarterly.

Obviously, one should follow Adolf Hitler’s order of 30 July 1926 and subscribe to the monthly Weltkampf, published by Alfred Rosenberg. The Weltkampf costs 2.40 marks a quarter and can best be ordered through the Verlag Franz Eher, Munich.

The Propaganda Department will periodically announce other recommended publications that can be used for education.

The Propaganda Department is preparing a collection of material for discussions at the meetings of our opponents. As soon as it is financially feasible, a periodical will be published to instruct lower level leaders about the political situation, the activities of our opponents, and other such things.

The educational activity presumes a local group library, the value of which cannot be stressed too highly. An important condition for the spread of our worldview to broader circles is the support of party comrades by purchasing and disseminating our publications.

A. IV. Visiting Other Meetings

The movement’s development always follows this course:

The enemy ignores the newly founded local group.

Attempts to mock the local group, which has grown despite attempts to ignore it.

Once the local group has become strong, terror is used against it in meetings and on the street.

The enemy is afraid of the successful movement and boycotts its meetings.

In the last stage, it becomes necessary for us to attend the opponent’s meetings and speak during the discussion period. The tactical principle is: “Never lose touch with the opponent.” Here are some guidelines to follow:

The local group leader decides whether to participate in the discussion period of an opponent’s meeting and chooses the discussion speaker. He must be supported by a corresponding number of part comrades. The arbitrary selection of a well-meaning but unsuited party comrade as debate speaker is to be avoided under all circumstances. The disgrace of such a debate speaker will not fall on him, but on the movement.

It is advisable to talk personally with the opponent’s meeting chairman in advance to agree on the speaking rime. If that is refused, or if there is insufficient time, one must consider whether one can and will participate in the discussion, or whether it is better to leave the hall, loudly announcing the reason. One should recall that there is no point to filling the halls of our opponent when there will be no opportunity for discussion.

Experience shows that the usually too brief discussion period is used unfruitfully if it focuses on what the opponent’s speaker said. The best use of the discussion is usually to make strong attacks against the speaker’s party and then clearly express our worldview and political line.

In the case of very short discussion periods, it is best to ask the opponent very precise and painful questions, which are best written out in advance, and demand that the speaker answer them. If the speaker does not answer these questions, he must be forced to by heckling. This should be done even at the risk of “serious differences of opinion” [i.e., physical violence].

Material for this type of discussion will be given in the Propaganda Department’s planned brochure “Discussion Material” and the planned regular updates.

B. Press

“He who complains about the national alienation of large parts of our people does not understand the situation as long as he fails to realize that it is no surprise in a time when the whole information system is nine-tenths controlled by Jews or their allies. Thousands and thousands of so-called “German” newspapers consciously and willingly contribute to the destruction of our national body. Only a few exert weak resistance, and hardly a one goes over to the attack.

The creation of a National Socialist press is our movement’s most difficult task. It will determine in the future either our success of the final collapse of the German nation. Munich, 28 December 1925.”

These words of the Führer show us the decisive significance that the printed word of the press has today for a political idea and worldview. Party comrades should always remember that our newspapers get no Jewish money, no Jewish advertising, and because of the fear and cowardliness of German businessmen, they also get few German advertisements. We are able to proclaim the truth only because our newspapers cannot be bought. But they will only be wasting their time if their work is not sacrificially supported by the promotional work of party comrades, particularly through subscriptions. Each major political party has its major newspaper. What Vorwarts is for the Socialists and Germania is for the Center Party, the Völkischer Beobachter is for the NSDAP, and in even greater measure. Its survival and growth is a matter of the prestige of the party.

The existing weekly newspapers, some of which have a particular theme and others of which are Gau newspapers, are only supplements to the leading daily newspaper. They are valuable and necessary for the movement. We append a list of the official NSDAP press. (The Kurier for Lower Bavaria is not included, since as the result of a change in ownership it is no longer an official party paper.)

[Insert lengthy newspaper list here]

Organized advertising for the Völkischer Beobachter and the rest of the party press is a prime task of the S.S. and the S.A. Each S.S. And S.A. member as well as every other diligent party comrade, should always be promoting the Völkischer Beobachter or some other National Socialist newspaper, and the greatest honor for successful promotion of the Völkischer Beobachter is to receive a picture of the Führer with his autograph.

C. Leaflet Propaganda

I. To have effective leaflet propaganda for the whole Reich that reaches the masses it is necessary for it to be unified. This is according to the will of the Führer and his colleagues who are in closest contact with him. Were each Gau and local group to produce its own leaflets, propaganda would be dissipated and the unified strength of the movement, which above all should be expressed in its propaganda, would suffer. For this reason, and because it is cheaper to print leaflets in large numbers, local groups may distribute only the official leaflets released by the Propaganda Department of the Reichsparteileitung.

II. 1. The first series of 10 leaflets is being sent with this brochure. It can be ordered at any time from the Propaganda Department for 30 pfennig. Future leaflets will be announced by the Propaganda Department in the Völkischer Beobachter and will be released in series of 10.

The limitation to ten leaflets, covering the battle against capitalism, agricultural questions, pay issues, railroad issues, the Zionist Protocols, the party program and a speech by the Führer, is unfortunately necessary, since as is the case of most things in the world, it is a question of money.

2. Leaflets needed in a particular area should be sent in draft form to the Propaganda Department, and may be printed with its permission. Just as is the cause with the official party leaflets, they should contain only the absolute truth.

3. The Propaganda Department requests good ideas for leaflets.

4. Leaflets from the German Renewal Community of the Hammerverlag or those from other political organizations may no longer be used.

III. Distributing Leaflets

1. Leaflets cost money, which we do not have a lot of. Leaflets therefore may not be thrown away or carelessly distributed, but rather they are to be distributed where they will do some good. In the same way, old newspapers should not be thrown away, but rather reused as propaganda.

2. The best methods of distribution, depending on conditions, include:

a) Distributing leaflets on streets and public squares to passersby;

b) Delivering them to every house or apartment, and putting them in mailboxes;

c) Distributing them at closing time at large factories or buildings;

d) Distributing them from vehicles during propaganda caravans or on streetcars;

e) Regularly sending a particular series of leaflets, brochures and newspapers to a particular group of people we are working on. Old newspapers and the Illustrierter Beobachter are suitable here as well. It is worth the 3 pfennig in postage: one is more likely to read what he gets in the mail than what he is handed. That which comes in the mail is likely to be read, if only to see who is sending it. The next step is to invite the person to a discussion evening.

f) It is also good to leave leaflets, brochures and newspapers in railway cars, streetcars, restaurants and businesses where one shops, as well as in the offices of doctors and dentists and in public baths.

All party comrades whose job allows them the opportunity to meet many people every day should display newspapers, the Illustrierter Beobachter, leaflets and brochures in their shops and waiting rooms, and should hang pictures of Hitler or the like.

The local group leader should constantly remind all party comrades to ask for the “Völkischer Beobachter,” the Illustrierter Beobachter, and other party papers in all the restaurants, train stations and newspaper sellers they visit.

g) Posting leaflets or putting them in display cases is another method of leaflet propaganda.

h) Local groups and propaganda wardens are encouraged to set up a bulletin board or display case (or several in larger cities), in which each day the Völkischer Beobachter can be posted, as well as new leaflets and brochures or other National Socialist newspapers, postcards, the Illustrierter Beobachter, photographs of marches of the Storm Troopers, etc., which will have propaganda value.

D. Other Propaganda Methods

I. Slides and Film: To ignore the appeal of colorful pictures, sensations and the movies to people would be to neglect a very important way of propagandizing our movement.

We therefore use slide shows and films in our propaganda. We call attention to three possibilities:

Slide shows by Captain Lieutenant Hellmuth von Mückeon the voyages of the Emden and the Ayesha. Such slide shows should be arranged with Party Comrade von Mücke himself, and at least two or three months in advance. Here as with meeting speakers, it is recommended for reasons of cost to work out a series of lectures within a Gau. Due to the many requests he receives, details must be worked out with Party Comrade Mücke two months in advance. Pay close attention to the guidelines that Party Comrade Mücke provides and be sure the conditions for a slide show are present to avoid a deficit for the local group, since the costs for transporting the apparatus and pictures is naturally high. Party Comrade Mücke’s address: Dresden-Loschwitz, Veilchenweg 32.

Slide shows from the S.S. Headquarters in Munich on the events between 1919 and 1923 in Munich. Requests, and information on the conditions and nature of the talk is available from the S.S. leadership, Munich, Schellingstr. 50

Films on racial science, sports, the S.A. And other topics will be prepared by the Propaganda Department itself and will be available for a modest cost along with the necessary equipment from here. Exact details and prices will be published in the Völkischer Beobachter as soon as the film service is established.

II. We also make mention of picture posters which promote our views (without inviting viewers to a meeting), or are pasted up during election periods where they cannot be torn down and where they will catch the eye of passersby, making them aware of our ideas and worldview. The Propaganda Department will issue such posters, and announce them in the Völkischer Beobachter.

III. Propaganda Marches by uniformed S.A. And S.S. units are a very effective method of propaganda when the number of participants, their organization and appearance are in order. If these conditions are not met, a propaganda march has the opposite effect. Propaganda marches must always be organized and ordered by the Gau leader, or at least be approved by him. Bands and music increase the effectiveness of such marches.

IV. Holidays:

1. Propaganda includes the appropriate celebration of National Socialist holidays, which have already become a tradition in the movement. These include:

a) the memorial for 9 November,

b) Christmas, with presents for unemployed party members and poor children,

c) The summer solstice on 22 June.

These are to be conducted in a simple and dignified manner, without incurring major costs.

2. In holding so-called German evenings and other such social gatherings, the local group should always remember that we are neither reactionaries nor bourgeois, and that these events can easily turn into slimy nationalism or songfests.

If it is necessary to hold such a German evening, usually for financial reasons, it should be conducted in a manner befitting the nature and dignity of the movement.

3. A word of warning about the numerous German Rallies held in the summer and fall months. The optimism of some diligent local groups results in large deficits for the local group, and even with the greatest economy on the part of the participating party comrades, there can be a series of unanticipated expenses that affect the family budget and cause problems. And not meeting financial obligations naturally has consequences for the party.

National Socialism’s major annual public mass meeting is the Party Rally. Attending it must be the sacrificial longing of each individual party comrade. The necessary funds should be saved by economy and by giving up on alcohol and tobacco over the course of the year.

The Führer’s will is, therefore, that we not hold German Rallies. In any event, permission for such events should be secured in advance from the Propaganda Department of the Reichsparteileitung — and in advance of any kind of preparation. The request should include a justification of the need and a precise schedule, along with careful estimates of the cost. The Propaganda Department will then make a decision after discussing the matter with the party leadership.

If the party leadership determines that the plan is unnecessary, it will ensure that speakers and prominent party comrades will not participate.

4. Point 3 does not refer to simple Gau meetings of the S.A., or a Gau meeting of party comrades from all local groups in a Gau on the occasion of Gau or county rallies. This includes only gatherings for which party members outside the relevant Gau or local group are not invited, and for which the resulting costs are minor.

E. Paying for Propaganda

I. Minor expenses for propaganda should never come from the local group’s treasure. These include distributing leaflets in small numbers, buying stickers and postage stamps and postage for sending newspapers and leaflets. A propaganda warden who cannot secure the necessary donations for these purposes is unsuited for the larger tasks of propaganda.

II. The costs for larger propaganda actions covering whole neighborhoods or for working on entire classes and groups (e.g., railway workers, civil servants, the unemployed) can be paid for in part by the local group, but where possible they should be covered largely or entirely by the receipts from selling propaganda items, books, brochures, the Völkischer Beobachter and Illustrierter Beobachter. Ideally, propaganda pays for itself. Of course, any profits from propaganda should be used to make more propaganda, not used for other purposes.

Statistics. To keep up-to-date, the Propaganda Department always needs information on the latest mass meetings and activities of our opponents. It is the central office to which information flows from towns and Gaue throughout Germany, enabling on overall view of the opponent’s activities. This is useful for overall party planning, but also for our own propaganda purposes and to evaluate our attacks on the enemy.

F. Announcements and Material for Propaganda

I. Here are some major one-time announcements:

All local groups are to report by 15 April 1927 at the latest to their Gau, and all Gaue and independent local groups are to report at the latest to the Propaganda Department by 30 April 1927 the following information:

Each area or local group or Gau is to report all Jews living in the area, including as far as possible baptized Jews, with details on their persons, age, occupation and address. This is necessary in order to develop reliable statistics on Jews in the whole population.

Each area, local group or Gau is to report everyone in the area who belongs to any kind of Masonic lodge, regardless of its type. This does not include groups such as the Schlaraffia or the Druid Order (which are already known). Send in any available membership lists or other lists. Listing who belongs to a lodge is easy if one watches the meeting place or lodge building on the night of a meeting. Keeping a careful watch on these secret meeting places or synagogues where the leaders meet is always advisable. A list of Freemasons is necessary for the central office to keep an eye on these who want to covertly spy on us.

A list of the worst local opponents.

A list of names and addresses of all Germans known by party comrades who are living abroad. This should be announced to all party comrades ad discussion evenings. They should send the names directly to the Propaganda Department of the NSDAP, Munich, Schellingstr. 50.

A report of all opponent misdeeds, attacks and terrorist acts since the party was founded in the area. This report should include a brief and precise description of each case, as well as the results (loss of work time, hospital stay, etc.).

A report of all prison terms and fines suffered by party members because of political activities. This report too should include brief but precise details, since material from both reports will be published.

II. Standard Reports due at regular intervals to the Propaganda Department are included in the guidelines for the activity reports of the Gaue and local groups of the NSDAP, due on the 15th of each month.

We stress that local groups subordinate to a Gau should submit their reports to the relevant Gau office, whereas independent local groups submit their reports directly to the Propaganda Department of the Reichsleitung. Missing the deadlines will result in a sharp reproof, and in repeated instances by informing the Führer.

III. Regular reports to be submitted as needed — as rapidly as possible — include:

News on layoffs and plant closings.

Railway accidents and factory accidents in the Dawes Railway

Statistics, newspaper reports and notices about demographic matters (birthrates, mortality, etc.).

Articles and reports about the party or its members, about meetings, etc.

Reports on Marxist, Jewish, Ultramontane and all other political scandals involving our opponents

Reports, as soon as they can be confirmed, of Jewish members of the German National People’s Party, the Homeland and Royal League, the Stahlhelm, Jungdo, or any other national and “völkisch” oriented group.

All newspaper articles and clippings sent to the Propaganda Department should include the issue number, date and newspaper name, without accompanying explanation. The Propaganda Department will not acknowledge the receipt of such items.

Rights and Duties of the Propaganda Department

The Propaganda Department:

has the sole right and duty of publishing all party leaflets and propaganda material;

the right and duty to oversee the propaganda activity of all Gaue and local groups of the NSDAP, and to require changes and improvements;

the right to appoint speakers in larger local groups, independent of the Gau.

The Propaganda Department handles all propaganda correspondence and is alone responsible for the area of propaganda.

Conclusion

This brochure is nothing more than advice and counsel for the propaganda activities of the NSDAP. The best advice is of no value if propaganda is not conducted by active and fanatic fighters with an unbreakable desire for battle.

We may never forget that propaganda is only an activity that wins ground and people for the organization of fighters, and wins supporters from the masses. It can only achieve its goals when it stays in constant touch with the people.

Every method that leads to this end is correct.

Propaganda is not conducted according to bourgeois standards. Our opponents, the Jews, capitalism, and Marxism, should always be kept on edge and be unsettled by our propaganda.

Our activity should never cease; remember that we are fighting

for freedom and prosperity

and that our goal is

a National Socialist state!

Long live National Socialism!

Long live Adolf Hitler!



An agricultural fair poster from 1933, eight months after Hitler took power. An example of how the Nazi flag and the swastika were showing up everywhere. Also, interestingly enough, the poster is from Bavaria, where Hitler lived.

This poster is from the 1936 referendum. The text says that German construction expenditures rose from 10.9 billion Marks in 1932 to 14.5 billion in 1935. “That is what Adolf Hitler has done for German craftsmen. All classes vote on 29 March for freedom, peace and construction.”