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NATIONAL SOCIALIST GERMANY,
ITS PROPAGANDA POSTER AND
THE USE OF THE CARTOON
(1933 - 1945).

A THESIS SUBMITTED TO
THE FACULTY OF
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INTRODUCTION TO THESIS

The purpose of this thesis is to examine the use of the cartoon and caricature in German National Socialist propaganda from 1933, when Adolf Hitler became the Chancellor of Germany until the defeat of Nazi Germany in 1945. The part played by the cartoon in Nazi propaganda, is only a small part of the whole. It is possibly the most forgotten section of National Socialist propaganda. The idea of using a cartoon, or caricature of the elements of opposing forces or ideals, were not new to the Nazi Leaders, it had been used many times before. The Victorians were great users of such art forms, as the pages of Punch show.

Distinctions between the terms cartoon and caricature may look impressive in dictionaries and learned journals, but in practice the dividing line between the two often becomes a matter of taste. Some dictionaries stress the grotesque quality of the caricature, and the comic content of cartoons. But these two adjectives often merge or coexist in the same drawing and people are bound to disagree about the effect of an artist's attempt to distort reality. Since the political cartoons of the National Socialists usually contain figures that are both comic and grotesque, cruel and ludicrous, pathetic and provoking, the terms will be used in this study as overlapping in meaning, if not exactly synonymous.

"Physiognomy is as inseparable from caricature as the stereotype is indispensable to any form of prejudice. One might even define political caricature as a pattern of graphic stereotypes informed by physiognomy and serving a satirical function. Every country has its stereotype of criminals, assassins, political radicals, revolutionaries or peasants".

Nazi Germany had many such simianized men; Semites, Slavs, Russians, gypsies and homosexuals. These people were prime targets for the pens of Nazi artists, such as Witle Albirecht and Richter.

In this study, the field of propaganda will be broken-up and examined in three basic headings:-

1. National Socialist Anti-Semitic Campaign.
2. National Socialist Anti-Communist Campaign.
3. National Socialist Western Propaganda Campaign.

- Remembering that even these are interchangeable. This story will also include a brief history, as events in propaganda are inevitably linked with historical events.

The National Socialist Anti-Semitic Campaign

This campaign, was the only one to remain constant throughout the history of the Third Reich. It was used in such a way as to unify the bulk of the German people, while also showing the deep rooted hatred of the Nazis for the Jewish people.

The National Socialist Anti-Communist Campaign

This was the second of Nazi propaganda campaigns and was the one which showed the twisting and turning of the propaganda tide - as is shown by the signing of the Nazi-Soviet Non Aggression pact (1939).

The National Socialist Western Propaganda Campaign

Another example of the changing face of propaganda. This campaign was first directed towards peace in Europe, but after the invasion of Poland began to pour out streams of bitter hatred. Also in this campaign, is included the efforts to turn the peoples of occupied countries to Nazism through anti-British feeling.

The other propaganda campaigns were intertwined with these three, building up a complex picture of the work of the ministry for Popular Enlightenment and Propaganda.

1. Lewis P. Curtis Jr.

Apes and Angels

David and Charles Ltd.

Published 1971

Page 24.

CHAPTER 1

THE HISTORICAL BACKGROUND

On the 30th of January 1933, Adolf Hitler became the Chancellor of Germany, and in March of that year, the National Socialist party propaganda department became the ministry for popular enlightenment and propaganda. Joseph Goebbels the head of this momentarily new ministry was responsible for all cultural activities in the Third Reich.

The objectives of Nazi propaganda were laid down in Mein Kampf (My Struggle) which Hitler wrote in Landsburg Prison, while serving only nine months of a five year sentence for armed rebellion. Hitler in a speech on the 23rd March, 1933 said:-

"In conjunction with the political decontamination of our public life, the government will embark on a systematic campaign to restore the nation's moral health. The whole educational system, theatre, film, literature, the press, broadcasting all of them will be means to this end.... they will all be harnessed to help preserve the eternal values which are part of the essential nature of our people".

On the evening of February 27th, 1933 the reichstag (parliament) building caught fire, a dutch communist Marinus Van Der Lubbe was captured inside. One man could hardly have set the blaze that so quickly destroyed the reichstag; Storm troopers may well have helped him. In any case, Van Der Lubbe was arrested forthwith. The next morning the newspapers displayed headlines like Arson Signals Red Revolution". Hitler demanded that political freedom should be cancelled and under a brilliant propaganda campaign, ordinary Germans were deceived as was Von Hindenburg, the German President. From this moment on Germany was

ruled by the Enabling Law, which banned all other political parties, forbade any but Nazi newspapers, radio programmes and films, and allowed arrest, imprisonment, torture and death without trial. Jews, of course and communists were particularly ill treated.

It is curious to note that at this point in time, people of Afghanistan were being hailed by Hitler as the world's first Aryans, and became his special wards. The ancient name for Afghanistan being Aryana. The Afghans, looking much more the "typical Jew" than many Jews themselves, being tall dark of skin, lithe, with flashing black eyes, and prominent semitic noses. They took and do to this day take pride in their claim to be descendants of the lost tribes of Israel, who were supposed to have reached these mountain plateaux during the Diaspora. It made as much sense as what some of their new friends were propounding in Germany.

On the 1st of April, 1933 - just twenty days after the propaganda ministry was set up and fifty one days after Adolf Hitler became Chancellor - the start of the boycott of Jewish shops and firms began. From this point the Jewish peoples in Germany became the scapegoat and the prime target for Nazi propaganda and hatred, the artists taking a sadistic delight in the "large semitic noses and flashing black-eyes" of the Jewish people.

The Jewish peoples were the first victims of the Nazis, the second being the communists. It is difficult to know which the Nazis despised more. In these early years of Nazi rule a pattern begins to emerge, whoever the Nazis dislike to emerge, whoever the Nazis dislike at the time, they say nasty things about. It must be understood that the communists were at the political extreme from the Nazis - the left and the right - at least in theory.

From 1935 the Nuremburg laws deprived Jews of all rights as citizens. They could not get jobs, could not in some cases buy food, barred them from occupations ranging from farming to civil service; as early as 1936 50% of German Jews had no means of making a living. Before long thousands were leaving Germany. One of the photographs of the era, shows a group of storm-troopers and a couple standing with humiliating placards. The couple are accused of violating Nazi doctrine forbidding sexual intercourse between Jews and Gentiles. They await an order from their escort to parade through the streets of Hamburg. Her sign reads "At this place I am the greatest swine; I take Jews and make them mine." His declares that "As a Jewish boy, I always take German girls up to my room."



Storm-troopers with a couple accused of violating Nazi Doctrine forbidding sexual intercourse between Jews and Gentiles.

In the late 20's and early 30's Berlins entertainment was the raciest and its sales of sex and dope the openest. All over the city, nudity flourished; in night clubs, on the stage and screen. Prostitutes paraded the streets by the thousands, some of them with boots and whips, others with pigtails and armfuls of schoolbooks. Perversation prospered at transvestite balls, where hundreds of men costumed as women and woman as men, dances under the benevolent eyes of the police. (2)

Then on January 30th, 1933 Adolf Hitler came to power, preaching a twisted puritanism. He banned prostitutes into officially sanctioned brothels. Within weeks, Berlins distinctive music has stopped. Such was the power of Hitler, and Joebbels propaganda machine, that it controlled the whole spectrum of German life, aided by the Secret State Police (Gestapo) assisted by the black-uniformed S.S. led by Heinreck Himmler. Terror ceased to be a matter of occasional beatings-up and murders. It became a system using concentration camps. His persecution of the Jews - thanks to an efficient propaganda machine controlling the press - did not worry the average man in the street.



Jews, being forced to scrub streets.
FIG.(2)

His theory of racial superiority of the German flattered them. Hitler knew how to woo his people. It was good thinking on Joebbel's part to show the good and hide the

bad. Slum clearance, and more work gave hope to men and women fresh from the sufferings of the Slump, whilst his defiance of foreigners roused all the national pride laid low by the 1918 defeat. A popular wisecrack at the time was:- "If you give a German a beer, a smart uniform, and blow in his ear, he will follow you anywhere." Hitler was blowing.

The German army was frozen by the Treaty of Versailles to 100,000 was being carefully trained as the nucleus of a future war machine, masked by photographs, for propaganda effect, and elaborately displayed through the press, masking many of the less peacefull training such as tanks, warfare and wargames. Within months, Hitler repudiated the Versailles Traety, turned a revived German war industry to the making of real guns, and began drafting hundreds of thousands of fresh recruits, to be led by the well trained regular soldiers.

Mothers were also involved in a campaign to help the "Reich" by producing more offspring - fodder for the military machine - and receiving medals for six or more children. This was all masked by a careful campaign of posters showing mothers and children in typical "German" stances. It can be seen that Hitler and his Reich had crept into all parts of life in Germany.

Despite his long-time hatred of "Jewish Bolshevism" Hitler instructed Foreign Minister Von Ribbentrop to express his willingness to go to Moscow to settle "all territorial questions" between the two countries. On August 23rd, 1939 Ribbentrop went to Moscow and hammered out a mutual non-aggression pact that freed Hitler to invade Poland and allowed Stalin to move as he choose, into Finland, Estonia, Tatvia, the Rumanian province of Bessarabia, and the eastern half of Poland. (Not that Hitler intended to allow Stalin to keep them for very long.) Only the non-aggression pact would be publicly announced; the rest was kept in a secret protocol. (3)

From then on the invasion of Poland was certain. The propaganda rose to a climax on the 31st of August when it announced that one of their frontier posts had been fired on by Poles. German soldiers had been killed, it claimed. In fact, drugged concentration camp prisoners dressed in German uniforms had been brought to the spot and shot.

Then on the 1st of September, 1939, German military units crossed the border into Poland.



German Troops crossing Polish Frontier (1939).

FIG.(3)

Britain and France declared war on the 3rd of September, 1939, the Second World War started.

CHAPTER 2

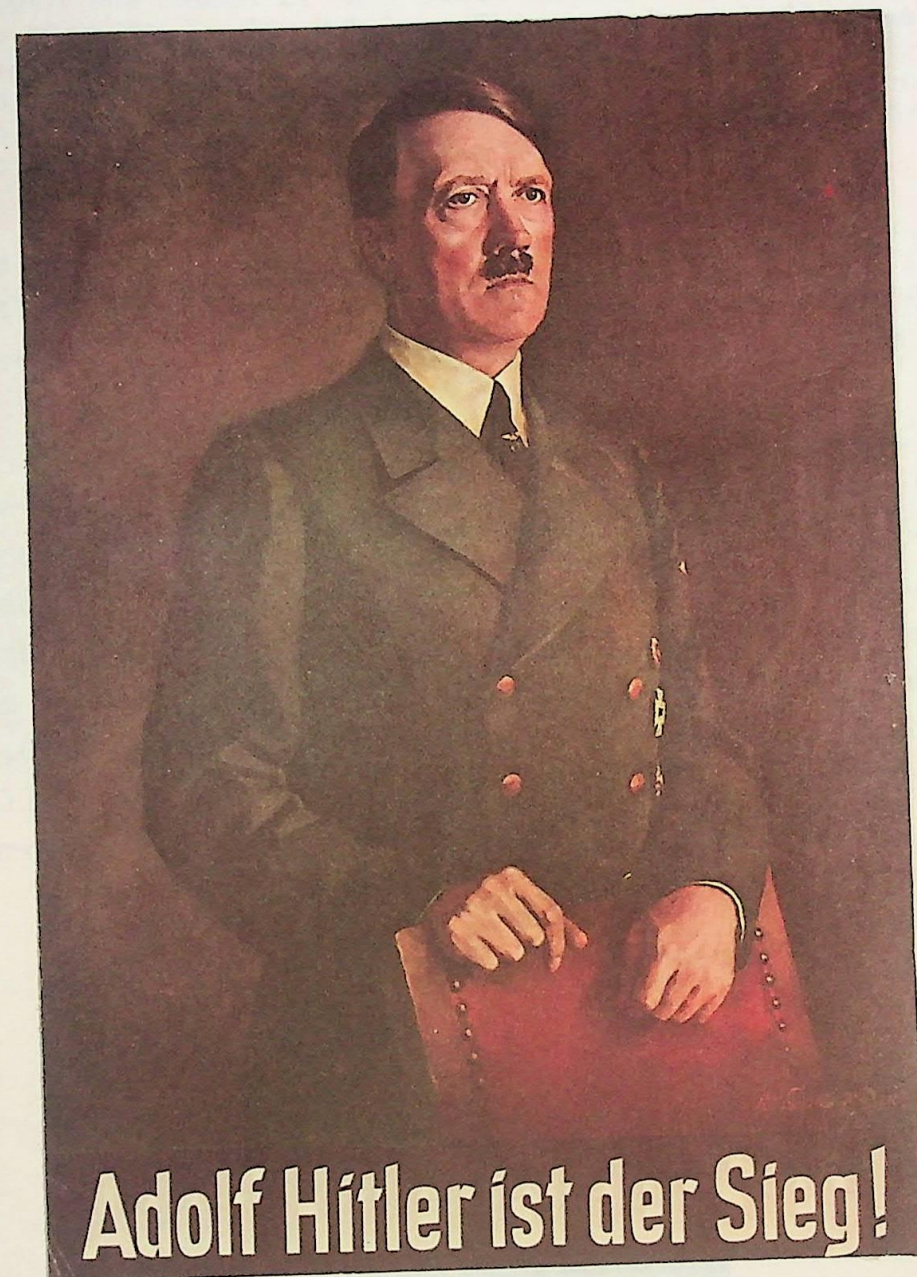
PROPAGANDA, KITSCH AND ADOLF HITLER

Adolf Hitler, one of history's most adept bankers, actors and stage managers, displaying himself in monumental settings at huge rallies, where the audiences became part of the performance, swept away by the carefully orchestrated displays of military might, flamboyant and colourful ritual while also managing to project a more up-to-date image as a man of the people, who was dedicated to satisfying the needs and desires of ordinary citizens.

Cautious at the start of his career, Hitler took pains to cloak his advance to power in a dignified aura of legitimacy, by conspicuously indentifying himself with an archetypical figure of the old order, courting the friendship and exploiting Field Marshal Paul Von Hindenburg, Germanys President and most celebrated public servant. However, once Hitler was securely in office, Hindenburg slowly faded away as Hitler grabbed center-stage. He cultivated loyalty by creating an aura of might through speeches, radio and film harengues, and a smooth-running propaganda machine, - abitted by a strong secret police force to suppress dissidence, - cranked out the material and designed or inspired the props and the sets, - from novelty items to spectaculars. (1)

Hitler had a greal many posters, distributed as part of his attempt to be identified as a father to all Germans, some bearing photographs, showing him making friends with a little boy, or with a group of S.A. youths, at the 1935 Berlin Auto-sahow, shaking hands with an elderly peasant during an informal trip into the Barvarian countryside or throwing a stick to his German shepherd, Muck and nearly always dressing simply, -

very often in a plain brown uniform adorned with the Iron Cross awarded to him as a common soldier in the first World War. Hitler's paternal profile ranged even into the colouring books used by school children. As the cult of personailty began to envelop Germany, a profitable cottage industry sprang up to exploit the leader's ideas and image. Some being officially sanctioned, even encouraged. Others decidedly were not. The Nazis felt that shoddy merchandise made them and their Fuhrer appear ridiculous in the eyes of the world. In 1933, Dr. Joseph Joebbels issued an anti kitsch law that forbad the commercial use of Nazi symbols and personalizations without offical permission (e.g. swastikas that light up, cigarette lighters with Hitler's portrait, a glass jar filled with "political candies", swastika bedecked artifical flowers and a paper cup adorned with the Fuhrer's face). (2) The Kitsch was stopped cold by the law, but it gave new impetus to the sale of such state-approved iconography as Nazi armbands, pennants and slogan bearing plaques. Above all, regulations in Germany firmly required that all public buildings - offices, hospitals, schools, even opera houses - must display approved portraits of the Fuhrer.



An approved portrait (with slogan) of Adolf Hitler.

FIG.(4)

So we will see that the Nazis condoned certain forms of propaganda, and condemned others, as it was the idea of the Nazis to be portrayed as heroes, and saviours of their people; hence the use of blond, blue-eyed leutons gazing down from posters pasted up all over Germany and later the occupied countries.

The principles of Nazi propaganda were described by Hitler in Mein Kampf:-

"All propaganda must be presented in a popular form and must fix its intellectual level so as not to be above the heads of the least intellectual of those to whom it is directed. This purely intellectual common denomination among the public, it is desired to reach." "All effective propaganda must be confined to a few bare essentials and those must be expressed as far as possible in stereotype formulæ".

The elaborate stage settings of the Nuremberg Rally and the virtuoso public performances of Hitler and Goebbels reinforced an essentially simple message that Germany could and should be great again.

The ubiquitous symbols of the National Socialist party were the eagle and the swastika, whose origins are discussed later. The most important usage of these symbols was at party rallies. Here could be seen the Third Reich's mania for giant forms. More than 25,000 eagle standards would be massed together at a rally, and more than 10,000 flags. At the rally at Nuremberg the field was over a hundred feet wide. (3)

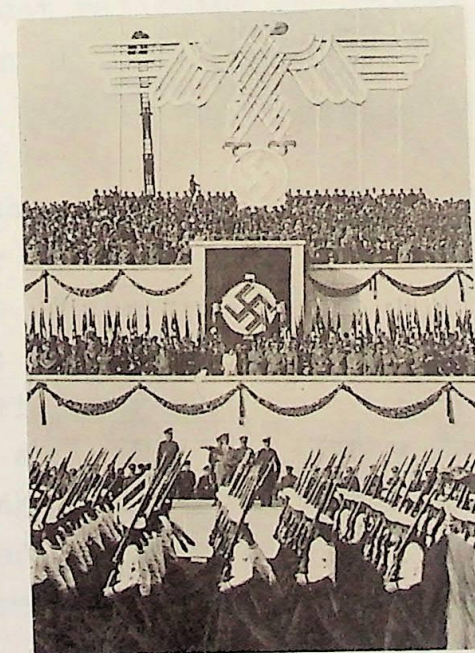
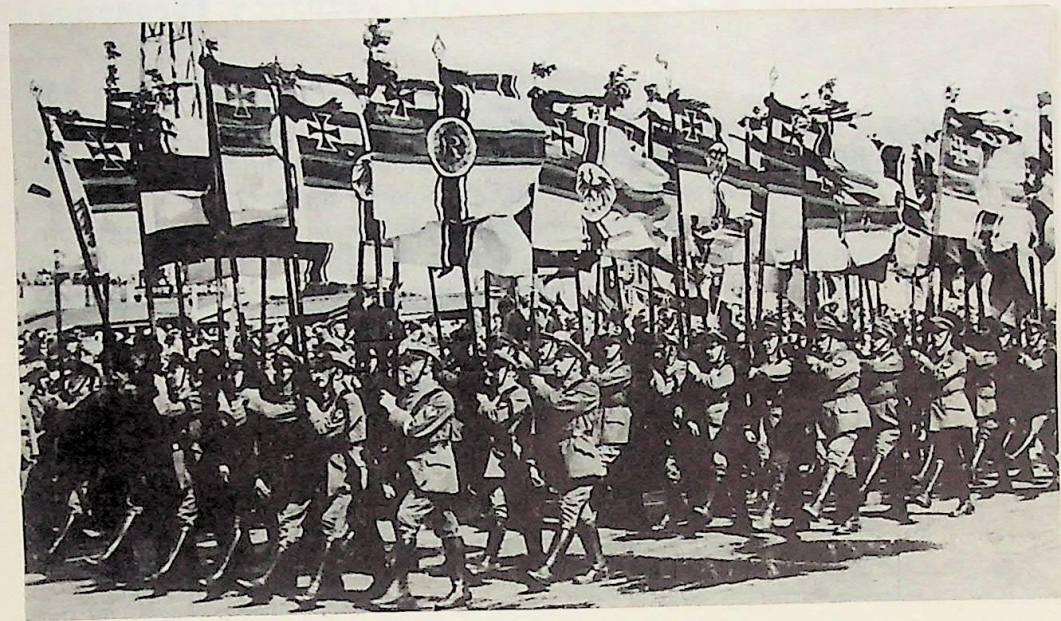


FIG.(5)

Speers Nuremberg Eagle:

Giant swastika banners surrounded the former Zeppelin field at Nuremberg - the scene of many such gatherings. This theatrical use of symbols had a dual purpose: their emotional appeal drew recruits to the Nazis in a way no arguments could, and within as elite party, they created a fanatical elite of flag and standard bearers.



Nazi Standard Bearers

FIG.(6).

One change of emphasis from the 1914-1918 war, was the increased use of posters on the Home Front giving information about rationing and petrol restrictions, burning wool instead of coal, (this poster is a real gem, the smoke coming from the chimney is in fact a rubbing from a piece of woodgrain, very effective; a copy of which is in the Imperial War Museum's poster collection) or advice on subjects like health and diet. This trend was a feature of propaganda for the Nazi welfare state; before and during the war there were posters advertising cheap or free holidays and tickets for concerts, some of which used slogan "Kraft durch Freude" (Strength through Joy). In fact, up to 1939 posters were advertising holidays in "peaceful Germany" in Britain, France and the United States of America.

In 1939, posters were less important to the German government than in 1914. No posters were needed to recruit for the armed services, as conscription was in force; it was only necessary to obtain volunteers for special branches of the armed forces. The panzerdivisions, the Waffen S.S. and Fallschirms (Parachute) Tuffwaffe; also Radio broadcasting and films were ways of giving information which partly superseded posters. (4)

A feature of German posters, is the extent of Nazi Control which was much closer than that of the government in the 1914-1918 war. With official control came a new measure of recognition.

- (1) "Nazi Propaganda" - Z. A. B. Zeman.
- (2) "Prelude to war" - Robert T. Elson.
- (3) "Second World War Posters" - Joseph Darracott & Belinda Loftus.
- (4) Imperial War Museum Reference Library.

CHAPTER 3

THE PROPAGANDA CAMPAIGN OF ANTI-SEMITISM

In 1908, Adolf Hitler went to Vienna, because he wanted to become an artist. When the Art Academy rejected him, he tried to earn a living painting and selling postcards. This produced little profit, so he did any odd job, even beating carpets and shovelling snow. He lived in doss-houses, his cloths ragged and full of lice. Probabaly because of these miserable experiences, Hitler grew to hate Vienna. Its mixture of races, Jews, Croats and Czechs irritated him. Like most Austrians, he despised these subject peoples, and loved everthing german. In particular, he was infected with the Viennese dislike of the Jews and this prejudice remained with him all his life. He states in Mein Kampf:-

"Walking down a street in Vienna, a well dressed man came up to me and gave me some money. I looked at him and asked myself, is this a Jew? On reflection I thought is this a German?"

- The world knows his answer.

This hatred of the Jews was incorporated into Nazi Party Policy. Hitler offered a simple solution - everthing would be all right if the Jews were deprived of all money and power. He used the Jews as a scapegoat for german troubles. He claimed that the german army had never been defeated, but had let down by Jews and Communists at home. This stab in the back theory about the so-called November Criminals, was untrue. It was General Ludendorff who had told the civilians that the german army could no longer defend the Fatherland. Yet this theory suited many Germans, particularly army officers, to believe Hitlers story. On November 7, 1938, a young Polish Jew, named Merschel Jrynszpan, an unemployed 17 year old, shot and killed the third secretary of the Reich's

embassy in Paris. He did it, Jryzmszpan claimed, to avenge Nazi treatment of his fellow Jews. On hearing the news, Hitler flew into a rage, and prepared to exact vengeance in the worst pogrom that had ever taken place in modern Germany. On Hitler's instructions, all German Jews were to be punished, and German Non-Jews responded with terrible enthusiasm. (1)

Within 60 hours of Jrynszpan's confession, a wave of lethal vandalism swept through Jewish synagogues, homes and shops. In the course of their "thuggish orgy" which came to be called "Kristallnacht" for the shards of glass that littered German streets, the Nazis by their own estimate killed 35 Jews, arrested many thousands, and levied against all German Jews fines that totaled one billion marks. They also wrecked 7,500 shops and 119 synagogues, and in a final insult added to injury, they confiscated the money that was later paid to Jews for insurance claims - five million marks for the broken glass alone.

The destruction of Kristallnacht, sped up a process that eliminated Jews from Germany's economic, social and political life. The shops and houses of Jews were daubed with Swastikas and Star of David. Posters appeared with a typical caricature of a Jew, his left hand held out with four gold coins in his palm. He looks at the coins through his tangled black hair, with a mournful look on his face. His ragged beard covering his tattered clothing. Veiling him, are the flags of Britain, France and the Soviet Union. The American flag was added after Pearl Harbor. This totally ignored the fact that Stalin was holding his own purge of the Jewish people in the Soviet Union, having already exterminated the Ukrainian Jews with the aid of the local Militsia when the Germans invaded in 1941. For a time, the Soviet Union flag was deleted, during the non-aggression pact. The caption on this poster read: "Behind the flags of these nations, hides the eternal Jew". Even in election posters, the anti-semitic campaign

raised its head, for example, the poster executed by Felix Albrecht for the 1932 election, makes familiar attacks on the communist agitator with his torch and red star, the financier from America with his dollar. (America to help Germany pay her reparations for the 1914-1918 war were bitterly resented) The journalist, with his newspaper in his pocket, and the political opponent declaiming with his hand raised. All these figures are as usual shown as Jews, and the 100 mark notes floating around refer to the general depression of 1931, which greatly assisted the rise of the Nazis to power. The national Socialist is shown as a fine upstanding man, not at all dissimilar to Soviet poster figures of the thirties (2).



Freikorps recruiting poster.

FIG.(7)



Poster By Felix Albrecht, which reads:-
 "We(Farmers) are mucking out, we vote Fist 2 National
 Socialist".

FIG.(8)

Felix Albrecht produced a large amount of propaganda work for the National Socialist Party, ranging from 1932 election posters, such as the one shown here, to designs for "Kriegsiwinter Hilfwerk" (war-winter - help -work)in 1936 -1936 and 1940 - 1941, which were produced

both as posters and as stickers, examples of which are in the Imperial War Museums poster collection. He also designed a poster for the Polizei-Tag (Police Day) in 1941. His heavy style ranges from crude cartoons, to designs which approach Hohlwein in their monumentality.

Many of the Nazi posters - both those of Anti-Semitism and other propaganda campaigns, used both the eagle and the swastika. The eagle, long a symbol of Germany's imperial power, became under the Weimar Republic a purely nationalist emblem. As part of their attempt to recreate Germany's imperial glory, the Nazis replaced it with their own party eagle. This emblem was introduced on the first N.S.D.A.P. Party Day, when Hitler first introduced, and solemnly bestowed on his fighting troops, four standards adorned with golden eagles, which he himself had designed as a symbol of victory. (No doubt he had read an anti-semitic dictionary of the time which called the eagle the Aryan of the animal world.

The swastika, from about 400 B.C.) was a symbol of the victory of light over darkness, became early in twentieth century, a symbol of Anti - Semitism used by Racialist groups in Germany and Austria.

Hitler who adopted it from them and from the Freikorps, incorporated it in the flag he designed for the National Socialist Party in 1920. He explains its symbolism in Mein Kampf:-

"In red we see the social idea of the movement (he had been much impressed by a mass demonstration of Marxists.... a sea of red flags, red scarves and red flowers...(3)), in white the nationalist idea, in the swastika the mission of the struggle for the victory of the Aryan man and... the victory of the idea of creative work, which as such, always has been and always be anti-semitic."

These symbols, had an underlying tone of anti-semitism and each time they appeared, be it on posters, uniforms etc, they showed the hatred of the Nazis for the Jewish people.



Poster using both Nazi symbols by Thio Matejko.

FIG.(9).

Theo Matejko, a german newspaper illustrator, who drew for the Berliner Illustrierte. An avid Jew hater he used his newspaper for violent attacks on Germanys Jews, poking fun at their misfortunes, such as scrubbing the streets and spilling water on themselves in the process.

In general, the anti-semitic campaign was not as direct as the other campaigns, as the prison camps etc, were supposed to be secret but in practice almost everybody knew about them; even though the punishment for spreading rumours was imprisonment.

During the war, Hitlers armies captured territories inhabited by large numbers of Jews. In 1942, he decided on what he called "the final solution" of the Jewish problem. By this he meant their mass murder. Death factories were established at Treblinka, Auschwitz, Dachau and Belson, replacing the first rough and ready massacres of Jews in Russia and Poland. At these places, death was mass produced in the same way that other factories made cars or machinery. New arrivals at the camps in cattle trucks, some went straight to the camp, others were taken for a "shower", and within half an hour they had been destroyed in gas chambers which could accommodate 2,000 persons at a time. One camp official remarked of this method:-

"We knew when they were dead, because their screaming stopped. The bodies were found piled on-top of each other at the steel doors."



Concentration camp victims

FIG.(10)

Afterwards the bodies were used to help the war effort. Gold teeth were removed and sent to the Reichbank, hair was shaved off and made into mattresses, flesh melted down for soap, the list is almost endless, what remained was burned. At Auschwitz such work took place over an area of fifteen square miles, containing gas chambers, concentration camps, experiments at hospitals and synthetic petrol and rubber works (4).

In this way, six million Jews were murdered, almost equal to the combined losses, of Soviet and German killed in action during the war.

- (1) "Prelude to war" - R. Elson.
- (2) "World war posters" - Imperial War Museum.
- (3) "Hitler" - Joachim Test.
- (4) "The modern world" - J. E. Snellgrove.

CHAPTER 4

THE ANTI-SOVIET/COMMUNUNIST PROPAGANDA CAMPAIGN

In 1919, Adolf Hitler was a 30 year old nonentity living in his wartime battalions barracks in Munich. He had no other home and wanted none. His service in Germany's armed forces had proved the happiest period of a hitherto aimless life. Other veterans were stalking the streets ripping off the medals and epaulets of army officers. To Hitler this was heresy. He revered the military and anything else that summoned up Germany's former glory. His passion for Germany was all the odder because it was not his native land. He was Austrian, he returned to Munich in early 1919, in the middle of the political turmoil that threatened to tear the new republic apart. On the left, the socialists and the communists still hoped for a revolution; Munich itself had a brief taste of a red regime. On the right, determined to prevent a recurrence of such episodes, stood the nobility, the upper middle class, and the army. Reservist Hitler was delighted to be given a berth in the district commend's political department and assigned to check up on a tiny, possibly subversive group calling itself the German Workers Party.

Attending a meeting, Hitler had a pleasant surprise. The party turned out to be fervently nationalist and patriotic, but unlike other such groups, it aimed to compete with the Socialists and Communists for support among the masses. Two days later, Hitler became its 55th member, resolved to mold it to his own ends. In the German Workers Party, he revealed an unexpected gift for propaganda and organization. He changed the Party's name to Nationalsozialistische Deutsche Arbeiterpartei - N.S.D.A.P. Nazi for short (National Socialist German Workers Party) and issued a manifesto demanding abrogation of the Versailles Treaty, denial of

German citizenship to Jewa, confiscation of war profits, imposition of profit sharing in industry and increased pensions (1). At the party's meetings, political foes came just to heckle, so burly veterans were recruited as bouncers. Uniformed in brown shirts, dark trousers and boots, they soon became known as Storm-troopers



Storm-troopers

FIG.(II).

Like Mussolini's Black Shirts, they relished brawling in the streets with counterpart toughs employed by the Communists; and so began a running battle between the Nazis and Communists, that was to last until the defeat of the Third Reich in 1945. The Jews were linked with the communists in an effort to stir up hatred toward them, and the phrase "Jewish Bolshevism" came into being. (An example of the term; The French socialist leader Teon Blum, was stigmatized by the Nazis and by the French Fascists and German Nazis as the "Jew Blum") (2)

When the Reichstag was burnt down, it was also the match to a smouldering hatred of communism and the

Soviet Union, the home of bolshevism. All over Germany, both suspected and actual communist were rounded up, some were shot others were to disappear in the Third Reich's concentration camps.

The Nazis tended to show the communists as brutish; showing no regard for normal life. The communist agitator in Albrecht's already mentioned poster, is a good example of this type of caricaturing. Another example - later copied by the French rightists, after the war - implied that to vote communist in the 1932 general elections was "as vile as letting your dog foul the Street".

A swift about turn in the propaganda war with the Soviet Union took place on August 23, 1939, with the signing of the Nazi-Soviet non aggression pact. The Nazi propaganda machine ceased the "buckets of filth"(3) poured on the Soviets in the past, and began to call them "brothers against democracy" (4).

A British cartoon of the times shows "the progress of Russian and German co-operation", in which Hitler and Stalin are in rags, right and left legs respectively in one large boot. Their left hands pointing into the air. Right up to "Barbarossa", the invasion of the Soviet Union, the Nazi propagandists put out pro Moscow intensions. On June 22, 1941, Hitler's armies broke the 1939 pact and invaded the Soviet Union. In a few months the Germans carved their way towards Moscow and Kiev with dreadful efficiency. Soviet soldiers were surrendering in thir thousands, outflanked by the panzers. The few drawings and cartoons of the surrounding soviets were overwhelmed by the many war photographs of the time.

As the Germans advanced, the winter set in, slowing their advance, allowing the Russians to gather their forces. German troops shivered without adequate clothing. The propaganda machine, turned out posters asking for fur, and and heavey woolen clothing for the fighting troops at the

front. Showing the heroic National Socialist although dressed in his summer uniform, battling against the barbaric communists heords.

It was not until 1942- 1943 at Stalingrad, (when the Germans were forced to surrender in January) that was when the turning point was reached. The German defeat at Stalingrad, was turned into a great victory, by Jeobbels and the propaganda ministry, after all the National Socialists could not be defeated by swampdwellers and Sub-Humans (It is time that the Soviets lost two armies in Stalingrad, for the loss of the German 6th army). But defeat was inevitable, Germany had to fight to many enemies at once.

The last nine months saw an almost steady advance on the Reich from East, West and South, bombed night and day by the R.A.F. and U.S.A.A.F. The posters now were of old men and young boys "proud" to fight for the Fatherland, defending it against the barbaric enemies of the Reich. These were possibly the last propaganda. "No copies of this last poster exist (4).

On 7th May, 1945, Nazi Germany surrendered, unconditionally, to her enemies.

- (1) Nazi Conquest through German Culture - Ralph F. Bischoff.
- (2) Prelude to war - Robert T. Elson
- (3) Quote by Joseph Stalin.
- (4) Quote by Member of Imperial war museum library staff.

THE WESTERN PROPAGANDA CAMPAIGN.

Hitler has always shown contempt for all peace-keeping organisations. In 1933 he took Germany out of both the League of Nations and the Disarmament talks at Geneva. By 1935, it was clear that he was rebuilding the German Air Force (Luftwaffe), army (Wehrmacht formally Reichswehr) and navy (Kriegsmarine).

European politicians were puzzled and worried; France felt insecure. Internally she was split between communists and socialists (Jew Blum) on one side, and anti-communist, fascist on the other. She feared another war. Her governments acted cautiously and defensively, building the Maginot Line, a permanent western front. It ended at the Belgium frontier. It was a gate without a fence. A few military men, including the young colonel de Gaulle, suggested that the war would be won by swift-moving tank armies. The idea was ridiculed. France, once famous for its attacking spirit, was paralysed into inactivity by the memory of Verdun.

Great Britain was in two minds about Hitler. By this time many Britons believed that the Versailles Settlement had been unfair to Germany. Hitler's demands for the return of the Rhineland and for the incorporation of Austria into a greater Germany, and his claim that Germany was a great power which needed armed forces, at least the size of her neighbours, seemed reasonable. Moreover his anti-communism appealed to those politicians who feared the spread of communism. The development of the aeroplane and its bombing capability had convinced many officials in Britain that if there was another war, there would be no sure defence for their island. They too felt insecure and, like the French, wished to avoid war at any cost. Far from condemning Hitler, Britain was, at first, almost friendly towards the Nazis. In 1935, for example, she signed an agreement allowing the German Navy to be increased.

On the 7th March, 1936, German troops broke the Versailles Treaty and the Locarno pact, and marched into the Rhineland. The French were only prepared to defend French territory. Britain sent a protest but did little else. Many Britons believed that the Germans had a right to their own back yard. In 1937 Neville Chamberlain became Britain's prime minister, his policy, 'Appeasement'. During this period Hitler occupied Austria, the Sudetenland and Czechoslovakia. Hitler's aims were now seen to extend far beyond even an enlarged Germany. Sadly, Mr. Chamberlain introduced conscription in Britain officially at peace.



German troops during the takeover of Czechoslovakia.

FIG.(I2).

Throughout the summer of 1939 Hitler demanded the return of Danzig and the Polish Corridor. The western powers response was to warn Germany, they would defend Poland if she was invaded. Nazi Germany invaded Poland in September 1st, 1939, Britain and France declared war on Hitler on September 3rd of the same year. When told the news Hitler was silent for some time then said 'What are we going to do now?' I

By the end of September Hitler and Stalin had carved up Poland between them, but no-one declared war on the Soviet Union. After the fall of Poland there came a period of inactivity known as 'The Phoney War'. There were no battles, no bombings, no hostilities. In the meantime the propaganda ministry churned out posters by the thousands. Recruitment was not a problem, due to conscription, but the special branches of the Armed Forces needed volunteers, (Waffen S.S. 'U' Boats).



Recruiting Poster for 'U' Boats. FIG.(I3).

The German posters much depended on idealization and symbols, the flag, the swastika, and strong colours, as experimental art, had been banned or discouraged. These posters were not designed to last, rather they are intended to catch the mood of the moment and turn it to advantage. This explains the nearly universal lack of war posters in the world museums.

After the occupation of most of Europe, the Nazis showered the occupied countries with anti-British propaganda. This example was part of that campaign, printed in French, Dutch and in Greek.

poster overleaf.



Anti- British propaganda poster. FIG.(I4).

It reads, 'The women and children of Europe accuse.(Done) by the R.A.F. It was England who dropped the first bombs on civilians, on January 12, 1940.' This poster was produced by Theo Matyko, who also designed anti-spying and Arbeitsdienst (Labour Service) posters. Matyko's work during the war also included the design of postage stamps. This poster, was produced to stir up anti-British feeling after Dunkirk, when the British 'left France to her fate' or 'left Greece to her fate', and as a means to revert some of the inhuman attitude of the German Blitz on British cities.

Another example of the stirring up of anti-British feeling, was a poster distributed in Greece, showing a map of Greece and the 'V' for victory sign(a copy of the British propaganda poster) with the 'V' forming the arms of a British 'Tommy' running out of Greece prodded by a swastika marked bayonet.

Again the idea of the Greeks being left to their fate by the cowerdly British.²

This element of betrayal was a well used factor in Nazi propaganda, but after the invasion of Italy and France by the allied armies, the idea began to wear thin, so a new approach was thought up. The Americans were now in the war, and by means of a large spy network, the Nazis found out the fears of the two allied sides and used them to great advantage. The British troops in France were worried about their wives and girlfriends at home as their country was flooded with American troops. Propaganda leaflets dropped by air-craft on British troops, showed on one side, a British soldier on the front line, and on the other, an American G.I. with a girl sitting on his lap. The caption read, 'You Americans are so different.' These leaflets brought to the fore the fears and worries of the British soldiers about the fate of their girls at home and did not help Anglo-American relations.

Another air-drop leaflet was titled 'waiting in vain' this one shows an American G.I. lying dead on the battlefield, and the faint face of the 'all American girl' in the background. Another approach was to show the returned G.I. on crutches without a leg, looking for his girlfriend. This played on the fears of the fighting troops who had been maimed in battle. The fear of no job, was another the Nazis used. A list of questions were dropped asking such questions as 'What will you do when you return home, and all those good jobs are taken by those clever enough to stay out of the war?'³

These fears were real ones, and showed the wide knowledge of the National Socialist Party's propagandists. Others rallied support for the German forces, leaflets were dropped on the allies asking support for the Nazi cause, against the flood of Communism into Europe. A poster campaign was used in conjunction with this leaflet dropping, showing the same elements as on the leaflets.

Toward the end of the war the amount of propaganda produced by the Nazis grew less and less as the war effort was now most important, as it kept the battered German Armed Forces going.

(1) The Modern World. L.E. Snellgrove.

(2), (3) Imperial War Museum, Propaganda collection.

CONCLUSION.

It can now be seen how each of the Nazi Propaganda campaigns, were inter-dependant on each other. The Soviet Union, Britain and France were riddled with Jewish blood. The Jews were communists, the British, homosexuals, the French, syphilitic, the Americans, the bastard race of the world filled with 'niggers and yids'.

Now that the war is over one would think that the propaganda campaigns of the Nazis are also over, but in fact they still carry on. In phone kiosks, on telegraph poles, and in public toilets stickers (a feature of Nazi propaganda) still warn us of the dangers of 'Jewish Bolshevism', and that 'National Socialism is the answer'. There are also warnings to the negroes ('Niggers Beware!') to stop molesting whites. Leaflets giving us 'opportunity' appear in our letter-boxes.



Modern day Nazi 'Opportunity Card'. FIG.(15).

The Nazi propaganda campaign is still with us although not as imaginative as during the war years, but it gets the message across, 'HITLER WAS RIGHT'.

These Nazi parties are rife all over the world. In Ireland it is called The National Socialist Irish Workers Party (N.S.I.W.P.) linked with the National Front (the old N.S.W.P.U.K.) in England, also ties to the American Nazi Party are apparent from some of their literature. In Germany the National Socialists are re-emerging as a force to be watched once more. Here in Ireland, leaflets and stickers are usually American or British in origin, but the message is always the same,

the symbol is the same (the swastika), the colours are the same,
(red, white and black) the ideals are the same, the type
of people involved the same, only the time is different.

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