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History 133B

**Nazi Party Propaganda: An exploration into a 1930 promotion for the Nazi Party by Adolf Hitler**

Hitler, Adolf. "Aufruf an Das Deutsche Volk: Was Haben Die Alten Parteien Versprochen, Was Haben Sie Gehalten?" Völkischer Beobachter (Munich), September 10, 1930.

Mühlberger, Detlef. *Hitler's Voice: The Völkischer Beobachter, 1920-1933*. Oxford: P. Lang, 2004. In: Moeller, Robert, *The Nazi State and German Society*, 42-45. 2010.

The original document under exploration is a written manifesto by Hitler titled, *Aufruf an das deutsche Volk: Was haben die alten Parteien versprochen, was haben sie gehalten?.* This articlewas originally published in the Nazi newspaper, the Völkischer Beobachter, on September 10, 1930 (Hitler, 1930). In English this title translates directly to, “call to the German people: What have the old parties promised and what have they delivered?” This newspaper article, in addition to its title, bore the headline Hitler’s Manifesto (Adolf Hitlers Manifest). This specific newspaper edition can be accessed at the UCSB library in the special collections area, at the Center for Research Library, or at Stanford University via microfilm. The Völkischer Beobachter is only available in German however, and the only complete version of the article in its entirety, translated into English, is in Detlef Mühlberger’s book *Hitler’s Voice: The Völkischer Beobachter, 1920-1933* (Mühlberger, 2004). Moeller’s document from his book, *The Nazi State and German Society,* contains condensed segments of Hitler’s essay from Mühlberger’s book; many sections of the article are not present at all in this version (Moeller, 2010). The article’s topic was about what the Nazi party platform stood for and why they must smash the old “defective” political parties of Germany.

This news article was an essay written by Adolf Hitler just days before the German national elections of 1930 (elections for seats in the Reichstag). The article was used as an advertisement by the Nazi party printed in the Völkischer Beobachter newspaper for selling pamphlets with the manifesto written on them. The pamphlets were a last minute attempt to gain support for the Nazi party by having party members purchase and distribute the pamphlets containing the manifesto. The pamphlets were sold by the German publishing group the Eher Verlag, and people could buy 1kg, 2kg, or 5kg packages of the pamphlets in order to distribute them. The party used Hitler’s article because by this time he was the authoritative figure in the Nazi party and had become synonymous with Nazi campaigning and support. At the time that this was written, Hitler had already become a well-known political figure and the Nazi party was slowly beginning to become a major political party within Germany. In the elections held four days after this article was published in the Nazi newspaper, the Nazi party received 18% of the vote making it one of the largest parties in Germany. While this was a big step for the Nazi party and Hitler, it was not until 1933 that they became the biggest party in Germany and Hitler was appointed chancellor.

The original text of Hitler’s article, featured as an advertisement in the Völkischer Beobachter on September 10, 1930, explains Hitler’s reasons for what is wrong with all other German parties and why the Nazi party needs to get rid of them politically. The *Völkischer Beobachter* newspaper itself was the Nazi newspaper from 1920-1945. The Nazis bought the failing paper in 1920 and used it as a propaganda and communication newspaper for party members. It was a widely read newspaper in Germany during this time, although the scope outside of Germany seems minimal since the newspaper was not translated to another language (English) until Mühlberger did in 2004. Mühlberger was born during the war and his family was affected by the war. One of his last works as a writer was investigating the *Völkischer Beobachter* newspaper. He created both a translation of selected key documents within the newspaper into English, and also created an in depth analysis of the content. This book was split into two volumes based on development of the party and propaganda, and brought to light the nature of the paper. Our article of interest is found in volume 1.

The article itself was a fairly simple essay and was not very groundbreaking by any means. This essay, although reprinted in both Moeller and Mühlberger’s books, did not make headlines in the New York Times, LA Times, or Chicago Tribune for that week according to my archive searches and is not cited directly in any other English literature. Mühlberger’s text in general and the *Völkischer Beobachter* itself are mentioned in quite a lot of works. Based on this evidence, it seems like this article was more of just a simple campaign tactic used in support of the Nazi party in the Nazi newspaper. While the Nazi party was successful in the elections that year, this article was probably not a substantial piece that had any great impact on anything really other than general fund raising and daily campaigning for the party.

The only other place that I could find the full essay, other than the original Völkischer Beobachter article or Mühlberger’s text, was in the book titled *Hitler Reden Schriften Anordnungen Jan-Sep 1930* (Hitler, 1992, 394-407), although it was written in German. This was a complete and identical essay to the one found in the September 10, 1930 Völkischer Beobachter paper. The only complete English version can be found in Mühlberger’s book.

Bibliography

Hitler, Adolf. "Aufruf an Das Deutsche Volk: Was Haben Die Alten Parteien Versprochen, Was Haben Sie Gehalten?" Völkischer Beobachter (Munich), September 10, 1930.

**This is the original article that was printed in the Völkischer Beobachter in 1930. This was written in German, and the only complete version of the article that is translated into English can be found in Mühlberger’s text. This article was one of the only three complete sources of this essay, although two of the three were in German. (other sources were Adolf Hitler Reden, Schriften, Anordnungen… and Mühlberger’s text). This article was an advertisement for selling pamphlets containing Hitler’s article that was used as a last minute attempt to campaign for support for the Nazi party before the 1930 Reichstag elections.**

Hitler, Adolf, and Norman Hepburn Baynes. 1969. The speeches of Adolf Hitler, April 1922-August 1939. New York: H. Fertig.

**This book is a two-volume book that contains many of Adolf Hitler’s speeches. While it is a pretty comprehensive archive of speeches and contained speeches by Hitler from 1930, Baynes’ book did not have this particular document from September 10, 1930.**

Layton, Roland V. 1970. “The "Völkischer Beobachter," 1920-1933: The Nazi Party

Newspaper in the Weimar Era”. *Central European History* 3 (4). Cambridge University Press: 353–82. <http://www.jstor.org/stable/4545584>.

**Layton’s article talks about the history and functions of the Nazi newspaper the Völkischer Beobachter. He first addresses how Hitler and the minority Nazi party bought the failing paper and raised its number of followers to become one of Germany’s biggest papers. Layton also mentions how the Nazis used the paper to spread propaganda, feature news articles about party events, spread party ideology, and denounce other parties. No specific reference was made to this particular advertisement in the article, even though it seems to follow the characteristics of the paper that were outlined by Layton well.**

Low, Alfred D.. 1980. “The Völkischer Beobachter, 1933”. *Social Science* 55 (4). Pi Gamma Mu, International Honor Society in Social Sciences: 195–202. <http://www.jstor.org/stable/41884887>.

**This article, mentioned by Wallo (see Wallo citation) as one of the few analysis of the Völkischer Beobachter newspaper, is another article that gives the history of the newspaper and talks about what the paper was like. Low argues that the newspaper outlined Nazi plans for creating a totalitarian state and its plans for taking over Europe. He outlines the history of the paper and the content that was written for it, but makes no reference to our article.**

Noakes, Jeremy, and Geoffrey Pridham. 1983. Nazism, 1919-1945. [Exeter, England]: University of Exeter.

**This book is a four-volume collection of documents about the Nazis and Nazi Germany in the time period 1919-1945. Volume 1 contains documents from 1919-1934. Hitler’s article, written on September 10, 1930, was not included in this collection of documents.**

Hitler, Adolf. Reden, Schriften, Anordnungen: Februar 1925 Bis Januar 1933. Band 3 ed. Januar 1930-September 1930. München: Saur, 1992.

**This book was one of the two sources that I found containing the full written essay by Hitler originally published in the September 10, 1930 edition of the Völkischer Beobachter. This book title when translated to English means Speeches, writings, and arrangements by Hitler, February 1925-Janurary 1933. This particular volume contains items dated January-September 1930. The footnote for this article explains that (when translated to English) the article was a loud advertisement of the manifesto sold by the Eher Verlag as a flyer. 1kg 1,80RM, 2kg 3,40RM, and 5kg 5,50RM. This whole book is written only in German, making Mühlberger’s text the only complete copy of this document in English. This book was the earliest text that I could find that referenced, or in this case, republished this article.**

Hitler, Adolf, Max Domarus, and Chris Wilcox. 1992. Hitler: speeches and proclamations, 1932-1945: the chronicle of a dictatorship Vol. 2. The years 1935 to 1938. Vol. 2. The years 1935 to 1938. Hitler. London: Tauris.

**Domarus was a widely popular author that came up when searching for Hitler speeches; his books came up in internet searches frequently. This book and his other book, *The essential Hitler speeches and commentary* (2007), are comprehensive books containing many documents and speeches by Hitler. These books however only contain works from 1932-1945, omitting our document that was published in 1930.**

Lee, Stephen J. 1998. Hitler and Nazi Germany. London: Routledge.

**This book was a historical book about Hitler that contained a few documents about Nazi Germany in order to tell the history behind Hitler’s reign. This book did not yield any results pertaining to this specific text.**

Mühlberger, Detlef. Hitler's Voice: The Völkischer Beobachter, 1920-1933. Oxford: P. Lang, 2004.

**Mühlberger’s text is a collection of translated writings that he selected from the Nazi newspaper, the Völkischer Beobachter, including the article by Hitler that I am exploring. The full translated article (Pg. 393) is titled Adolf Hitler’s Manifest. It is one of the many articles selected by Mühlberger pertaining to the Nazi breakthrough in 1930. In his analysis, Mühlberger mentions how Hitler was synonymous with the Nazi party and how this advertisement was a frantic attempt at last minute propaganda for the party before the elections. In addition to translating articles, Mühlberger sorted the collection of sources into two volumes based on: organization and development, and ideology and propaganda. This book is very widely cited in many articles and has multiple reviews about it as well, although these reviews are about the book overall and no articles cite the article of our interest directly. This was the only source that I could find containing the complete article in English.**

Wallo, Michael Chad. "National Socialist Ideology and Organization in the Early Years." Review of Hitler's Voice: The Völkischer Beobachter, 1920-1933. H-German, October 2005. H-net Reviews.

**Wallo’s article is a review of Mühlberger’s book, cited above. Wallo explains the history of the Völkischer Beobachter, its importance in the early years when Nazi followers were small, and its use in spreading propaganda, Nazi ideology and news. He uses the information from Mühlberger’s translations of the Völkischer Beobachter and summarizes them in order to give insight into how the Nazi party functioned and how it used its newspaper to further their cause. No reference is made to our article however.**

Hitler, Adolf, Max Domarus, and Patrick Romane. 2007. The essential Hitler speeches and commentary. Wauconda, Ill: Bolchazy-Carducci Pub. http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=203453.

**As mentioned above (Domarus’ other book), this book only contains Hitler speeches from 1932-1945. This book does not therefore contain our document of interest from 1930.**

Noakes, Jeremy. 2007. "Hitler's Voice: The Völkischer Beobachter 1920-1933. Vol 1: Organization and Development of the Nazi Party Vol. 2: Nazi Ideology and Propaganda". European History Quarterly. 37 (3).

**Noakes’ article is another review of Mühlberger’s book. Noakes provides some history and background about the newspaper and its functions within Nazi Germany. He also explains the large task that Mühlberger undertook in order to translate so many important articles from German to English so that they could be studied. No reference was made directly about this particular article.**

Seul, Stephanie. "‘Herr Hitler's Nazis Hear an Echo of World Opinion’: British and American Press Responses to Nazi Anti-Semitism, September 1930–April 1933." Politics, Religion & Ideology 14, no. 3 (2013): 412-30.

**Saul writes about the national attention that the world gave to the Nazi party by examining British and U.S. news reports pertaining to Nazi Germany. It looks at how these countries reacted to news and Nazi produced messages during the time period. There was no evidence of any attention to the specific day or article I am exploring mentioned in the article.**

"Abebooks." Abebooks. Accessed February 18, 2016. <http://www.abebooks.de/servlet/FrameBase?content=/de/imagegallery/imagegallery.shtml?images>.

**This is an image of the actual Völkischer Beobachter newspaper for September 10, 1930 that featured this particular article on its front page. For the actual text of the article (in German), refer to *Hitler, Adolf. "Aufruf an Das Deutsche Volk...* in the bibliography. This photo came from a book purchasing website although I could not figure out where it came from by the picture, and the site may no longer have this page because I can no longer find it. (There was no citation with the picture the first time that I found it)**