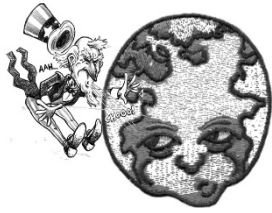


# Hitler's Rise to Power

## Wall Street Crash 1929.

Wall Street in America started losing shares and overnight people in the US became bankrupt. As a result, the world went into economic depression.



"When America sneezes the rest of the world catches a cold."

## The Great Depression.

The loans from America that were agreed in the Dawes plan 1924 were stopped and outstanding debts called in. German business had to close down. 40% of factory workers were unemployed by 1932.



## Weaknesses of the Weimar government

The Depression weakened the Weimar government. They had unpopular economic policies. The Chancellor cut taxes and cut wages.

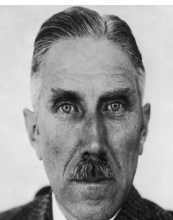
The Social Democrats withdrew from coalition so the Chancellor fell back on **article 48**. President Hindenburg has special emergency powers. He was an 84-year-old war hero who was apparently controlled by business and army leaders,

## Flexibility.

If the Nazis were losing support they would change their message. In one election speech a leading Nazi spoke powerfully about the nationalisation of industry. When they found out how alarmed the industrialists were they dropped the idea and never mentioned it again.

## Political Manoeuvres

Von Papen and Von Schleicher had a rivalry which led to Von Papen recommending that Hindenburg makes Hitler Chancellor. Hindenburg made Hitler Chancellor on the 30<sup>th</sup> January 1933.



## Promises to voters.

The Nazis made promises to every sector of German society. Workers were promised jobs. Employers were promised restored profits; farmers higher prices; shopkeepers protection against competition.



## The Munich Putsch

The Nazis attempted to take control through the Munich Putsch in 1923. This failed. However, in jail, Hitler wrote *Mein Kampf* and decided to reorganise the party. He decided that they should try and win elections. They started to look at how they could win the support of the middle class.

## Propaganda.

The Nazis used the Depression to produce propaganda to gain voters. They promised jobs and security to German families. Hitler was portrayed as Germany's last hope. Nazi leaders were masters of propaganda and trained local groups in propaganda skills. They produced anti-communist propaganda.



## Hitler himself.

Posters and rallies built Hitler up to be a superman. He was portrayed as a strong leader that Germany needed. His physical appearance was adapted on posters. Hitler himself developed his speechmaking skills further. He wore spectacles to read but refused to be seen wearing them in public. His campaigns focused around his personality and his skills. The opposition was no match to him.



'Our last hope: a 1932 election poster. The source is aimed at the unemployed Germans who have been hit by the Great Depression. You can see men, women and children who look like they have lost hope. 'Hitler' is written in bold white writing which gives the message to voters that he is Germany's 'last hope'.



A 1932 election poster. The writing at the top says 'Women! Millions of men without work. Millions of children without a future.' The particular focus of this poster is to show that the role of the women is to take care of the family.



The poster sums up the "Hitler Myth." It became a kind of religion, *Mein Kampf*, was the new bible. Over ten million copies of *Mein Kampf* had been published by 1945. In the words of one German soldier, 'Our Führer is the most unique man in history. I believe unreservedly in him. He is my religion.'