Based on extensive archival research, this is the first major book on the Nazi leisure and tourism agency, Strength through Joy (KdF). The Third Reich aimed to unify Germans in preparation for war and the acquisition of “living space.” Yet it was also sensitive to German consumers, whose wish for higher living standards threatened national cohesion and rearmament. The leisure organization Strength through Joy became the Nazi regime’s most determined attempt to ease the tension between collective goals and individual desires, as well as between “guns and butter.” Its factory beautification, organized sports, cultural events, and mass tourism sought to raise the status of workers and integrate them in the nation, while keeping its costs low so that its clientele could afford its programs without wage increases that compromised rearmament. Nevertheless, if KdF did attract workers, it also drew the middle classes, which sought adventure, personal comfort, and pleasure – especially through its tourism. Although the motivations of Strength through Joy’s constituencies often diverged from the Nazi ideal of a united, politicized “racial community” (Volksgemeinschaft), KdF’s accommodation to consumer expectations made it the regime’s most popular institution. KdF mitigated present sacrifices while presenting visions of a prosperous future once “living space” was acquired. As a privilege extended to racially acceptable Germans, it segregated the Nazi regime’s victims from the German “racial community.”

Shelley Baranowski is Professor of History at the University of Akron. Her previous books include The Confessing Church: Conservative Elites and the Nazi State (1986) and The Sanctity of Rural Life: Nobility, Protestantism, and Nazism in Weimar Prussia (1995). She has also co-edited Being Elsewhere: Tourism, Consumer Culture, and Identity in Modern Europe and North America (2001) with Ellen Furlough.
The führer on vacation

Source: Kraft durch Freude Gau Sachsen, Urlaubsfahrten 1936, frontispiece.
STRENGTH THROUGH JOY

CONSUMERISM AND MASS TOURISM
IN THE THIRD REICH

SHELLEY BARANOWSKI

University of Akron
For Mary and Ed Baranowski
Contents

List of Illustrations and Table  ix
Acknowledgments xi
Abbreviations xv
Note on Translations and Citations xvii

Introduction 1

1 Nazism, Popular Aspirations, and Mass Consumption on the Road to Power 11
2 “A Volk Strong in Nerve”: Strength through Joy’s Place in the Third Reich 40
3 The Beauty of Labor: “Plant Community” and Coercion 75
4 Mass Tourism, the Cohesive Nation, and Visions of Empire 118
5 Racial Community and Individual Desires: Tourism, the Standard of Living, and Popular Consent 162
6 Memories of the Past and Promises for the Future: Strength through Joy in Wartime 199
Epilogue: The End of “German” Consumption: Consumerism and Tourism in the Postwar Germanys 231

Index 251
Illustrations and Table

Frontispiece. The führer on vacation ............................... page ii
Strength through Joy local organization ..................... 50
A model shop floor, according to the Beauty of Labor ...... 81
The ideal lunchroom, according to the Beauty of Labor .... 84
The “before” picture of a changing room, according to the 
Beauty of Labor ..................................................... 89
Apprentices receiving sunlamp treatments as disease prevention ................................. 90
Workers in a modernized washroom .......................... 91
How rural housing should not look, according to the Beauty 
of Labor .................................................................. 102
The model village and its mirror image ......................... 103
A model “live-in” kitchen for the countryside ............... 105
Model dwellings for agricultural workers .................... 106
Young women in folk dress ......................................... 124
A tourist gazing at the Rhine River ............................. 125
Enjoying the Baltic beaches with KdF ......................... 149
Young women set sail with KdF ................................. 151
On the ski slopes ..................................................... 152
An anonymous tourist’s snapshots of accommodations on the 
KdF ship *Der Deutsche* ................................................ 154
The model for the KdF resort at Prora (Rügen) ............. 155
A commemorative pin and luggage label ..................... 189
Panoramic snapshot of the mountains of Norway by an 
anonymous tourist .................................................. 190
Mannheimers on the *Monte Olivia* with KdF in Norway 190
Oasis tour in North Africa ......................................... 194

Table

Strength through Joy Cultural Events .......................... 58
Acknowledgments

It is my pleasure to recognize those many whose support and encouragement have contributed to this book. The University of Akron Faculty Research Committee awarded me two summer fellowships and one smaller grant, which allowed me the extended travel to archives necessary to this project’s completion. In addition, a Fellowship for University Teachers from the National Endowment for the Humanities in 2001–2002 was indispensable to composing the first draft of my manuscript. I especially thank my chair, Walter Hixson, and my dean, Roger Creel, for providing matching funds for my NEH grant, which allowed me the luxury of a year’s leave from teaching. The history department staff, especially Carol Brantley and Kym Rohrbach, have responded generously to my numerous requests to photocopy interlibrary loan materials. It is my good fortune to have received such a wonderful combination of internal and external support.

During the gestation of *Strength through Joy*, many friends and colleagues have benefited me with their criticisms of earlier presentations of my work. Hasso Spode, who invited me to present the results of my research at the Institut für Tourismus in Berlin, David Abraham, Celia Applegate, Michael Burleigh, Alon Confino, Victoria de Grazia, Jeffrey Herf, Konrad Jarausch, Rudy Koshar, and Arno Mayer helped me conceptualize a project that was initially difficult to grasp. How does one, after all, make the connection between leisure, especially tourism, and horror? What did the existence of Strength through Joy mean in the context of the Third Reich’s quest for living space? I am also grateful to Omer Bartov, James Retallack, Thomas Ertman, Young-Sun Hong, and John K. Walton, who invited me to give talks at the Center for Historical Analysis at Rutgers, the Department of History at the University of Toronto, the Minda de Gunzburg Center for European Studies at Harvard, the Northeast Working Group on German Women’s History and Culture at its meeting at Vassar, and a major conference on tourism at University of Central Lancashire respectively.

© Cambridge University Press

Cambridge University Press
978-0-521-70599-8 - Strength Through Joy: Consumerism and Mass Tourism in the Third Reich
Shelley Baranowski
Frontmatter
More information
Acknowledgments

Because of her own work on French consumerism and tourism, Ellen Furlough was the first to encourage me to write a book on Strength through Joy, and her critiques of my work at various stages facilitated my grasp of subjects far from my earlier work on German Protestantism and Prussian landowners. Stephen Harp, who was my valued colleague for ten years, offered insightful comments on the first draft of my manuscript. I was also fortunate to have received the detailed and thoughtful evaluations of Joshua Hagen, Kristin Semmens, and Richard Steigmann-Gall, who tolerated my interruptions to their own work while I picked their brains. Paul Betts generously shared his own chapter on the Beauty of Labor, which sharpened my analysis of Strength through Joy’s shop floor activities. My graduate students at Kent State University and the University of Akron, Jordan Broderick, Mark Cole, Rose Eichler, Monika Flaschka, Sandy Hopwood, Sharyn Koosed-Boyce, Chris Van Haueter, and Shawn Walker, were generous in the praise but (fortunately) incisive in their criticisms. Finally, I very much appreciate the support that my project has received from my editor at Cambridge University Press, Frank Smith, and his assistant, Barbara Chin, whose professionalism stands out in my experience with academic publishing. I benefited from the outstanding copyediting of Lee Young of TechBooks. I have especially valued the comments of Cambridge’s anonymous readers, who I hope will see evidence of their perceptive suggestions in this book. It is customary and appropriate for authors to assume responsibility for the contents of their work, yet I could not have completed Strength through Joy without the feedback of others.

Because of the destruction of Strength through Joy’s headquarters during the war, I traveled widely in search of archival and primary source material. As a consequence, I am indebted to many archives and libraries. I very much appreciate the warm assistance of the staffs at the Auswärtiges Amt Politisches Archiv (Bonn), the Bayerisches Hauptstaatsarchiv (Munich), the Bergbau-Archiv (Bochum), the Bundesarchiv Berlin–Lichterfelde, and the Bundesarchiv Militärarchiv (Freiburg), the Deutsche Bücherei (Leipzig), the Institut für Tourismus (Berlin–Dahlem), the Institut für Zeitgeschichte (Munich), the Landeshauptarchiv Magdeburg, the Landeshauptarchiv Koblenz, the Niedersächsisches Hauptstaatsarchiv Hannover, the New York Public Library, the Ohio State University Library (Columbus), the Sächsisches Wirtschaftsarchiv (Leipzig), the Staatsbibliothek Preussischer Kulturbesitz (Berlin), and the Wirtschaftsarchiv Baden–Württemberg (Stuttgart). Frau Köhne-Lindenlaub and Dr. Jens Hohensee at the Historisches Archiv Krupp and Ruth Beck Perrenoud at the Olympic Studies Center in Lausanne went out of their way not only to help me navigate their collections, but also to introduce me to other scholars working in their archives. Herbert Böhner of
the Siemens-Archiv in Munich graciously gave me a copy of a two-volume history of the company. Gabriele Unverwerth of the Stiftung Westfälisches Wirtschaftsarchiv in Dortmund referred me to other resources in the region and allowed me to reproduce a slide at no cost. Randall Bytwerk of Calvin College generously lent me primary materials from his large collection of German propaganda from the Third Reich and the German Democratic Republic. Finally, Sarah Akers, who heads interlibrary loan at the Bierce Library of the University of Akron, managed to track down nearly everything I needed, no matter how obscure.

Lastly, there are friends and family whose support has been beyond measure. My husband Ed, not only endured my long research trips, but also acquired Strength through Joy literature for me, designed many of the images in this book, helped me negotiate the copyright laws that applied to them, and otherwise supported me with his love. Youlandia Peak and Earl Hull have provided essential support at home during the academic year, and especially during my travels abroad. On two occasions, Diana Tisher graciously photocopied my entire manuscript. My parents, Robert and Ann Osmun, my brother David, and my sister Marion have followed this project from the beginning, happily reading article-length versions of it. Finally, I could not imagine having better, more loving, in-laws than Mary and Ed Baranowski, to whom this book is dedicated.
Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>AA/PA</td>
<td>Auswärtiges Amt Politisches Archiv (Foreign Ministry Political Archive, Bonn)</td>
</tr>
<tr>
<td>AOG</td>
<td>Gesetz zur Ordnung der nationalen Arbeit (National Labor Law)</td>
</tr>
<tr>
<td>APK</td>
<td>Akten der Partei-Kanzlei der NSDAP (Files of the NSDAP Chancellery, Munich)</td>
</tr>
<tr>
<td>AWI</td>
<td>Arbeitswissenschaftliches Institut (Institute for the Science of Labor)</td>
</tr>
<tr>
<td>BdA</td>
<td>Bank der deutschen Arbeit (Bank of German Labor)</td>
</tr>
<tr>
<td>BAB</td>
<td>Bergbau-Archiv Bochum (Mining Archive, Bochum)</td>
</tr>
<tr>
<td>BAL</td>
<td>Bundesarchiv Berlin–Lichterfelde (Federal Archive, Berlin–Lichterfelde)</td>
</tr>
<tr>
<td>BA-MA</td>
<td>Bundesarchiv-Militärarchiv (Federal Military Archive, Freiburg)</td>
</tr>
<tr>
<td>BHA</td>
<td>Bayerisches Hauptstaatsarchiv München (Bavarian State Archive, Munich)</td>
</tr>
<tr>
<td>DAF</td>
<td>Deutsche Arbeitsfront (German Labor Front)</td>
</tr>
<tr>
<td>Dinta</td>
<td>Deutsches Institut für technische Arbeitsschulung (German Institute for Technical Labor Training)</td>
</tr>
<tr>
<td>DNVP</td>
<td>Deutschnationale Volkspartei (German National People’s Party)</td>
</tr>
<tr>
<td>HA Krupp</td>
<td>Historisches Archiv Krupp (Historical Archive Krupp, Essen)</td>
</tr>
<tr>
<td>IfT</td>
<td>Institut für Tourismus (Institute for Tourism at the Free University, Berlin)</td>
</tr>
<tr>
<td>IfZ</td>
<td>Institut für Zeitgeschichte (Institute for Contemporary History, Munich)</td>
</tr>
<tr>
<td>ILO</td>
<td>International Labour Office, Geneva</td>
</tr>
<tr>
<td>KdF</td>
<td>Kraft durch Freude (Strength through Joy)</td>
</tr>
</tbody>
</table>
xvi  Abbreviations

KPD  Kommunistische Partei Deutschlands (German Communist Party)
LHAM  Landeshauptarchiv Magdeburg (central archive of the state of Saxony-Anhalt, Magdeburg)
LK  Landeshauptarchiv Koblenz (central archive, state of the Rhineland–Palatinate, Koblenz)
NHH  Niedersächsisches Hauptstaatsarchiv Hannover (central regional archive of the state of Lower Saxony, Hanover)
NSBO  Nationalsozialistische Betriebszellenorganisation (National Socialist Factory Cell Organization)
NSDAP  Nationalsozialistische Deutsche Arbeiterpartei (National Socialist German Workers’ Party)
OSC  Olympic Studies Center, Lausanne
RSA  Reden, Schriften, Anordnungen (Hitler’s writings, speeches, and directives)
SA  Siemens-Archiv (Siemens Archive, Munich)
SdA  Schönheit der Arbeit (Beauty of Labor)
SD  Sicherheitsdienst (Security Service)
SPD  Sozialdemokratische Partei Deutschlands (German Social Democratic Party)
Sopade  Deutschland-Berichte der Sozialdemokratischen Partei Deutschlands (Situation reports of the SPD executive in exile)
SWA  Sächsisches Wirtschaftsarchiv (Business Archive of Saxony, Leipzig)
WABW  Wirtschaftsarchiv Baden–Württemberg (Business Archive of Baden–Württemberg, Stuttgart)
WWA  Stiftung Westfälisches Wirtschaftsarchiv (Business Archive of Westphalia, Dortmund)
I have translated *Volksgemeinschaft* as “racial community” rather than the more commonly used “national” or “people’s community” to underscore the Nazi regime’s ethnic and racial understanding of the “nation.” The inclination of individuals to sacrifice themselves for the common good was, especially in Hitler’s view, constitutive of racial superiority. On the other hand, I have left *Volk* and *völkisch* untranslated because without the noun “community,” the logical English renderings, “race” and “racial,” have a more specific application than the admixture of blood, ethnicity, and culture that the Nazi terms conveyed.

Due to the reorganization of the German Federal Archives, one of the collections that I consulted in the archive at Potsdam (formerly the Zentralstaatsarchiv of the German Democratic Republic and now dissolved), the Reich Main Security Office (Reichssicherheitshauptamt, or RSHA), has been moved to the archive in Berlin–Lichterfelde. Having confirmed that the RSHA documents are in their new location, I have named Berlin–Lichterfelde rather than Potsdam in the relevant citations.

My format for archival citations is as follows: a description of the document followed by the date, the name of the archive, the specific holding, file number, and (if available) document number.