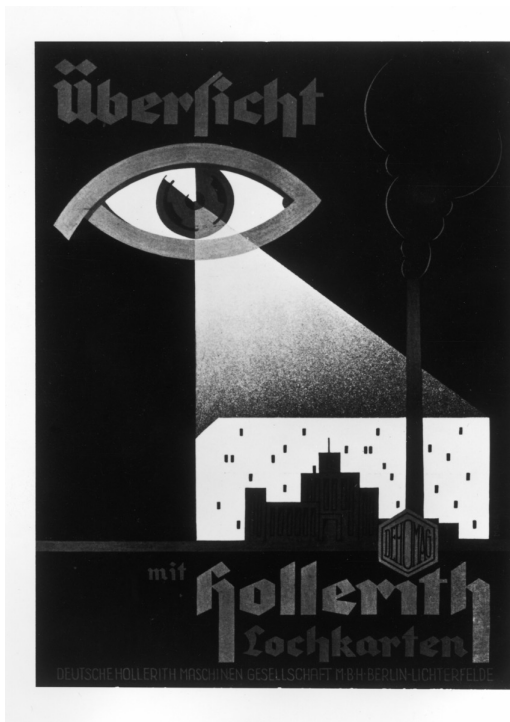


Advertisement by the Dehomag Company for Hollerith Punch Cards, which were used in the 1933 Census (June 1933)

Abstract

Censuses were not invented by the Nazi leadership; they had already been taken in the German Customs Union [*Zollverein*] during the nineteenth century. But in the new National Socialist police state, which sought total control over society, a state “survey” [*Übersicht*] of the population took on a new meaning. Below is an advertisement for the Dehomag company, a subsidiary of IBM, for so-called Hollerith punch cards, which were used in preparing and analyzing the 1933 census.

Source



Source: Advertisement by the Dehomag Company for Hollerith punch cards, which were used to process and analyze information collected in the 1933 census. Poster (1930s).

bpk-Bildagentur, image number 30016134. For rights inquiries, please contact Art Resource at requests@artres.com (North America) or bpk-Bildagentur at kontakt@bpk-bildagentur.de (for all other countries).

Recommended Citation: Advertisement by the Dehomag Company for Hollerith Punch Cards, which were used in the 1933 Census (June 1933), published in: German History in Documents and Images, <<https://germanhistorydocs.org/en/nazi-germany-1933-1945/ghdi:image-1893>> [April 20, 2026].