

# Goebbels Announcing the Boycott of Jewish Retailers (April 1, 1933)

## Abstract

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On April 1, 1933 Propaganda minister Joseph Goebbels called for a one-day, nationwide boycott of Jewish stores, ostensibly as retaliation against so-called “atrocities propaganda” about Germany and against the boycott of German-made products in Britain, the United States, and elsewhere. It was to be hard hitting but “orderly.” The street scenes in this film capture the generally tentative nature of the crowd—curious, wary, but not embracing the SA men vandalizing and standing guard in front of Jewish-owned shops. That day, Goebbels wrote the following in his diary: “The boycott against the international atrocity propaganda has burst forth in full force in Berlin and the whole Reich. I drive along the Tauentzien Street in order to observe the situation. All Jews’ businesses are closed. SA men are posted outside their entrances. The public has everywhere proclaimed its solidarity. The discipline is exemplary. An imposing performance! It all takes place in complete quiet...” Despite Goebbels’s description, many stores in fact stayed open in Berlin. The boycott lasted only one day and is often seen through the lens of its failure to intimidate Germans into abandoning their daily rituals—many continued to shop at these stores—at least during the early days of the regime.

## Source

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/[Hail! Hail!]

/Goebbels: “Compatriots! This morning at 10 o’clock the boycott began. It will continue until the midnight hour. It unfolds with the force of a sudden strike but also with an impressive discipline among our men. [. . .]

/They [the Jews] have now found a safe haven in Paris, in London, and in New York. Our party and our Führer – Hail! Hail! Hail!”

/Germans! Resist! Don’t buy from Jews! Jews out!

/German! Liberate yourselves from Jewish tyranny! Germans! Resist! Don’t buy from Jews!

Source: Original title: "Reich Minister of Propaganda Joseph Goebbels delivers a speech during opening of the official anti-semitic campaign." April 1, 1933.

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