Reich Vocational Competition for Youth (1934)

Abstract

As the regime pursued racist attacks on German Jews, Nazi biopolitics celebrated the hale young Aryan, who was viewed as strong, productive, and competitive. Representative here is the German boy featured on the poster for the Reich Vocational Competition for German Youth [Reichsberufswettkampf] of 1934. Over 500,000 children participated in that year's nationwide competition, which became an annual event. Competitors were evaluated in a variety of areas, from theory and knowledge of Nazi ideology, to physical fitness. Female competitors were also tested for their skills in housekeeping, such as cooking, sewing, and cleaning. By 1939, 3.5 million participants, now including adults as well, competed in the competition annually.

Source

Source: Poster, 1933. Artist: Ludwig Hohlwein. Publisher: Reichsjugendführung. Bundesarchiv Plak 003-017-117

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