

## Reichstag Election of March 5, 1933: “The Reich will Never be Destroyed if You are United and Loyal” (1933)

### Abstract

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This poster from Hitler’s 1933 election campaign features two terms that played a central role in propaganda under the Hitler dictatorship: unity and loyalty. These two virtues were demanded of the German population. It soon became clear, however, that unity and loyalty as defined by the National Socialists actually meant “coordination” [*Gleichschaltung*] and the “Führer cult.”

### Source

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Source: National Socialist poster for the 8th Reichstag election on 05 March 1933. Photo by Heinrich Hoffmann.

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