

## National Socialist German Workers' Party (NSDAP) Election Campaign Drive (1920)

### Abstract

---

The National Socialist German Workers' Party (NSDAP) was founded in February 1920, the year this photo was taken. At this point, Hitler had shaped the party's agenda by writing its 25-point program, but he didn't become party leader until 1921. In this image Hitler (second from left) is seen wearing civilian clothing and posing for the camera with several other party members during an election campaign event (probably near Munich, where the party was founded). In June 1920 both Reichstag and Bavarian state elections were held, so this campaign rally was organized to drum up support both on the state and national level. The mostly male party supporters in this image are seen riding on trucks and waving both the NSDAP swastika banner and other flags. However, the NSDAP was not successful in either election in 1920 and did not gain traction until the onset of the economic crisis. The photo was taken by Heinrich Hoffmann, who later became Hitler's personal photographer.

### Source

---



Source: Photo: Heinrich Hoffmann, 1920.

bpk-Bildagentur, image number 30003634. For rights inquiries, please contact Art Resource at [requests@artres.com](mailto:requests@artres.com) (North America) or bpk-Bildagentur at [kontakt@bpk-bildagentur.de](mailto:kontakt@bpk-bildagentur.de) (for all other countries).

bpk/ Heinrich Hoffmann

---

Recommended Citation: National Socialist German Workers' Party (NSDAP) Election Campaign Drive (1920), published in: German History in Documents and Images, <<https://germanhistorydocs.org/en/weimar-germany-1918-1933/ghdi:image-4280>> [March 16, 2026].