

Contents

<i>List of Illustrations and Table</i>	<i>page</i> ix
<i>Acknowledgments</i>	xi
<i>Abbreviations</i>	xv
<i>Note on Translations and Citations</i>	xvii
 Introduction	 1
1 Nazism, Popular Aspirations, and Mass Consumption on the Road to Power	11
2 “A Volk Strong in Nerve”: Strength through Joy’s Place in the Third Reich	40
3 The Beauty of Labor: “Plant Community” and Coercion	75
4 Mass Tourism, the Cohesive Nation, and Visions of Empire	118
5 Racial Community and Individual Desires: Tourism, the Standard of Living, and Popular Consent	162
6 Memories of the Past and Promises for the Future: Strength through Joy in Wartime	199
Epilogue: The End of “German” Consumption: Consumerism and Tourism in the Postwar Germanys	231
 <i>Index</i>	 251

Illustrations and Table

Frontispiece. The führer on vacation	page ii
Strength through Joy local organization	50
A model shop floor, according to the Beauty of Labor	81
The ideal lunchroom, according to the Beauty of Labor	84
The "before" picture of a changing room, according to the Beauty of Labor	89
Apprentices receiving sunlamp treatments as disease prevention	90
Workers in a modernized washroom	91
How rural housing should not look, according to the Beauty of Labor	102
The model village and its mirror image	103
A model "live-in" kitchen for the countryside	105
Model dwellings for agricultural workers	106
Young women in folk dress	124
A tourist gazing at the Rhine River	125
Enjoying the Baltic beaches with KdF	149
Young women set sail with KdF	151
On the ski slopes	152
An anonymous tourist's snapshots of accommodations on the KdF ship <i>Der Deutsche</i>	154
The model for the KdF resort at Prora (Rügen)	155
A commemorative pin and luggage label	189
Panoramic snapshot of the mountains of Norway by an anonymous tourist	190
Mannheimers on the <i>Monte Olivia</i> with KdF in Norway	190
Oasis tour in North Africa	194

Table

Strength through Joy Cultural Events	58
--------------------------------------	----