

Salzburg Stier; Nazi Germany's Election Propaganda

In 1921, a plebiscite (a popular vote) was held by the Austrian parliament in Tyrol and Salzburg to unify Germany and Austria. Upon results, 99.73% of voters were in favor; however, this was not a reflection of accurate feelings many Austrian citizens experienced. The Nazi Party encouraged and manipulated voters for desired results. Both cities experienced a sweeping favor towards the motion. The Austrian government was displeased following the results, and no annexation occurred.

To many Austrians, the unification with Germany promised economic prosperity and global influence. On April 10, 1938, the Nazi Party hosted a reelection. The post card below is a prime example of the propaganda used to brainwash Europeans to conform to the Nazi Party's agenda.



The Salzburg Stier post card from April 10, 1938, features the memorial plaque dedicated to the unsuccessful annexation of Austria in 1921. The reverse side of the postcard depicts a bull ramming down a Bavarian border post. A German and Austrian border post lay on the ground, as the bull acts one final push to solidify unification.

Salzburg cancellation dated April 20, 1938-9 with 6-pfennig Hindenburg Medallion and 3-pfennig Burgenland, Austria stamp. Addressed to Fräulein Fride Ostermann.