

Can you believe it? I do! A Munich Child Stein Story

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The very first Oktoberfest was held in 1810 to celebrate the marriage of the crown prince of Bavaria, who later became King Louis I, to Princess Therese von Sachsen-Hildburghausen. The 1935 Oktoberfest was its 125th Jubilee and the official Oktoberfest stein for 1935 was designed by Paul Neu, an established graphic artist/illustrator in Munich. In addition to a number of steins, Neu provided many illustrations for books, advertising, postage stamps and posters.

Produced in both half- and one-liter sizes (Picture 1), the stein depicts the Munich Child on its front, with side scenes showing happy celebrants dressed in traditional garments (*Tracht*). The official Oktoberfest newspaper included a photo of the one-liter stein, writing:

Everything is ready for the festival. And because this time it is 125 years since the Oktoberfest was celebrated for the first time, the city allowed the issuing of its own artistic Oktoberfest mug.



Picture 1 - 1935 Oktoberfest steins designed by Paul Neu

Painter Paul Neu designed the picture for the stein. The figures are pleasingly arranged: tall musicians, a buxom farm girl with a wreathed bull, the sedate Munich man with his roast chicken, the resolute waitress and the happy target shooters. (See Picture 2.)

The glass and porcelain painters in Munich were commissioned to manufacture the mugs. All of Munich's ceramic painters are involved with their followers in the production of the Oktoberfest mug. For this trade, this means an ongoing and gratifying business recovery.



Picture 2 - Left and right side scenes on the 1-liter 1935 Oktoberfest stein.

The year 1935 was also the 2nd year of existence for the Third Reich and *Nationalsozialismus* (National Socialism, the ideology and practices associated with Adolf Hitler and the Nazi Party). A popular event with great public awareness like Oktoberfest was an opportunity not to be missed. While official publications mostly refrained from a blatant display of Nazi symbols, the cover of the *Festschrift* (Picture 3), also designed by Paul Neu, did include a small swastika. The *Münchener Oktoberfest-Zeitung* of 1935 went a little further, depicting a smiling and bespectacled Hitler in the guise of the Munich Child astride a keg of HB beer (Picture 4). This image is accompanied by a three-verse poem by Rudi Scheidler which includes the welcoming lines

*Just pour in to all districts
To the Isar beach, to the Isar River,
You German men, German women!
"Heil Hitler" is our greeting.*



Picture 3 - Cover Illustration for the official publication



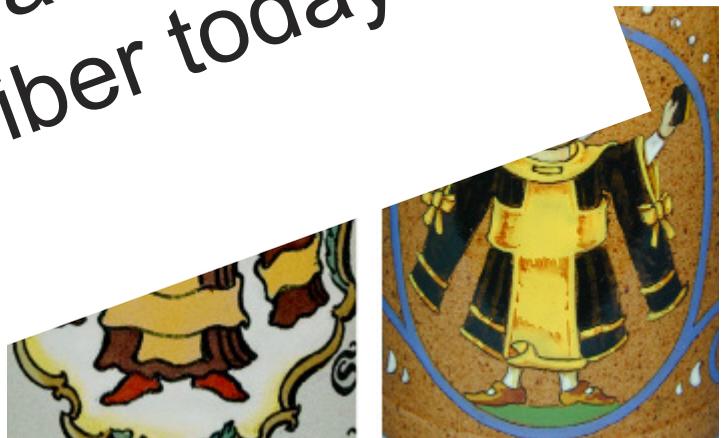
Festschrift for the Oktoberfest in 1910.



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Paul Neu also designed the 200th Jubilee (Picture of the Oktoberfest was *Deutsches Fernsehen* – S public service television prov event, a professor of history s the Third Reich asked Paul Ne biology on a beer stein for the oc promoting National Socialism. Neu to depict the swastika on the Oktoberfest stein, but did comply in a somewhat more subtle fashion.

th outstretched arms, tended fingers on the e to portray the Child he right hand com- This is believed to shown on a beer credit, Paul Neu request to par- a significant fu-



Picture 6 - The Munich Child on the left offers the Hitler salute, while the Child on the right offer a blessing.