

Bayer Advertisement: German Products for the World (1937)

Abstract

Despite the regime's pursuit of economic autarky by the late 1930s, the German economy still relied heavily on finding markets for its exports in order to generate revenue and stimulate growth. In fact, it was precisely because of official autarkic policies that exports became all the more important to domestic stability and the financing of a variety of government programs, especially during the coming war. German consumer and durable goods already had a considerable international reputation, as the moniker "Made in Germany" represented high quality. Germany's chemical sector, which included synthetic drugs, were held in especially high regard, as demonstrated by this advertisement for Bayer pharmaceuticals from 1937. In a series of window display poster mockups, Bayer – the inventor of aspirin – drew on its international appeal by highlighting a series of images that featured the places a bottle of aspirin or the Bayer logo could be found. One advertisement portrayed Bayer capsules in the American West; another featured the Mexican dessert, and one, depicted here, showcased Bayer products available widely in Asia. Combined, the ads encouraged Germans to consider the scope and reach of German goods abroad, seeking to instill a sense of pride, as well as reminding them that the world still regarded Germany as a source of quality goods.

Source



Source: Advertisement, 1937. Unknown artist. Bayer Archives, Leverkusen.

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