

## Bayer/Aspirin: Weltmarke mit spezifisch deutscher Vergangenheit Quellen



Left: Figure 5.19. 500 grams, presumably powder, Bayer Leverkusen. Note new Bayer logo.

Right: Figure 5.20. 25 grams Aspirin powder for the French market.

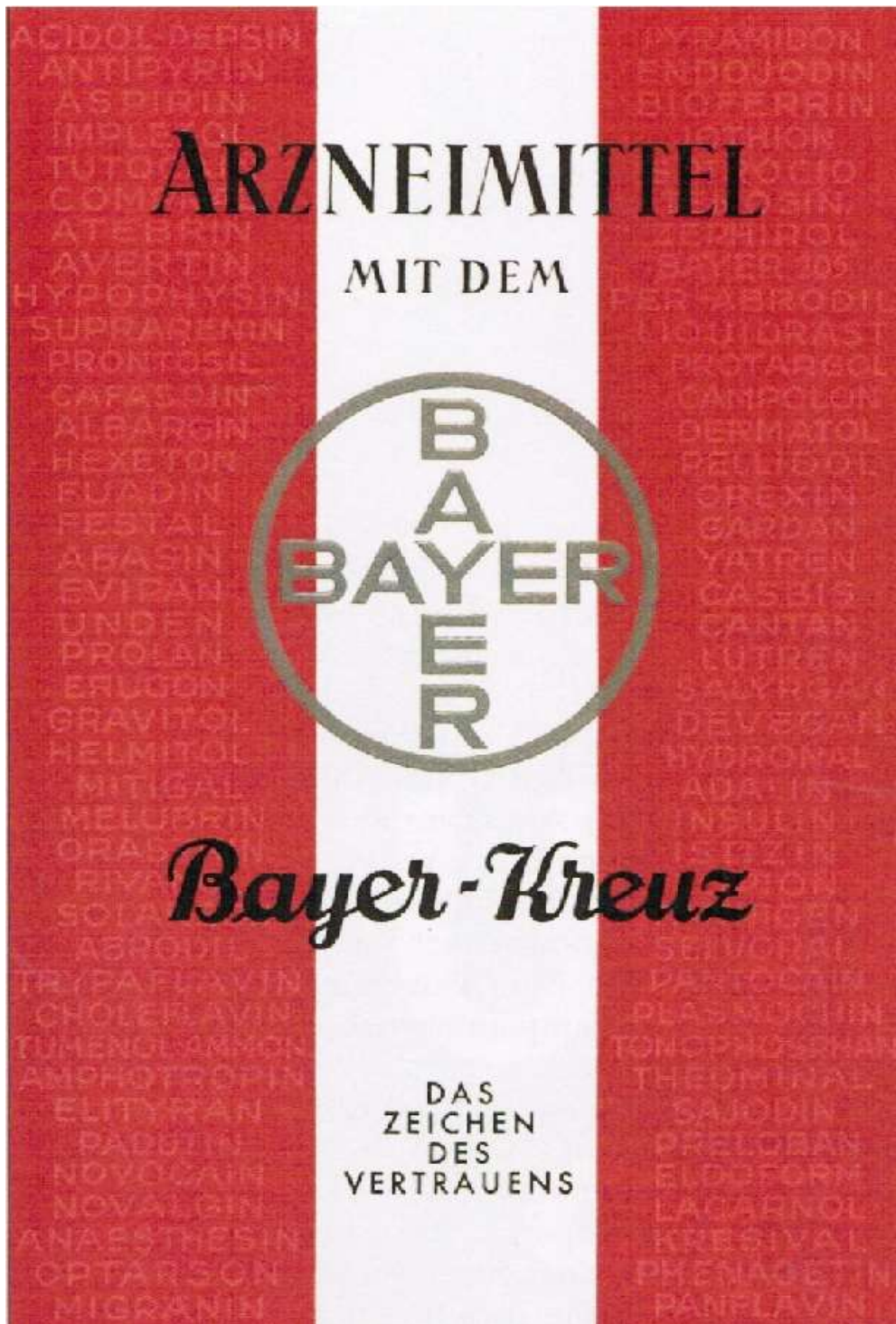
(Reproduced with permission of Bayer A.G).



Internationale Werbeplakate der 1920er/30er Jahre,  
Bayer AG  
Corporate History & Archives



Bayer AG  
Corporate History & Archives



„Vertrauenswerbung“, o. J.,  
Bayer AG  
Corporate History & Archives

Abb. 1: Anzeige aus der  
„Kölnische Illustrierte  
Zeitung“ aus dem Jahr 1944  
(Bayer-Archiv 167/8,  
Pharma-Werbeabteilung  
1901–1971)

**Ist das »Bayer«-Kreuz  
in der Welt bekannt?**

Das »Bayer«-Kreuz ist weit über die Erde verbreitet. Es ist ein Kennzeichen deutscher Arzneimittel, die die Achtung der internationalen Wissenschaft und das Vertrauen von Ärzten in der ganzen Welt gewonnen haben. Arzneimittel mit dem »Bayer«-Kreuz sind deutsche Heilmittel von Weltruf.



# A Forward-Looking and Enterprising Chemical Firm on the Rhine

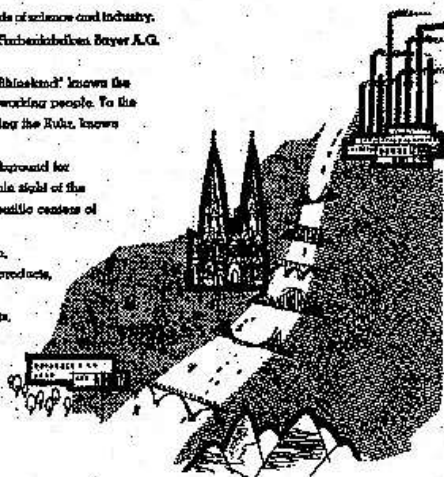
It takes vision, tradition, knowledge, and determination to develop new fields of science and industry. It has taken all these to create the enterprises and research institutes of Farbenfabriken Bayer A.G. Leverkusen.

To the South of Leverkusen, stretching up-stream, extends the 'romantic Rhineland' known the world over for its scenic mountains, excellent wine and cheese, hard working people. To the North of Leverkusen lies the most industrialized part of Germany, including the Ruhr, known the world over for its consumable quality and industrialism.

The Rhine River location of Farbenfabriken Bayer A.G. provides the background for stimulating thought and action. Only seven miles from Cologne and within sight of the famous Cologne Cathedral, Leverkusen is close to the cultural and scientific centers of Europe and the Western world.

Farbenfabriken Bayer A.G. Leverkusen, aided by its plants in Dornmeyer, Elberfeld, Uerdingen, and Mönch is the home of almost 1500 chemical products, serving the rapidly expanding needs of mankind.

Have about 1500 scientists - chemists, physicists, engineers, pharmacists, and biologists - cooperate in research institutes, searching for new chemical products, to combat disease, to ensure health, to make life more pleasant and to raise the standards of living of mankind.



More than 45,000 men and women play a part in the research, manufacture and distribution of the Farbenfabriken Bayer Leverkusen products in:

- DYESTUFFS
- CHEMICALS
- PHARMACEUTICALS
- CHEMICAL FIBRES
- INSECTICIDES
- PHOTOGRAPHIC MATERIALS

*The history of  
Leverkusen is the  
history of modern  
chemistry*



This is one of a series of advertisements about our present activities and future plans.

The original history of  
Friedrich Bayer & Co.,  
Leverkusen, 1922

## CHEMICAL PRODUCTS FOR THE GROWING NEEDS OF MANKIND.

FARBENFABRIKEN BAYER AKTIENGESELLSCHAFT LEVERKUSEN ON THE RHINE / GERMANY

Abb. 3: Bayer Anzeige in amerikanischen Zeitungen (Bayer-Archiv, 167/9.12 1957)



Lichtwerbung Bayer-Kreuz in Leverkusen,  
Bayer AG  
Corporate History & Archives



Entwicklung des Bayer-Logos Ende des 19. bis Mitte des 20. Jh.,  
Bayer AG  
Corporate History & Archives