

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.)

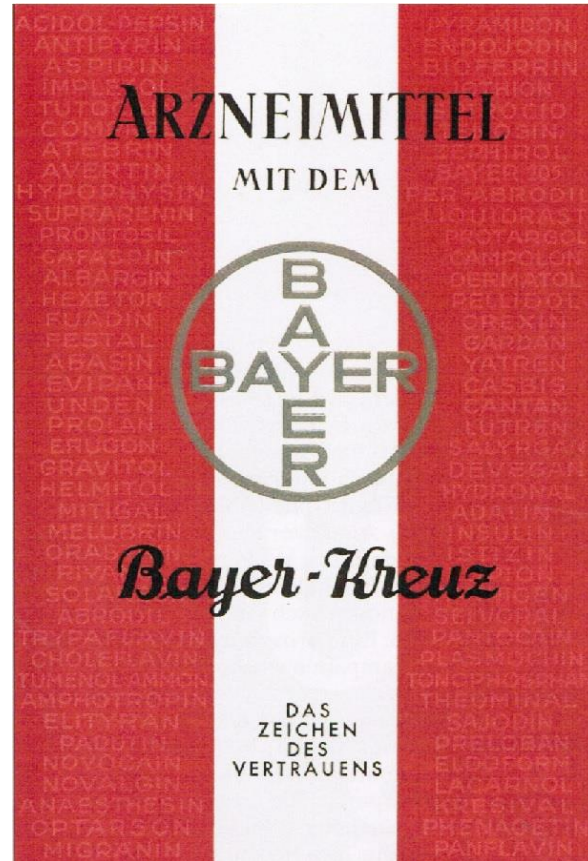


Internationale Werbeplakate
Der 1920er/30er Jahre

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 16718,
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

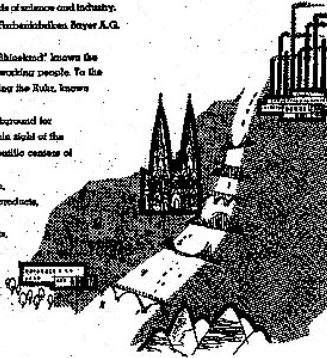
It takes vision, tradition, knowledge, and determination to develop new fields of science and industry. It took all these to create the enterprises and research institutes of Farbwerkefabriken Bayer A.G. Leverkusen.

To the South of Leverkusen, stretching up-stream, extends the "romantic Rhineland" known the world over for its scenic mountains, excellent wines and cheerful, hard-working people. To the North of Leverkusen lies the most industrialized part of Germany, including the Ruhr, known the world over for its craftsmanship, quality, and industrialization.

The Rhine River location of Farbwerkefabriken 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.

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

Have about 100 scientists - chemists, physicists, engineers, pharmacists, and biologists - engage 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 Farbwerkefabriken 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
Farbwerke Bayer at
Leverkusen, 1923

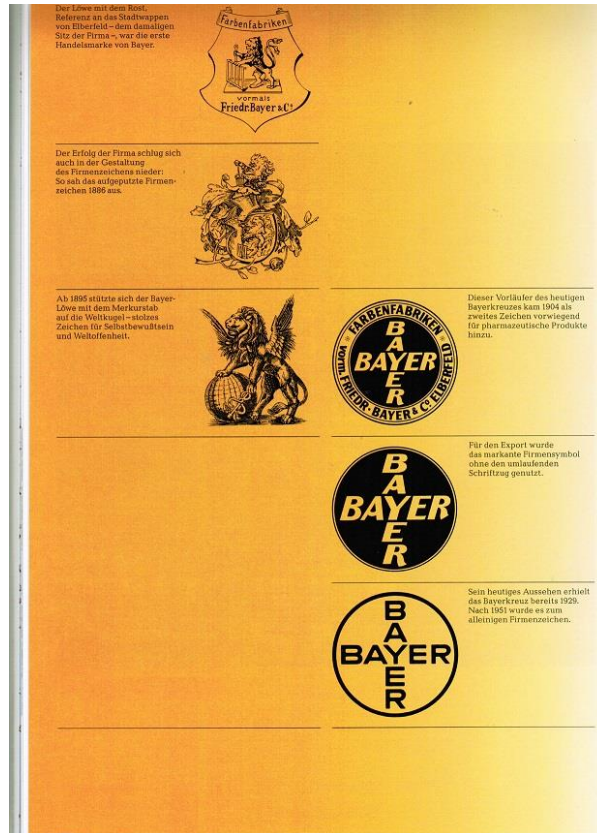
CHEMICAL PRODUCTS FOR THE GROWING NEEDS OF MANKIND.

FARBWERKEFABRIKEN 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
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