SELLING MODERNITY

Advertising in Twentieth-Century Germany

EDITED BY
Pamela E. Swett, S. Jonathan Wiesen,
and Jonathan R. Zatlin

CONTENTS

List of Illustrations ix

Foreword
Victoria de Grazia xiii

Acknowledgments xix

Introduction
Pamela E. Swett, S. Jonathan Wiesen, and Jonathan R. Zatlin i

1. Marketing, Modernity, and “the German People’s Soul”: Advertising and Its Enemies in Late Imperial Germany, 1896–1914
Kevin Repp 27

2. Visions of Prosperity: The Americanization of Advertising in Interwar Germany
Corey Ross 52

Holm Friebe 78

4. “Planting a Forest Tall and Straight Like the German Volk”: Visualizing the Volksgemeinschaft through Advertising in German Forestry Journals, 1933–1945
Michael Imort 102

5. Selling the “Racial Community”: Kraft durch Freude and Consumption in the Third Reich
Shelley Baranowski 127
6. "Die erfrischende Pause": Marketing Coca-Cola in
Hitler's Germany
Jeff Schutts

7. Lufthansa Welcomes You: Air Transport and Tourism
in the Adenauer Era
Guillaume de Syon

Advertising, PR, and the Beate Uhse Myth
Elizabeth Heineman

Advertising, the State, and the Paradox of
Consumerism in the Federal Republic
Robert P. Stephens

10. "True Advertising Means Promoting a Good Thing
through a Good Form": Advertising in the German
Democratic Republic
Anne Kaminsky

11. Promoting Socialist Cities and Citizens: East Germany's
National Building Program
Greg Castillo

12. "Serve Yourself!" The History and Theory of Self-Service
in West and East Germany
Rainer Gries

Bibliography

Contributors

Index