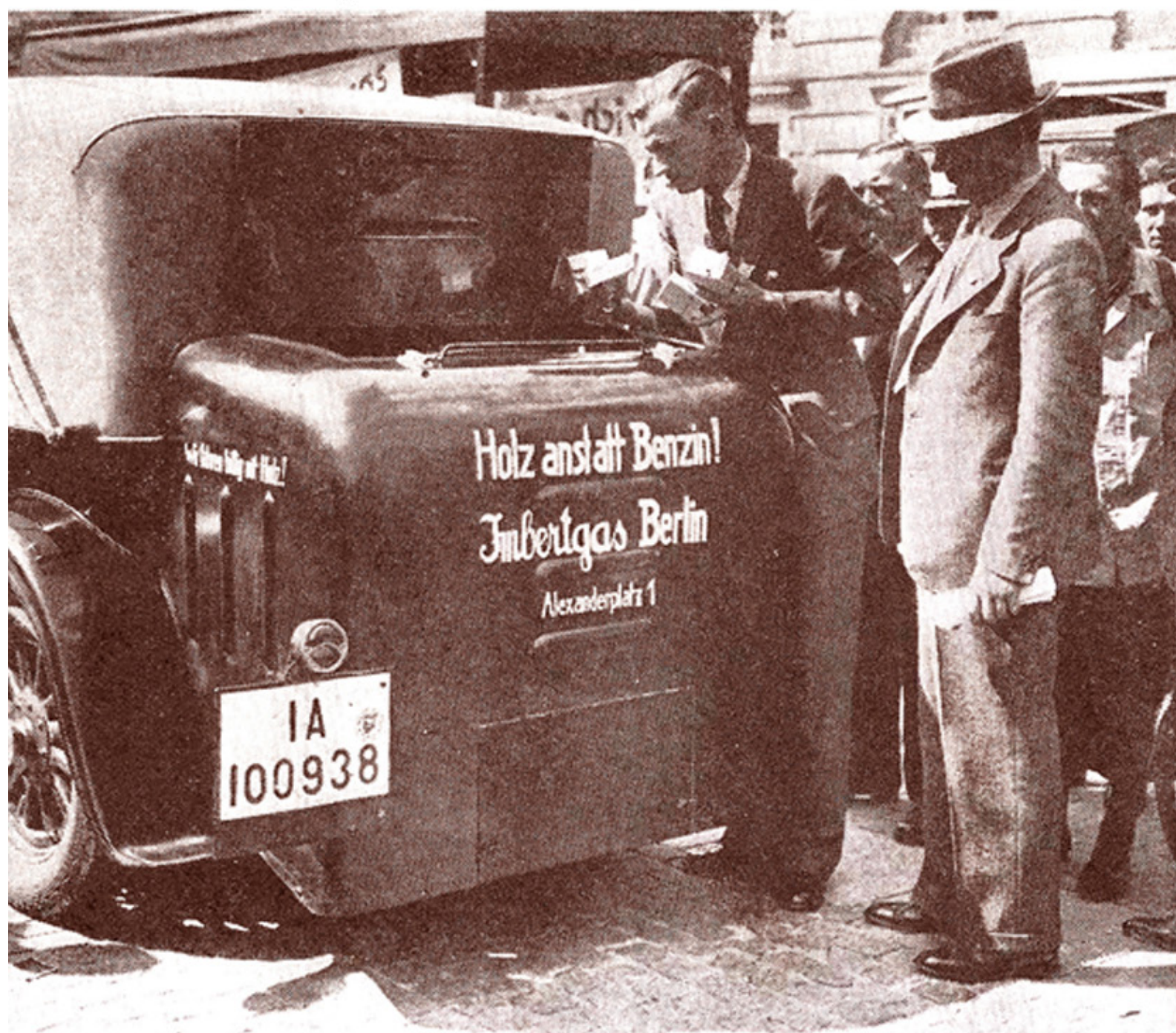


October 9, 1937: p. 20

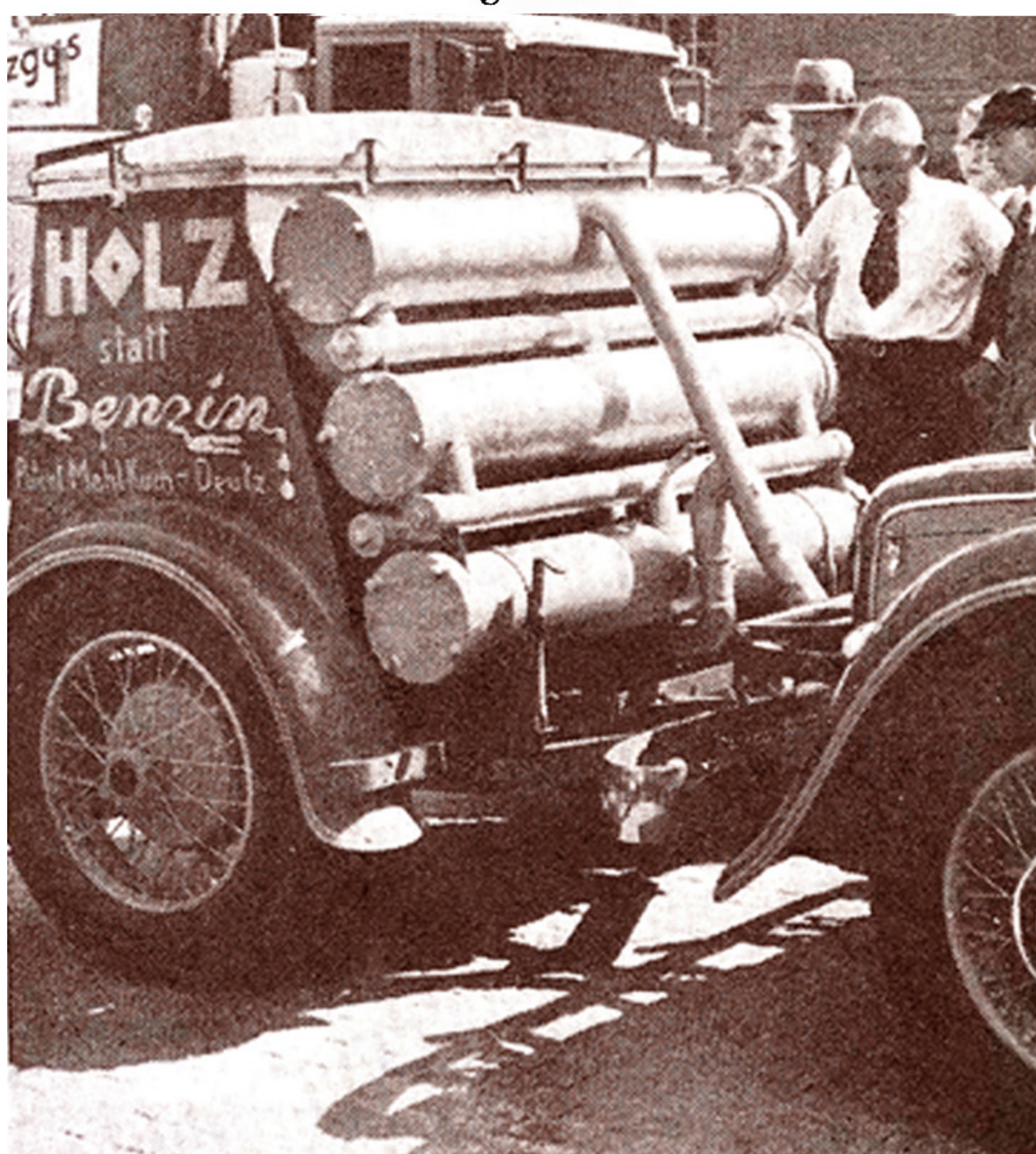
GERMAN ERSATZ

THE MOST significant little word in the German vocabulary of 1937 is *Ersatz*. In two syllables, which, literally translated, mean "substitute," it summarizes the bold experiment in rigged economy which is Adolf Hitler's Four Year Plan.

Modern Germany, like other industrial states, is dependent upon a world trade which will bring her raw materials in exchange for her manufactured products. After the World War, and the political upheavals, inflation, and reparations which rushed in its wake, Germany's gold supply dwindled; she became a debtor nation almost overnight; her foreign exchange reserve all but evaporated, and a thrilling boom in the dizzy 'twenties only paved the way for the sickening deflation of the Great Depression.



BERLIN citizens watch a demonstration of motor fuel made from wood—a substitute for expensive gasoline



WOOD-GAS generator of another type. Germany hopes to produce by 1940 all the gasoline she needs. This amounts to 2,000,000 tons

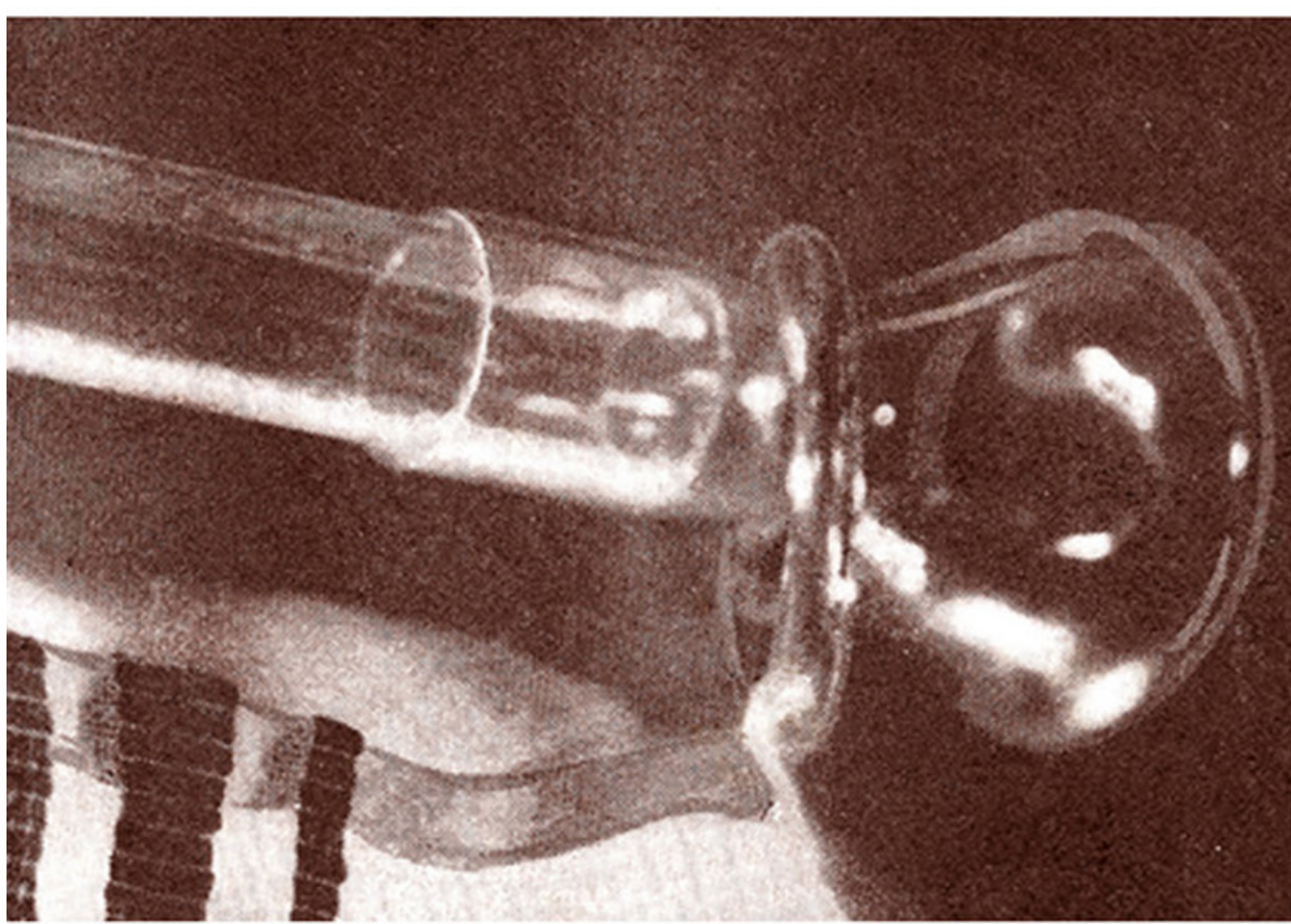


WE NEED BONES! Boys gather them up
for use in manufacturing

Under Fuehrer Hitler, Germany has resorted to every conceivable scheme to get rubber, textiles, motor fuels, zinc, tin, lead, and nickel for her program of national rehabilitation. She repudiated foreign debts, set up a barter system, undersold competitors by subsidizing exports, and paid for imports with "blocked marks"—a means of compelling foreign merchants to buy Reich goods with money owed them by Reich importers.

Meanwhile, Germany's neighbors — France, Switzerland, Czechoslovakia, Italy—were devaluating their currency, thereby crippling the Reich's export trade, smashing the intricate system of subsidies and barter, and damming the flow of raw materials into Germany.

A year ago, at the National Socialist Congress in Nuremberg, the Fuehrer disclosed his newest and most daring move. "In four years," he thundered, "Germany must be completely independent of the outside world for all those materials which can possibly be produced by German ability, by our chemistry and industry as well as through our mines and minerals."



GLASS curtain rods—so there will be more metal
for German rearmament

OldMagazineArticles.com

E R S A T Z



TESTING the strength of glass, an important *Ersatz* (substitute) in Germany's bid for economic security and independence



RESIN is made into *Ersatz* jewelry for the economical *Hausfrau*

If this declaration was slightly vague, the Reich Minister of Propaganda, Dr. Joseph Goebbels, soon translated it into concrete terms: "A fat belly counts less from a historic viewpoint than a cannon."

In short, Germany was to become self-sufficient by 1940—not so much in the interest of a higher standard of living for all Germans as in the interest of a nation that might some day be at war, isolated from the world's markets.

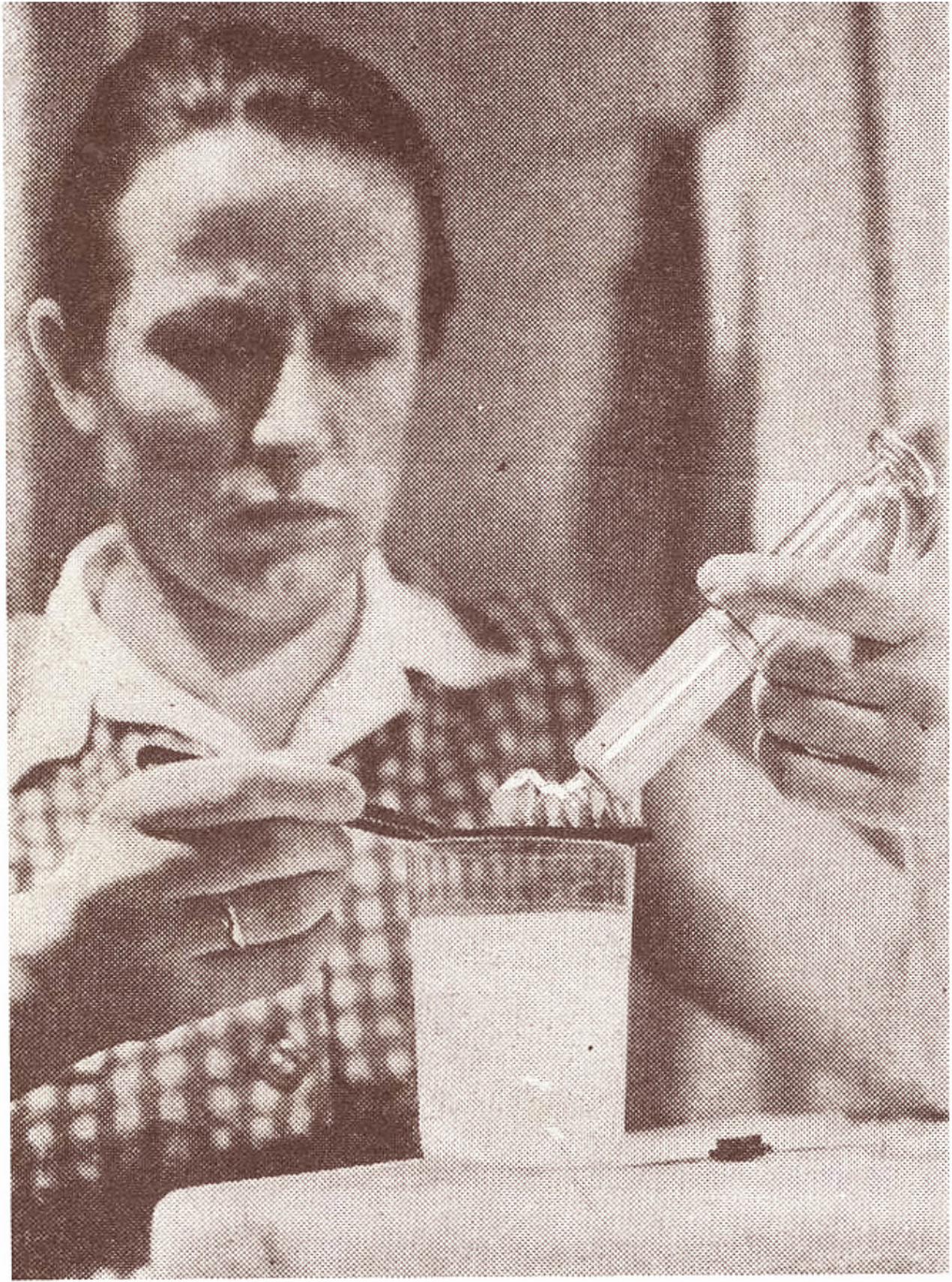
The Reich's great chemical industry went into high gear immediately, and at this point *Ersatz* became the big little word of the German language. Natural rubber was replaced by *Buna*, a synthetic product said to be less sensitive to heat and more durable. Wine bottles were capped with wood and a Cellophane-like wrapper, as a substitute for cork and lead foil. The liquefaction of coal produced a motor fuel. *Zellwolle*, a cellulose wool, became the new hope of the textile manu-

E R S A T Z

facturers. I n g e n i o u s Reich chemists even derived a high-protein yeast from wood, and this went to hungry Reich milch cows.

Since a basic principle of the Four Year Plan is to import raw materials for industry and rearmament first, and then, with any gold left over, foodstuffs, the German citizenry has had to tighten its belt. The state shows housewives how to cut down, and like it.

NON-METAL tube with glass piston for toothpaste. Old toothpaste tubes, used razor blades, and discarded tin cans are now ammunition



ANCHOR CHAIN made of water-resisting Manila instead of metal is one more illustration of conserving steel for armaments