

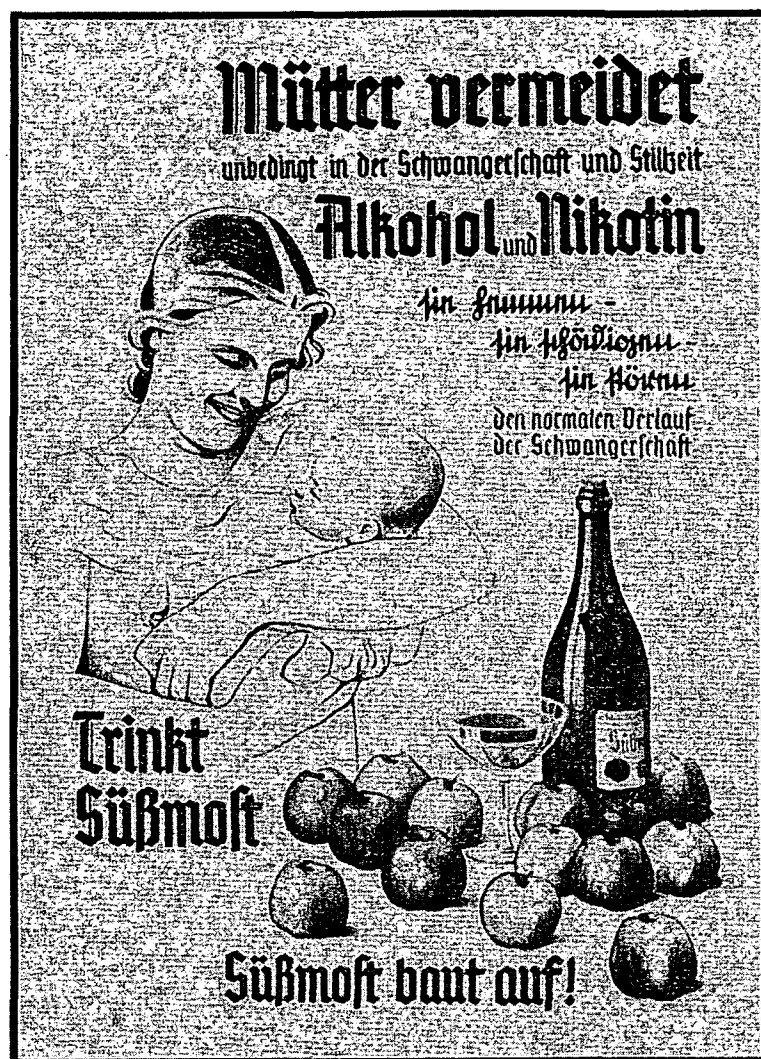


FIG. 5.3. "Mothers: Avoid alcohol and nicotine during pregnancy and while nursing. . . . Drink soft cider instead!" Graphic from Reiter and Breger, *Deutsches Gold*, p. 302.

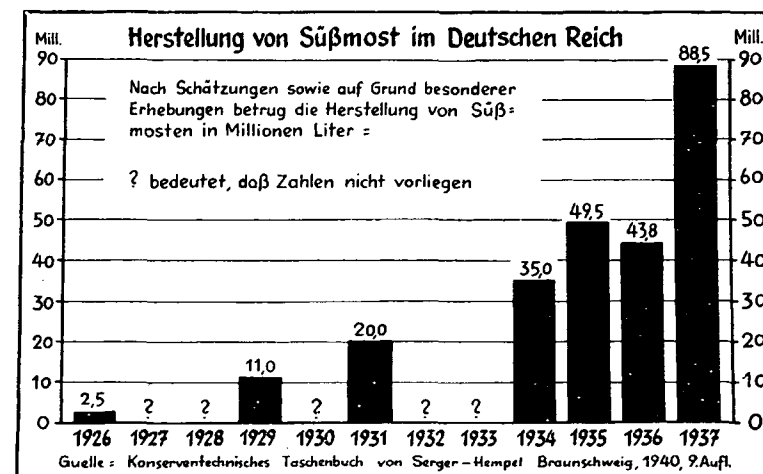


FIG. 5.4. "Production of Soft Cider in the German Reich" from 1926 to 1937, in millions of liters. Fruit juices were encouraged as part of the campaign against alcohol. Source: Reiter and Breger, *Deutsches Gold*, p. 300.

Programs were also initiated to dissuade children from drinking. The 1933 ban on alcohol advertising directed at children was strengthened in 1936, at which time a certification system was also put into place to indicate whether certain drinks were suitable for children. Nonalcoholic fruit ciders, for example, had an official stamp of approval (*Jugendwert*) printed on their labels; Coca-Cola, by contrast, was declared unsuitable for children.⁸⁶ The state intervened in many other areas in similar fashion: films, for example, began to be officially rated as either "fit" or "unfit" for children to watch.

Despite propaganda and its pervasive twin, *Aufklärung*, these various efforts to solve the "drink question" (*Getränkefrage*) appear to have enjoyed at best a mixed success. On the one hand, production of fruit drinks did rise dramatically, from about sixteen million liters in 1930 to nearly five times that amount in 1937—during which time the prices of many fruit juices fell precipitously (see figs. 5.3 and 5.4). Reich Health Office president Hans Reiter declared sweet cider the official "people's drink" (*Volksgetränk*) in 1938,⁸⁷ and production continued to rise into the early war years.