Berlin, Germany, June 24, 1933.

SUBJECT: The use of placards or signs "Deutsches Geschäft", i.e. "German firm", authorized by the National-Socialist party.

THE HONORABLE
THE SECRETARY OF STATE
WASHINGTON.

SIR:

I have the honor to refer to a despatch from this Consulate General in which I informed the Department that a new organization was being formed in Germany, known as the "Volkswirtschaftsdienst", the object of which was to carry on definite propaganda to teach the German people to use only German goods and that this was to be concretely brought about by the placing on all goods manufactured in Germany of a specific mark to identify it as of German origin and manufacture. I mentioned in the despatch the fact that the organization of this new body is looked upon with much concern by important persons in the German industrial world as they realize that the carrying out of the aim of the organization may lead to retaliatory measures in other countries which will seriously interfere with German
German exports to other countries.

Every endeavor has been made by the Consulate General to secure more definite information with regard to this new organization, but its activities for the present have been surrounded with particular secrecy. I hope, however, in the near future to be able to send more definite information as to the actual plans of the new organization.

As further indicative of the intention of the National-Socialist party to confine German consumption to German goods is the following press release which has been issued by the National-Socialist press bureau and which appeared in the "Berliner Tageblatt" of June 20, 1933:

"In execution of the instructions dated May 10 and May 18 of this year of Rudolf Hess, Acting Representative of the Leader, Chancellor Hitler, the National-Socialist Economic League gives public notice of the following: The signs "Deutsches Geschäft" are only granted to Aryan firms according to the conditions formulated by the National-Socialist Economic League, together with the Self-Help Association of the S.A., and subject to an annual fee. In connection therewith a newspaper is delivered free of charge. The signs are set in a metal frame and are protected by glass. They represent the symbols of New Germany, viz: a rising radiant sun with a swastika, in front of which sits a black eagle as guardian, and underneath there are the words "Deutsches Geschäft". The reverse side of the sign must bear the stamp of the above named S.A. office, and a serial number. At the same time the pictorial design can be used as trade mark for firms of the German middle class. The right to employ this design for this purpose must be applied for at the S.A. Self-Help Association. The distribution throughout the entire territory of the Reich is effected by the Self-Help Association of the S.A. main offices, Berlin S.W. 20, Gneisenau-strasse"
"Gneisenaustrasse 41, after the application has been signed and confirmed by the National-Socialist Labor Party. Only such members of the S.A. and S.S. are employed for this work who are in possession of a card of identification bearing their photograph and the signature of the leader E. Thiers, as well as stamps of the Self-Help Association and the National-Socialist Economic League. The net receipts are to be employed in favor of unemployed S.A. and S.S. members throughout the Reich and, furthermore, are to be increasingly used to procure work for old fighters within the S.A. and S.S. The finances of the S.A. Self-Help Association are subject to the official supervision and control of the Sub-Group, Berlin-South, of the S.A."

From the foregoing press notice it is clear that the activity of the party is directed against Jewish firms in Germany. The placard "Deutsches Geschaeft" is to be granted only to firms in which there is no Jewish participation or capital. It will obviously not be granted to any firm in which there is a Jewish employee. The object of the placard is to define to the buyers which shops and business establishments have the approval of the National-Socialist party.

Although the press release refers to orders of the party and although the signs "Deutsches Geschaeft" are to be distributed by the party, the action it is quite apparent will be definitely as effective as any action which might be taken by the Government by law or decree. The action of the party is undoubtedly prompted by the fact that the German public as a whole has not boycotted Jewish stores and business establishments, and it is the intention of the party to have these establishments identified in such a way that persons will be further intimidated from patronizing...
patronizing establishments which do have this sign. There is not statement as yet to the effect that those which do not have the placard will be picketed or interfered with, but as the income derived from the sign is to go to the party, it may be reasonably assumed, judging from previous action, that those which do not have the placard will be picketed by S.A. men who, although not interfering with persons entering these establishments, will take note of them. In view of the existing situation in Germany, any such picketing will undoubtedly result in the practical wiping out in the course of time, of all establishments which do not carry the placard.

Respectfully yours,

George S. Messersmith,
American Consul General.