



### Unser Führer Adolf Hitler

trinkt keinen Alkohol und raucht auch nicht. Ohne andere im geringsten in dieser Richtung zu bevormunden, hält er sich selbst an das selbstauferlegte Lebensgesetz. Seine Arbeitsleistung ist ungeheuer.

(Reichsjugendführer Baldur v. Schirach im Buch: „Hitler, wie ihn keiner kennt.“)

FIG. 6.10. “Our Führer Adolf Hitler drinks no alcohol and does not smoke. . . . His performance at work is incredible.” From *Auf der Wacht* 54 (1937): 18.

liquor (see fig. 6.10); attention was also drawn to the fact that neither Mussolini nor Franco were smokers. Max Schmeling, Germany's nonsmoking world-heavyweight boxing champion, was also held up for emulation—at least until 1938, when the African-American Joe Louis knocked him out in the first round of their championship bout, much to the embarrassment of Nazi leaders.

In the late 1930s and early 1940s, antitobacco activists called for increased tobacco taxes, advertising bans, and bans on unsupervised vending machines and tobacco sales to youth and to women in their child-bearing years. Activists called for bans on smoking while driving, for an end to smoking in the workplace, and for the establishment of tobacco counseling centers.<sup>94</sup> The Hitler Youth and the League of German Girls published antismoking propaganda,<sup>95</sup> and the Reich Health Publishing House printed manuals describing simple experiments teenagers could perform to demonstrate the hazards of alcohol and tobacco.<sup>96</sup> Counseling centers were established where the “tobacco ill” (*Tabakkranke*) could seek help—dozens of such centers had been set up by the end of the 1930s.<sup>97</sup> Tobacco-free restaurants and sanatoria were also opened, often with financial support from the German Antitobacco League.<sup>98</sup>

Another response was to initiate research into the production of nicotine-free cigarettes. Nicotine had been recognized as the active ingredient in tobacco since early in the nineteenth century, and by the 1890s techniques were available to lower or remove entirely the offending/delighting substance.<sup>99</sup> The Reich Institute for Tobacco Research in Forchheim, near Karlsruhe, launched a series of studies to eliminate nicotine from cigarettes through novel breeding techniques and chemical treatment of the harvested plants, and by 1940 fully 5 percent of the entire German harvest, or roughly 3,000,000 kilos, was “nicotine-free tobacco.”<sup>100</sup> (Yes, there were tobacco farmers in Germany—60,000 in the mid-1930s—producing about a third of the tobacco used in the German tobacco trade.)<sup>101</sup>

High-nicotine tobacco plants were also bred at this time, primarily to obtain the pure nicotine commonly used as a pesticide. Russian tobacco refuse had been a major source of raw nicotine, and