

twelve years of Hitler's rule than in the postwar climate of a divided Germany.

Even today, the German antitobacco movement has not surpassed the activism and seriousness of the climax years of 1939–1941. Tobacco health research is muted, and it is not hard to imagine that memories of the earlier generation's activism must have helped to perpetuate the silence. Popular memory of Nazi tobacco temperance may well have handicapped the postwar German anti-tobacco movement, though this would have to be explored as a topic in its own right. It does seem to have shaped how we regard the history of the science involved: the myth that English and American scientists were first to show that smoking causes lung cancer (Richard Doll was knighted for his work in this area) was a convenient one—both for scholars in the victorious nations and for Germans trying to forget the immediate past. The hoary specter of fascism is perhaps healthier than we are willing to admit.

REEMTSMA'S FORBIDDEN FRUIT

I do not want to exaggerate Nazi success in combating tobacco. Tobacco consumption grew dramatically during the first six or seven years of Nazi rule (see table 6.1 and figs. 6.21 and 6.22), a consequence of the post-1933 economic boom but also evidence that whatever propaganda may have been launched seems to have had—at least in these early years—little or no effect on habits.

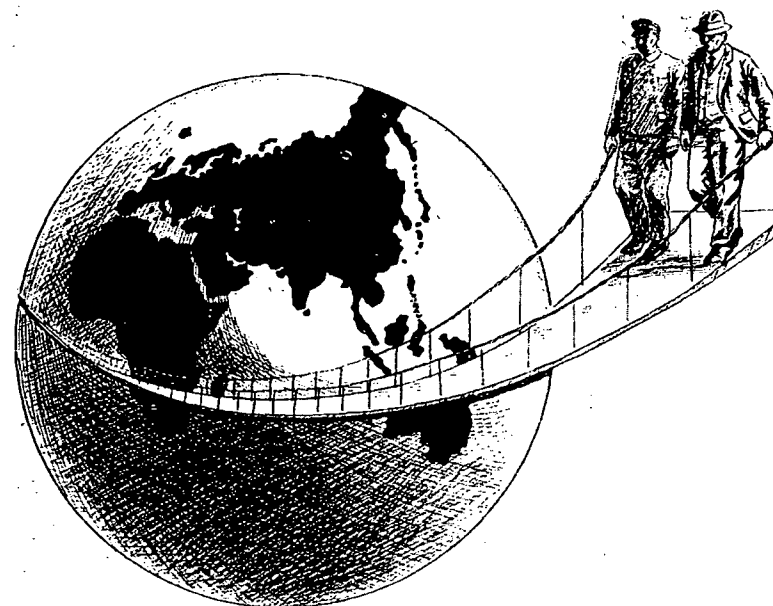
TABLE 6.1
Cigarette Consumption, per Capita per Year

Year	Germany	U.S.	Year	Germany	U.S.
1930	490	1,485	1950	460	3,552
1935	510	1,564	1955	866	3,597
1940	1,022	1,976	1960	1,280	4,171
1944	743	3,039	1963	1,523	4,345

Sources: "Rauchen: Wie Gut," *Der Spiegel*, January 22, 1964, p. 61; Economic Research Service, U.S. Dept. of Agriculture. American figures are per capita for persons 18 and over.

Deutschlands Zigarettenverbrauch

Zahlen, die zu denken geben



Legte man die 74,8 Milliarden Zigaretten nebeneinander, so ergäben sie ein Band von 564.000 km Länge und würden 15mal um den Äquator reichen. Man könnte auch einen Fußpfad von 93 cm Breite rund um die Erde damit belegen. Die im Rechnungsjahr 1940/41 verauchteten 10 Milliarden Zigarren würden für ein Geländer zu beiden Seiten ausreichen.

FIG. 6.21. "Germany's Cigarette Consumption: Numbers That Make You Think." Caption below reads: "If you placed the 74.8 billion cigarettes [smoked by Germans in fiscal year 1940/41] end to end, this would extend for 564,000 kilometers and circle the earth fifteen times. Alternatively, you could build a footpath 93 cm wide all the way around the earth. The ten billion cigars smoked in 1940/41 would be enough to make a railing on both sides." From: *Reine Luft* 23 (1941): 191.