

could be severe: in the summer of 1942, a man was sentenced to death for having caused a fatal and costly fire in a spray-paint facility designated as a "no-smoking" area. The sentence had already been carried out by the time *Die Tabakfrage* (successor to *Reine Luft*) could celebrate the case.¹¹⁹

Health was clearly the predominant concern, however, in the restrictions placed on tobacco advertising. The term *Damen-Zigarette* (ladies' cigarette) was banned, as was the use of sexual or female-centered imagery to advertise tobacco products. Ads implying that smoking possessed "hygienic values" were barred, as were images depicting smokers as athletes or sports fans or otherwise engaged in "manly" pursuits. Advertisers were no longer allowed to show smokers behind the wheel of a car and were explicitly barred from ridiculing antismokers, as they once had done quite unabashedly (see again fig. 6.7, also fig. 6.11).¹²⁰ The restrictions, formalized on December 17, 1941, and signed by Advertising Council president Heinrich Hunke, are interesting enough to warrant reproduction in full:

1. The Content of Tobacco Advertising

Tobacco advertisements should be reserved and tasteful in both images and text. They must not run counter to efforts to maintain and promote public health (*Volksgesundheit*), and must not violate the following principles:

- a. Smoking may not be portrayed as health-promoting or as harmless.
- b. Images that create the impression that smoking is a sign of masculinity are barred, as are images depicting men engaged in activities attractive to youthful males (athletes or pilots, for example).
- c. Advocates of tobacco abstinence or temperance must not be mocked.
- d. Tobacco advertising cannot be directed at women, and may not involve women in any manner.
- e. Tobacco advertising may not be directed at sportsmen or automobile drivers, and may not depict such activities.
- f. Attention may not be drawn to the low nicotine content of a tobacco product, if accompanied by a suggestion that the smoker may thereby safely increase his tobacco use.



FIG. 6.11. Ads banned in the Nazi era. Laws passed during the Nazi era barred the use of athletic or sexual imagery in tobacco ads; here, *Reine Luft* presents a collage of the kinds of ads barred under the advertising law. Source: *Reine Luft* 21 (1939): 15.