

To the Employees of The American Tobacco Company

# Tobacco and War



**What do our military leaders,  
government leaders and fighting men  
say about it?**

. . .

**How do YOU fit into the war picture?**

. . .

**You'll find the answer inside this booklet!**

## A Personal Message to You...

It is already more than a year since Pearl Harbor. With every day that passes, each of us feels the war more keenly, more personally.

It is only natural, at a time like this, to ask: "Where do I fit in? What is my contribution to the war effort?"

You'll find the answer, straight and plain, in the following pages. It is an answer of which you, in the tobacco industry, may feel justly proud. For it is a tribute to YOU and to the part you are performing today.



**"There is no question that tobacco and especially cigarettes, in time of war, contribute greatly to the comfort and morale not only of civilians but of the Armed Forces as well. Therefore, I have no hesitation in saying to the worker in a tobacco factory that he should feel free to stick on his job until his country calls him elsewhere."**

**Paul V. McNutt**  
*Chairman of the War Manpower Commission*



When the employees of the Wright Aeronautical Corporation collected a purse of \$10,000 they wired General MacArthur and asked what his soldiers needed most. Here is his answer . . .

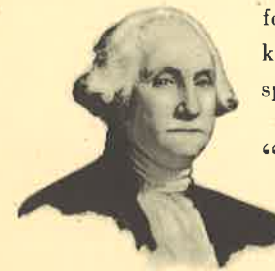
**“The entire amount should be used to purchase American cigarettes which, of all personal comforts, are the most difficult to obtain here.”**

Gen. Douglas C. MacArthur

## Is Tobacco Important for Our Armed Forces?

*These Men Give the Answer!*

Back in 1776, when the first American Army was struggling desperately for Independence, it was George Washington, Commander-in-Chief, who knew better than anyone what his soldiers needed to keep their fighting spirit alive. These were his words . . .



**“I say, if you can't send money, send *tobacco*.”**

General George Washington, 1776

Ypres, the Marne, Belleau Wood . . . here the brave record of the first American Expeditionary Force was written for all time. And again, in World War I, it was the Commander-in-Chief, General John J. Pershing, who knew what the soldiers wanted . . .



**“You ask me what we need to win this war.  
I answer *tobacco* as much as bullets!”**

General John J. Pershing, 1917

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It takes more than “a gun and guts” to make a soldier. For there's always more than the enemy to fight. There's a personal battle that goes on inside of every fighting man—a battle against weariness and loneliness and discouragement. To win this battle—and to bolster morale—our fighting men turn to their most effective and convenient weapon...**TOBACCO.**

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# Is Tobacco Important on the Home Front?

*These Men Give the Answer!*

## EXECUTIVE ORDER

*President  
Franklin D. Roosevelt*

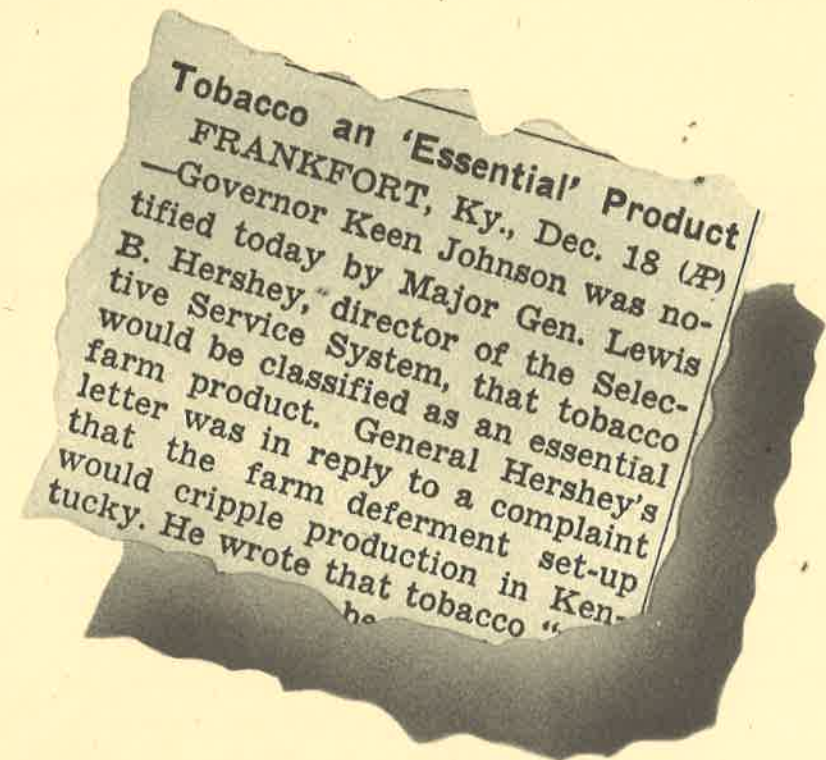
December 6, 1942

It takes food, as well as ammunition, to win a war. And in a special Executive Order addressed to the Secretary of Agriculture, President Roosevelt lists *tobacco* as an essential food . . .

“By virtue of the authority vested in me . . . as President of the United States, and in order to assure an adequate supply of food to meet war and essential civilian needs, it is hereby ordered (that) . . . the term ‘food’ shall also include starches, sugars, vegetable and animal fats, cotton, *tobacco*, wool . . . and other agricultural commodities and products as the President may designate.”

Executive Order by President Roosevelt, Dec. 6, 1942.

Only an industry engaged in essential production is granted a high priority rating by the War Production Board. The tremendous importance of tobacco products is evidenced by the fact that Donald M. Nelson granted the highest required priority ratings to the tobacco industry—in order to assure adequate supply and distribution of our goods for military needs.



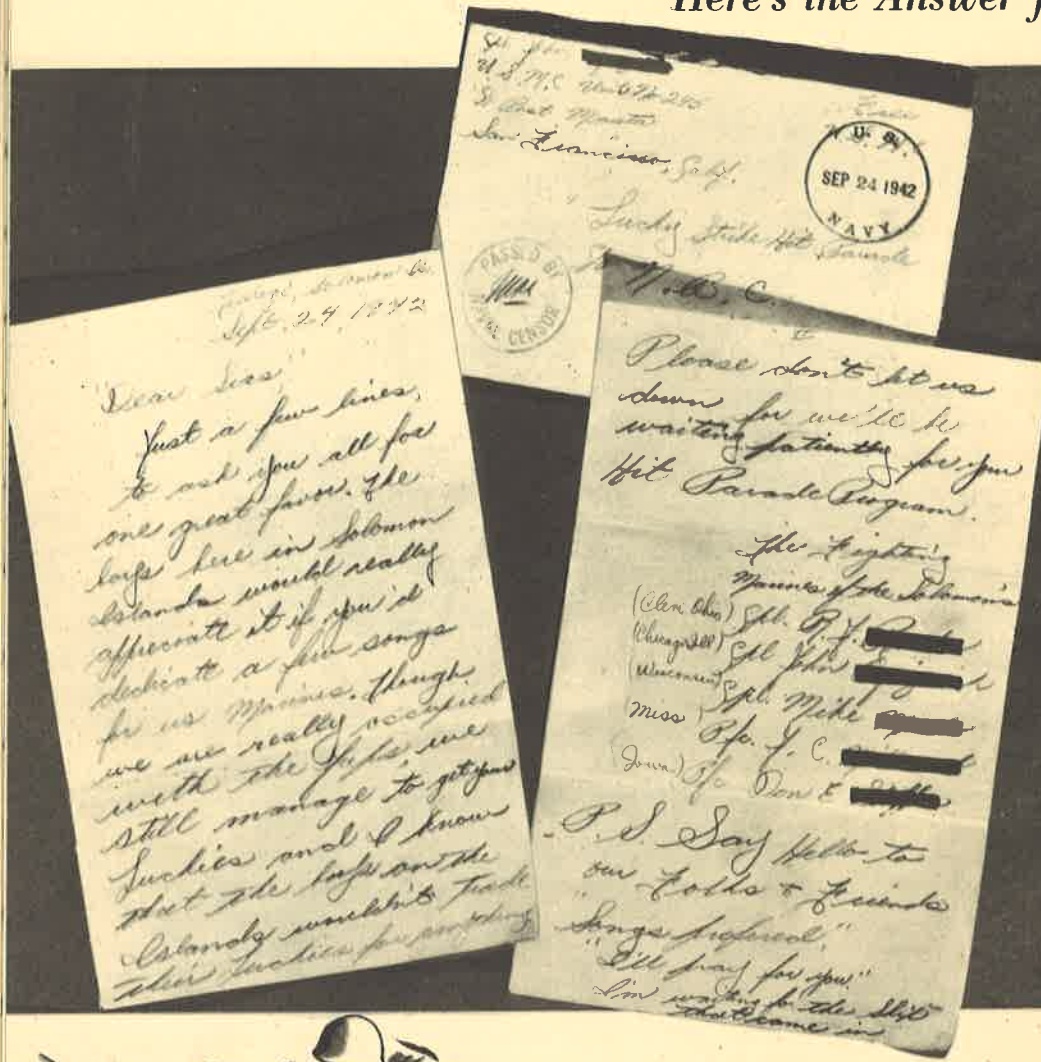
The tobacco crop, as you have seen, was classed as an essential product by President Roosevelt. It became necessary, therefore, to insure the continued output of this vital crop. Accordingly, General Lewis B. Hershey issued a special bulletin to local draft boards directing them to defer *tobacco* farmers, as well as other farmers engaged in essential agriculture.

## *What do our government leaders think about tobacco and war?*

- President Roosevelt classifies tobacco as an essential food.
- Donald Nelson grants highest priority to assure adequate supply and distribution for military needs.
- General Lewis B. Hershey orders deferment of tobacco farmers to insure continued output.

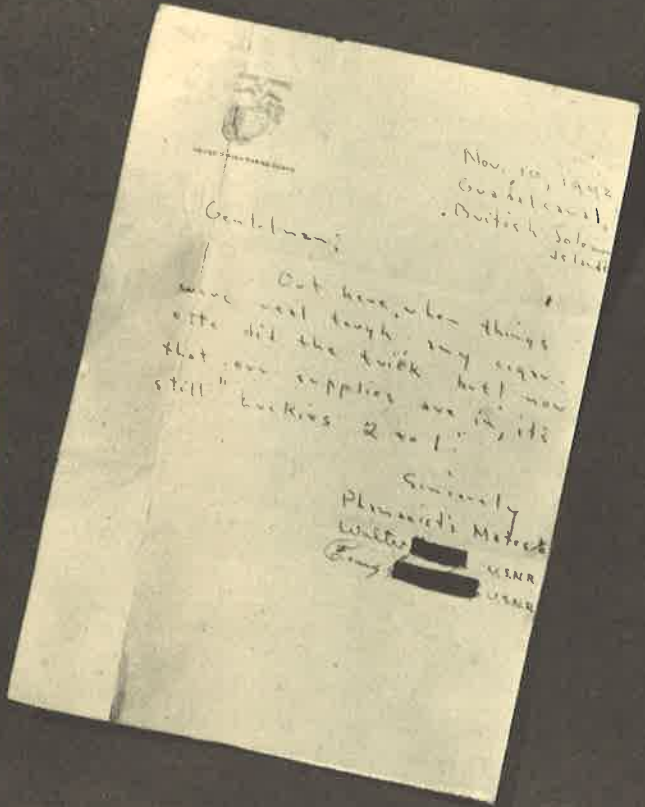
# Is Tobacco Important on the Battle Front?

Here's the Answer from the Marines on the Solomon Islands!



*"Give us Smokes!"*

In many surveys conducted last fall to find out what the men in service wanted for Christmas—**tobacco products were at the top of the list!**



Out of the hell of Guadalcanal and Tulagi, the marines take time out to tell us that . . . The boys on the Islands would not trade their cigarettes for anything. Coming from them, that's high praise indeed. All we can say is that we shall continue to do everything in our power, everything that human skill and care can do, to give them service.

Space permits us to print only two letters. But we have received scores of them from every far-flung battlefront all over the world—from merchant sailors, bomber pilots, infantrymen, subchasers, engineers. Is tobacco important to these men? Their answer is . . . "You're damn tootin' it is!"





## Where do YOU stand?

The answer is simple: For the record clearly shows that the job of a tobacco worker is of great importance in the total war picture. There is a need, a *great* need, for the fruit of your labor—a need that you are supplying.

War brought about many changes in American industry. Factories had to change almost overnight from peace time to war time production—from lipsticks to cartridge shells, from ash cans to depth charges. Thousands of workers had to be retrained to handle new and unfamiliar work. They had to adjust themselves to new routines, new working hours, new employment conditions. For many, this took a good deal of time.

But you, as a tobacco worker, are already producing products that war time America needs. You know your work. There are no new skills to be learned in your job, no new adjustments to be made in your job. You are already contributing to morale, both of the fighting

forces and to civilian morale as well — thoroughly trained, capable, and efficient. Your duty is clear . . . To continue to do the best job possible where you are until Uncle Sam, himself, feels that you are more valuable elsewhere — and says so.

Your job is an important part in the whole tobacco picture. Somewhere along the line, from the time the tobacco is bought at auction until it is finally delivered as a finished product, your work has helped to make the whole thing possible. It takes many hands to produce a cigarette, a cigar, or a pack of smoking tobacco.

And you may well feel proud in knowing that the labor of your hands brought comfort to a soldier, a sailor, or a marine fighting far away, to his anxious parents at home, to those chiefs who plan and direct his war effort,—or to any one of America's millions working all out for Victory.





More than fifteen hundred of your fellow workers are now serving under the colors of Uncle Sam.

Our soldiers, our war-working civilians need more tobacco products than ever before—to keep up morale, to keep working and fighting.

We will not let them down. The increased demand will be supplied. Your job is more important, more vital, than ever.











It's up to you. It's up to all of us.

## You're the Man Behind the Man Behind the Gun!

It takes a lot of money to run a war. And *your* work is paying a goodly part of the bill!

Last year, as a result of *your* production, The American Tobacco Company paid the government more than \$250,000,000 in taxes.\*

*With that money, Uncle Sam can buy:*

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|--|---|
| 4 . . . 35,000-TON BATTLESHIPS                 |    |
| or . . . . 5 . . . AIRCRAFT CARRIERS           |    |
| or . . . . 12 . . . 10,000-TON CRUISERS        |    |
| or . . . . 69 . . . 1,800-TON DESTROYERS       |    |
| or . . . . 50 . . . 1,500-TON SUBMARINES       |    |
| or . . . 104 . . . 1,200-TON SUBMARINE CHASERS |   |
| or . . . 340 . . . NAVY PATROL BOMBERS         |  |
| or . 1,824 . . . ARMY PURSUIT PLANES           |  |
| or 2,083 . . . 60-TON TANKS                    |  |
| or 13,888 . . . MOSQUITO BOATS                 |  |

\* Figuring Federal Income and Excess Profits taxes based on 1942 income, payable in 1943. The American Tobacco Company paid the government for 1942 more than \$264,000,000.

**REMEMBER!** Every time you help to put together a cigar, a cigarette, or a pack of smoking tobacco—it means money for Uncle Sam, money to build a mighty fighting force to crush the Axis!

This is the record. This is YOUR job today.

In the total picture of modern war, there are many jobs to be done. All America is working for Victory. But Victory—as our military leaders, our government officials and our fighting men tell us—depends on tobacco as well as bullets. For tobacco sustains morale—and a high morale means Victory.

As a *tobacco worker*, you are contributing to the well-being of a fighting nation. It is a job of which you may well feel proud.



*The American Tobacco Company*  
INCORPORATED