

# Cigarette Card Album

## Propaganda from the Early Nazi Regime

*"Through these individual destinies the complete national destiny will be told... The purpose of this book is to help the German youth... become familiar with the story of their leaders and with the history and development of the Third Reich."*

A quote from the album's introduction, translated from the German

The book *Men in the Third Reich (Männer im Dritten Reich)*, was published by the Oriental Cigarette Company "Rosma" in Bremen, Germany in the summer of 1934.

This book was brought to Seattle in 1945 by Charles E. Harris, who served in the United States Army during World War II. His daughter, Susan Harris, donated the book to the Washington State Holocaust Education Resource Center.

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On display at the Washington State Holocaust Education Resource Center. Photo by Simmons/Frank.



Charles E. Harris, photo circa 1943 or 1944.

In March 1943, at the age of 19, Charles E. Harris was called to active duty in the United States Army. For the next 33 months, he fought in both France and Germany. Charles was discharged in September 1945 and moved to Seattle, where he lived until his death in 1998.

Charles obtained *Men in the Third Reich*\* while in Germany, but he never told his family specifically where or how he got the book.

This book is a cigarette card album. The pictures of Nazi leaders (as seen on the open pages of the book) were originally not attached to the pages, but were found in cigarette boxes.

A person could purchase or order an album in which to collect these cigarette cards. Each page in this book has a biography of one of the Nazi leaders and a place to glue the appropriate card.

In the early 1930's collectable cards in cigarette packs were an exciting new form of media.

The potential to use these cards and albums to promote political ideas was quickly realized by the Nazi party. Collecting cigarette cards became especially popular with young people.

Today we identify this book as Nazi propaganda. **Propaganda** is defined in the Merriam-Webster dictionary as "the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person."

The Nazi Party was a political party in Germany from 1920 to 1945. In Germany's 1932 election the Nazi party received more support than any of the other parties. In 1933, Adolf Hitler, the party's leader, was appointed Chancellor of Germany. Only one year later, in 1934, this book was published.

*Men in the Third Reich* portrays each Nazi party member as a model leader, a hero.

Heinrich Himmler, the leader of the German SS\*\* and instrumental in overseeing the "Final Solution" (the Nazi plan for the mass murder of the Jewish people) is described in the album as follows:

"[Heinrich Himmler], along with others, arranged the well-known concentration-camp Dachau, which is indeed one of the model camps for political inmates in Germany... he has never shrunk from responsibility, and today, because of him, we know the domestic safety of the Reich is in good hands."

- Quote from Heinrich Himmler's biography in *Men in the Third Reich*. Translated from the German.

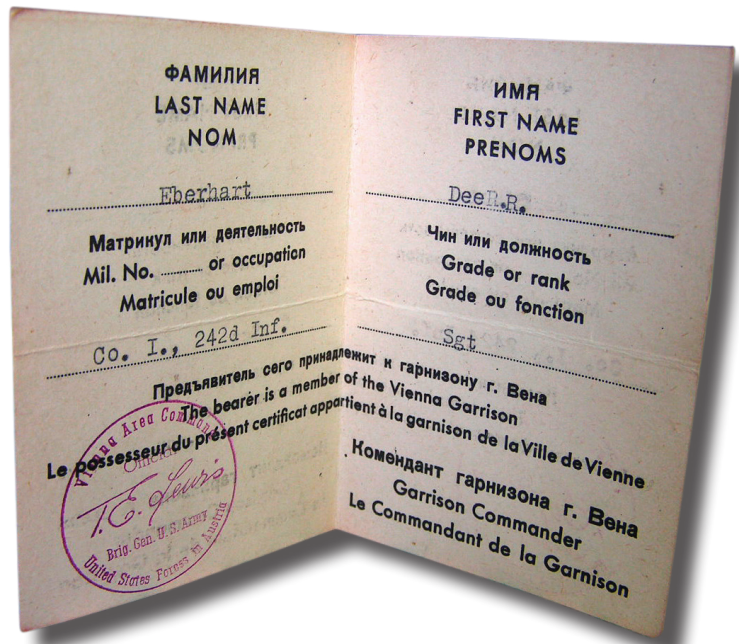
Today we know that the Nazis murdered over 30,000 people at Dachau during the Holocaust.

\* **Third Reich** - The Third Regime or Empire. The official name of Hitler's regime which ruled from 1933-1945. Historically, the First Reich was the medieval Holy Roman Empire, which lasted until 1806. The Second Reich included the German Empire from 1871-1918.

\*\***German SS - Schutzstaffel**. An elite Nazi force. The SS controlled the German police and the concentration camp system. Among other things, the SS was responsible for security, identification, and population policy. The SS was known to be excessive in their force and brutality.



Cover of *Men in the Third Reich*. Photo by Simmons/Frank



# Identity Card

*All American military personnel were required to carry these multilingual passes. Immediate post-war Vienna [where I was stationed] was divided into four occupation sectors: American, British, French and Soviet Union, plus an inner city "international zone," where soldiers of the four occupying nations were free to circulate.*

*-Dee Eberhart, a member of the 42<sup>nd</sup> Infantry Division (also known as the "Rainbow Division), which liberated Dachau Concentration Camp on April 29, 1945.*

This card identified soldiers' nationalities and permitted them to pass from one occupied sector to another. These passes could also be used for identification for going into military clubs.

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Dee Eberhart—  
Approx. May 3, 1945, Germany.

*“For a guy that thought I was pretty hardened to combat, to stumble onto the mess at Dachau...I wasn't ready for that.”*  
– Dee Eberhart\*

Only ten days after his graduation from Toppenish High School, near Yakima, Washington, Dee Eberhart was called up for service by the United States Army. He trained as a

rifleman at Camp Roberts, California and went overseas with a rifle company in the 42nd Rainbow Division. In the Rainbow Division,\*\* Dee served as a first scout in France, Germany and Austria in 1944 through 1945 with the Seventh Army.

On April 29, 1945, his platoon arrived at the large concentration camp complex Dachau. 67,000 prisoners were being held in Dachau – half were in the main camp, while others were in the surrounding sub-camps.

The Rainbow Division is credited with the liberation of the Dachau concentration camp.

The Rainbow Division and the International Dachau Committee (a group of prisoners organized from within the camp from many nations) worked together to quickly establish hospital care and food deliveries to the newly liberated prisoners.

Dee's platoon spent the night of April 29<sup>th</sup> in the town of Dachau and on the next day, participated in the capture of Munich. Dee was in the Army of Occupation in Austria until he returned home for discharge in the spring of 1945.



2006.

Today Dee remains very active with his fellow soldiers from the Rainbow Division. Dee is a member of the Washington State Holocaust Education Resource Center's Speakers Bureau.

\*From an interview with James Joyce III, Yakima Herald Republic, 4/23/06.

**\*\*Rainbow Division** - The 42nd Rainbow Division was formed in August 1917 of National Guard units from 26 states and the District of Columbia. After Chief of Staff Major Douglas MacArthur remarked that the Division "would stretch over the whole country like a rainbow," this group of national guard units became known as the Rainbow Division (Rainbow Division Veterans Memorial Foundation).

*“I was a 19-year old American soldier in General Patton's Third Army when we came to Buchenwald in 1945. Revisiting my past while teaching our future became a healing process for me. It helped me overcome the nightmares of my experience as a liberator of that hellish place.”* - Leo D. Hymas

After graduating from high school in May of 1944, Leo Hymas was drafted into the U.S. Army and trained as a heavy machine gun operator. In 1945, Leo landed in France and his division was assigned to General Patton's Third Army which advanced into Germany and Czechoslovakia.



Leo D. Hymas, seasoned soldier –  
Japan, Nov. 1945

Leo was part of the American military forces that entered Buchenwald, a Nazi concentration camp in Weimer, Germany, in April 1945.

Leo witnessed a horrible scene at the camp – over 20,000 starving, ill, and exhausted prisoners. Even with the best possible medical treatment by the Americans, hundreds continued to die.

When the war in Europe ended, Leo was sent to Japan for occupation duties under General Douglas MacArthur. He was honorably discharged May 12, 1946.

Leo is a member of the Washington State Holocaust Education Resource Center's Speakers Bureau.



2005.



# Passport

## PASSPORT FOR STEPHEN ADLER

This passport was issued in 1939 in Germany.

Notice the large red "J". This letter was printed on all German Jewish passports.

A law was passed in Germany stating that beginning on January 1, 1939, all Jewish men must take the middle name "Israel" and all Jewish women must take the middle name "Sara."

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Stephen Adler—1936 Berlin

*In November 1938, the Germans initiated a violent **pogrom**\* during which they burned all the synagogues, looted thousands of stores owned by Jewish merchants and arrested 30,000 Jewish men. My Dad was one of the men arrested. He was taken to Sachsenhausen, a concentration camp in Germany, not far from Berlin, for six weeks.*

*After his release in late December, my parents began arranging for my brother's and my emigration. My parents submitted applications for both of us to go on the **Kindertransport**\* to England. My application was selected, but my brother's was not. In March of 1939, my parents took me to a train station in Berlin for the trip to Hamburg. From there, I boarded a ship to Southampton, England, along with hundreds of other Jewish boys and girls. I didn't know then whether I would see my family again....*

*In England I lived in a small house with a new family. I slept in an unheated attic room. In the spring of 1940, I was reunited with my brother, and that summer we met our mother and father again before traveling by ship to the United States in November 1940.*

Stephen Adler, born in Berlin, Germany in 1930, was part of the *Kindertransport*. Stephen was one of the lucky few – most children who were saved by the *Kindertransport* program became orphans. Their parents did not survive the Holocaust. Stephen is a member of the Washington State Holocaust Education Resource Center's Speakers Bureau.

**\*Pogrom**—From the Russian word for “devastation”; an unprovoked attack or series of attacks upon a Jewish Community (Jewish Virtual Library).

**\*Kindertransport**—Children's Transport. As the situation for the Jewish people worsened in Eastern Europe, Great Britain agreed to allow 10,000 Jewish children from Germany, Austria, and Czechoslovakia to immigrate to England. Private citizens or organizations had to guarantee to pay for each child's care, education, and eventual emigration from Britain. Parents or guardians could not accompany the children (USHMM).



From the Washington State Holocaust Education Resource Center's Collection.  
The photo was a gift from John Rock.

# Photograph

## UNACCOMPANIED CHILDREN

Pictured are orphaned children who survived the Holocaust. This photo was taken in a displaced persons (DP) camp in Germany. John Rock (seated in the second row from the bottom, third from the left, with a cap) was the Director of the DP Camp.

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Photo from John Rock's photo album.\*

**U**naccompanied children, which was their official description, who somehow got into our camps, or don't know where their parents are.

*Some [children] were there [when I arrived] and some came later... There was one group that came in when I was there. They were very thin and undernourished. About eight to ten children, where the oldest child was 13, and they'd been in the woods for about a year or two, by themselves, and managed to survive.*

—John Rock, in a 1996 WSHERC interview\*\*

John Michael Rock (born Maximillian vonRochlitz) was born in Vienna, Austria in 1922. When John was 16 the Nazis annexed Austria into the German Reich. Distrustful of Nazi control and angry about the changes he noticed occurring in his country, John escaped to England in 1939. The following year John joined the British Army, and later joined the British Navy.

John's mother and step-father were killed in Auschwitz. His brother escaped Jasenovac, a concentration camp in Yugoslavia, and joined the partisans.

Just after World War II ended in 1946, John began to work with the United Nations Relief and Rehabilitation Administration. He became a director in the displaced persons (DP) program.

Throughout his life John described this as the most important work he ever did.

John was an important and popular figure in the five small displaced persons camps he administered near Kassel, Germany. He frequently received cards and letters of thanks and good wishes—all of which he kept until the day he died.

When John left his position at the DP camp in Germany, he was greatly missed.

*Every time I pass your office I must stop and look through the window, and I cannot overcome my desire to look for you.*

—From a letter written to John Rock by one of the Jewish survivors in the displaced persons camp in Germany.

John immigrated to Canada in 1949, and then to the United States in 1951. John Rock, a long-time resident of Seattle, died in 2004 at the age of 82.

*Even if I received no thanks, I would have been more than happy to do it.* —John Rock

\*John Rock's photo album is on display at the Washington State Holocaust Education Resource Center (WSHERC).

\*\*Interview is available on video tape at WSHERC.



Cover of John Rock's photo album.