



**FOR
OFFICIAL USE
ONLY**

A NOTE ON SECRECY

MANY people may ask why this booklet is marked "For Official Use Only."

There are good reasons for this policy of secrecy.

The propaganda plans behind the leaflets and newspapers dropped by the R.A.F. are to some extent discussed in this booklet. If certain pages of this booklet were to find their way into the German Propaganda Ministry in Berlin, they would provide excellent material for Dr. Goebbels to warn the German people against the insidious, calculated plans of British propaganda to undermine their will to continue the war.

It is for this reason that you are asked to treat this booklet as a confidential document.



R.A.F. AGAINST GOEBBELS

THE STORY OF THE GREAT
TRUTH OFFENSIVE OVER EUROPE

ALL OVER EUROPE free newspapers are

BANNED



The names above were once those of free and world-famous newspapers. Today they are the names of mere Nazi propaganda sheets—churning out for tens of millions of people, day after day, hatred of Britain and propaganda for Hitler's New Order. Wherever the Nazis conquer, newspapers are "gleichgeschaltet."



D. J. Von Balluseck, formerly editor of the Amsterdam newspaper "Algemeen Handelsblad," has been sent to a concentration camp for refusing to write editorials to German dictation. His story is typical of the fate of newspaper editors in countries now under the Nazi heel. They are nearly all either in exile, in prison or dead.

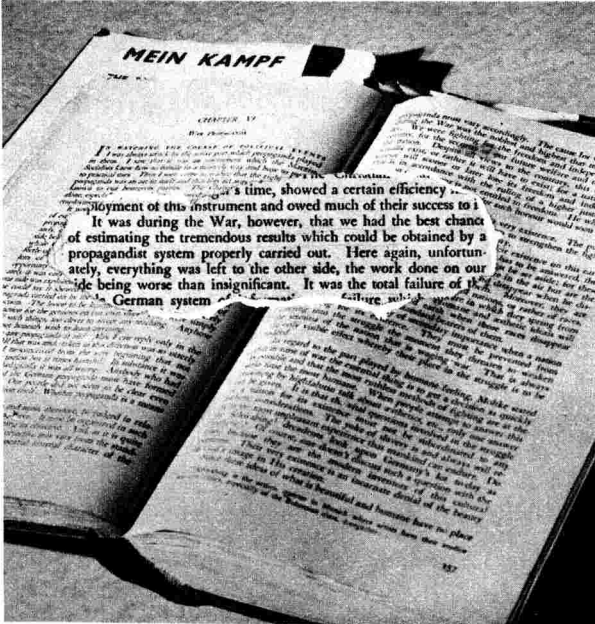


In their campaign to arouse Europe against Britain, the Nazis use every weapon they can lay their hands on. In every street posters tell why Britain should be hated. The poster above (on view in Paris) shows Churchill's blockade as responsible for the hunger of Europe's women and children.



Here is a page from "Paris-soir," once a free newspaper. The date is June 9th 1941. It shows the British lion wounded at Dunkirk, wounded in Crete, wounded in the Atlantic—about to die. By presenting British defeat as certain, the Germans try to destroy Europe's will to resist.

Why do the Nazis go to all this trouble?



Hitler believes in propaganda and in the power of propaganda (see quotation above, "Mein Kampf," Chapter VI). Propaganda lifted him from corporal's rank to supreme power in Germany. It won him Austria and Czechoslovakia without the loss of a man. It wrecked France. Now he hopes it will unite all Europe with him against Britain and Russia.

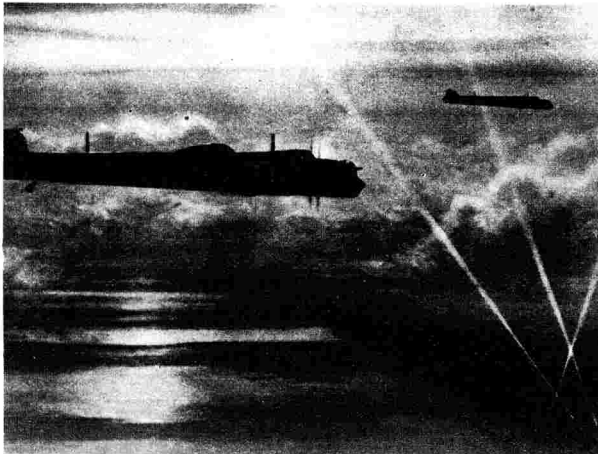
If Hitler and his French Quislings can persuade the French people to accept the New Order, if Hitler can keep French factories (such as the tank factory above) working for him, Germany's production of war materials in 1941 will be increased by over 20 per cent. This increase will go far to offset the war supplies we are getting from America.



Bombs alone cannot prevent this. Hitler's bombs on England prove that if the workers carry on at their jobs, aeroplanes will still be turned out in spite of bombs. Therefore the R.A.F. must do more than bomb France. It must, by propaganda, persuade French workers to refuse jobs in factories producing war materials for Hitler.

Hitler is afraid of what British propaganda might do to stir the conquered peoples, and even break the morale of Germany. That is why night after night, hour after hour, wherever he is able to, he jams every transmission of the British radio. That is why in Paris, for example, people complain that they cannot hear the B.B.C.

Goebbels would succeed were it not for the R.A.F.



The R.A.F. alone can carry the written answer to Hitler's plan to harness the peoples of Europe to his war machine against Britain. Week after week R.A.F. newspapers and leaflets break through the fog of lies, half-truths and ignorance, under cover of which the Nazis strive, persistently and unscrupulously, to undermine the resistance of the Oppressed Peoples, and make them willing slaves.

How gladly the peoples of Europe receive the bright messages of hope, and the news of what is happening in the great world outside their prison, brought to them by the R.A.F., is instanced by this quotation from a message about British leaflets sent to the Norwegian Government from inside Norway, on June 27th: "They go from hand to hand, and are treasured almost as heirlooms."



Luftpost, *Courier de l'Air*, *Luchtpost*—these are the names of the only free newspapers in Germany and Occupied Europe, and they are brought to Europe by the R.A.F. Some idea of the enormous value of these newspapers in keeping up the morale of the Oppressed Peoples, and in creating alarm and despondency among the enemy, can be gathered from this letter written in May by a neutral journalist recently in Belgium: "When the British airmen scatter their leaflets from the skies over Belgium, whether they be leaflets in German, destined for Hitler's soldiers, or leaflets in French—what do the Belgians do about them? They gather them with the greatest care, they read them with a most intense pleasure, they pass them to their friends, they give them also to the German soldiers, and I must say that among the German soldiers there are very many who read them, in spite of the

strict orders of their officers. Is it possible then for anyone to say that English propaganda has not totally succeeded in this field?"

"Those like me who have just escaped from the German yoke, and who have arrived in a free country to continue the struggle against the oppressor, strongly advise that the number of leaflets distributed from the air over Belgium should be greatly increased, because these messages falling from the skies are looked forward to most eagerly by the population, because they greatly lift the morale, because they strengthen their will to resist the occupying forces.

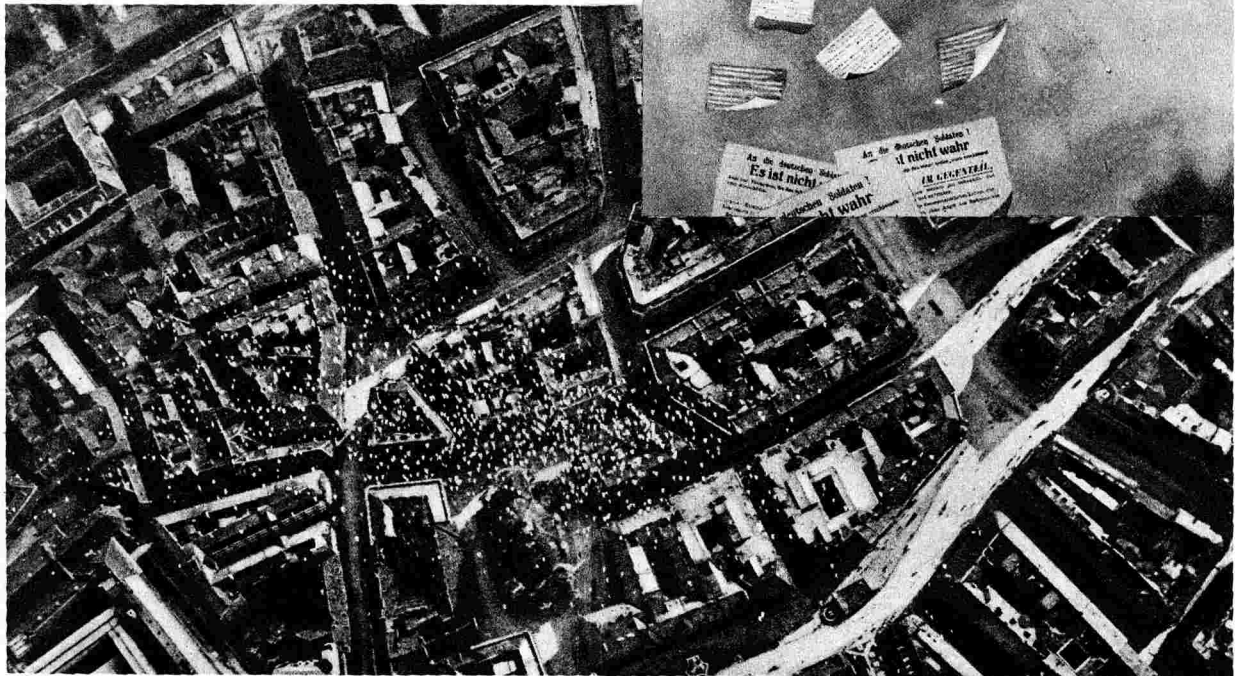
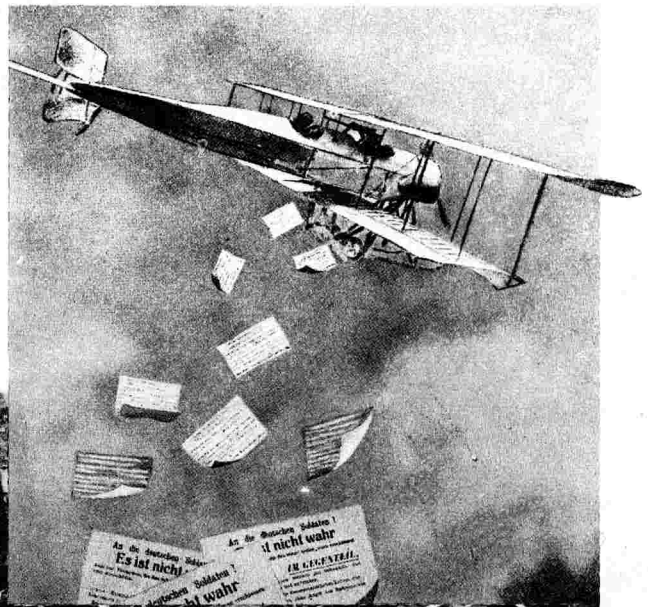
"And when the British airmen throw from their aeroplanes leaflets giving instructions to the Belgian population on how to act—these instructions are followed to the letter."

But are leaflets and newspapers really successful propaganda ?

ANSWER:

In 1918 Allied Leaflets shattered the Austrian Empire

Early in 1918, under the direction of Lord Northcliffe, plans were drawn up to scatter leaflet propaganda over Austria. In spite of the fact that the number of aeroplanes available for all purposes on the Italian front was very small, a number were spared for propaganda purposes. A weekly newspaper was produced in Czech, Polish, South Slav and Rumanian. Leaflets in eight or ten different languages with a total circulation of several millions were also produced. This material was sent up to the Italian front and distributed from there by aeroplane all over the Austrian Empire.



Most spectacular leaflet droppings were those in broad daylight over Vienna in the second half of 1918. (See actual photograph above.) Official accounts of the effect of this leaflet dropping state that: "Unrest at once became manifest among the Austro-Hungarian forces. Deserters belonging to the subject races came over to the Allied lines. This was one of the chief causes contributory to the postponements of the Austrian offensive carefully planned for April 1918. Among the deserters were numbers of junior officers. These men were all led to come over by the prospect of liberation which the

propaganda held out to them. It was noticeable that nearly all the deserters brought with them copies of the leaflets distributed by the Allied Commission. So great was the effect of this propaganda directed by Lord Northcliffe, that by July 1918 machine-gun sections had been detailed by the Austro-Hungarian Army to deal with attempts at desertion *en masse*. By August almost a million leaflets a day were being dropped in Austria. Deserters arrived in the Italian lines carrying the leaflets and saying: "I have come because you invited me." In September the Austrian Empire fell to pieces.

1915-18: British leaflets in millions on German Army



This is what Ludendorff said about their effect: Extract from *Meine Kriegserinnerungen*, "We boggled at the enemy propaganda as a rabbit stares transfixed at a snake . . . The Army was literally drenched with enemy propaganda leaflets. Their great danger to us was clearly recognised. The Supreme Command offered rewards for such as were handed over to us, but we could not prevent them from poisoning the heart of our soldiers."



This is what Hitler said about their effect: *Mein Kampf*, pp. 165-6, "In the summer of 1915 the first enemy leaflets were dropped on our trenches . . . This persistent propaganda began to have a real influence on our soldiers in 1915. The feeling against Prussia grew quite noticeable amongst the Bavarian troops . . . In this direction the enemy propaganda began to achieve undoubted success from 1916 onwards."



This is what Hindenburg said about their effect: Message to the German Army, August 1918, "The English have undertaken a struggle against the German spirit . . . They bombard our front not only with the drumfire of artillery, but also with the drumfire of printed paper. Besides bombs which kill the body, his airmen throw down leaflets which are intended to kill the soul . . . The British hope these leaflets will pass from hand to hand at home and be discussed at the beer-table, in families, in the sewing-room, in factories and in

the street. Unsuspectingly many thousands consume the poison. Lloyd George rubs his hands."

Here are other reports of their effectiveness:

Secret Report to British Foreign Office, September 5th, 1918: "If the Entente knew what poison these leaflets etc. were working in the minds of German soldiers, they would give up lead and bombard with paper only in future."

Kölnische Volkszeitung, September 11th, 1918: "Leaflets destined to cause low spirits and despondency are being showered down in thousands in certain places. It is this combat, waged openly or secretly which, particularly at home, produces low spirits and despondency."

High Officer in German Army writing to the Kölnische Zeitung, October 31st, 1918: "What damaged us most of all, was the paper war carried on by the enemy, who dropped daily on us 100,000 leaflets which were extraordinarily well distributed and well edited."

The Times, October 31st, 1919: "The best soldiers in the summer of 1918 thought that victory could not be gained before August 1919. Good propaganda probably saved a year of war, and this meant the saving of thousands of millions of money and probably at least a million lives."

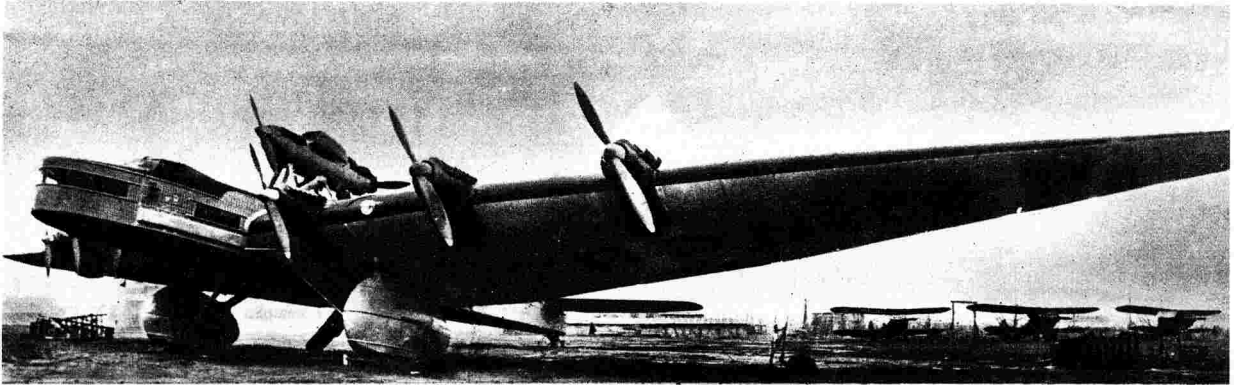
April 6th 1917— World's first aerial newspaper *Dropped by the R.F.C.*

To British airmen belongs the credit of launching the first regular aerial newspaper in the world. This 11 in. by 9 in. single-sheet newspaper (see illustration, right), known by the now world-famous title of *Le Courier de l'Air*, was planned by the War Office in the spring of 1917. Its objective was "to support the morale of our friends behind the German lines." This pioneer *Courier de l'Air*, dropped by the old R.F.C. in 1917, is the direct ancestor of the more ambitious *Courier de l'Air* of 1941 dropped in millions by the R.A.F. to-day.

It worked . . . The evidence of thousands of Belgians given after the war proves how great was the influence of this first *Courier de l'Air* in maintaining resistance to the enemy, and sabotage of his efforts, among the civilian populations behind his lines. Despite the heavy penalties for being found with a copy of the *Courier de l'Air* on one's person, copies spread like wildfire through Belgium and Northern France in 1917, and even reached Germany. The following words taken from the editorial of the first *Courier de l'Air* dropped by the R.F.C. sound prophetic to-day: "I, who fall from the skies, have no idea of deceiving you, as the Boche deceives his own people, with fine promises, vain hopes and false dreams. On the contrary, if I seem optimistic it is because at the present time every event, military or political, assures me that the fortunes of Germany are on the wane. The whole world, from China to the United States, arms itself against the barbarous enemy of Civilisation."

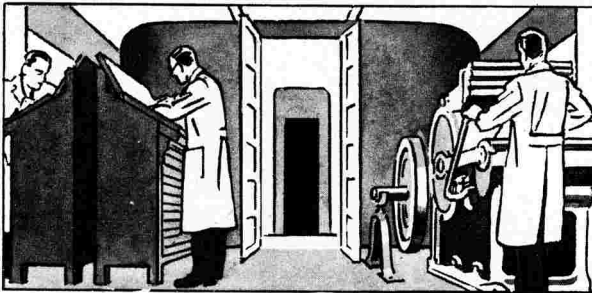


1934—Stalin develops World's largest aeroplane —A PROPAGANDA PLANE



This aeroplane was called "The Maxim Gorki." It was, when completed in 1932, the largest aeroplane in the world. It carried complete printing presses made, not of steel, but of lighter metals. While the aeroplane was sweeping over Russia at 12,000 feet, its presses revolved, pouring out newspapers

which dropped, with the ink not yet dry, on the towns and villages of the Ukraine and Caucasus. The success of this and other propaganda by Stalin in Russia can be judged by the solidarity with which the whole Russian people faces the Germans to-day.

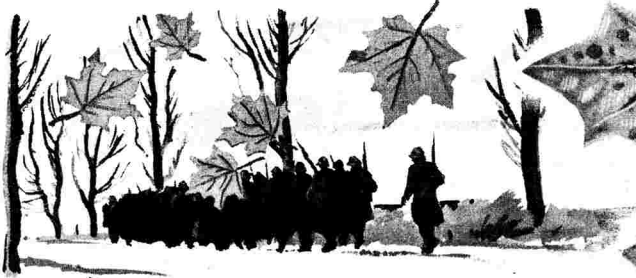


**It carried its own
presses — it carried
its own journalists —
it printed its own
newspapers —
*and dropped
them as it flew!***

Lenin, Trotsky and Stalin never under-estimated the power of propaganda. They knew well that it was their propaganda of "Bread and Peace" which brought down the Empire of the Tzars. One year later, in 1918, their propaganda among the German soldiers helped greatly in disintegrating the German Army. Again, in the nineteen-twenties, when Russia faced a war with China on the Manchurian borders, her aeroplanes and guns hurled leaflets in millions behind the Chinese lines, bringing about the swift disintegration of the Chinese forces. So, naturally, when Stalin wished to popularise his collectivisation of the farmers, his mind turned to a giant aeroplane that would sow leaflets and newspapers like wheat-seed over the vast fields of Russia.

1939—Hitler dropped “autumn leaves” on France

*—they worked to
bring about the
collapse of 1940*



November 1st 1939, first Nazi leaflets dropped on France. (They were in the shape of autumn leaves, see illustration). Millions of other leaflets soon followed. All were aimed at persuading the French that “Britain will fight to the last Frenchman.” Also, “The British are paid 18 francs a day to the French soldier’s 1 franc, because one British life is worth eighteen French lives.” Also, “The British enjoy your women in the back areas while you hold the Maginot Line.” Dead Poilus were shown pointing up to a sign which read, “It’s all England’s fault.” In other leaflets children ask, “Mother, why is Papa dead?” And the answer is always, “It’s England’s fault.” *It would be idle to pretend that these German leaflets did not have an enormous effect.*



June 22nd 1940 — the morale of France collapsed. All the seeds of distrust of England, of distrust between the classes, of suggestion that this was a “phony” war, came to harvest then. There may have been doubters in the German Air Force during the previous winter who asked, “What good are leaflets?” If so, they had their answer on June 22nd. Indeed, as early as January 1940, a report from the Deuxième Bureau of the French G.H.Q. contained these prophetic

words : “What results does Germany hope to get from these leaflets she scatters on us? The answer is, total success. She hopes to achieve an interior break-up in France. She hopes to shake or break the Anglo-French Alliance. She hopes that a new Government will come to power in France with a programme of immediate peace or even a separate peace.”

German hopes were more than fulfilled.

1940—

British attack in Libya

General Wavell poured leaflets on Italian garrisons in Bardia and Tobruk



Arthur Merton, *Daily Telegraph* Correspondent with the Imperial Army of the Nile, sent the following despatch to his paper on January 20th 1941 from outside Tobruk: "Pamphlets urging the Tobruk garrison to surrender are being dropped, tactics that preceded the attack on Bardia. In one section of Bardia during an attack, within a few hours of the dropping of such pamphlets, 7,000 Italians came out with their General and surrendered."

On January 27th the Swedish newspaper, *Arbetarposten*, wrote as follows: "The Italian surrender took place a few hours after the R.A.F. leaflet attack on Bardia and Tobruk. Soldiers desert because they won't offer their life for the oppressor. It shows that notwithstanding Mussolini's long years of mass production, the Italians have not given up thinking for themselves."

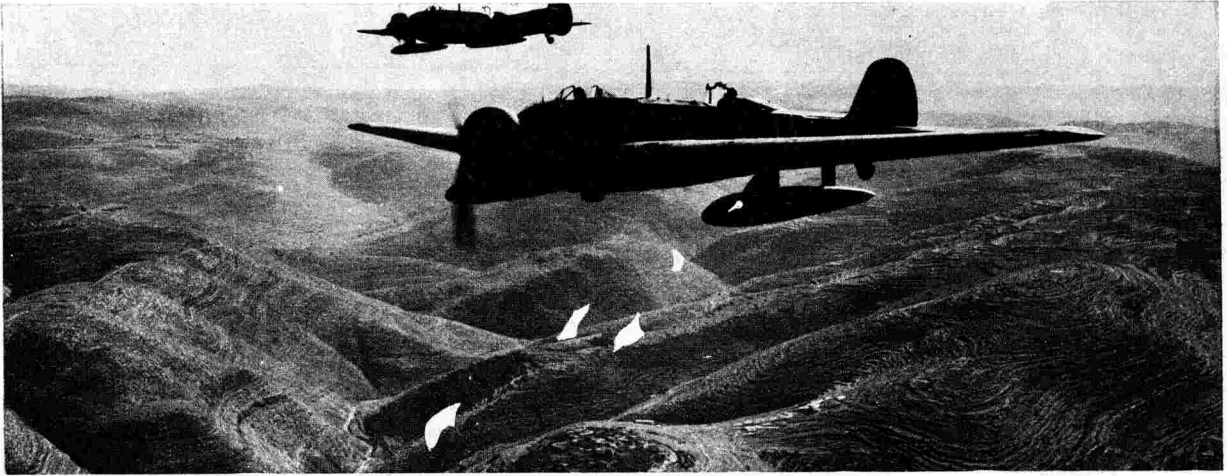
At Bardia alone 7,000 men surrendered after a leaflet raid



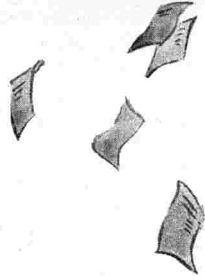
General Wavell, C.-in-C. Middle East, reported to the War Office, early in 1941, as follows: "Our propaganda achieving great and growing results. Leaflets dropped by R.A.F. over Italian lines distributed by many officers to their men. High Command orders to burn leaflets disobeyed. Opinion among prisoners that leaflets over Italy would weaken Italian will to continue war." Captured Italian Colonel, Orlando Figante, commanding 158th Regiment, reported to General Wavell: "Your leaflets worked to destroy our resistance, especially in Bardia. The troops spread them and were demoralised. They brought the leaflets to their officers asking for explanations. We could not give any. The troops felt they had been tricked into the war."



Lt. Gen. von Metzsch, *German authority on Total War* (1 ton) may be more effective than an air

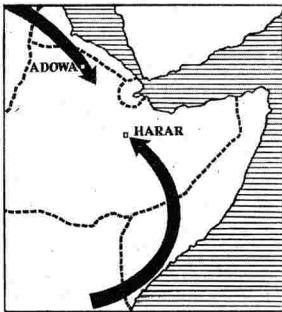


1941— Somaliland and Abyssinia



General Cunningham began his great offensive in East Africa with 20,000 Infantry and 68 Field Guns against an army of 170,000 with 400 Field Guns. In the South the British forces advanced 700 miles in exactly four weeks. In spite of the fact that General Cunningham had very few aeroplanes at his disposal, he wisely detailed certain of them to drop leaflets, not bombs. The results exceeded all expectations. The enemy both native and white surrendered in thousands without putting up any resistance.

British Intelligence Officers reported as follows: "Statements by prisoners of war continue to show the efficacy of our propaganda leaflets. The ones regarding the good treatment handed out by the British to prisoners of war are said to have had considerable effect."



**British forces as they
advanced dropped leaflets
—with staggering results!**

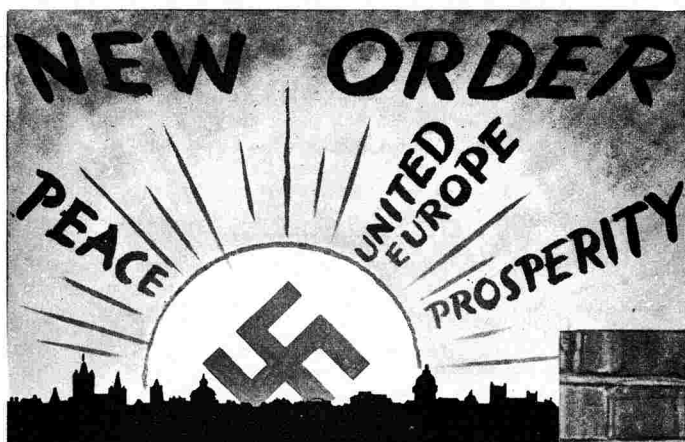
General Wavell paid tribute again and again to the effectiveness of leaflets in shattering the morale of the Italian troops in East Africa. British newspapermen on the spot confirmed General Wavell's judgement. Alan Moorehead, *Daily Express* Staff Reporter, telegraphed from Khartoum as follows on April 2nd 1941: "Britain's bloodless white war—the war of pamphlets and propaganda—is being won hands down here. Yes, for once we are beating the enemy at it! A round total

of 6,000 Italian and native conscripts have crossed over to the British lines as a result of pamphlets dropped from the air over the enemy positions. Round Keren, where half a million pamphlets were dropped in one week alone, desertions became so bad that Italian officers wired parts of the front line against their own troops. But still deserters, bringing their rifles with them, came over in groups and whole companies bringing our pamphlets with them."

War, says: "500,000 pamphlets (weighing
raid with 100 tons of explosives."

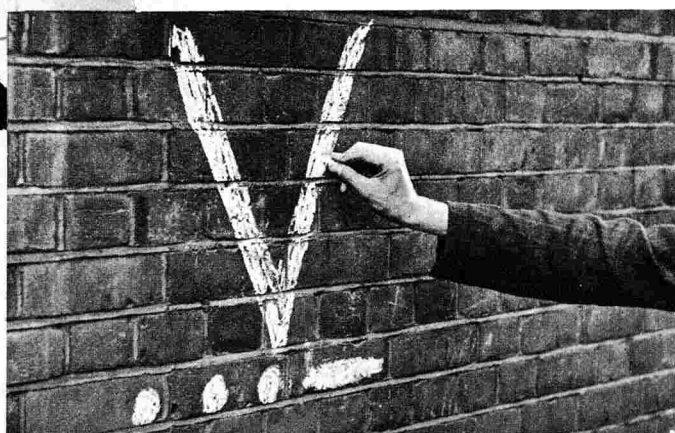
AUTUMN 1941—

The Morale War in Western Europe is beginning in deadly earnest



"Churchill knows that he is beaten. His attempt to blockade Europe again as he did in 1918 is the last desperate act of a homicidal maniac." "In spite of R.A.F. bombing, British armies can never land on the Continent again. Therefore Europe must accept the New Order. It will bring Peace, Unity and Prosperity." With these and a thousand similar statements, Germany tries to unite Europe against Britain, and to persuade Europe that Britain is already beaten.

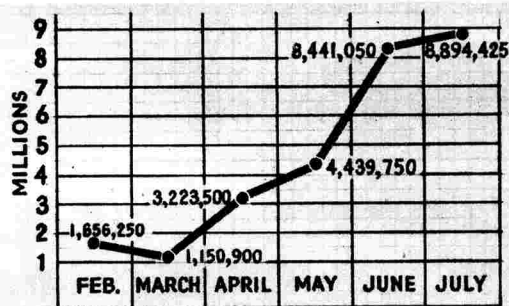
But already in every country in Europe men are chalking up, and tapping out, the "V" sign. Autumn 1941—the morale war in Western Europe is beginning in deadly earnest. Now is the time for us in Britain to "step up" all our propaganda efforts, in order to win the peoples of Europe to our side.



Meanwhile the R.A.F. counter-offensive has begun

THE TOTALS OF NEWS-PAPERS AND LEAFLETS DROPPED ARE GOING

UP UP **UP!**



From every one of the countries of Europe where R.A.F. leaflets are dropped come reports of their enormous effect. The newspaper *Dagens Nyheter* of Stockholm wrote: "The leaflets with the Norwegian King's Christmas speech, dropped by British airmen, spread over the whole of Norway despite the severe penalties threatened. It was impossible to check the distribution." And so it is all over Western Europe. The R.A.F. counter-offensive against the New Order is growing in weight month by month. It will win.

By a new photographic process complete newspapers are being produced $\frac{1}{8}$ the size of ordinary newspapers *yet easily readable!*



NEWSPAPERS FOR FRANCE: The newspapers as dropped are four times the size shown here. Their actual dimensions are 8 in. by 5 in., one-eighth the size of an ordinary newspaper. A report received from France on July 4th says: "Complaints are heard everywhere in

Occupied France that the *Courier de l'Air*, which is printed in London and dropped by the R.A.F., is not dropped in large enough quantities to meet the universal demand of the French public. The unanimous verdict is that this publication tells the French people exactly what they want to know."



NEWSPAPERS FOR GERMANY: In Germany, by official decree, the penalty is death for passing on the innocent looking newspaper illustrated above. Nevertheless copies do get passed on. A German prisoner of war, captain of a merchant ship, said on May 18th, 1941 that he had seen many R.A.F. leaflets in Germany. He thought some were very good. He had shown them to his friends. A

German civilian captured at Lofoten said that he had seen R.A.F. leaflets several times at Hamburg. They had aroused, to quote his own words, "a good deal of interest." The *Luftposts* cannot hope for spectacular results as yet in Germany, but they are planting seeds that will germinate after Germany's first set-back—just as similar seeds germinated in 1918.



NEWSPAPERS FOR HOLLAND AND BELGIUM: Illustrated above is the *Luchtpost* for Holland. For French-speaking Belgians a special edition of the *Courier de l'Air* is prepared. A report received from Belgium in May, pointing to the importance of propaganda by means of R.A.F. leaflets and newspapers in Belgium, says: "The R.A.F. leaflets are carefully awaited and passed from

hand to hand." The writer urges the importance of assuring a regular leaflet distribution for Belgium. Reports from Holland refer to "the large circulation of photographs of the Queen which are believed to be prints from originals dropped by the English." In other words, R.A.F. leaflets and newspapers are not merely passed round from hand to hand, they are actually printed and copied.

PLANS OF PROPAGANDA

... tied up with the strategic aims of H.M. Government have been drawn up for every country in Europe

1941
No. 15



Le Courier de l'Air

DISTRIBUE PAR VOS AMIS DE LA R.A.F.
REDISTRIBUE PAR LES PATRIOTES FRANCAIS

La guerre éclair au ralenti

STALINE DECLARE: "Il n'y a pas d'armées invincibles"

STALINE a prononcé le 3 juillet un discours d'une importance considérable dans lequel il n'a pas caché "le danger sérieux qui menace la patrie"; mais il a placé sa confiance dans:

- (1) les forces immenses de l'armée soviétique;
- (2) les destructions systématiques faites en vue total dans les régions tombant aux mains de l'envahisseur, et le sabotage sur les arrières de l'ennemi;
- (3) la levée en masse de toute la nation, hommes et femmes, dans un effort subordonnant tout à la guerre.

Rompant un silence de cinq ans, Staline a parlé:

MALGRÉ la résistance héroïque de l'armée rouge et bien que les meilleures divisions de l'ennemi et le meilleur de son aviation aient déjà été battus, l'ennemi poursuit son effort... Il s'est déjà emparé de la Lituanie, d'une grande partie de la Lettonie, de la partie occidentale de la Russie Blanche et d'une partie de l'Ukraine occidentale... Un danger sérieux menace notre patrie.

Les armées de l'Allemagne fasciste sont-elles vraiment invincibles comme le prétendent constamment les propagandistes fascistes? L'Histoire montre qu'il n'y a pas d'armées invincibles. L'armée de Napoléon était considérée comme invincible; elle n'en a pas moins été battue. L'armée allemande de la présente guerre était aussi considérée comme invincible mais elle a été finalement écrasée par les forces russes et anglo-françaises. Il en sera de même de la présente armée allemande de Hitler.

Les principales forces de l'armée rouge vont entrer en action. Elles ont des milliers de tanks et d'avions. La bravoure de nos soldats est sans précédent.

Notre résistance à l'ennemi croît et grandit. Le peuple soviétique tout entier se lève pour la défense de la patrie, aux côtés de l'armée rouge.

La défense à outrance

C'est une question de liberté ou d'esclavage, de vie ou de mort. Que l'armée et la flotte rouges, que tous les citoyens de l'Union soviétique défendent chaque pouce de sol, se battent jusqu'à la dernière goutte de sang, sans préavis de cette audace et de cette ingéniosité caractéristiques de notre race.

Destructions systématiques

En cas de retraite, tout le matériel roulant doit être emmené. On ne doit laisser à l'ennemi ni une locomotive, ni une voiture, ni un boisseau de blé, ni un bidon de pétrole. Les fermiers doivent emmener leur bétail et remettre leurs récoltes aux organisations

(SUITE PAGE 4)



L'Ordre Nouveau sera bâti par les Alliés, non par Hitler

Dans un discours prononcé à Leeds le 5 juillet, M. Anthony Eden, Secrétaire d'Etat aux Affaires Etrangères, a déclaré que le gouvernement de Sa Majesté ne négocierait jamais avec Hitler sur aucun sujet, à aucun moment.

Après avoir énuméré les progrès réalisés au cours de l'année qui a suivi la défaite française, M. Eden a déclaré qu'il ne suffisait pas de s'opposer à l'ordre tyrannique de Hitler; il faut aussi préparer le véritable ordre nouveau.

Ce n'est ni à Berlin ni à Rome que nous pouvons voir la création d'un ordre nouveau; nous ne le voyons ni dans les réunions que le tyran germanique a avec son satellite Mussolini, ni dans la navette entre Paris et Vichy, ni dans les visites que les Quislings font à leur maître pour aller chercher ses ordres.

C'est ici, en Angleterre, dans les réunions entre les gouvernements alliés, que doivent être jetées les bases de la nouvelle Europe.

14
JUILLET



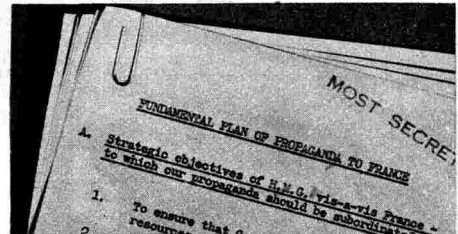
A LONDRES, la France Libre vit et veille, le 14 juillet sera célébré par les Français, par les Alliés, et par tous les Alliés. A cette occasion, le service de presse de la France Libre communique:

La fête nationale du 14 juillet sera célébrée cette année avec une ferveur particulière par tous les Français du Royaume-Uni. Nous commémorons dans le souvenir de la patrie meurtrie et dans l'espoir de sa délivrance.

La situation de la France a le caractère douloureux de la lutte qui se déroule en Syrie par la volonté criminelle des hommes de Vichy; imposent aux manifestations un caractère de recueillement et de deuil.

A Londres, en l'absence du général de Gaulle, l'amiral Muselier, commandant les Forces Navales et Aériennes de la France Libre, déposera, à 10h 45, une gerbe de fleurs au cimetière de Whitehall.

Un détachement des Forces Françaises Libres rendra les honneurs.



The first essential of propaganda is that it must work to a plan. A few great simple appeals must be decided on, and these must be reiterated to the reader day after day, week after week, until they sink into his mind, become part of his background, and are accepted by him as true. No matter how the news changes, it must be interpreted to drive home the same emotional points week after week. Only in this way can propaganda succeed. This is why it is necessary for propaganda to work to a Plan.

CERTAINTY OF ALLIED VICTORY

CERTAINTY OF ALLIED VICTORY

CERTAINTY OF ALLIED VICTORY

SUPPORTING FRENCH MORALE

EACH PAGE OF THESE NEWSPAPERS FOLLOWS DIRECTLY THE STRATEGIC PLAN:

The front page of an issue of the *Courier de l'Air*, shown above, illustrates one major theme of our propaganda to France—the certainty of ultimate Allied victory, the certainty that France will be free again. Only if the French have this certainty will they have the courage to resist German attempts to force them to co-operate in the New Order. No wonder a

report received recently from Dordogne says: "The good people pick up the R.A.F. leaflets. I need hardly say how delighted people are with them." Another report says: "People in France eagerly collect R.A.F. leaflets despite the Gestapo." Another: "R.A.F. leaflets are read very carefully and tens of thousands are picked up in a few minutes."

Leaflets, too, follow the strategic plan

Leaflets differ from propaganda newspapers in that their aim is to give **ONE QUICK PUNCH TO THE JAW**

Terror!

Terror war Hitlers Waffe, als er das deutsche Volk und Reich seiner Partei dienstbar machte.

Terror war Hitlers Waffe gegen Osterreich, die Tschechoslowakei, Polen, Norwegen—Terror gegen Wehrlose, Mord an Waffenlosen, Brandstiftung an unverteidigten Städten.

Terror, brutaler, vorbedachter Terror zwang Holland, Belgien und das uneinige Frankreich auf die Kniee.

**ADOLF HITLER
STARTED IT**

**INCREASED
TERROR OF
R.A.F. BOMBING**

NEMESIS

Jetzt legen wir erst richtig los!
Unsere Antwort an Hitler:
Bomben, immer größere Bomben!

In diesen Orten führt Euch Adolf Hitler. Was Ihr diese Nacht erlebt habt, waren nur die ersten Tropfen, die den kommenden Sturm ankündigen. Noch waren sie klein. Aber immer wichtiger, immer vernichtender wird es auf Euch herabprasseln, bis Ihr der Urgewalt des Orkans nicht mehr standhalten könnt.

Nehmt Euch in acht!

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The above is a reproduction of one of a series of "Terror" leaflets, produced to heighten the effect on morale of R.A.F. bombings of Germany. The leaflet says, "Terror was Hitler's weapon against Austria, Czechoslovakia, Poland, Norway, terror of the defenceless, murder of the unarmed. Terror, ruthless, calculated terror forced Holland, Belgium and disunited France to their knees. Now England is getting started! This is our answer to Hitler: Bombs, always bigger bombs! It is Adolf Hitler who is steering you into this

tornado. What you underwent to-night were only the first drops warning you of the coming storm. The storm will smash upon you with ever greater weight and destruction, until the primeval power of the tornado breaks down your resistance. Look out for yourselves!" As General Quade and other German authorities point out, part of the strategic value of bombing is to weaken the enemy's morale, to destroy his confidence in his leaders, to make him want peace. These leaflets certainly help in this.

Autumn and Winter of will be crucial in



Britain's propaganda plans are ready—

To-day British leaflet and newspaper propaganda to Germany and Occupied Regions has emerged from the "growing-pains" period. It is planned, systematic, scientific. Skilled make-up men, journalists, artists, and intelligence experts with inside knowledge of each one of the regions concerned, have all been mobilised for the common effort. Giant printing

presses stand ready to "step up" the present production schedules of *Luftpost*, *Luchtpost* and *Courriers*, ten-fold, twenty-fold, a hundred-fold—to pierce the darkness with which Hitler is trying to enshroud Europe—to bring a free newspaper every day to every family in Western Europe. That is our objective.

The propaganda tools the R.A.F. CAN

1941 and Spring of 1942 this War of Morale



A French crowd just after the capitulation . . . Today the French are looking to the future.

but as yet . . .

only one piece of printed matter for every 632 people is dropped by the R.A.F. per day over Germany (June dissemination figures) ; only one piece for every 273 people over France; only one piece for every 1,400 people over Norway; and an even thinner distribution over Belgium and Holland. Imagine if only one person in every 632 received a newspaper per day in England; or if there were no other newspapers

except Sunday newspapers in England, and only one person in 90 received one—how short we should be of news. The steadily increasing bombing effort of the R.A.F. must be accompanied by a similar growth in the dissemination of truth over enemy and enemy-occupied territories. Truth to comfort the oppressed. Truth to bring the light to the deceived. For in the end truth will prevail !

are ready—now
FINISH THE JOB

Lt. General von Metzsch, German authority on Total War, says:

“ Propaganda is as valuable an arm as firearms and artillery and chemicals. It must be used immediately upon outbreak of hostilities as a normal means of conducting a war. Although it may be impossible to predict the success of any attempt to demoralise the enemy, no statesman or general will hesitate to make the attempt.”

Statement by Hitler, quoted by Edmond Taylor:

“ In the coming war we will not use our massed armies as in 1914. Artillery preparation for attack in trench warfare will be replaced in the future by the psychological decomposition of the enemy by propaganda before the armies can go into action.”

