white bombs

Why this booklet is RESTRICTED

Propaganda just doesn't jump off the desk of some political expert. It is the result of constant conferences with military leaders, from the President on down, and it changes just as rapidly as fluid, modern war itself. So in so far as this booklet treats of propaganda approaches, or plans or explanations, it treats of things which would interest Hitler and Goebbels very much. Keep it to yourself.

white bombs



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Here's a copy of a leaflet used on the Japs and some of the Japs who gave up. Who said a Jap never surrenders ?

ONE sweltering day on Guadalcanal an Army sergeant swung around and covered some moving bushes with his tommy-gun. He saw a Jap crawl out—and the little fellow didn't make a warlike move. He sidled over to the Yank, showed his buck teeth in a hissy grin and handed him an American leaflet. On it were the words, "Come over to our lines. Bring this leaflet to the nearest American outpost and you will save your life."

In January, 1943, in Tunisia, a group of Italians ran over to the American lines waving safe conduct leaflets which told the story of our landing in North Africa. "We didn't know you Americans were in North Africa," they said. "If we'd known that we would have surrendered long ago. We haven't got a chance."

Both in the South-west Pacific and in the Mediterranean, where the young American army fought and won its first large-scale victories in this war, the leaflet was used with good effect.

But it was in North Africa and Italy that the Allied

Command experimented with this new weapon on a large scale. The thousands of prisoners who were induced to surrender showed that the experiments were a complete success. New techniques were tried both in writing and in disseminating leaflets. They were dropped by plane, fired into the enemy's lines by 25-pounders and even by 155-mm. guns, left on the enemy's doorstep by reconnaissance patrols and secret agents. They told him that his position was hopeless, that there was no use for him to go on fighting, that his only hope for getting back to his family was to surrender. And surrender he did.

Near Gabes an entire Italian tank battalion (unfortunately without its tanks) surrendered to the American forces without firing a shot. They explained that they had decided on this step after seeing one of our leaflets. A German deserter revealed that after seven men had deserted from the 69th Infantry Regiment an order was issued that if further desertions took place every tenth man would be shot. A German court-martial sentenced one soldier to five years' hard labour for not delivering to his superior officer one of our leaflets. The sentence was ordered posted on all unit bulletin boards. The German High Command, realising fully the im-



A load of Germans who won't be shooting our way any more—and a copy of a leaflet they carried with them when they gave up.

portance of psychological warfare, took strong steps to counteract our leaflet work. Apart from threats of severe punishment it warned against " this poisonous flood," ordered troops to hand over enemy leaflets at once to their officers, and issued to all officers a handbook entitled, " The Officer as Leader in the Fight Against Enemy Propaganda."

As the campaign in Tunisia was drawing to an end, Arabs in and around the city of Tunis collected safe conduct leaflets dropped by our planes and peddled them to German and Italian troops. A regular black market was carried on with these leaflets, whose prices fluctuated from day to day in proportion to the amount " available."

We pressed our advantage. Before the campaign in North Africa was many months old, General Anderson, Commanding the British First Army, issued a special letter calling attention to leaflets as a means of warfare. General Alexander, General Eisenhower's Deputy, requested an intensive five-day leaflet barrage against the Germans and Italians retreating northward from Sfax. A G-2 report from H.Q. of the Second Corps on the Battle of El Guettar contained the tribute, " Throughout the operation prisoners of war confirmed the effectiveness of

OFFICE OF WAR INFORMATION

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EFFECT OF ALLIED LEAFLETS ON THE MORALE OF AXIS TROOPS IN SICILY, PANTELLARIA AND IN NORTH AFRICA

The following sample of statements made by German and Italian Ps/W on the effect of Allied leaflets has been culled from various official reports. All the statements are indirect quotations except where direct quotes are used. The extent of the effect can be gathered from the PWB Report dated 1.7.43 to the Chief of Staff. Between May 20th and July 1st 20,207,000 leaflets have been produced by PWB, and 13,550,000 have been dropped by the Air Force.

Report from General Eisenhower's Headquarters, 26.3.43.

Italian P/W (private) stated that his unit found copies of the Allied leaflet 'Tripoli e Caduta'. They discussed it and decided to surrender if opportunity offered. When the Americans attacked on March 23rd, the unit surrendered without firing a shot. This story was confirmed independently by a sergeant of the same unit.

G-2 Reported 15.4.43. Headquarters 2nd Corps.

"Battle of El Guettar: Propaganda: Throughout the operations prisoners of war confirmed the effectiveness of propaganda leaflets. Such leaflets were supplied through the Psychological Warfare Branch of AFHQ, in any desired volume."

Cable 26.4.43 from AFHQ.

A German P/W captured by the 2nd Corps pulled an Allied leaflet from his pocket and said: "This is all true. This is why I surrendered."

An Italian P/W (Major) produced a leaflet as soon as he was captured and stated that they had a depressing effect on the enlisted men.

propaganda leaflets."

This use of leaflets might be called tactical. It is psychological warfare waged directly against enemy troops. It reduces opposition. It brings in prisoners. To quote one G-2 officer after the Battle of El Guettar, "It saves American lives." And that's the best it could do, whether you call it tactical or strategic.

But what is the strategical use of leaflets? Well, during the first years of the war the best examples would have been what the Germans did. But since the landing in North Africa we have had some dramatic successes. The landing itself is an excellent example.

The German and Italian Armistice Commissions and their Vichy puppets had a firm grip on North Africa. It wasn't altogether certain by any means that there wouldn't be stiff opposition to our landing. General Eisenhower had to take that into account. So before the troops ever went ashore leaflets were dropped around the landing areas signed with General Eisenhower's name telling the inhabitants that the Americans were coming as friends, and that they were bringing Freedom. The landing took place with a minimum loss of life. And the fact that there was so little bloodshed between Frenchmen and

Americans paved the way for the participation of French troops in the Tunisian campaign. It guaranteed us friendship and co-operation where we might have had enmity and opposition.

Or take the case of Pantellaria. It was from a leaflet dropped by our planes that the Italian commander first learned of the Allied Forces' invitation to surrender. According to a G-2 report from A.F.H.Q. the Allies' second surrender letter was also dropped as a leaflet. The Italian commander, the report goes on to say, " ordered the white flag and the white crosses put out the next morning before he knew that the landing forces were approaching."

On July 16, 1943, shortly after our landing in Sicily, millions of leaflets bearing the joint message of Prime Minister Churchill and President Roosevelt to the Italian people were dropped all over Italy. The message called upon the Italian people to make a choice between dying for Mussolini and Hitler and living for Italy. On July 19th Hitler and Mussolini met in northern Italy. On July 25th Mussolini was forced to resign.

That is the strategical use of leaflets.

Together with the other weapons of psychological warfare, such as radio, the leaflet penetrates deep

The News Fights For Us

The oppressed people of Europe know by now that the news fed to them via the loudspeakers and presses of Dr. Goebbels is neither true nor sometimes even new, so that one of our best propaganda weapons is plain, simple news—the news which we freemen sometimes forget is not available to everyone.

Here are three newspapers in three languages which are dropped over Europe, but they are a little more than newspapers, in the American sense of the word. Sternenbanner, the German one (its name means, literally, "Star-Spangled Banner") goes beyond the fact of Italy's capitulation and explains the significance. This is because German home propaganda says that Italy's surrender to us is of no importance. We explain that it is, and why.

The French paper (its title means "Fighting America") stresses the fact that Italy surrendered—unconditionally—the only kind of surrender the United Nations accept. The picture of a disgruntled Hitler tells the news, too, as does the simple map with the caption—"And one less!"

Letter from America is the small-size Norwegian paper (small for easier smuggling) which gives the Norwegians the background of news from America. The lead story tells the epic of American production, and how this will affect the people of Norway. The picture of bombs from a Fort falling on Nazi installations at Trondheim, Norway, is captioned simply: "America Has Come."

STERNENBANNER

Auswirkungen der italienischen Kapitulation



Nürnberg, München Berlin, Mannheim

Vorstoss der 8. Armee

Italien kapituliert

Brev fra Amerika

SEIRENS VAPEN

L'Amérique en Guerre

LE 8 SEPTEMBRE 1943 — No. 66



L'ITALIE CAPITULE ...sans condition!



TOIRE dans le DONETZ

Alger, 8 septembre.—Le général Eisenhower, Commandant-en-Chef des Forces Alliées, a diffusé mercredi soir le message suivant, par la Radio des Nations Unies:

"Ici, le général Dwight D. Eisenhower, Commandant-en-Chef des Forces Alliées. Le gouvernement italien a rendu ses forces armées, sans condition. En tant que Commandant-en-Chef allié, je lui ai accordé un armistice militaire dont les termes ont été approuvés par les gouvernements du Royaume Uni, des Etats-Unis et de l'Union des Républiques Socialistes Soviétiques. J'agis ainsi pour le compte des Nations Unies.

"Le gouvernement italien s'est engagé à se soumettre à ces termes sans réserve aucune. L'Armistice a été signé par mon représentant et par le représentant du Maréchal Badoglio, et il entre en vigueur à l'instant. Les hostilités entre les forces armées des Nations Unies et celles de l'Italie cessent immédiatement. Tous les Italiens qui aideront maintenant, par leur action, à chasser l'agresseur allemand hors d'Italie bénéficieront de l'assistance et du soutien des Nations Unies."



FRANCAIS ATTENTION!
Lisez l'avis publié en page 2.

into the enemy's territory and reaches all his people. It brings to them the same message that causes the Axis soldier to desert. It reaches the man and woman in the factory and the mine—the underfed, terrorized slaves who keep Hitler's war machine turning over. It tells them that their sacrifices and their misery are in vain, that the Nazis cannot win the war. The leaflet brings home to them that our bullets and bombs are meant for the Nazi profiteers and slave drivers, but that to the enslaved people we bring justice and the hope of freedom.

The rising curve of prison sentences in Germany for "spreading enemy propaganda," and the falling curve of Nazi war production, give evidence of strategic success. A tank or machine gun that isn't produced will never be used against our soldiers.

And there is another strategic use for leaflets whose importance will become fully apparent only later. All over Occupied Europe the Nazis are confiscating radio sets. So leaflets are used to keep in touch with our friends in Europe—both those who are still in the occupied countries and those who have been deported to Germany as slave labour. These men and women all over Europe are kept in a mental blackout by the Nazis. To them we must bring the news of

the rising tide of United Nations victory. We must bring them the contact with the world outside the concentration camp. Otherwise Nazi propaganda and the hopelessness of ignorance might crush their will to fight. We must tell them that they have a place in United Nations strategy, so that when the time comes we can count on them to rise and fight like soldiers. These allies of ours within the enemy's gates can speed victory and make it less costly.

War has become total, and the High Commands on both sides have cast about for new and different weapons to help them win. Psychological warfare is one of the most important of these new weapons, and it is recognized as such by our Commander-in-Chief. President Roosevelt himself has written two leaflets, one to be dropped on France and one on the Philippines ; and many of his statements and messages have, at his specific order, been dropped as leaflets.

Leaflets and radio transmissions are prepared as part of a co-ordinated, strategic plan determined by the President, his Chiefs of Staff, the State Department and the Office of War Information. In this way it is assured that military policy, foreign policy and psychological knowledge of the enemy combine to



Here is a Philippine leaflet President Roosevelt himself wrote.

place in the hands of the Theater Commander a powerful new weapon.

This weapon alone cannot win a modern war. Nor can any one weapon alone win a total war. Radio is not a magic wand. Leaflets will not stop bullets or make the enemy disappear. Psychological warfare attains its full usefulness only when used in conjunction with the other arms of warfare—and then its contribution to the common purpose is clear.

Few better definitions of this circumstance have been given than by one of its early maestros, Joseph Goebbels. In the course of a long appeal in July, 1943, to the German people to keep their nerves and not to despair, Goebbels said, "The war of nerves accompanies the war of weapons like a shadow. It does not resound to the noise of cannon or storming Panzer divisions ; but its quiet symbolizes the grim silence with which this battle is waged." Coming from an old expert like Goebbels this is a frank admission that we now know how to wage this particular kind of war to the best advantage.

Hindenburg and Ludendorff admitted after the last war that the collapse of the German army had been hastened considerably by Allied leaflets. And Hitler in "Mein Kampf" said—"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." But in the period between the two wars the Germans learned that lesson and acted on it. It seemed as if we had forgotten it.

One of the first decrees published in Germany after Hitler invaded Poland on September 1, 1939, made listening to foreign radio stations, spreading enemy news or leaflets punishable by imprisonment or death. Goebbelswasquarantining the German home front while he went on the propaganda offensive.

In April, 1940, a German brass band playing the Beer Barrel Polka (it was originally a German circus tune called Rosamunde) helped take Oslo. Then came the collapse of France. Joseph Goebbels broke the back of French resistance in 1939 and 1940 by spreading the poison of " What's the use ? " and " The English are fighting to the last Frenchman " with tens of millions of leaflets. Parisians rubbed their eyes one day in the spring of 1940 when they saw the streets littered with autumn leaves. The " leaves "



This Nazi job was one of the most successful leaflets ever dropped.

were Nazi leaflets with the message, " If you fight England's battle your soldiers will fall like autumn leaves." Another one of Goebbels' best was a drawing of French soldiers, tired and dirty in a forward position while in the background a French woman lay in the arms of a British soldier.

It wasn't until after the collapse of France that we faced the truth—and awoke fully to the new

possibilities of this weapon. And since Pearl Harbour, even when things were going badly for us, the United States has used psychological warfare as an offensive weapon.

We didn't have to quarantine the people at home the way Goebbels did. When one of our soldiers on Guadalcanal picked up a Jap leaflet with the picture of a naked woman on it that promised him "kind treatment" if he deserted he got the first good laugh he'd had in weeks. G.I.'s in Tunisia who saw German leaflets telling them they were "surroundet" thought at first it was a practical joke. In England the few German leaflets that are still dropped are met with guffaws.

The reason why Goebbels' leaflets are a joke to us now and our leaflets are poison to him is simple. Truth is on our side as a priceless ally. We know the truth, and knowing it we won't fall for lies. On the other hand, Goebbels is keeping his people subdued and docile by feeding them a steady diet of lies—literally that deportation, castration and chaos will be their fate if they lose the war.

Goebbels knows the importance of our psychological warfare offensive. Threats of drastic punishment are designed to keep people from



Japs dropped this beauty over the Marines on Guadalcanal, promised her to U.S. Deserters. But there were no takers.

picking up and reading our leaflets—but don't. German propaganda devotes whole broadsides to counteracting a theme contained in a leaflet. And it wouldn't do so unless that theme had caught on among the people. In Occupied Europe the people collect leaflets, and are so enthusiastic about them that the leaflets are worth money. Prices in France range up to 150 francs per leaflet.

Goebbels is giving his people Strength through Fear to keep them working for the Nazi war machine. This steady diet of lies has been swallowed only because the Germans have been cut off from the truth. Our leaflets and radio have been bringing this truth to millions in Germany. In doing so we have been striking at the very root of Hitler's whole regime. We have been weakening the will to work and fight for a system based on fundamental falsehood.

"*THERE ARE TWO WAYS of winning the war—breaking the enemy's will to fight, and removing his means. If you succeed in doing either you win the war. If you work on both you do it all the better.*"

—Lieut.-General Ira C. Eaker,
Commanding U.S. 8th Air Force.



The fliers who are called upon to fight their way deep into enemy territory to drop leaflets with their bombs, and the artillerymen who stand in the front line to fire leaflet shells on enemy positions should know the part they play.

Their reward will be three quiet cheers on D-Day from some weary Joe or Tommy who would otherwise have a Nazi bullet in his hide.

Which is enough.

PROPAGANDA—ANOTHER GUN IN OUR ARSENAL

This is how we literally shot leaflets at the enemy in North Africa, Sicily and Italy—and how we'll do it en route to Berlin. Above, artillerymen load a special shell filled with leaflets into a standard 25-pound field piece. Below (left), the leaflets go into the shell and (below, right) they hit the target, this time civilians, but more often soldiers.





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