

# 'PSYWAR' BOMBS KO REDS

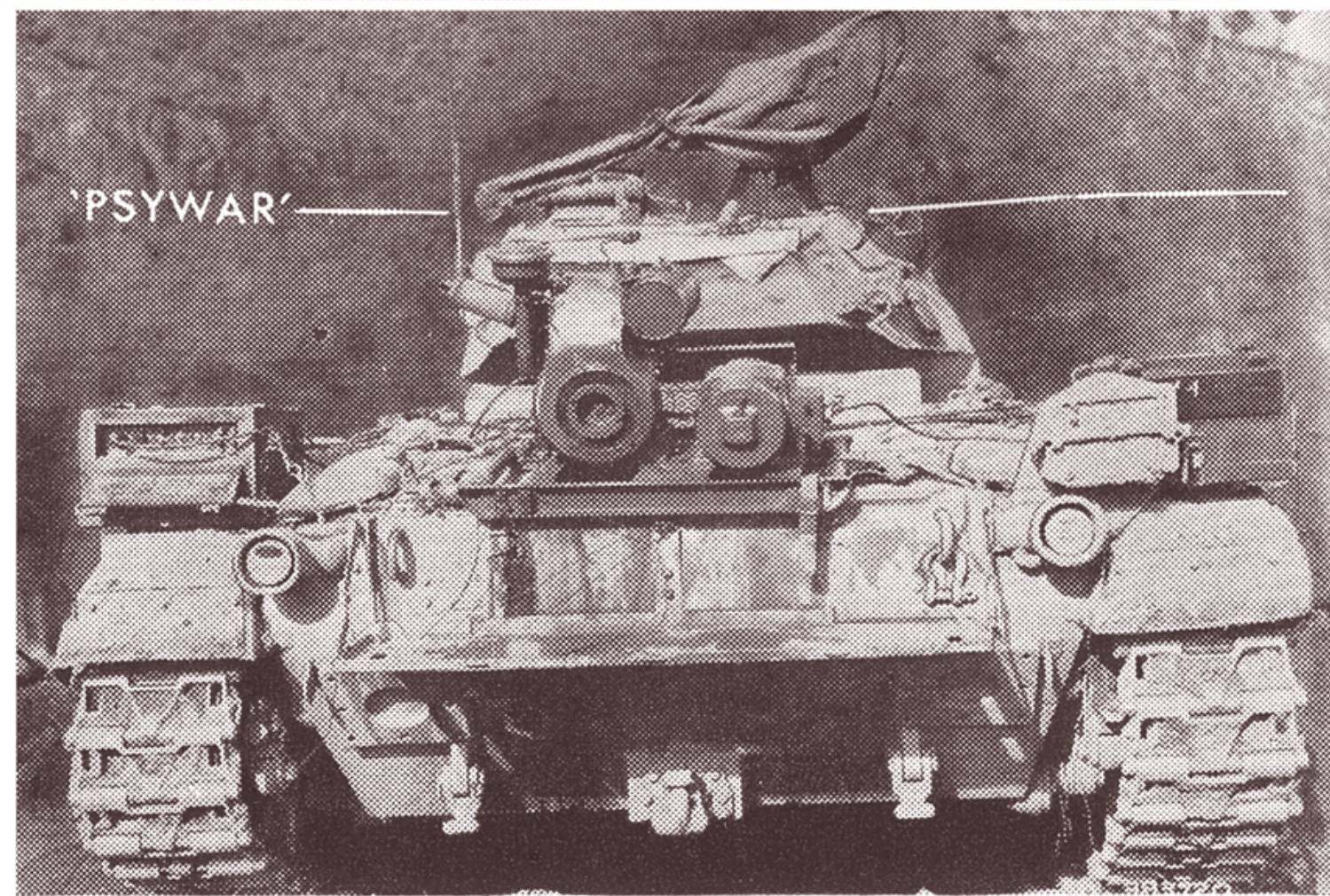


LOUD-SPEAKER TEAM IN ACTION 200 YARDS FROM COMMUNIST LINES

**D**ay and night, U.S. Psychological Warfare soldiers in Korea risk their lives to talk and write Communists into submission. Their first leaflets hit the Reds just 36 hours after they first crossed the 38th parallel. Today, Pentagon brass praises "Psywar" for influencing 70,000 North Koreans and Chinese Communists to surrender. This is the achievement of 350 "Psywar" GIs in the Far East, and their 250 ROK and civilian helpers. Their weapons are words—poured out through front line loud-speakers, by radio and in leaflets (over 2 billion so far). The Reds are told over and over: *You're risking your neck for Stalin, who doesn't care about you but takes your rice. While your officers stall all peace efforts, you die uselessly. Save yourself.*

## Right Words Cause Reds to Turn Selves In

**Leaflet-waving Red surrenders. Chinese and Koreans are impressed by photos ("They must be true") and signature of Gen. Mark Clark assuring fair treatment.**



Sound-equipped tank blares at Communists: "You're brave but you're encircled." Even company commanders can call for local "Psywar" missions.

*Give up!* News-starved and rumor-ridden, Red soldiers brave death-threats from officers to read the leaflets. But often even officers yield. A North Korean colonel ordered his men to burn all leaflets, but kept one for himself to surrender. A Chinese political officer, charged with scanning U.N. leaflets, deserted after reading a few. Like

**'PSYWAR'**

In Tokyo studio (l.), Korean aides record play with strong "nostalgia theme" to soften Reds. It'll go on radio and field speakers (r., range 2,000 yds.).



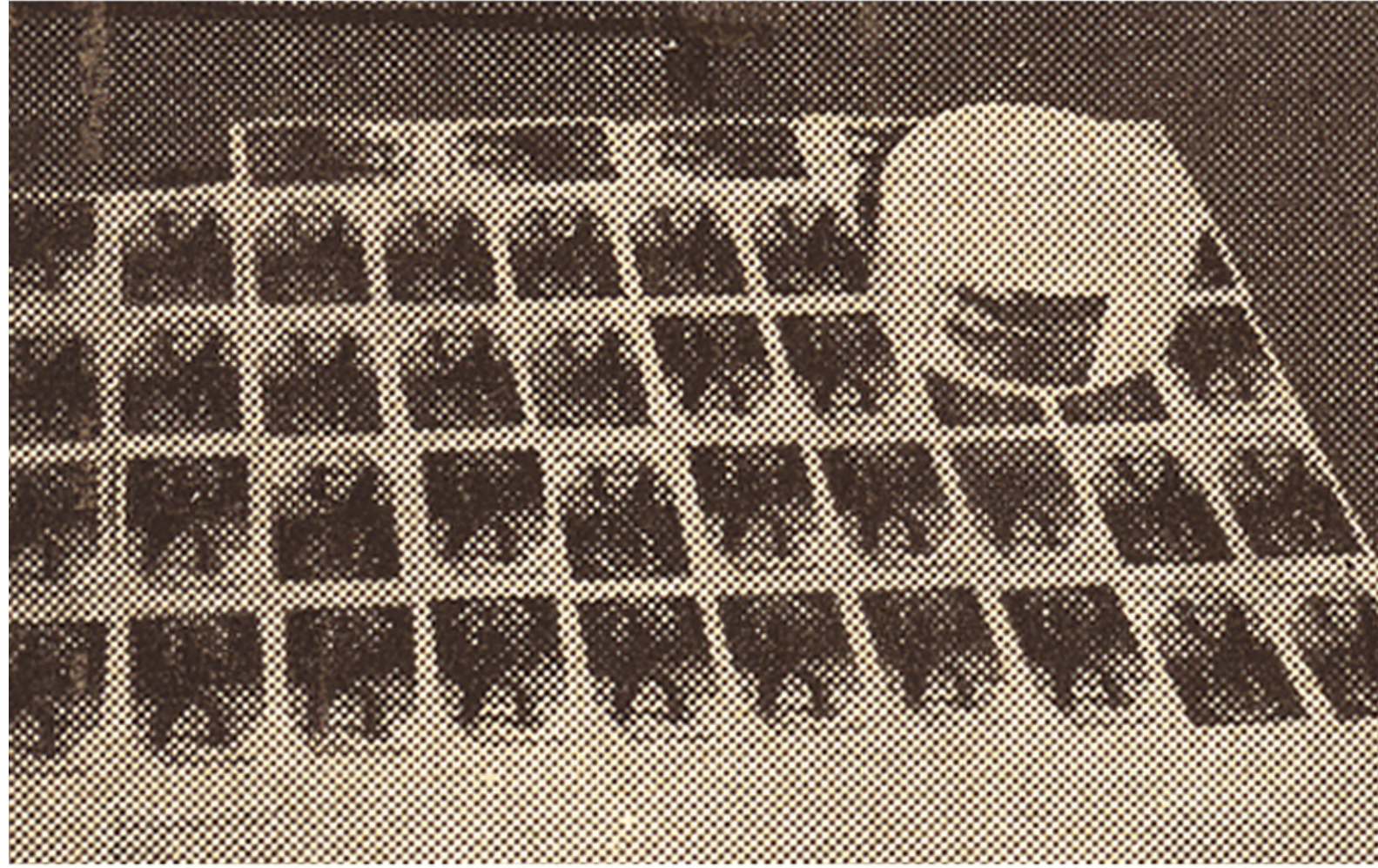
advertising, "Psywar" plays on sentimentality, fear, and self-interest, using disc jockey shows, soap opera-type scripts and comic strip technique. Additional rules: Make no threat you cannot back up. Translate your message into the enemy's mentality (one leaflet aimed at family-conscious Chinese had a father welcoming back his prodigal son; it's stressed that U.N. prison camps open even to Communist Party members). Explains a veteran "Psywar" officer: "Propaganda isn't basically dishonest or evil. It's as honorable and just as the doctrine or belief it propagates." As handled by "Psywar," it is saving U.N. lives in Korea now.

**90% of "PsyWar" Voices Are Feminine**

S. Korean WAC primps prior to low, slow flight in unarmed B-26 to talk for hours over loud-speaker ("Dear husband, things are bad in China; I need you so . . ."). Her high-pitched, sexy voice will be audible 5,000 ft. below, as plane circles Red units. Message takes 40-50 seconds. Planes get hit, but none have crashed so far.

**5 Million "Psywar" Leaflets a Day...**

Army and Air Force cooperate smoothly to get leaflets (below, l.) into Red hands.



GIs fix leaflet rolls for bomb adapters. Twice a week Air Force also drops 2 million newspapers on North Korean cities.

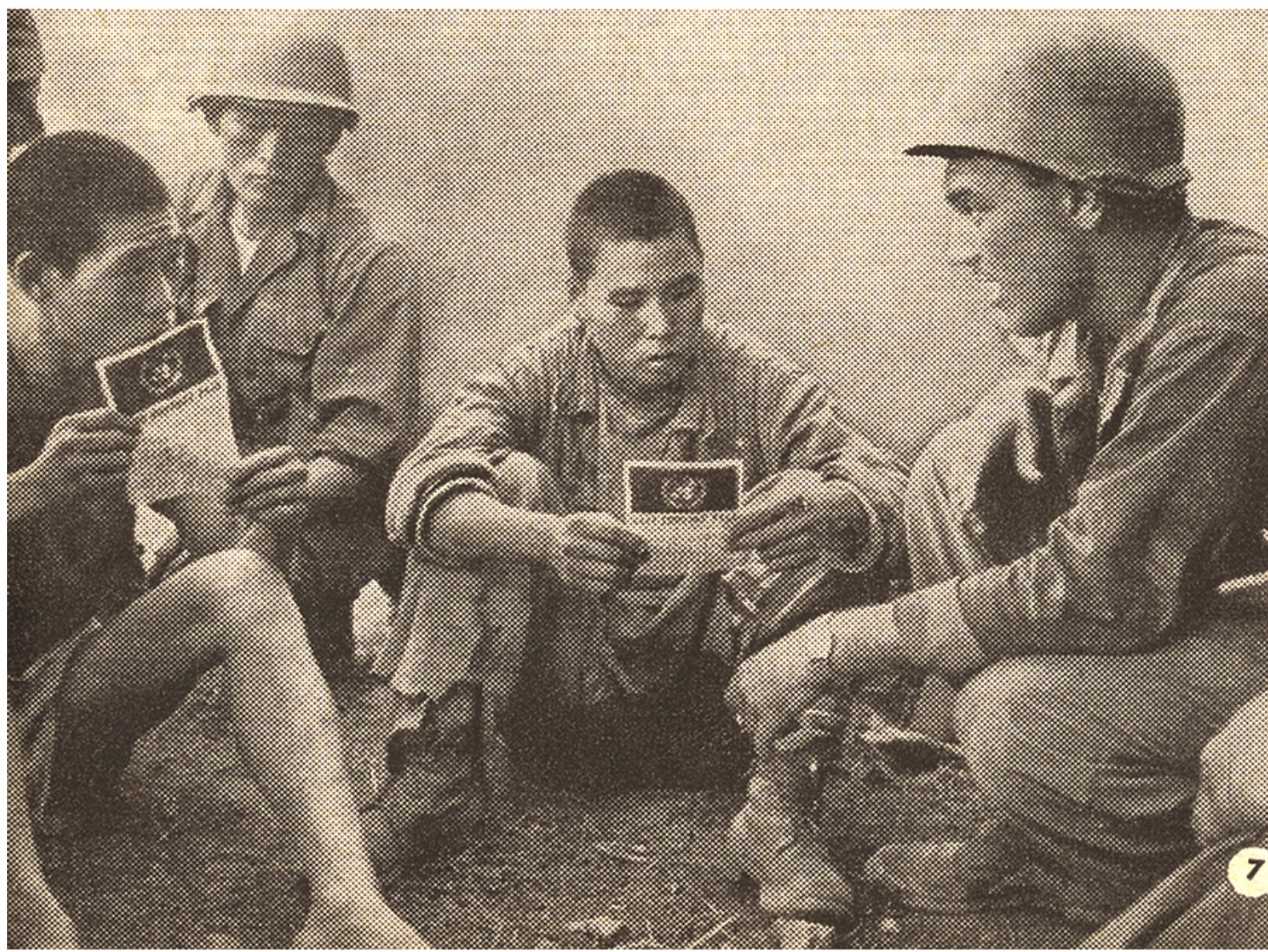


## 'PSYWAR'



Six hours after a field unit called for "persuasion" mission, leaflets keyed to local situation were written, illustrated, printed, packed and dropped.





Immediate "Psywar" payoff: PWs below. Long-range aim: fermenting trouble in Red rear areas. A few doubters spread morale.

**People**  
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