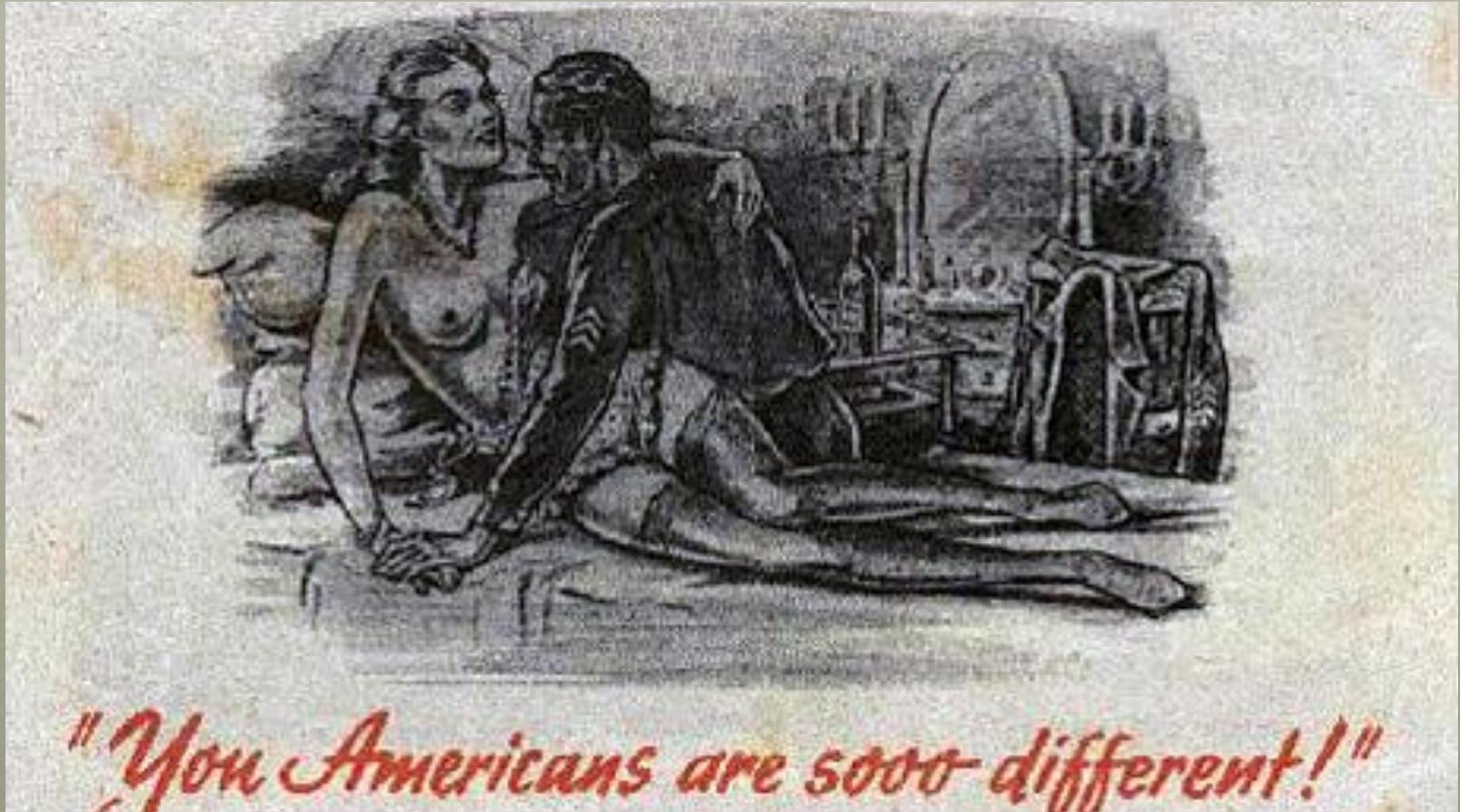


NAZI LEAFLETS

European Theater, 1944

SEXUALLY EXPLICIT MESSAGES



TARGETING AMERICAN AND BRITISH SOLDIERS

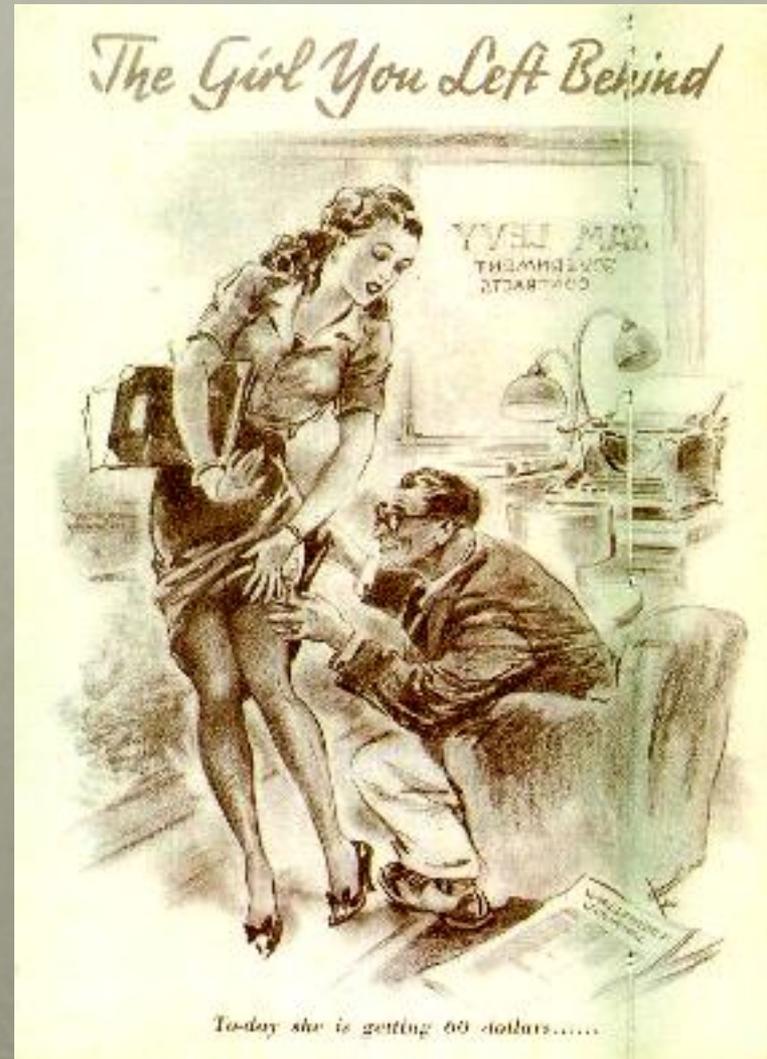
These sexualized leaflets were picked up by the Psychological Warfare Branch in 1944. Planes showered the leaflets onto the front.

THEORIES

- Behaviorism: human actions are shaped by environmental stimuli. Imagery trying to evoke an immediate response.
- Magic Bullet Theory: Propaganda can control people
- Gray propaganda: transmission of ideas or theories that may or not be false, but there is no way of validating it.
- Lasswell's Theory: Master Symbols

FAKE SPOKESMAN

- Sam Levy – an American Jew stealing doughboys' girlfriends
- “The Girl You Left Behind” series



APPEAL TO FEAR OF DEATH



You *have a date with death*
Your girl *has a date with Sam Levy*

At first she hesitated a bit about calling up Sam, the war profiteer. But then she said to herself, "There's no point in waiting any longer for Joe to come back, the war seems endless, and the best years of my life are passing by..."

You'll have to be in uniform for God knows how long. Your life is pretty well smashed up. So don't think the worse of your girl if she likes to have a good time every now and then. Don't grudge her to that bright war dodger Sam Levy.

In return you are seeing something of the world and taking part in this jolly old war.

TARGETING BRITISH SOLDIERS

Message: American soldiers are stealing your women!

By the way, old chap, did you ever think it over why the "inexhaustible reserves in man-power" of America have not turned up yet in this war? Possibly the statement contained in the news bulletin broadcast by the B. B. C. on 23. 3. 44 might give you an idea. It ran as follows:

"It is beyond doubt that the Germans have concentrated crack troops at Cassino for whom only the very best allied troops can be a match. For this reason the U. S. units have been recently withdrawn from the main fighting line in order to be temporarily employed at quieter sectors."

This is not exactly a compliment to your American pals — but London ought to know how far they can rely upon them. It is a fact that until to-day 70% of all Americans who came across are still in England, where they are being "trained" — as is officially stated.

How this training looks like, Corporal Richard C. Rogers of L-Coy, 3rd Bn, 350th Inf. Regt, 88th U. S. Inf. Div. is able to tell you. He had just arrived from England and was unlucky enough to be taken prisoner West of Minturno on the 16. 3. 44. In his wallet he had a slip of paper with the following anecdote:

Two English women met on the street in London one day. Said one, "Do you know Americans?" "Do I know Americans, says you," replied the other.

"Why just the other day me old man sent me over to the Pub for a bucket of beer, and when I was coming out who should I meet but a blooming American.

"Before I could say Trafalgar Square, he grabs me by the Ass, shoves me under a tree, ins me, outs me, wipes his tallywhacker on me petticoat, drinks me old man's beer pisses in the bucket, and walks off whistling, 'God save the King', and you ask me, do I know Americans?"

He was proud about this joke, old Corporal Richard C. Rogers, and boasted he knew many more similar ones with which he could prove that the Americans were "quick workers".

Definitely, it is a story that makes one laugh; it might be a little exaggerated, but surely, there is something true in it. But, on the other hand, would you still laugh if you considered that your sister, your girl or your wife at home might be the aim of the exploits by these "quick workers"?

Obviously, the "blooming Americans" are much braver in England than at the front where you, poor devil, have got to fight German crack troops alone.

No wonder they are looking upon the war as something quite amusing.

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