The Korean War veterans of the 1st Loudspeaker & Leaflet (L&L) Company, Eighth U.S. Army, a key lineage unit of the 1st Psychological Operations Battalion (Airborne), held their first reunion at Fort Bragg, N.C., from 22-24 May 2007. Four 1st L&L Psywar veterans who were killed in action in Korea were commemorated on 24 May 2007 when their names were added to the U.S. Army Special Operations Command Memorial Wall. The 1st PSYOP Battalion dedicated their classroom to the 1st L&L Company and a Korea Psywar display was exhibited at the Airborne and Special Operations Museum in downtown Fayetteville, N.C. A former 1st L&L Publications Platoon veteran provided a collection of unit photos from 1953 for the display.

These photos preserved the daily routine and unit personalities in the 1st L&L in Seoul, Korea, from 1952-1953. They captured the essence of tactical Psywar and are an invaluable historical record worth sharing with today’s Army Special Operations Forces. Since former Sergeant Herbert Shevins from Brooklyn, New York, was responsible, the following essay revolves around his photographic contribution as the unit mission shifted from supporting the propaganda war to maintaining vigilance during the armistice. The final tasks were quite different from those envisioned in late summer 1950.

When North Korea invaded South Korea on 25 June 1950, the Special Projects (SP) Division in the G-2 (Intelligence) of Far East Command headquarters in Tokyo, Japan, provided the Psywar capability for the command. General (GEN) Douglas A. MacArthur ordered its creation in November 1949 to plan Psywar.
The 1st L&L Company cadre board the Yokohama ferry to Pusan, Korea, on 15 October 1950, bound for Eighth U.S. Army, Korea, then located at Taegu in the Pusan Perimeter.


Left: 1LT James E. Dalzell, original 1st L&L Publications Platoon Leader, aboard the Yokohama ferry bound for Pusan, Korea, 15 October 1950. After Korea, 1LT Dalzell graduated from the Special Forces Course of the U.S. Army Psychological Warfare School in 1954. Above right: Dalzell’s Valentine’s card reflects what was required to make the 1st L&L operational by April 1951. (courtesy Louise Dalzell).

measures to counter Communist aggression in Asia. Mr. J. Woodall Greene, a retired colonel who had been the deputy director of the general’s WWII Psywar campaign against Japan, had a staff of four personnel to accomplish that theater mission.1 The robust Psywar capability built by the Army during World War II had been eliminated in post-war military reductions.

The immediate need for tactical Psywar in Korea was their highest priority. The Tactical Information Detachment (TID) at Fort Riley, Kansas, provided Psywar support to the Army’s Aggressor Force during countrywide maneuvers.2 Alerted for Korea, the twenty-man TID became the nucleus for an Army Loudspeaker & Leaflet Company effective 1 September 1950. The detachment packed its limited equipment, departed Fort Riley on 9 September, and left Seattle, Washington, on 15 September aboard a U.S. Navy transport headed to Japan. Told that their heavy equipment would be shipped separately to Korea, the 1st L&L cadre boarded the Yokohama ferry to Pusan, Korea, on 15 October bound for Eighth U.S. Army (EUSA) in Taegu, Korea.3

The 1st L&L Company was activated on 4 November 1950 with eight officers, ninety-nine enlisted men, three printing presses, twelve loudspeakers, and twenty-seven vehicles authorized. The unit administratively fell under the EUSA Special Troops Command, but the G-2 exercised operational control. No priorities were given for equipment, U.S. Army Psywar School-trained personnel, or required language skills. It took until April 1951 to find the original TID assets lost in Japan, get them shipped to Korea, and collect critical TO&E (Table of Organization and Equipment) equipment to become combat effective.4
The 1st L&L’s mission was to conduct tactical propaganda operations for a field army and provide qualified Psywar specialists as advisors to the army and subordinate corps staffs. Dissemination of tactical propaganda was to be done by leaflet, information sheets, and loudspeakers. A company headquarters element supported three operational platoons: Propaganda, Publications, and Loudspeaker (L/S). Combat requirements justified a twenty-five percent enlisted overstrength effective 24 April 1951, but the company never reached full strength.

This was what the 1st L&L looked like when Private (PVT) Herbert Shevins was assigned to the Publications Platoon in early November 1952 as a photo lithographer. Captain Herbert B. Avedon, signal officer for the Ranger Force in Italy and a Morale Operations officer for OSS Detachment 101 in Burma during World War II, was the company’s second commander. Lieutenant Frank C. Kurpiel was Publications Platoon leader and Sergeant Joseph F. Lissberger, a U.S. Navy-trained printer and photo lithographer, had just replaced Sergeant First Class (SFC) Gene Sacotte as the platoon sergeant and Print Shop supervisor. They were operating Harris Seybold 1722 and Davidson (original TID assets) offset printing presses with twelve-hour work shifts. Two trailer-mounted 250-kilowatt generators powered all print equipment.

One of two forty-foot M109 mobile print vans, parked adjacent to the Print Shack on the athletic field, had been converted into a photography work area. The adjoining

Continued on page 16.
Herbert Shevins of Brooklyn, New York, was drafted into the Army in early February 1952, two years after graduation from Samuel J. Tilden High School where he was awarded art medals and athletic letters for swimming and gymnastics. His father and brother were veterans, the former of the Naval Expeditionary Force in 1916 (Vera Cruz, Mexico) and World War I, and the latter of the WWII Navy in the Pacific. Since Shevins was a professional lifeguard at Brighton Beach Bay (Post #9), he wanted to follow family tradition by volunteering for the Navy. However, the postwar reduction of its Underwater Demolitions Teams (UDT) prompted Shevins to begin a jewelry making apprenticeship with the Dason Ring Company in Manhattan. His draft notice interrupted these plans.

On 14 February 1952, Herbert Shevins, a newly-sworn-in Army Private (PVT), left Manhattan with a busload of New Yorkers for basic training at Camp Kilmer, New Jersey. High aptitude scores qualified him for advanced training at Fort Belvoir, Virginia, as an engineer topographer and photo lithographer. Contrary to most Army military occupation specialities (MOS) assignments, this was a natural fit for Shevins because photography had been a favorite hobby since childhood. After being trained as a photo lithographer, instead of being assigned to an Army print plant in Japan, he was shipped off to Fort Leonard Wood, Missouri, for combat training. “The post supposedly had terrain similar to Korea,” remembered Shevins. “There we were put through an abbreviated form of basic infantry combat training. To keep from getting separated during night patrols we squashed fireflies on the back of the man’s shirt in front of us. It was simple, but kept us from getting ‘lost in the woods.’”

In the summer of 1952, PVT Shevins boarded a troopship bound for Pusan, Korea. It seemed like almost all the troops were seasick. At the replacement center (depot) new arrivals were given winter clothing and assignments.
The Federal G-513, 94x43 tractor, 4.5 ton, 4x4 was used to move the mobile camera vans.

CPL Herbert Shevins & SSG Joseph Lissberger relax by the water tower that was needed to clean the photographic plates.

1st L&L road sign at the main intersection.

Since Shevins was going to the 1st L&L, he got aboard the night train for Seoul. Bundled up in woolen overcoats and pile caps, the weaponless replacements slept on the boxcar floors with duffle bags as pillows. The 1st L&L company clerk met the train. PVT Shevins and another soldier threw their bags into his jeep and off they went.

PVT Shevins was assigned to the Publications Platoon as the photo lithographer. He later became the company photographer. In this capacity he captured soldier life and recorded the evolving Psywar mission of the 1st L&L from the summer of 1952 through Christmas 1953. Shevins served three company commanders during his tour: Captain (CPT) Herbert B. Avedon, Signal Corps (a WWII OSS and Army Psywar School-trained officer); CPT Oliver W. Rodman, Ordnance Corps; and CPT Raymond E. Forbes, Infantry. Shevins’ Korean War time covered the stalemate, the September 1953 ceasefire, POW (prisoner of war) exchanges, and the Armistice periods. After the Armistice, the 1st L&L publication products were no longer Psywar. Loudspeaker teams assisted with POW problems, civil action, and humanitarian projects in South Korea.

Having acquired sufficient overseas points and with his replacement on hand, Sergeant Shevins flew home. He was discharged on 20 January 1954, at Fort Dix, New Jersey. The married veteran used his GI Bill to attend a diamond setting school in Manhattan and then apprenticed with Leonard Sunna, an accomplished diamond and gem setter from Vienna. After that training Shevins worked for some very fine jewelry firms. He set a ring for Charles Revlon, the founder of Revlon, jewelry for movie stars, and a huge necklace for the CEO of Reynolds Tobacco Company. Centered about a 104-carat pear-shaped brown diamond, this project took three months to complete. In 1960, he went into business for himself remounting diamonds and gems for upscale department store chains countrywide. One of his proudest accomplishments was getting a patent.

Setting the Hansch camera, April 1953.
Propaganda Platoon illustrators did their work in the G-3 Psywar Section of EUSA headquarters. Enemy uniforms, equipment, and arms were used as props.

South Korean artists worked side-by-side with 1st L&L illustrators in the G-3 Psywar Section at EUSA headquarters.

Publications Platoon photo vans with Federal G-513, 94x43 tractor, 4.5 ton, 4x4 in the corner of the motor pool.

PFC Paul A. Wolfgeher checks print run on the Harris Press.

Weekly Loudspeaker Team Talks were distributed to the L/S teams of the 1st L&L.

The Psywarrior was a weekly newsletter produced by the Propaganda Platoon. It contained troop gossip, intramural sports scores, propaganda themes, and international news. Though both were clearly marked “Restricted Security Information” true names were used and distribution was not controlled.
van contained a Hansch camera to make photographic layout plates for the printers. Shevins took most official photos with a 4x5 Speed Graphic camera. He was also issued an 8 mm Bell & Howell movie camera. Not all L&L personnel worked in the company area—a former private school north of Seoul’s East Gate—based on their missions.

The Loudspeaker (L/S) Platoon received its operational assignments directly from the chief of the G-3 Psywar Division at Eighth Army headquarters. The L/S teams worked and lived with the front line infantry units that they supported. The platoon leader rotated back and forth between I, IX, and X Corps headquarters, coordinating requirements while two section sergeants and a L/S repairman supported three to five L/S teams assigned to five corps [three American and two Republic of Korea (ROK)]. Propaganda Platoon, assisted by several Korean and Chinese artists and translators, worked in EUSA headquarters in downtown Seoul. They published weekly Psywarrior newsletters for the 1st L&L personnel and Loudspeaker Team Talks for EUSA G-3 Psywar. Team Talks contained guidance and broadcasting messages for L/S teams in the field.

Chinese and Korean propaganda scripts and taped broadcasts were approved by Projects Branch Chief of the G-3 Psywar Division before being distributed to L/S teams. English, Chinese, and Korean translations were done by university-educated writers isolated from reality in Seoul. Most scripts were too sophisticated for the majority of the target audience—uneducated conscripted Chinese and North Korean peasants.

The Publications Platoon turned the artwork, photography, and written messages prepared by the Propaganda Platoon into paper leaflets, information sheets, and posters for dissemination by L/S Teams, Air Force and Army aircraft, and artillery. Leaflets were
delivered to a nearby Army ordnance company where they were packed into 105 mm artillery shells for shipment to howitzer battalions supporting the front line units. Artillery delivery of leaflets was the most accurate.\textsuperscript{15}

Still, the primary means was to airdrop packages of leaflets with time fuses from C-47s. The leaflet packages were shoveled, “kicked,” and thrown out like they had been in WWI and WWII.\textsuperscript{16} Some fifteen million propaganda leaflets were dumped on enemy front line troops each week by Psywar units.\textsuperscript{17}

The enlisted men of the Publications and Propaganda Platoons were housed eight men to a classroom in the school building. They slept in sleeping bags on folding cots. The company officers lived in the school principal’s house. Everyone washed and shaved in an aluminum wash pan. Houseboys provided hot water each morning, shined shoes, arranged the laundry, dusted the rooms, and cleaned the floors. The enlisted men in the school shared a common toilet and shower room. Waste was taken away weekly by a Korean horse-drawn “honey wagon.”\textsuperscript{18} There was a daily work routine.

Each morning unless it was raining, a company formation was held outside. Then, everyone went to breakfast. Company physical training was rare. After the morning meal the soldiers went off to work areas. The Propaganda Platoon soldiers carrying M1 carbines boarded a 6x6 truck to go to EUSA headquarters for the day. These “privileged” troops came back for the evening meal.\textsuperscript{19} L/S teams assigned to support the infantry lived in the field and only returned when they were wounded, sick, going on R&R (rest & recreation leave), or finishing their tour and departing for the States.

Private Shevins soon discovered that the only Psywarriors that got to experience combat were those that volunteered to “kick” propaganda leaflets behind enemy lines or the L/S team members on the front lines. Combat time before the Armistice could shorten tours to nine months. The only threat to 1st L&L troops in Seoul were small bombs and mortar shells dropped by North

Continued on page 22.
The houseboys arranged to have local laundresses wash and press uniforms.

A caricature of the third 1st L&L Company commander, CPT Oliver W. Rodman (wearing his trademark Army-issue horn rim glasses) was prominently placed in the Korea Cabana Club.

The fourth 1st L&L Company commander, Infantry CPT Raymond E. Forbes, poses below his caricature in the Korea Cabana Club. Publications Platoon illustrators established the tradition.

Christmas at the Korea Cabana Club in the 1st L&L Company.

The enlisted R&R center in Kyoto, Japan was the Rakuyo Hotel, a Special Services Hotel across from the railway station. L to R CW: Rakuyo Special Services Hotel Kyoto Card, 1LT Jay Russell’s drink chit for the 1st L&L Company Club, and CPL Herbert Shevin’s Korea Cabana Club Card.
North Korean Air Force (NKAF) “Bed Check Charlies” aka “Piss Pot Petes” (Army nicknames) a.k.a. “Washing Machine Charlies” (Navy nickname) operated throughout the Korean War, but the operational tempo of these low-level harassment bombing flights increased in the last six months before the Armistice, when the front lines were static. The North Koreans used Soviet Polikarpov Po-2 ("NATO designation-MULE) biplanes dating to 1927; 1935 vintage Beriev MBR-2, pusher-type seaplanes and these WWII era aircraft: the Yakovlev Yak-18A ("MAX), a low-wing armed liaison airplane; Lavochkin, low-wing La-9 and La-11 ("FANG) fighters, and Tupolev Tu-2 ("BAT) twin-engine light bombers. The Soviets had used them all during World War II as liaison, ambulance, mine layers, bombers, and night interceptors and raiders. Powered by large, often exposed radial engines and constructed mostly of wood, they were noisy enough to harass troops at night, difficult to track on radar, and too slow to intercept with jet aircraft. After some Bed Check Charlie flights destroyed an F-86 Sabre jet and several F-51 Mustangs on crowded forward air strips and fifteen million gallons of aviation fuel and huge quantities of munitions stored in dumps at Inch’on, the intruders became a priority for the F4U-5N all-weather, radar-equipped night fighter Corsairs of the U.S. Navy 7th Fleet. Several night fighters from VC-3’s Dog Detachment aboard the USS Princeton (CVA-37) were detached ashore to K-16 airbase at Pyongtaek, Korea, to intercept the NKAF intruders. Lieutenant Guy “Lucky” Pierre Bordelon shot down three Lavochkin 11s and two Yakoliev 18s and chased off two Tupolev 2s flying night combat patrols between 29 June and 16 July 1953. Bordelon became the only U.S. Navy ace in Korea, the only propeller ace in the war, and America’s last Corsair ace. He received the Navy Cross and Silver Star for his valorous actions.
NKAf Aircraft

Polikarpov Po-2 (MULE)

Lavochkin La-11 (FANG)

Beriev MBR-2 Seaplane

Tupolev Tu-2 (BAT)

Yakovlev Yak-18A (MAX)

Endnotes
GEN Maxwell B. Taylor, EUSA commander, visits 1st L&L in September 1953 to see the most advanced mobile color photolithograph printer in the Far East (L to R: GEN Taylor, COL Hall, G-3 Psywar, EUSA, CPT Raymond E. Forbes, fourth company commander, and Mr. Kimball, Davidson Printing Press Company Technical Representative).

CPL Herbert Shevins’ photo at the Bookhan Mountain Orphans Music Academy was used in the contribution solicitation poster.

GEN Maxwell B. Taylor, EUSA commander, visits 1st L&L in September 1953 to see the most advanced mobile color photolithograph printer in the Far East (L to R: GEN Taylor, COL Hall, G-3 Psywar, EUSA, CPT Raymond E. Forbes, fourth company commander, and Mr. Kimball, Davidson Printing Press Company Technical Representative).

ROK Army soldiers are awarded Psywar occupational specialties after one year on-the-job (OJT) training with the 1st L&L Company.

1st L&L poster soliciting support for the Bookhan Mountain Orphanage from church groups in the United States.

I Corps security awareness poster printed by the 1st L&L after the Armistice.

KATUSA (Korean Augmentation to U.S. Army) guard billets in the 1st L&L compound.
Korean Peoples Air Force “Bedcheck Charlies,” a.k.a. “Piss Pot Petes,” pilots flying slow propeller airplanes (seventy to ninety knots) low level from the Sariwon airfield in North Korea.20

Still, whenever the air raid alarm was sounded, the L&L soldiers donned their helmets, grabbed M1 carbines, .45 cal automatic pistols, and the two M2 .50 cal heavy machineguns, and ran to man defensive positions around the school compound. A Korean KATUSA (Korean Augmentation to the US Army) security platoon guarded the main gate, the rear service entrance, and occupied a watch tower. The Psywarriors positioned one M2 machinegun atop the main water tower and had another M2 inside the command bunker that faced the street directly below the main building. They were not allowed to engage “Bedcheck Charlie” because their walled compound was surrounded by civilian houses.21

Since “Charlie” targeted the nearby ammunition and gasoline storage areas, the L&L soldiers were often rewarded with a little fireworks display before going back to their bunks in the schoolhouse. Publications Platoon Sergeant Lissberger surprised the company commander when he “cut loose” with his M2 machinegun against a group of infiltrators probing the back perimeter. The next morning the soldiers searched the area and found a mute Chinese soldier hiding in a drainage ditch. He had escaped from the nearby temporary POW compound.22

POW interviews provided current material for L/S teams on line. Broadcasting the names of those recently captured was quite helpful. Better still were the POW-recorded surrender appeals to former comrades.23 These POWs explained how well they were being treated by...
UN troops. Promise of good treatment was emphasized in the leaflet messages and safe conduct passes. 24 CPL Shevins often traveled to the Chinese POW compound at Yong Dong Po to photograph recently captured soldiers for propaganda leaflets. The Propaganda Platoon Leader’s great idea to use the photograph of a ROK minister’s pretty daughter on a leaflet caused a real flap...after the official received a copy of one that had been dropped. 25 Free time to enjoy Seoul was welcomed by the Psywarriors.

The L&L soldiers usually had a day off per week and those not being disciplined were given a Rest and Relaxation (R&R) furlough in Japan every twelve months. Since photography had been his hobby since childhood, Shevins carried his personal 35 mm camera whenever he went into town or outside Seoul. He also served as the company photographer for ceremonies, formations, and holiday activities. This made him the logical choice to compile the farewell gift, Remember? The U.S. Army and South Korean government recognized the contributions of the 1st L&L soldiers during the war as well.

The 1st Loudspeaker & Leaflet Company, EUSA, the first and only tactical Psywar unit deployed to Korea, was awarded the Republic of Korea Presidential Unit Citation and two U.S. Army Meritorious Service Citations for its distinguished service from 1950-1954. One soldier (Sergeant Lawrence O’Brien, Loudspeaker Team Chief with 7th Infantry Division) was awarded the Silver Star for gallantry in action in May 1950 that saved the life of Commanding General, MG Claude Ferenbaugh, after he was ambushed. A number of Loudspeaker Team personnel received Bronze Stars for Valor, Air Medals, and Purple Hearts. 26 While several Loudspeaker Team members were wounded in action (WIA), only four 1st L&L soldiers were killed in action from 1950-1953. These fallen Korean War Psywarriors were honored by the U.S. Army Special Operations Command during its memorialization ceremony on 24 May 2007. They are the legacy of the 1st MISO Battalion (Airborne) today.

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Endnotes


2 Hansen, *Psywar in Korea*, 26. MAJ Homer Caskey took the Technical Information Detachment overseas. After the TID was expanded to become the 1st L&L Company, it was subsequently commanded by Majors John T. Dabinett and Donald W. Osgood and Captains Herbert Avedon, Oliver W. Rodman, and Raymond E. Forbes


**Corporal Joseph C. Ratti**, Cook, Illinois, went missing in action (MIA) on 30 April 1951, while on a leaflet-dropping mission over North Korea. He was a Psywar leaflet “kicker” aboard a C-47D Skytrain transport, 21st Troop Carrier Squadron, the “Kyushu Gypsies,” 374th Troop Carrier Wing, that was shot down in the vicinity of Wonsan. Presumed dead on 31 December 1953, CPL Ratti’s status was changed to killed in action (KIA).

**Private First Class David R. Cooper**, Decatur, Georgia, a loudspeaker team member, was killed in action (KIA) on 16 July 1952, during an enemy 122 mm mortar barrage.

**Private Anthony E. Arezzo**, Auburn, New York, was killed in action (KIA) on 15 June 1953, when his loudspeaker team was caught along a road in an enemy mortar ambush.

**Private Bernard Almeida**, Bristol, Rhode Island, went missing in action (MIA) on 6 July 1953, after a heavy Chinese mortar and ground assault on Pork Chop Hill. Declared dead on 7 July 1954, PVT Almeida’s status was listed as killed in action (KIA).

21 Lissberger interview, 8 February 2007; Lissberger and Blanchard interview, 22 May 2007; Shevins interview, 21 February 2007. Selecting different targets almost every night for two weeks in April 1953, the Communist airmen flew PO-2s, LA-11s, and Yak-18s against Chunchon, Kimpo, and EUSA front-line troops. On the night of 26/27 May 1953, five to eight PO-2s dropped small bombs and mortar rounds over the Seoul area. June was filled with attacks: 15/16 June nine aircraft raided Seoul and shook President Syngman Rhee’s mansion with bombs; 16/17 June some 15 Po-2s, La-11s, and Yak-18s made the most damaging attack of the season, starting several fires in Seoul, one which destroyed fifteen million gallons of fuel at Inch’on. These attacks took place during periods of bright moonlight. Futrell, USAF in Korea 1950-1953, 622.

22 Lissberger interview, 8 February 2007; Lissberger and Blanchard interview, 22 May 2007; Shevins interview, 21 February 2007.

23 Gerald A. Rose, May 1952, Korea, letter to parents, USASOC History Office Classified Files, Ft Bragg, NC.

