

PSYCHE

**The 301st Radio Broadcasting and Leaflet Group
Part I**

by Jared M. Tracy

In April 1951, a personnel officer in the New York-based, reserve 301st Radio Broadcasting and Leaflet (RB&L) Group called First Lieutenant (1LT) Robert M. Zweck. “Bob, you’ve got to officially notify everyone in the unit” to report for induction into federal service. Zweck, a full-time radio technician for National Broadcasting Company (NBC), remembered that “the guys hated me. I called each guy and said, ‘Put your gear together.’”¹ Activated in the reserves in October 1950, the 301st RB&L, a strategic psychological warfare (Psywar) unit, was being federalized on 1 May 1951. Later that year, the unit deployed to the Federal Republic of Germany (FRG) to satisfy requests for qualified Psywar personnel from Major General (MG) Daniel C. Noce, Chief of Staff, European Command (EUCOM).²

This article addresses the uniqueness of the 301st RB&L while detailing its formation, manning, and training before it deployed to Germany. The Group was noteworthy for several reasons. It drew people from several different reserve units after WWII. Many of its personnel held advanced degrees, had specialized civilian skills, or were proficient in foreign languages. Some of its reservists had high rank without having any prior military experience or training. By virtue of its Mobile Radio Broadcasting Company (MRBC), the 301st was closely associated with NBC. And it was the only U.S. Army Reserve (USAR) Psywar unit to be federalized during the early years of the Cold War.³ The roots of the 301st go back to the late 1940s.

Some of the 301st RB&L’s original members, including its commander, Colonel (COL) Ellsworth H. Gruber, served in various USAR elements since 1947. One of these units was borne out of NBC. David Sarnoff, a WWII brigadier general who served as General Dwight D. Eisenhower’s communications advisor and who later became the Chairman of the Board of Radio Corporation of America (RCA), proposed the creation of a reserve MRBC via the post-WWII Industrial Affiliation Program. In that program, corporations formed reserve units manned with their employees. The result of Sarnoff’s efforts was the 15 November 1948 activation of the stand-alone 406th MRBC. The 406th was commanded by NBC sales manager and Signal Corps Officer Captain (CPT) William B. Buschgen, and was populated with volunteer NBC employees.⁴

Drilling monthly at NBC studios, the 406th MRBC’s personnel already possessed the advanced technical skills needed to operate radio broadcasting equipment in an Army unit. One NBC employee who joined the MRBC was Robert R. Rudick. He had worked at NBC since 1945, starting in the Communications Department. He advanced to the Engineering Department after graduating from RCA Institute. He was also a National Guardsman in the 258th Field Artillery Regiment. The NBC-sponsored MRBC offered him the rank of staff sergeant (SSG) because of his expertise in studio work. Rudick elected to transfer from the National Guard to the MRBC, a separate USAR company from November 1948 until the activation of the 301st RB&L under COL Gruber two years later.⁵

On 3 October 1950, the Army activated the reserve 301st RB&L Group as a Table of Distribution and Allowances (T/D&A) unit, with the potential of having it placed in federal service for a two-year period. The 301st consisted of a Headquarters and Headquarters Company (HHC), four



MSG Frank S. Zablocki (left, standing), 2LT Robert M. Zweck (center, standing), and a group of enlisted men from the reserve 406th MRBC prepare for movement to Fort Tilden, New York, for rifle marksmanship training, November 1950.



Brigadier General David Sarnoff

Born in Russia on 27 February 1891, BG David Sarnoff emigrated to the U.S. in 1900. In 1906, he began working for the Marconi Wireless Telegraph Company of America. Subsequently he held such positions as telegraph operator, chief radio inspector, contract manager, and commercial manager. In 1919, GE purchased the American arm of Marconi, which then incorporated into Radio Corporation of America (RCA). In April 1921, Sarnoff became general manager of RCA; within ten years he was company president. In December 1924, he was appointed a lieutenant colonel in the reserves, and was a colonel five years later. During WWII he served on active duty as a Signal Corps Officer, was GEN Dwight D. Eisenhower’s Special Consultant on Communications, and attained the rank of brigadier general. Leaving active duty after the war, Sarnoff became Chairman of the Board of RCA in January 1949. Activated in November 1948, the NBC-sponsored 406th MRBC was the brainchild of BG David Sarnoff.



1LT Robert M. Zweck, 2LT David L. Housman, and 2LT Walter D. Ehr Gott (left to right) outside of the military induction center in New York City, 1 May 1951, the day that the 301st RB&L Group was federalized.

staff sections (S-1 [Administration], S-2 [Intelligence], S-3 [Plans and Operations], and S-4 [Supply]), a Reproduction (Repro) Company, and an MRBC.⁶ The MRBC absorbed the NBC personnel from the 406th MRBC (inactivated on 24 October). By early 1951, it was at full strength. However, staffing of the HHC and Repro Company took more time because the 301st had to recruit qualified reservists. The manning process continued after news of the RB&L's imminent federalization was received.

The 301st was to be federalized during Fiscal Year 1951, a period in which hundreds of thousands of reservists and National Guardsmen were ordered into federal service to support global Army operations.⁷ (Federalization was the process of placing a reserve military unit on active duty for a specified duration.) On 29 March 1951, COL Gruber formally announced that the 301st was being federalized on 1 May for two years. Prior to entering federal service, the burgeoning RB&L was accruing officers with previous military service and/or journalism, advertising, radio, or printing backgrounds.⁸

CPT James J. Patterson, HHC Commander, had both military and journalism experience. Born on 23 March 1923 into the family that owned the *Chicago Tribune* and New York's *Daily News*, Patterson graduated from the U.S. Military Academy in 1944. Commissioned into the infantry during

WWII, he led a platoon in the 69th Armored Infantry Battalion, 16th Armored Division in Europe, earning the Combat Infantryman Badge. After completing stateside military training as a fixed-wing pilot, he served in Kyushu, Japan, in the 24th Infantry Division's aviation section from 1946 to 1949. He returned to the U.S. and left active duty. He retained a USAR commission while working as a reporter for the *Daily News*. Patterson returned to active duty in April 1951 and briefly took counterintelligence training before reporting to the 301st.⁹

Another typical RB&L officer was CPT John D. McTigue. Born on 9 September 1911, McTigue had extensive radio experience before serving as the Group S-3, among other roles. Prior to WWII, he worked in the NBC press department. He was the publicity director for station WJZ



In 1950, NBC broadcast engineer Robert R. Rudick transferred from the 258th Field Artillery Regiment (National Guard) to the MRBC of the reserve 301st RB&L. Though he had not attended basic training, his technical expertise earned him the rank of staff sergeant.

REBUILDING PSYWAR

The activation, federalization, and deployment of the 301st Radio Broadcasting and Leaflet (RB&L) Group occurred as part of the U.S. Army effort to rebuild its psychological warfare (Psywar) capability in the early 1950s. After WWII, the Army deactivated all of its tactical Psywar units and retained only a handful of active duty officers with experience in Psywar. Beginning on 25 June 1950, the Korean War underscored the Army's inability to wage Psywar. Secretary of the Army Frank Pace, Jr., Chief of Staff of the U.S. Army (CSA) General J. Lawton Collins, and Army G-3 Major General Charles L. Bolte directed Brigadier General (BG) Robert A. McClure to rebuild that capability. As head of the Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Force during WWII, McClure was the perfect candidate. By January 1951, the general headed a new special staff section in the Pentagon, the Office of the Chief of Psywar (OCPW), reporting directly to the CSA.

Coordinating with the Army General School at Fort Riley, Kansas, and Army Field Forces (AFF) at Fort Monroe, Virginia, the OCPW oversaw the establishment, training, and deployment of Psywar units. Tactical units included the 1st Loudspeaker and Leaflet (L&L) Company which served in Korea (1950-1953); the 2nd L&L, an AFF element at Fort Riley and later at Fort Bragg, North Carolina; and the 5th L&L, which deployed to Germany. AFF activated the 1st RB&L (strategic Psywar) in November 1950 to support UN and U.S. objectives in the Far East. The 6th RB&L was activated in April 1952 and was soon assigned to the Psychological Warfare Center at Fort Bragg, along with the 10th Special Forces Group (Airborne). The federalization and deployment of the 301st happened concurrently with these events.¹



Frank Pace, Jr.
Secretary of the Army



GEN J. Lawton Collins
Chief of Staff of the U.S. Army



BG Robert A. McClure
Office of the Chief of
Psychological Warfare

in New York from 1941 to 1943. During the war he served in the Overseas Branch of the Office of War Information, the U.S. government's information bureau. Later, he became a public relations officer on the standing committee of broadcasters in the United Nations in 1947-1948; an assistant manager of special events at ABC; and a production manager at station WINS in New York. He also briefly worked for Radio Free Europe before joining the 301st.¹⁰ Like Patterson and McTigue, many of the RB&L's enlisted soldiers were specially qualified for service in Psywar.

Upon federalization, the 301st had 100 assigned enlisted reservists. These soldiers were augmented by new arrivals whose education, professional skills, and knowledge of foreign languages had been identified at Army induction and reassignment centers.¹¹ Specially qualified soldiers included Privates First Class (PFC) Melvin 'Mel' Juffe and Brook 'Mike' Paschkes; Corporal (CPL) Thomas F. 'Tom' McCulley; and Private (PVT) Alphonse A. Principato. Prior to serving in the HHC, PFC Juffe was a journalist for the Newark, New Jersey-based *Star Ledger*.¹² PFC Paschkes joined the 301st while working as an advertiser in the New York firm Lawrence Fertig and Company.¹³ CPL McCulley had experience operating the 35 x 45 Harris Press before entering military service and being assigned to the Repro Company.¹⁴ He had other qualified press operators in the company with him.

PVT Alphonse A. Principato was a foreman in a Boston printing firm, Arcana Graphics, when he was drafted in January 1951. Assignments personnel at the Fort Devens, Massachusetts, induction center interviewed him about his civilian experience. Principato noted that they "didn't know anything at all about printing!"¹⁵ His answers proved his expertise and resulted in orders to the Repro Company following basic training. Journalism, advertising, and printing were not the only skills needed in the RB&L.

The 301st required foreign-language speakers to serve in the S-3 and in the MRBC's Monitoring Section. Some who filled the vacancies spoke "six or seven languages," according to Principato.¹⁶ One example was CPL Cesare G. Ugianskis, son of a Lithuanian Army officer whose family emigrated to the U.S. in 1949. He joined the Army in June 1950 and took basic training at Fort Riley. Ugianskis served in the 1st RB&L until August 1951 when that unit deployed to support U.S. and United Nations objectives in Korea. His fluency in Russian, German, and Lithuanian merited his transfer to the 301st RB&L.¹⁷

Another linguistic asset to the unit was PVT Julien J. Studley. On 14 May 1927, he was born in Brussels, Belgium. Growing up, he learned French, Spanish, German, Russian, and Polish. His family fled Nazi-occupied France in 1941 and spent two years in Cuba before emigrating to the U.S. Studley joined the Tennessee National Guard and served as an artillery surveyor in the 278th Regimental Combat Team. Wanting to use his language skills in Psywar, he requested and received assignment to the 301st. While populated with multi-lingual, well educated, and professionally skilled

COLONEL ELLSWORTH H. GRUBER

Veteran of both world wars and professional newspaperman Colonel (COL) Ellsworth H. Gruber was ideally suited to command the 301st Radio Broadcasting and Leaflet (RB&L) Group. Born on 30 December 1897, Gruber served in France with the 77th Division during WWI. After the Armistice, he returned to his home state, New York. After working for *The New York World*, Gruber became a proofreader and printing supervisor at the *Daily News* starting in 1922. Between the world wars, he served as a reserve Infantry Officer in the New York Military District.¹ Briefly assigned as a Publicity Officer in June 1940, Gruber served as an intelligence officer and rose to the rank of COL during WWII.² However, his post-WWII reserve assignments best prepared him for commanding the 301st RB&L.

In the late 1940s, COL Gruber was a key player in the limited reserve Psywar activity in the New York Military District. This stemmed from his friendship with WWII Office of Strategic Services veteran COL Garland H. Williams, commander of the 1173rd Military Intelligence Group, “the control group for New York City Reserve activities.” It was Williams who created an *ad hoc* section called GE-1 in the 1173rd for “military intelligence personnel interested in Psychological Warfare.” COL Gruber

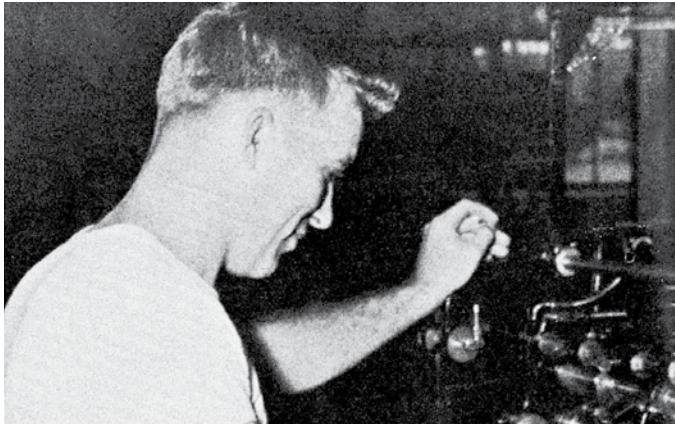
became director of GE-1 on 22 November 1947.³ For the next eighteen months, the WWII veteran focused on training GE-1 personnel on Psywar methods and principles.⁴

On 21 June 1949, the 1588th Psychological Warfare Battalion (Training) was activated with the GE-1 personnel as cadre and COL Gruber as commander. When reserve interest in Psywar waned, 1588th personnel were transferred to the 1118th ASU, part of Army Field Forces’ Intelligence School at Fort Riley, Kansas. They formed a Special Projects Branch under Gruber, with the understanding that they all would transfer to a Psywar unit if one were created. That happened on 3 October 1950 when the 301st RB&L was activated. “Having served with COL Gruber in previous Reserve units . . . the majority [of Special Projects Branch personnel] elected to transfer [to the 301st].”⁵

COL Gruber commanded the 301st RB&L from October 1950 to August 1952.⁶ BG McClure, Chief of Psychological Warfare in the Pentagon, congratulated Gruber “on the work you have done in organizing, activating, training, and commanding this unit during its reserve phases and also during the active service.”⁷ On 31 May 1953, nine months after his return to the U.S., retired COL Ellsworth H. Gruber passed away at age 55.⁸



COL Ellsworth H. Gruber (second from right, walking) commanded the 301st RB&L from October 1950 to August 1952. The 7721st RB&L, the 301st's replacement in Mannheim, credited COL Gruber with being “instrumental in contributing much materially to the further development of the [301st] and Psywar.”



CPL Thomas F. McCulley, Offset Pressman (MOS 3167) in the Repro Company, had previous civilian experience operating the 35 x 45 offset Harris Press.



S-3 Linguist SSG Cesare G. Ugianskis (front) and PVT Vytenis Telycenas of the MRBC's Monitoring Section at work. Both soldiers stayed with the unit when the 301st RB&L transitioned to the 7721st RB&L in May 1953.



Drafted in January 1951, PVT Alphonse A. Principato had worked as a printing foreman in the Boston firm Arcana Graphics. An interview with assignments personnel upon induction at Fort Devens, Massachusetts, resulted in his assignment to the Repro Company.

soldiers and officers, the Group needed military training to meld it into a cohesive unit.

The 301st RB&L's training deficiencies were remedied at Fort Riley, Kansas. On 1 May 1951, an advanced echelon (ADVON) left Group Headquarters at 529 West 42nd Street, New York City, for Fort Riley. The main body departed by train on 7 May, and the entire unit was on station three days later. The 301st RB&L was assigned to the Army General School, along with the 2nd Loudspeaker and Leaflet (L&L) Company, the 5th L&L, and the 1st RB&L.¹⁸ Before beginning training, 301st soldiers and officers moved into Officer Candidate School (OCS) billeting on Camp Forsyth, a satellite of Fort Riley. They also had to complete extensive amounts of paperwork for pay, benefits, and supply purposes. Having fulfilled these tedious administrative requirements, the unit soon encountered a new problem.¹⁹

Regular Army cadre at Fort Riley gave 301st soldiers a cold reception. Operations Sergeant (SGT) Peter K. Dallo remembered, "We were absolutely hated because the guys that did the training were all regular military. Here we were, a bunch of young kids, most of whom had gone to college." Because of their education and professional skills, "Some of us had rank. This didn't go down too well with the regular [Army] guys."²⁰ SSG Rudick agreed: "There was a little bit of animosity toward us young snotnoses with rank from these battle-hardened veterans in the cadre." Rudick and others accepted the treatment because they needed the training and appreciated the combat experience of the Regular Army soldiers.²¹ Ranging from basic skills to corporate-sponsored radio broadcasting courses, training at Fort Riley had to meet a wide array of military and Psywar-related requirements.

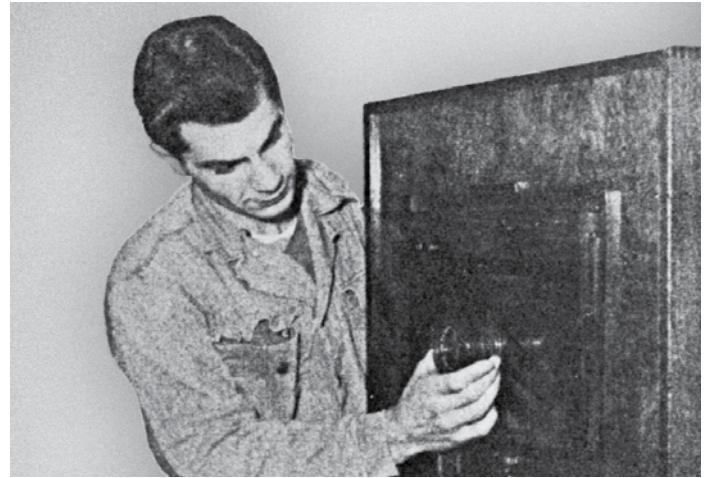
First, courses were offered to accommodate the Group's officers. Eleven officers joined the Psychological Warfare Officers Course and graduated on 15 June. From 18 to 30 June, several officers attended a "refresher course in teaching and training methods."²² Simultaneously, enlisted men took general military training.

More than half of the RB&L's enlisted soldiers had not attended basic training. On 20 May, sixty-four of them were detached to A Company, 86th Infantry Regiment, 10th Infantry Division for "six weeks of hell and fire" (basic training). Having earned his rank for joining the MRBC back in New York, SSG Rudick found his present situation awkward. "Here I was, a staff sergeant, getting basic training . . . with a corporal as a cadre leader."²³ Completion of general military courses led to more specialized instruction.

Although former NBC employees in the MRBC knew how to operate radio broadcasting systems, the Army had little equipment for them to train on at Fort Riley. Accordingly, they took training off-post for additional practical experience. For example, 1LT Zweck and a team of enlisted soldiers went on Temporary Duty (TDY) to Quincy, Illinois. There, Gates Radio Company trained them to dismantle, assemble, operate, and transport radio antenna towers and transmitters. On 28 July 1951, SSG Rudick left for a 30-day TDY to Quincy to learn how to erect an antenna.



301st RB&L soldiers arrive at Fort Riley, May 1951. For the next six months, they took diversified training ranging from basic training provided by the 86th Infantry Regiment, 10th Infantry Division, to Psywar classes at the Army General School, to specialized training provided by Gates Radio at Quincy, Illinois.



Repro Company commander CPT Leroy E. Peck recruited PVT Albert A. Hartinian (above) as a Photographer (MOS 152). When Peck located him in mid-1951, Hartinian was in Advanced Individual Training at Fort Riley to be a Cook (MOS 3060).



An instructor at the Army General School describes delivery methods for Psywar leaflets, namely the 500-pound M105A1 'leaflet bomb' and the modified 105 mm artillery round.



1LT Robert M. Zweck (third from right) led a small detachment of soldiers to Quincy, Illinois, in summer 1951, for training sponsored by Gates Radio Company.

There, he found that rigging was not his forte. To avoid having to climb a 90' tower again, he redoubled his efforts on his existing strengths: engineering and maintaining power supply equipment.²⁴ MRBC personnel were not the only ones whose civilian skills were transferrable to Psywar.

Technical training came easy to Repro Company soldiers with expertise as civilian press operators. While a student himself, CPL McCulley helped instruct his classmates on how to work a printer. "Anytime the guys needed a hand with something, they would come to me."²⁵ In a similar way, PVT Principato frequently answered his classmates' questions about the letter press.²⁶ Meanwhile, the Repro Company continued filling vacancies with qualified soldiers to avoid having to train people from scratch.

The Repro Company needed a Photographer (MOS 152), and PVT Albert A. Hartinian was the answer. When Hartinian was drafted, he was already an experienced photographer. He completed basic training at Fort Riley before attending advanced training to be a cook (MOS 3060). Repro Company Commander CPT Leroy E. Peck visited the photographer at cook school to interview him and assess his skills with a camera. After that meeting, Peck began processing Hartinian's transfer, but faced administrative red tape. COL Gruber appealed to Headquarters, Fifth Army in Chicago to expedite the transfer. One day, as the culinary student sat in his barracks, a sergeant yelled, "Hartinian, get down here now!" The curious private reported to a captain who said, "I don't know who you know, I don't want to know. Get your stuff and report to

CPT Peck.²⁷ Skills like Hartinian's were vital as the 301st began turning out new Psywar products.

Starting in August 1951, the 301st produced original Psywar materials for training purposes. These included a leaflet "to incite work sabotage among Communist-held prisoners of war" and "to encourage their hopes for eventual liberation and freedom." Other products included:

[A] half-hour documentary dealing with the Communist Youth Rally in East Berlin; . . . printed leaflets and safe-conduct passes; [and] posters on subjects ranging from demands for the release of William Oatis [an American journalist charged with espionage by the Czech government] to a series designed to 'sell' America to Yugoslavia.



CPT Leroy E. Peck served with the 84th ID ('Railsplitters') during WWII. After the war, he became a newspaper editor in Riverton, Wyoming, before being recalled to active duty to command the Repro Company of the 301st RB&L.



Fifth U.S. Army SSI

Brigadier General (BG) Robert A. McClure, Chief of the Office of Psychological Warfare in the Pentagon, complimented the quality of these products and "expressed considerable satisfaction with the excellent work accomplished by the Group."²⁸ The 301st RB&L soldiers would soon get to test their abilities in Germany.

In early July 1951, the Group received unofficial notification of deployment to the FRG so that it could begin preparing for overseas movement. (Official orders arrived on 8 August.)²⁹ On 24 July, a team consisting of 1LTs Robert H. Horn, Paul N. Sanker, Gerald L. Steibel, and Alan L. Streusand arrived in Frankfurt, Germany, to plan for the unit's forthcoming deployment. Its first order of business was meeting with Lieutenant Colonel (LTC) Richard G. Ciccolella, Chief of the Psywar Section, G-3 Special Plans Branch, EUCOM. The most important outcome of these meetings was finalizing the location of the RB&L's home in the FRG: Sullivan Barracks in Mannheim, roughly twelve miles northwest of Heidelberg. After planning with Ciccolella had concluded, the team focused on area familiarization.

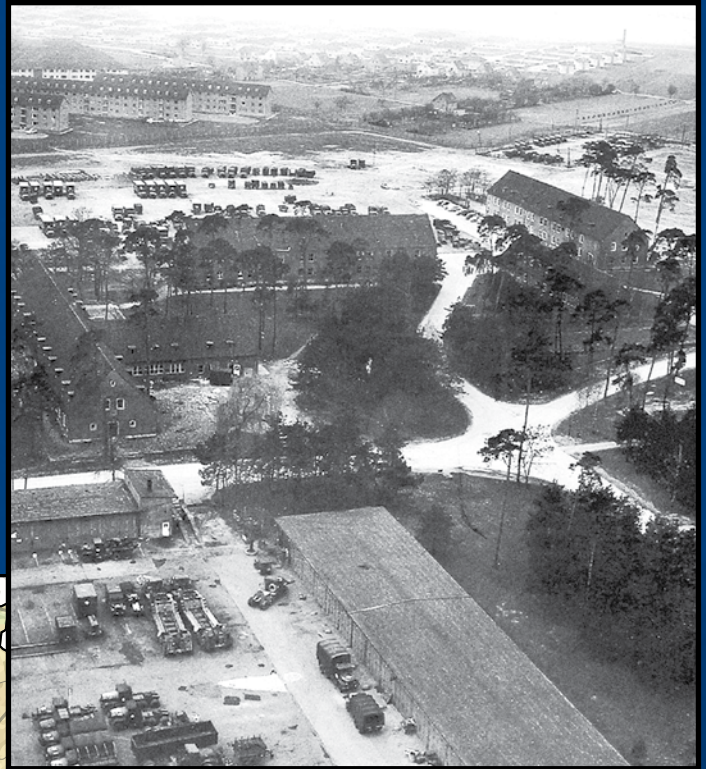
The lieutenants immersed themselves in projects that would benefit the 301st main body when it arrived in November. They studied and wrote reports on the Communist World Youth Festival in Berlin and State Department informational activities in Europe. The 301st officers observed the combined Exercise JUPITER (hosted by the French First Army). Beginning on 27 September 1951, that exercise involved the U.S. V Corps and took place along an 80-mile stretch of the Rhine River. From 3 to 10 October, they observed the 5th L&L (tactical Psywar company) participating in EUCOM's Exercise COMBINE, a maneuver that involved 160,000 American, British, and French troops. Finally, the team planned for a EUCOM Psywar Display and



Including LTC Frank A. McCulloch, future commander of the RB&L, 301st students who attended the first Psychological Warfare Officers' Course (2 May-15 June 1951) were: (1) 1LT Alan B. Streusand; (2) 2LT Monroe B. Scharff; (3) CPT Edward A. Jabbour; (4) 2LT Walter D. Ehr Gott; (5) 2LT Edward Starr; (6) 2LT David L. Housman; (7) 1LT Robert H. Barnaby; (8) 1LT Lester S. MacGregory; (9) 1LT Paul N. Sanker; (10) LTC Frank A. McCulloch; (11) CPT Herbert Avedon; (12) 1LT Theodore Hood; and (13) 1LT Robert H. Horn.

SULLIVAN BARRACKS

The 301st RB&L arrived at Sullivan Barracks in Mannheim ① in November 1951, and remained there until May 1953. In January 1953, the MRBC dispatched a detachment to Kaiserslautern to relay American Forces Network's broadcasts to units in that area. The 5th Loudspeaker and Leaflet Company, Seventh Army's tactical Psywar asset, was stationed in Böblingen ②.



Aerial view of Sullivan Barracks.



“The first sight of Sullivan Kaserne with its solidly constructed buildings, modern plumbing, and semi-private room design, did much to raise troop morale, at rather low ebb since the first days on the Callan.”



LTC Richard G. Ciccolella

During WWII, then-CPT Richard G. Ciccolella served as a company commander in the 16th Infantry, 1st ID in North Africa. Battlefield promoted up to lieutenant colonel, Ciccolella was wounded three times in Tunisia and was medically evacuated to the U.S. In October 1944, he again deployed to command the 141st Infantry, 36th ID (Texas National Guard). His unit was directly involved in the operations that in May 1945 yielded the capture of German Field Marshall Gerd von Rundstedt. After the war, the three-time Silver Star recipient served as Professor of Military Science at Georgetown University and on the Department of the Army staff before becoming Chief of the Psywar Section, G-3 Special Plans Branch, EUCOM. Ciccolella ultimately attained the rank of major general, serving in such positions as Chief, Training Division, Unit Training Readiness, Continental Army Command; Assistant Division Commander, 101st Airborne Division; Chief, Military Assistance Advisory Group, Taiwan; and Deputy Commanding General, First U.S. Army, before retiring in 1973.¹



1LTs Robert H. Barnaby (left) and Robert M. Zweck (right) pose with CPT Victor U. Tervola, 1st RB&L, just before boarding chartered commercial aircraft destined for the East Coast. The 301st main body left Fort Riley on 2 November 1951 and was in the FRG about two weeks later.

Conference scheduled for 27-28 November in Heidelberg, Germany. Meanwhile, the 301st main body in Kansas completed its preparations for overseas movement (POM).³⁰

301st RB&L soldiers successfully completed three POM inspections (4-7 September, 24-26 September, and 3 October 1951) before moving to the East Coast. On 17 October, an ADVON led by the Group Executive Officer (XO), MAJ Howard A. Praeger, arrived at Camp Kilmer, New Jersey, the staging area for the New York Port of Embarkation (POE).³¹ It stayed for ten days before sailing out of the POE. On 29 October, the main body performed a formal review for BG McClure at Fort Riley. According to an unpublished unit history, McClure “repaid the courtesy by an address in which he praised the unit for its past achievements and . . . indicated what [it] might expect overseas.” The main body left Fort Riley by chartered aircraft on 2 November, stayed at Camp Kilmer for a week, and then moved to the POE where it boarded the USNS transport *General R.E. Callan* (T-AP-139) for the voyage to Germany.³²

Docking at Bremerhaven, Germany, on 19 November 1951, the 301st RB&L traveled by train to Sullivan Barracks, a former Nazi *Wehrmacht* compound. According to a unit history: “The first sight of Sullivan *Kaserne* with its solidly constructed buildings, modern plumbing, and semi-private room design, did much to raise troop morale, at rather low ebb since the first days on the *Callan*.”³³ The 301st RB&L, assembled over the preceding months with professionally skilled reservists, draftees, and prior service personnel, settled in and began working. Its activities in support of EUCOM and U.S. Army, Europe (USAREUR) from November 1951 to May 1953 will be described in Part II.

The 301st RB&L Group followed an interesting course to becoming the U.S. Army’s strategic Psywar asset for EUCOM and USAREUR. First, the unit’s early personnel came out of numerous reserve units in the late 1940s, notably the NBC-sponsored 406th MRBC that was activated in November 1948. Second, the RB&L was activated, federalized, and trained as part of a concerted U.S. Army effort to provide theater commanders in Europe and the Far East with a Psywar capability. Third, it was a hodgepodge of prior service personnel, NBC employees, other reservists, and draftees. Most had advanced education, professional skills, or linguistic abilities, and some held higher enlisted rank without having had any prior military experience or training. With this article as a foundation, Part II on the 301st RB&L will describe the challenges of waging psychological warfare in Cold War Europe. ▲

The author would like to thank the veterans of the 301st RB&L for providing stories, documents, and photos related to their time in the unit. Thanks also to Mr. Walter Elkins.

JARED M. TRACY, PhD

Jared M. Tracy served six years in the U.S. Army, and became a historian at USASOC in December 2010. He earned an MA in History from Virginia Commonwealth University and a PhD in History from Kansas State University. His research is focused on the history of U.S. Army psychological operations.

Endnotes

- 1 Robert M. Zweck, interview by Jared M. Tracy, 20 December 2010, USASOC History Office Classified Files, Fort Bragg, NC. Zweck worked on the daily radio show of Eleanor and Elliot Roosevelt (deceased President Franklin D. Roosevelt's wife and son) in Radio City Studio 8F.
- 2 Alfred H. Paddock, Jr., *U.S. Army Special Warfare: Its Origins: Psychological Warfare and Unconventional Warfare, 1941-1952* (Washington, D.C.: National Defense University Press, 1982), 111-113.
- 3 Prior to 1952, units and personnel in the reserves belonged to the Organized Reserve Corps (ORC). The Armed Forces Reserve Act of 1952 implemented many changes to the military reserves, including designating the ORC as the U.S. Army Reserve (USAR). For two reasons, the author has chosen to use the USAR designation when describing reserve matters prior to 1952. First, the redesignation occurred during the 301st RB&L's lifespan, meaning that it was, in the end, a USAR unit. Second, the USAR is more familiar to today's reader than is the ORC. See, e.g., Kathryn Roe Coker et al., eds., *United States Army Reserve Mobilization for the Korean War* (Fort Bragg, NC: U.S. Army Reserve Command, 2013), and U.S. Army Reserve Command, *Army Reserve: A Concise History* (Fort Bragg, NC: U.S. Army Reserve Command, 2013).
- 4 301st RB&L, unpublished unit history, no date, 1-2, copy in USASOC History Office Classified Files, Fort Bragg, NC, hereafter 301st unpublished history; HQ, 1242nd Army Service Unit, "Special Order #181," 21 December 1948 and HQ, 300th Signal Service Group, "Special Order #24," 8 October 1950, cited in 301st unpublished history, 2-3; Peter Hellman, *Shaping the Skyline: The World According to Real Estate Visionary Julien Studley* (Hoboken: John Wiley & Sons, Inc., 2004), 66; Historical Data Card, 301st RB&L, Center of Military History (CMH), Fort McNair, Washington, DC, hereafter Historical Data Card.
- 5 Robert R. Rudick, interview by Jared M. Tracy, 9 August 2012, USASOC History Office Classified Files, Fort Bragg, NC.
- 6 Tables of Distribution (T/Ds) 250-1201, 250-1202, and 250-1203 outlined the HHC, Repro, and MRB Companies, respectively. The MRBC and Repro Companies of the 301st were not numbered. The reduced strength RB&L T/D allowed for 41 officers and 138 enlisted men.
- 7 On 30 June 1950, the Army's strength was just over 593,000. By 17 April 1951, the ceiling for Army manning was 1,552,000. The number of reservists and National Guardsmen federalized in FY 1951 was reported as 206,816. See, e.g., Robert W. Coakley, *Highlights of Mobilization, Korean War* (Washington, D.C.: CMH, 1959).
- 8 "Radio Reserve Unit to Go on Active Duty," *New York Times*, 25 April 1951, 51; HQ, First Army, "General Order # 45," 2 April 1951, cited in 301st unpublished unit history, 3. See also 301st RB&L, "301st: A View In Retrospect," *Psyche* 1/4 (no date, ca. May 1953): 4, hereafter "A View In Retrospect"; "NBC-Sponsored Unit Assigned Active Duty," *Audio Engineering* (May 1951): 57; 301st unpublished history, 3-4; Historical Resume of the 301st RB&L, 1, Box 567, Record Group (RG) 338: Records of U.S. Army Operational, Tactical, and Support Organizations (WWII and Thereafter), National Archives and Records Administration (NARA), College Park, MD, hereafter 301st Historical Resume; HQ, 301st RB&L, "Assumption of Command, General Order # 6," 11 September 1952, Box 5819, RG 338, NARA.
- 9 Zweck interview, 20 December 2010; "James J. Patterson, Daily News Executive, 69," *New York Times*, 25 June 1992; "James J. Patterson, 1944," <http://apps.wwpnta.org/memorials/article/14311>, accessed 19 September 2013; *Shaping the Skyline*, 66.
- 10 "Behind the Mike," *Broadcast Advertising*, 15 June 1938, 46; "McTigue to WINS," *Broadcasting: The Newsweekly of Radio and Television Telecasting* (December 1949): 81; 5th L&L, "301st RB&L Sets Up Shop at Mannheim," *The Leaflet*, 30 November 1951, 1, hereafter "301st RB&L Sets Up Shop."
- 11 These locations included Fort Devens, Massachusetts and The Adjutant General-established Classification and Analysis station at Fort Myer, Virginia. See Robert W. Jones, Jr., and Charles H. Briscoe, "The 'Proper Ganders' 1st Radio Broadcasting and Leaflet Group: Strategic Psywar in Korea, 1951-1954," *Veritas: Journal of Army Special Operations History* 7/1 (2011): 28.
- 12 *Shaping the Skyline*, 66-67.
- 13 Paschkes ran into high school classmate Peter K. Dallo on a subway, and convinced him to join the 301st. Brook 'Mike' Paschkes, interview by Jared M. Tracy, 20 December 2010, and Peter K. Dallo, interview by Jared M. Tracy, 21 January 2011, both in USASOC History Office Classified Files, Fort Bragg, NC.
- 14 Thomas F. McCulley, interview by Jared M. Tracy, 17 December 2010, USASOC History Office Classified Files, Fort Bragg, NC.
- 15 Alphonse A. Principato, interview by Jared M. Tracy, 17 December 2010, USASOC History Office Classified Files, Fort Bragg, NC.
- 16 Principato interview, 17 December 2010.
- 17 Cesare G. Ugianskis, interview by Jared M. Tracy, 27 January 2011, USASOC History Office Classified Files, Fort Bragg, NC.
- 18 Historical Data Card.
- 19 301st unpublished history, 5; "A View In Retrospect," 3.
- 20 Dallo interview, 21 January 2011; "Engagements," *New York Times*, 27 March 1955. Dallo was a Business graduate of Miami (Ohio) University who enlisted on 2 January 1951.
- 21 Rudick interview, 9 August 2012.
- 22 HQ, Fort Riley, "Special Order #136," 16 May 1951, and "Special Order #138," HQ, Fort Riley, 18 May 1951, cited in 301st unpublished history, 6; "A View In Retrospect," 3; 301st unpublished history, 8.
- 23 301st unpublished history, 6-8; Rudick interview, 9 August 2012. Prior-service enlisted personnel stayed behind for guard and Charge of Quarters (CQ) duty; to carry out police call, "barracks maintenance," and "area beautification"; and to prepare additional common task training for the unit, which went into use on 2 July 1951.
- 24 Rudick interview, 9 August 2012.
- 25 McCulley interview, 17 December 2010.
- 26 Principato interview, 17 December 2010. The more laborious letter press used letter blocks. The offset press made photographed copies of desired images, similar in concept to the modern photocopy method. The image would be photographed and put on the press; an aluminum plate

would be made and then put on a cylinder; the rolls would hit the cylinder with the plate on it, which would transfer the ink from the plate and produce prints as the rollers turned.

- 27 Albert A. Hartinian, interview by Jared M. Tracy, 29 December 2010, USASOC History Office Classified Files, Fort Bragg, NC. CPT Peck was a WWII 84th Infantry Division Silver Star recipient and a postwar newspaper publisher in Riverton, Wyoming.
- 28 Quotes in 301st unpublished history, 8-9.
- 29 MG Charles A. Willoughby, G-2, Far East Command (FEC), had requested that the 301st be assigned to FEC to provide strategic Psywar support in Korea. However, the lengthy training program for the 301st, and the fact that McClure had already promised to provide MG Noce with trained Psywar personnel, led to the decision to send the unit to EUCOM instead. Paddock, *U.S. Army Special Warfare*, 113; HQ, Fifth Army, "Movement Directive," 8 August 1951, cited in 301st unpublished history, 10.
- 30 301st RB&L Unit Journal, Vol. II, Entries 24 July 1951, 3 August 1951, 25 August 1951, 4 September 1951, 15 September 1951, 17 September 1951, 27 September 1951, 3 October 1951, 7 November 1951, and 20 November 1951, Folder "HQ, 301st RB&L Historical Reports, 1951-1952," Box 5819, RG 338, NARA.
- 31 "Advertising News and Notes," *New York Times*, 2 September 1948; "Back as Ad Manager of Brooklyn Union Gas," *New York Times*, 12 January 1953. Praeger was a former newspaperman and the manager of advertising and publicity at the Brooklyn Union Gas Company.
- 32 According to "A View In Retrospect," 3, the *Callan* left on 7 November, not 9 November. 301st unpublished history, 11-13; Historical Data Card.
- 33 According to the unit history, the "10-day trans-Atlantic trip probably constituted the most unpleasant period in the Group's entire history. There were two reasons for this: the accommodations and the food. The former were located in the bowels of the ship and compared unfavorably, said enlisted veterans, with those encountered in [WWII] troop ships. As for the food, enlisted men alleged that even the seagulls, inveterate scavengers of troop-ship garbage, turned back in disgust from the *Callan*, after sampling the second day's menu." 301st unpublished history, 14-15.

Rebuilding Psywar Sidebar

- 1 See, generally, *Veritas: Journal of Army Special Operations History* 7/1 (2011), 7/2 (2011), and 8/1 (2012); Alfred H. Paddock, Jr., *U.S. Army Special Warfare: Its Origins* (Lawrence: University of Kansas Press, 2002); "Interview with Brig. Gen. Robert A. McClure," *U.S. News and World Report* (January 1953): 60-69; and memoranda from Edward A. Caskey to Robert A. McClure, 8 July 1948; McClure to Caskey, 14 July 1948; Charles L. Bolte to Albert C. Wedemeyer, 12 August 1950; John H. Stokes, Jr. to McClure, 21 August 1950; McClure to Charles A. Willoughby, 26 September 1950; and McClure to John O. Weaver, 24 October 1951, copies in USASOC History Office Classified Files, Fort Bragg, NC.

COL Ellsworth H. Gruber Bio

- 1 "COL Ellsworth Gruber," *New York Times*, 1 June 1951, hereafter "COL Ellsworth Gruber."
- 2 "Reserve Corps Orders," *New York Times*, 5 November 1939; "Reserve Corps Orders," *New York Times*, 29 June 1940.
- 3 301st RB&L, unpublished history, no date, 1, copy in USASOC History Office Classified Files, Fort Bragg, NC, hereafter 301st unpublished history.
- 4 301st unpublished history, 1. For more on GE-1 activities, see letters from Ellsworth H. Gruber to Robert A. McClure, 5 May 1948, 17 May 1948, 31 May 1948, 29 June 1948, 5 August 1948, 19 August 1948, and 5 September 1948; letters from Robert A. McClure to Ellsworth H. Gruber, 21 May 1948, 8 July 1948, 9 August 1948, and 8 September 1948; and routing slip from 'msmc' to Robert A. McClure, 24 August 1948, copies in USASOC History Office Classified Files, Fort Bragg, NC. For a biographical sketch of Jackson, see "C.D. Jackson," *f.y.i.*, 25 September 1964, copy in Folder "C.D. Jackson," Box 62, Abbott Washburn Papers, 1938-2003, Dwight D. Eisenhower Presidential Library, Museum, and Boyhood Home, Abilene, Kansas.
- 5 HQ, 337th Military Intelligence Battalion, "Special Order # 5," 31 August 1950; HQ, New York Military District, "General Order # 39," no date; and HQ, 337th Military Intelligence Battalion, "Special Order # 19," 20 October 1950, all cited in 301st unpublished history, 2.
- 6 "Radio Reserve Unit to Go On Active Duty," *New York Times*, 25 April 1951; "NBC-Sponsored Unit Assigned Active Duty," *Audio Engineering* (May 1951): 57.
- 7 Memorandum from Robert A. McClure to Ellsworth H. Gruber, 28 August 1952, copy in USASOC History Office Classified Files, Fort Bragg, NC.
- 8 "COL Ellsworth Gruber."

LTC Richard G. Ciccolella Bio

- 1 "MG Richard G. Ciccolella, U.S. Army (Retired)," *Daily Press*, 2 January 2005; "Gen. Hurlburt Sees Training in Divisions," *Armored Sentinel*, 10 August 1962; Telegram from the Embassy in the Republic of China to the Department of State, 5 March 1969, in *Foreign Relations of the United States, 1969-1976: Volume XVII, China, 1969-1972*; "Jack Anderson on the Washington Merry-Go-Round," 17 October 1969, <https://dspace.wrlc.org/doc/bitstream/2041/54251/b21f10-1017zdisplay.pdf> (accessed 23 September 2013); "President Martin: Serving Again," *eastern: The Eastern Kentucky University Alumnus* (Winter 1972): 19.