

# The Recovery Program at Work

## Getting the Word Out

The historic Talleyrand building in Paris housed several Marshall Plan divisions: Trade and Payments, Finance, Food and Agriculture, Industry, and Labor. All needed their messages to go out: increase production, reduce trade barriers, and modernize farm and factory. This task fell to the Information Division.

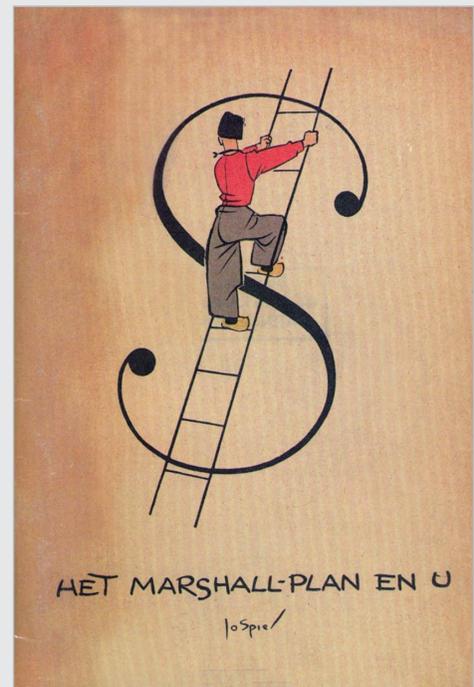
Truly revived and modernized Europe could be won only on factory floors, in neighborhoods, and in villages. Through film, radio, exhibits, and print, the Information Division promoted the program's goals and countered Communist influence.



Italian children reading about the Marshall Plan



A crowded Italian piazza where Marshall Plan films were projected from special buses



*The Marshall Plan and You*, sent to every household in the Netherlands by the Dutch government, was typical of booklets distributed all over Western Europe to explain the Plan's projects and benefits



Puppets enchanted audiences while campaigning against trade barriers

