THE MARSHALL PLAN AND YOU
The Dutch version of this booklet was distributed among employers and employees, professional groups, teachers, students, etc. in the Netherlands. Total readership: 2.5 million, Netherlands population: 10 million.

First Printing
November 1949

Second Printing
March 1950

Third Printing
May 1950
MENEER JANSEN
FROM AMSTERDAM

MENEER DECLERCX
FROM BRUSSELS

MISTER BROWN
FROM LONDON

MONSIEUR LEBRUN
FROM PARIS

HERR ERIKSON
FROM COPENHAGEN

MISTER O'CONNOR
FROM DUBLIN
SIGOR GATTI FROM TRIESTE

HERR BRANTING FROM STOCKHOLM

AHMED BAY FROM ISTANBUL

HERR MAIER FROM ESSEN (TRIZONE)

HERRA OLOFS FROM REYKJAVIK
HERR MÜLLER
FROM VIENNA

HERR RASMUSSEN
FROM OSLO

KYRIOS PAPASOPOULOS
FROM ATHENS

MONSIEUR DUFOUR
FROM LUXEMBURG

SIGNOR S'ARDINI
FROM ROME

SENHOR LOPEZ
FROM LISBON...

AND YOU...
.... WOULD LOOK LIKE THIS WITHOUT THE MARSHALL PLAN!
WITHOUT THE MARSHALL PLAN

YOUR BREAD WOULD BE BARE......

AND SO WOULD YOUR CHILDREN!
WITHOUT THE MARSHALL PLAN

YOUR MACHINES AND SHOPS WOULD BE SHOT......

AND SO WOULD YOUR SOCKS!
WITHOUT THE MARSHALL PLAN

YOUR FACTORY CHIMNEYS WOULDN'T SMOKE ..........

AND NEITHER WOULD YOU
BUT, OF COURSE, THERE IS A MARSHALL PLAN AND IT COSTS EVERY AMERICAN 32 DOLLARS A YEAR .........
To help patch up Old Europe
ANYBODY CAN REACH FOR HELP.....

BUT WE MUST REACH FOR TOOLS!
... if you think this job is a light one, then the outcome is sure to be a dark one ...............!
WE MUST GET ON THE JOB....

SO THAT THE NETHERLANDS WILL BE UP AND ABOUT.......

..... AND NOT DOWN AND OUT!
Because by 1952 we must stand on our own two feet...
Because that's when the Marshall Plan stops!
WE PREFER TO ROLL
OUR OWN SLEEVES!
(surely you know your
suit is partly paid for
by the U.S.A.)
THE MARSHALL PLAN WILL HELP US CLIMB HIGHER AND HIGHER
HEADS UP!

SHOULders back!

Sleeves rolled up!

On our own two feet!

That's how it's got to be!
PUBLISHED BY THE NETHERLANDS GOVERNMENT