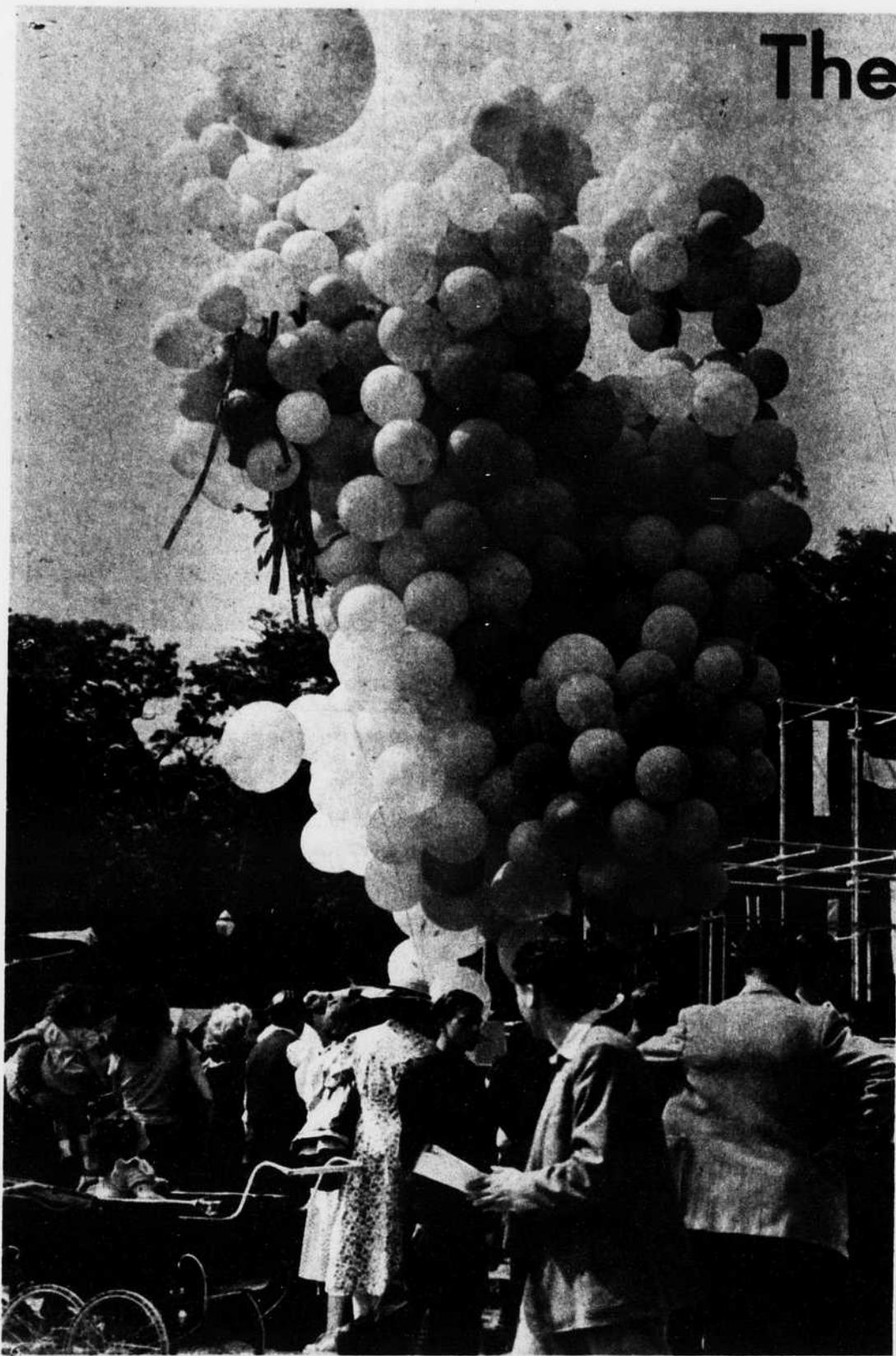


The ECA's Balloon Barrage



A cluster of bright balloons attracts French visitors to the ECA's traveling Co-operation Caravan, a show dramatizing European recovery.

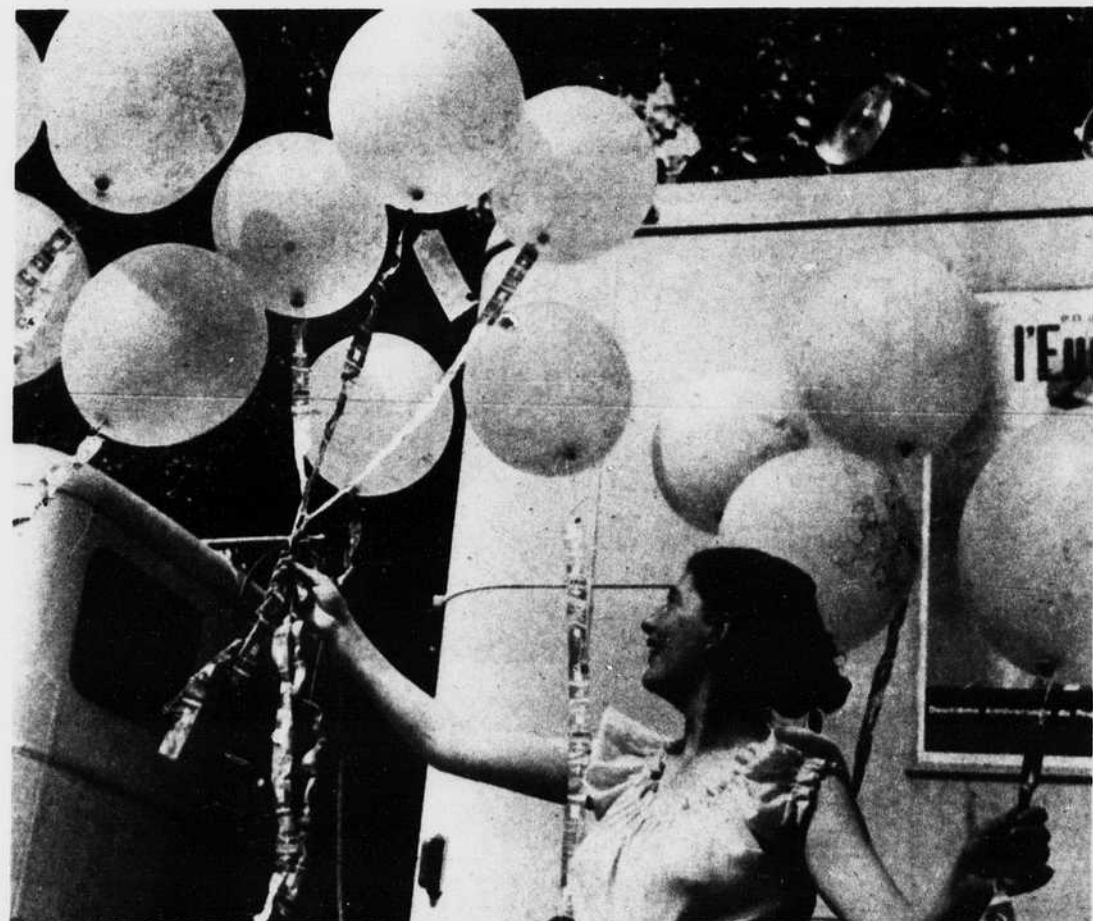
TOY balloons as well as sober statistical reports are being used by the Economic Co-operation Administration to spread the idea of free trade and economic integration in Western Europe. The balloons are given away as part of the "Co-operation Caravan," a traveling Marshall Plan exhibit touring France, Belgium, Holland, Denmark, Sweden and West Germany.

Attached to each balloon is a post-

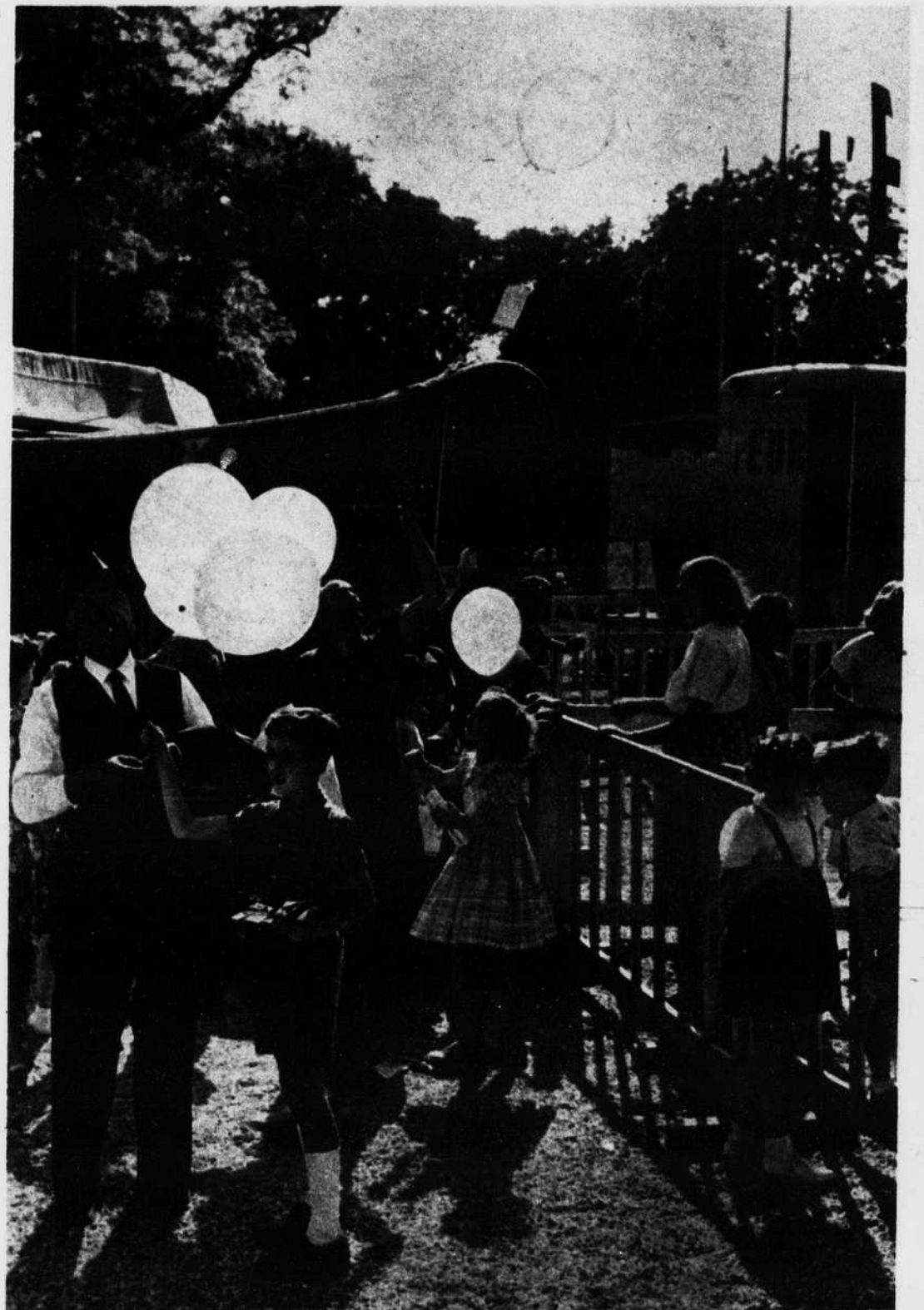
card message of friendship "from one European to another." The recipient fills in his name and address and releases the balloon to float with the wind across national borders, a symbol of unrestricted commerce on a unified continent. Whoever finds the balloon is asked to mail the postcard back. Messages released in France have been returned from as far away as Norway. These pictures were made in Paris.



These youngsters, a bit young to understand what is meant by international co-operation, are reluctant to release their balloons.



Christine Sarazin, a schoolmistress, helps distribute the balloons. The "tails" are the flags of the 17 Marshall Plan countries.



Headed perhaps a few blocks, perhaps many miles away, a balloon leaves the hand of a Frenchman.

Metro Group Photos.