

Office
10/16
11/16



DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

For Release NOVEMBER 18, 1956

DEMAND FOR FISHERY DOCUMENTARY MOTION PICTURES KEEPS INCREASING

More than 140 libraries--40 more than a year ago--are now distributing Fish and Wildlife Service documentary films on commercial fishery subjects to more than a million viewers a years, Arnie J. Suomela, Acting Director, Bureau of Commercial Fisheries, United States Fish and Wildlife Service, said today. In addition the films are shown annually to a vast television audience.

Usually about 100 copies are made of each film but in some instances as many as 350 prints have been used for distribution. One of the films has been translated into as many as 28 languages for use in many parts of the world, Mr. Suomela said. There are 10 of these documentaries being distributed now, two more about ready for general distribution, and two others well along in production. All the films are 16 millimeter and are in sound and most are in color. The films are produced by the Service, in many cases under the sponsorship of and financed by the fishing industry.

The two films soon to be available for general distribution are Outboard Fisherman USA and Shrimp Tips from New Orleans. Both of these films were selected for showing at international film festivals at Edinburgh, Scotland and Venice, Italy during the past summer. Outboard Fisherman USA won honors in both places. Release dates on these films will be announced soon.

The pictures under preparation are tentatively titled Sardine Tips from Maine, a sequel to It's the Maine Sardine, and Fresh Out of the Water. The latter portrays the catching of some species and then the processing, preparation and serving. The film stresses the nutritional value of fish and the part such food plays in the normal diet.

Another film which has recently been put in limited distribution is Fishery Products Standards, a semitechnical production which is of interest to housewives, home economists, and others. It shows the techniques recommended for maintaining high standards of quality control in breaded fish products.

Other films which have been in circulation for some years and are still in demand are:

Shrimp Please, detailing activities in another colorful fishery--the blessing of the fleet, the taking of shrimp, its processing, and finally some interesting table scenes.

It's the Maine Sardine, which shows the colorful methods of capturing and processing that fish.

The Story of Menhaden, a description of one of America's most important, and one of its least known, fish. Menhaden is used for making fish meal and oil.

Pacific Halibut Fishing, showing fishing methods used in taking North Pacific halibut, a popular film for schools and adult groups.

Food for Thought, dedicated to the men and women who plan and prepare school lunches.

Retailing Fish and Basic Net Mending, two films well described in their titles.

Filleting and Packing Fish, Parts 1 and 2, a pair of educational films on the catching and preparation of fish for market, which are of special interest to school lunch groups, restaurants and others but also with interesting material for the housewife.

In addition to the two Fish and Wildlife Service films selected for international showing during the summer, other Service films have been so honored in previous years. These include It's the Maine Sardine, which won first place in the public relations section of the Venice showing in 1949; The Story of Menhaden, 1951; Food for Thought, 1950; and Filleting and Packing Fish, 1947.

Most of these films are cleared for television and are forwarded on a loan basis to television stations desiring them. The films are also loaned, on a no-charge basis, to individuals, schools, clubs, or other groups.

A new catalog, giving the name and a brief description of these films is about ready for distribution. Persons wishing to know the location of the nearest film library, or desiring other information about these films, should write to the United States Fish and Wildlife Service, Department of the Interior, Washington 25, D. C.

x x x