



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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MAINE SARDINE FILM TAKES HONORS IN INTERNATIONAL CONTEST

The educational film It's the Maine Sardine took first prize in the public relations series at the 10th International Exhibition of Cinematographic Art in Venice, Italy, the Fish and Wildlife Service of the U. S. Department of the Interior was advised today in a cable from the U. S. Embassy at Rome.

The film was produced by the Service for the Maine Department of Sea and Shore Fisheries and the Maine Sardine Packers Association. Elliot A. Macklow, of the Educational and Market Development Section of the Branch of Commercial Fisheries, directed the filming.

The picture was one of several U. S. films selected by a joint committee of officers designated by the heads of motion picture producing agencies of the Government, and was chosen for the competition for "its excellence in continuity and color and its general effectiveness in presentation." Entered in the Venice film festival — one of the world's most outstanding exhibitions of cinematographic art — the film was in competition with educational motion pictures exhibited by more than 40 nations.

The picture shows the catching of sardines off the Maine coast and the methods of packing used in local canneries. Intended for general showing to schools, clubs and organizations, It's the Maine Sardine is a 16 mm. sound and color film which runs about 18 minutes. Organizations which wish to show the picture may borrow prints from the Division of Information, Fish and Wildlife Service, Washington 25, D. C. Applications for booking the film should be made as far in advance as possible. The shipments are usually made by express, and the borrower pays only the transportation charges.

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