



DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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HINTS TO HOUSEWIVES TOPIC OF PROPOSED FISHERY FILMS

Hints to housewives on how to buy fish will be given pictorially in a 14-minute, 16-mm. sound-color film just placed under contract by the Bureau of Commercial Fisheries, the Department of the Interior said today.

The film, which will be ready for distribution in mid-1958, is one of a series to encourage the consumption and marketing of fish and shellfish.

The picture, Fish for Sale, is being produced by the Bureau of Commercial Fisheries of the Fish and Wildlife Service as part of its market development program. The filming will be done by Milner Productions Inc. of Baltimore, Maryland. This firm will supply 125 prints to be distributed through the Bureau's film libraries.

A contract for another market promotion film, Outdoor Fish Cookery, has been awarded to the Sun Dial Films of New York City. It will be a 28-minute, 16-mm. sound-color picture. The contract also includes 125 prints for Bureau distribution. Outdoor Fish Cookery will be ready for distribution in about a year. Subjects portrayed will be an Indian salmon barbeque, a New England lobster boil, a Gulf shrimp boil, a South Atlantic oyster roast, and other traditional events, with hints to present-day arrangers of such outside events.

Both films will be financed from funds made available by the Saltonstall-Kennedy Act to aid in the production and marketing of domestic fish and fish products.

The Bureau has produced 14 fishery films, six of which have been financed by segments of the fishing industry. Seven Bureau films have won international honors at European film expositions.

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