



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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FWS DISTRIBUTES NEW MAINE SARDINE COUNCIL FILM

Sardines from Maine--Down-east Style, a 14 minute, 16 mm. sound-color film, is the Pine Tree State's proof of its assertion that the Maine sardine is a four-season food that can be served in sundry and unique ways.

The picture has been completely financed by the Maine Sardine Council. It was produced for the Council by the Bureau of Commercial Fisheries, United States Fish and Wildlife Service, as another in the growing list of educational films made possible by the cooperation of units of the Department of the Interior and industry.

Distribution prints are being made available to the Bureau of Commercial Fisheries by the Council and by November 1 these prints will be available for free public distribution through a film library system made up approximately of 150 libraries which distribute Bureau films.

This new film will supplement It's the Maine Sardine, which was produced nine years ago. The original was awarded first prize in the public relations category at the Venice International Exhibition of Cinematographic Art in 1951 and still heads the list of requests for Bureau pictures. The new picture is "down-east" in every detail, from the brief scenes showing the taking of the fish from the cool Maine waters right through a whole series of tried and true Maine recipes being prepared and served against a colorful Maine background. But though the picture is so typical of the Pine Tree State, its theme and the presentation of that theme will whet appetites in any part of the country.

The picture is primarily directed toward the housewife, showing her the many ways the sardine--whether packed in oil, mustard, or tomatoe sauce--can be used as a budget-and-appetite-satisfying principal dish, in sandwiches or salads, as appetizers for family or party menus or for such extensive programs as school lunches.

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