

to top professional standards may be kicked back into the editing room for further polishing.

When approved for release, the film receives the final, finishing touches. Sound effects and music are added where needed, and a professional narration is recorded, multiple soundtracks are blended into one, the original negative is cut to match the editor's work print, optical effects such as dissolves, fade-ins and fade-outs, are added, and release printing begins. In some cases, as few as a dozen prints suffice; in others, several hundred are required.

And so, on screens all over the world, the words "Produced by the Army Pictorial Center" appear, just before the final fade out. How frequently? In 1966, the phrase was seen two million times. Total attendance at screenings of Army Pictorial Center productions that year was 132,700,000—and these figures do not

include "The Big Picture".

The Center's mission has been growing in complexity ever since it was born 25 years ago. Teaching and training films required increasing sophistication to keep pace with military technology. Orientation and motivation films have seen wider and deeper application. The Cold War era that has been labelled as a battle for the mind of man has vastly increased their significance. The use of audio-visuals has expanded rapidly and techniques and methods have changed and improved. The Center has kept pace with these changes, and on more than one occasion has taken the lead toward new, lighter equipment, and faster, more economical methods of production.

With 25 years of experience, the Army Pictorial Center may now qualify as a grey-haired veteran, but its step is as springy as ever. **✻**

#### How the Product is Used

## Films on Parade

Will Green

A COLUMN of exhausted fighting men plods wearily along a jungle trail. The camouflage of their uniforms blends with the foliage that grows green and dense on all sides. As the soldiers stop at a rippling stream to refresh themselves, sudden furious rifle fire from a hidden enemy cuts them down. Their blood tinges the stream with red.

The scene is chilling enough to keep even the most lackadaisical motion picture viewer on the edge of his seat. The young recruit nudges the man next to him in the darkened classroom and whispers, "Wow! Sarge, this flick is cool—starts off a lot like one I saw in town the other night."

As an old hand, the sergeant can tell the young trooper that this was just one more example of the current brand of training films being shown Army-wide—films that skillfully use the latest professional techniques to put the facts across in a manner stimulating, lively and dramatic.

Employing color to heighten effectiveness; opening with hard-hitting action even before the title appears—these are among ways in

which Army film makers are now getting important training messages to soldier-students.

The Army Pictorial Center-produced film subjects range from "Adjutant General" to "Women's Army Corps." It issues films to audio-visual support centers in the United States and worldwide.

The individual Audio-Visual Centers, in turn, furnish films, film strips, slides, tapes, transparencies and phonograph records, to units on Army posts and to Reserve, ROTC and National Guard served by them. Films that are cleared for public exhibition are also issued to civilian organizations.

Getting the films when and where they are needed is of paramount importance. They are dispatched to users by every means from ordinary mail to airplane to dog sled—as happened in Alaska following the earthquake there. Troopships to Vietnam are equipped with projectors and supplied with films for in-transit training.

The Audio-Visual Support Center at Fort Lee, Virginia, is typical of many of the centers. It stocks 2,160 subject titles and 3,352 prints, plus some 1,200 pieces of equipment. During six months the center pro-

vided 9,859 motion picture screenings to a total audience of 462,408. On a busy day, the center issues more than 100 films and up to 35 movie projectors, screens, slide projectors, reproducers and other items.

The U.S. Army Quartermaster School at Fort Lee is the biggest user of its films. Many of these are projected over the school's closed-circuit television network—some 700 showings in the past three months. Since each showing reaches as many as 10 and 12 classrooms simultaneously, the impact is considerable.

Fort Lee's 4th Logistical Command, whose mission includes command and preparation of specified attached units for deployment to overseas areas, finds films essential to its training program. Major Robert E. Guyton, in charge of 4th Log individual and unit training, says "I have found that if the instructor previews the film, prepares his audience by using a strong introduction, and follows the showing with prepared discussion, questions and practical exercises, the student will gain the maximum benefit. We have also found that with a little imagination and effort, training films can be effectively used at any time and any place." **✻**

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