

CAMERA CAPTION SHEET

EDITORIAL OFFICES

Paramount News

544 WEST 43RD STREET
NEW YORK CITY

DATE SHIPPED

February
22, 1954

NAME Auto Serbolonghi SOUNDMAN Silent
 STORY COVERED CARNIVAL PARADE AT VIAREGGIO LENGTH EXPOSED 650 FT.
 PLACE OF EVENT Viareggio - Italy DATE OF EVENT 21. Feb. 54
 REMARKS Kodak plus X
 CREDITS _____ STOCK USED ACETATE EMULSION NO. _____
 (TO BE AVOIDED IF POSSIBLE)

IMPORTANT: SPELL OUT CORRECT PRONUNCIATION OF NAMES OF PLACES AND PEOPLE.
 EXAMPLE: WALTHAM — PRONOUNCE "WALL-THAM," NOT "WALL-TH'M";
 HENRY L. EMES — PRONOUNCE "EEMS," NOT "EMZ".

CAN NUMBERS	SCENE LISTS AND INFORMATION FOR OFFSTAGE. N.B — BE SURE TO NUMBER YOUR CANS; LIST SCENES ACCORDING TO CAN NUMBERS.	CAMERA USED (GIVE NUMBER)	LENS USED	LIGHT COND.
<u>half for</u>	Also this year at Viareggio has taken place the Carnival Parade. It is an ancient ^{old} tradition which it is ^{has been} celebrated since half century.			
	Viareggio's Carnival is always fresh and alive because every year it is renewed with new ideas and very original creations. Sixteen floats decorated with huge papier maché dummies took part in this year's parade. Lately the weather hasn't been clement and these floats had to kept in the hangars used for their construction for over a week. The builders of the floats were extremely anxious to show their creations and were glad when finally they were able to do so. The art of constructing these floats is handed down from father to son and those who take part in it form a category of artisans which may be considered unique in the world.			
	Between one float and another smaller papier maché masks borne by people also took part in the parade.			
	Over one hundred thousand people had come to Viareggio to view this first parade. Foreigners were in a good number.			
	Here are some of the titles of floats wich encountered a great success: UNDER SEA FISHING (sea bottom view with masked fishermen)			
	3 D MOVIES (effigies of movie stars)			
	BETTER LATE THAN NEVER (for those who marry late in life)			
	HAREM FOR SALE (slaves brought to auction for sale)			
	LET'S ENJOY LIFE (inspired to all possible means of enjoyment)			
	CARNIVAL BULL FIGHT (toreadors and bulls)			

INSTRUCTIONS: SEND IN BOTH THE ORIGINAL AND DUPLICATE IN CAN WITH THE NEGATIVE.

RESTRICTIONS—STATE IF ANY AFFECTING USE OF NAMES, PLACE, ETC.

TO BE CENSORED? YES NO
BY WHOM?ROTA? WE PRINT FOR _____
WE RECEIVE FROM _____WHICH OTHER NEWS REELS COVERED STORY? all newsreels
DID A.P. COVER? no.

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