PICTORIAL RECORDS

PICTORIAL RECORDS

DECEMPT FROM JPGC MINUTES

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concert DOROVAN explained the platery of this organization and referred to similar activities which had been successfully executed by the builtian. In considering the methods used in this campaign be recommended that any plane therefor be submitted first for approval of this Committee.

CAPTAIN TRAIN referred to a report from the Mayy Department which stated that few pictures had been received until recently and which indicated possible difficulty in dealing with this organization through a New York office. COLONEL DONOVAN explained that although the laboratory and executive organization would be in New York because of better facilities there, a complete library of photographic prints will be maintained in Masshington available for consultation by the Armed Services.

CAPTAIN RODCERS queried the necessity of sending out researchers to the homes of individuals who had reported lists of available pictures. It was explained that such action is necessary in order that the researcher may talk with the owner and obtain other information regarding the locality shows in the picture.

THE COMMITTEE:

Approved this proposal and directed that it be forwarded to the Joint Chiefs of Staff.

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The collecting, listing, and estaleguing of sources is the first about in a controlled research of the type that protorial Records is doing. To date, we have an our nource file atout 14,000 names. The origin of there makes may be grouped as follows:

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in the state ton, the most connectivated sources of afectal are fattons; decirated deciration and the biggs to the largery and the corpore, Library for the pares.

From londints, the hishop Missess has been a large outsits for. In New York, the Missess of laboral story, the fuseum of tester Art, and the professional plature alternate have been extremely prost fire. Frommel product of these agencies are fire-life Associated Fress, European Platures, and will falloway.

to ten only ture in the bon, the Plaid Buseum in the e o, and Firestone Tire : Rubber Company in the con, into, are smooth others who have large oels to come of platures.

" (2)

BUILL FICTURE

We have kept no accurate count of the pictures we have soon, but a conservative estimate would be that ever a million pictures have passed through the hands of our researchers. From these collections of pictures, they have sent to us almost 30,000 prints.

]	PHOTOS RECD. PROM RESEAR- CHERS AND OUTSIDE BOURCES	PHOTOS GOF- LED FOR FIL- ING	PRINTS MADE FOR DISTRIBUTION
APRIL TAI JUST JUST JUST	1948 1948 1948 1	5,576 3,966 7,711 0,166 7,150	1,784 8,108 4,177 3,074 1,500	472 943 81,048 37,039 11,760
OPALIA		54,56B	15,801	71,305

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Up to the present, 1,598 separate motion picture subjects have been handled. These items range in film longth from less than 400 ft. to full 10,000 ft., commercial subject. A footage broakdoer of this material is un follows.

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From Konnurchora Solzed Film

226,504 ft. 207,200 ft.

300,400 ft. 46,030 ft.

Total footage vas, 710 ft.

We have had seventy special showings of our moving plots con in the Administration Building, Colonel Donovan's Projection Room, and at these showings men from the following groups have been Pathio margon

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Telos becewith in a record of the manerical protection of linterial Resource. As we have grown, so I se constantly added now types of people to cope with the constantly proving and rather to relictable forms of services which we are talled upon to deliver:

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August 20: 1942

TORREST THE TAXABLE PROPERTY OF THE PARTY OF

COLUMEL DONOVAN explained the inception of the Pictorial Branch of the O.S.S. leat January through a request from the Navy Department to obtain platures of the MARSHALL ISLANDS. These were obtained successfully from travelers, Missionaries and other sources. After the tray had made a similar request it was deemed destrable to organise a regular service for collecting photographs of foreign localities. This Branch has a laboratory in New York under direction of COLONEL HORRIS and with MR. LUBIN, General Counsul of M.G.M., as advisor. It has now collected 21,000 prints out of about 1,000,000 pictures which were submitted.

The British have been very successful in establishing a similar collection by appealing to the public. The C.S.S. now submits a proposed program of advertising through a number of media to obtain photographs for the C.S.S. collection.

COLONEL DONOVAN pointed out also that the chance for photographs to have a part in fighting the war will make a good psychological tie-up between the people and the ermed cervices.

The proposal of the Pictorial Records Branch to send out researchers to view the pictures which are selected from questionnaires received was discouraged because of the cost involved.

THE COMMITTEE:-

- a. Agreed to recommend acceptance of this proposal to the J.P.W.C. except,
 - (1) as to the provision to send researchers to view pictures held by the public.
 - (2) That the proposal should include provision for the Jeint Psychological Warfare Committee to examine the presentations which are to be made through various advertiging made.
- b. Direct'd the Secretary to submit this paper, as separated, to the Joint Psychological War.

 127. Assisted for constantation at its next second.

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J.P.W.C. 72 August 21, 1942

copy No. 17

JOINT PSYCHOLOGICAL WARFARE COMMITTEE

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CAMPAIGN FOR COLLECTION OF PICTURES BY C.S.S.

Note by the Secretary

- 1. The enclosure is a brief description of the functions and operation of the Pictorial Records Branch, O.S.S., and its proposal for a campaign to increase its collection of pictures for strategic uses.
- P. The Joint Psychological Warfure Subcommittee strongly endorses this proposal and recommends its approval by the Joint U. S. Chiefe of Staff.

A. H. Onthank, Secretary.

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ENCLOSURE

The Office of Strategic Services, established by the Presidential order of June 13th, 1942, is placed under the authority of the Joint U. S. Chiefs of Staff.

The Pictorial Records Branch, a component part of the Office of Strategic Services, has been created to furnish photographic information to Military and Naval Intelligence, as well as to the many agencies of the Government whose work directly furthers the war effort.

Its task, as outlined, is the collection, identification, processing, and dissemination of film and still photographs to be used for strategic purposes. In carrying out this assignment, Pictorial Records Branch has selected as members of its staff, a number of men who by their experience, training, and aptitude can materially aid in advancing this work, so vital to the energetic prosecution of the war.

These specialists include photo and film editors, men with laboratory experience, others known as research technicians, with a background permitting them to select and classify the picture material they find in their continued search all over the nation, and analysts with geographical and historical knowledge to enable them to complete the certain identification of a vast quantity of photographic material.

These specialists, each in their line, fulfill a given task that is a link in the chain of collection, identification, and processing which is necessary before this information can be of service to the Army and Navy Intelligence officers, who will use it in their preparation of strategic plans for task forces and other expeditions of an offensive nature against the enemy.

The program of expansion contemplated for Pictorial Records Branch will enable it to fulfill with greater speed and accuracy the several assignments.

Pietorial Records Branch, Preside to Strategic Service,

PROPUSED PROCESSM FOR COLLUCTION OF PROTURES

LAND

Proadcasts through the major radio networks, National Broadcasting Company, Columbia Broadcasting System, Mutual, on one or more of their biggest national programs.

(Note: We propose to initiate the campaign by being given a reasonable amount of time on one of their big nations' programs, by each of the above mentioned companies. At that time we will explain to the listeners the purpose of our organization and request those people having pictures to correspond with us to that effect. We will not want these pictures sout in to us direct but will ask people to fill out a questionnaire which will be forwarded to them after we have received their replies stating they have plotures. These questionnaires will be filed by our research division for future reference and researchers will select those which we will want as soon as we can possibly get to it. In case of apoctal requests or special priorities we will be able to beboon our fittle source profit and below he blott and manyner immediately. In this connection I have already conferred with Mr. Nila Trammoll, proutdent of NHC, who promises the fullost deeperation of his dempany in preparing our program and gotting it on the air. He has suggested that a spot on their Junday afternoon program "This is the Army," which program reaches approximately twenty million listeners, would be the proper place for us to start our broadensting. No coneast has you been made with CBS or Mulual.)

SBCRBT

2. Foreign Language Broadcasts. There are between the hundred fifty and two hundred small stations which broadcast in foreign languages. We feel that a prolific source of pictures might be found among foreign nationals, resident in this country. We propose to broadcast our request over many or all of these stations.

(Note: Conference has been held with Joseph Lang, representing the Foreign Language Radio War-Time Control, an organization set up by the industry to assist the government in any way possible. Mr. Lang has promised his fullest cooperation. A letter from Mr. Arthur Simon, chairman of this committee, speaks of a meeting with Commissioner Fly of FCC, Elmer Davis of OWI, Mr. Ryan and Mr. Cranston of the Office of Consorship, who all promise cooperation in our campaign.)

casting stations in the United States, of which only about four hundred have a chain hook-up. We propose to centact the other five hundred independent stations to have them broadcast our request about the same time that it goes out ever the national hook-ups.

NATIONAL MAGAZINES

1. We propose to get the deoperation of certain national magazines with wide distribution in spreading our requests for pictures to the general public. LIFE, SATURDAY EVENING POST, LADIES HOME JOURNAL, and COLLIERS are the ones which we had considered as being the magazines with widest distribution so as to carry our request to the greatest number of people.

(Note: Arrangements are already in progress with LIFE MAGAZINE to prepare a feature picture story for us. In this story we propose to select a hypothetical location, to make a hypothetical map of this location, then have a careful

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selection of pictures, now in our gizes to illimitate the kind of pictures which will be valuable for our uses? ploture spread will be accompanied by text requesting all persons having pictures to communicate that fact to us in men York.)

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We propose to have our request for pictures appear in neverspore all over the country. This request should be released in all newspapers, which are going to carry it, simultaneously so that no one paper will get a scoop on any other paper.

(Note: We have already received inquiries from the Chicago Delly Sun and the fit. Louis Post Dispatch, for permission to run news Stories about our project. However, We have not as yet given them permission to publish this story since we have writed for approval of our project.)

COORTSM SURE

- Other methods of geiting our request for pictures to the general public will suggest themselves from time to time, in which case we propose to use them if necessary. As examples of this we have already sent our request and questionnsires to selec Bronta Phronkhi
 - (a) The monthly publication of the Amateur Cinoma Loughn.
 - (b) To the secretaries of the Eastman Camera Clubs.

(Note: Now being held in abeyance for an arrangement with the Eastman Rodak Company to address and mall some five hundred thousand questionnaires uning their mailing lists.)

PACLET

- genizations, etc., by our staff. These organizations are a constituting acures of material and are being used constantly. Excamples are the National Archives. Oleveland Museum, Field Museum, bishop Museum in Honelulu, American Museum of Natural History, mattend deographic Society. American Geographic Society, Cooks and American Express, Raymond Whiteomb. The picture files of Life. Wide World Photos.
- t. A special movie-short similar in effect to the festure ploture for life magneths.
 - h. Other movies, c.R., "March of Time."



TO DESCRIPTION OF THE PROPERTY AND PROPERTY

HEW YORK MY. 1000 Broadway

August 19, 1948

Colonel William J. Denovan Office of Strategic Services 25th and E Streets, N. W. Administration Building Washington, D. O.

Dear Jolonel Tonovant

THE REPORT OF THE PROPERTY OF

At your suggestion I am returning herewith proposed program of advertisement of the Pictorial Records Branch, which we requested that you have approved by the Joint Psychological Warfare Committee and return to us so that we may go shead with the program.

I have attached to this the following:

- A copy of radio talks by member of British Naval Staff.
- Copy of a letter from Foreign Language Radio WarTime Control.
- An explanation of the functions of the Pictorial Records Branch.
- A copy of a complete report on accomplishments to date of the Pictorial Records Branch.

Sincerely yours,

E. Horris, Inf., Director

Pictorial Records Branch

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ENITORUGE CO

The Office of Strategic Services, established by the Presidential order of June 15th, 1948 is placed under the authority of the Joint Chiefs of Staff.

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These specialists, each in their line, fulfill a given task that is a link in the chain of collection, identification and processing which is necessary before this information can be of service to the Army and Navy Intelligence officers, who will use it in their preparation of strategic plans for task forces and other expeditions of an offensive nature against the enemy.

The program of expansion contemplated for Pictorial mocords branch will enable it to fulfill with greater speed and accuracy its several assignments. As time good on the calls for men made by the Armed services will impossible and the accordance with the requirements of Selective Service it is hereby respectfully requested that consideration be given to the urgency of the work of Pictorial Records Branch and that its staff of Specialists so laboriously assembled that the allowed to continue working together. The disruption caused by the departure of men, called to duty elapwhere, allows up the work of this office and thereby coessions loss and waste to the agencies that Pictorial Records was urgated to serve.

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PROPOSED PROGRAM AT INVESTIGATION OF PICTURES
Plotorial Records Branch,
Office of Strategic Services.

RADIO

 Broadcasts through the major radio networks, National Broadcasting Company, Columbia Broadcasting System, Mutual, on one or more of their biggest national programs.

(Note: We propose to initiate the campaign by being given a reasonable amount of time on one of their big national programs, by each of the above mentioned companies. At that time we will explain to the listeners the purpose of our organization and request those people having pictures to correspond with us to that effect. We will not want these pictures sent in to us direct but will ask people to fill out a questionnaire which will be forwarded to them after we have received their replies stating they have pictures. These questionnaires will be filed by our research division for future reference and researchers will be seek to the these distinction select those which we will want as soon as we can possibly get to it. case of special requests or special priorities we will be able to convass the Picle and collect those pictures which are needed immediately. this connection I have already conferred with Mr. Nils Trammell, president of NEC, who promises the fullest cooperation of his company in preparing our program and getting it on the air. He was suggested that a spot on their Sunday afternoon program "This is the Army", which/program reaches approximately twenty million listeners, would be the proper place for us to start our broadcasting. No contact has yet been made with CBS or Mutual.)

2. Foreign Language Broadcasts. There are between one hundred fifty and two hundred small stations which broadcast in foreign languages. We feel that a prolific source of pictures might be found among foreign nationals, resident in this country. We propose to broadcase our request over many or all of these stations.

(Note: Conference has been held with Hoseph Lang, representing the Foreign Language Radio War-Time Control, an organization set up by the industry to assist the government in any way possible.

- 2 -

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(Note: Arrangements are already in progress with LIPE MAGAZINE to prepare a feature picture story for us. In this story we propose to select a hypothetical location, to make a hypothetical map of this location, then have a careful selection of pictures, now in our files, to illustrate the kind of pictures which will be valuable for our use. The picture apread will be accompanied by text requesting all persons having pictures to omeanicate that fact to us in New York.

MAN BEALETS

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(Note: We have already received inquires from the Chicago Daily Sum and the St. Louis Post Dispatch, for permission to run news stories about our project. However, we have not as yet given them permission to publish this story since we have waited for approval of our project.)

OTHER METHODS

- 1. Other methods of getting our request for pictures to the general public will suggest themselves from time to time, in which case we propose to use them if necessary. As examples of this we have already sent our request and questionnaires to select groups through:
 - A. The monthly publication of the Amatuer Cinema League.
 - B. To the secretaries of the Eastman Camera Clubs.

(Note: Now being held in abeyance for an arrangement with the Eastman Kodak Company to address and mail some five hundred thousand questionnaires using their mailing lists.)

- 2. Continuous contact is made with museums, travel organizations etc., by our staff. These organizations are a continuing source of material and are being used constantly. Examples are the National Archives, Cleveland Museum, Field Museum, Bishop Museum in Honolulu, American Museum of Natural History, National Geographic Society, American Geographic Society, Cooks and American Express, Raymond Whitcomb. The picture files of Life, Wide World Photos.
- 3. A spirial travis short similar in effect to
- 4. Office remain, e.g. "Monch of Time!

FOREIGN LANGUAGE RADIO WARTINE CONTROL

Munsey Building - Suite 1111 Washington, D. C.

Telephone: Metropolitan 3535

August 10, 1942

Col. L. E. Norris Office of Strategic Services Infantry Branch, Director of Pictorial Records 1600 Broadway New York City, N. Y.

Dear Colonel:

Your letter of August 5th received. I would have answered sooner but have been on a business trip and away from the office. I have gone through the entire winter with a bad case of neuritis but am now leaving for a ten day rest. If you wish to write me at the Howard House, Bethlehem, New Hampshire, I shall do everything I can to facilitate matters for you.

Last Friday, I met with Commissioner Fly of FCC, Elmer Davis of Office of War Information, Harold Ryan and Alan Cranston of Office of Censorship. We discussed your matter and are in favor of cooperating with you,

I am sure we can be of service to you.

Cordinally yours,

FOREIGN LANGUAGE RADIO WARTIME CONTROL

/s/Arthur Simon, Chairman

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Phila., Pa.

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SOPY

copy of Radio Talk used by British in Broadcasting requests procedures. To bused as a model in Writing our broadcast requests.

WILLIE IAIL

by

A MINDER OF THE NAVAL STAFF.

Tim going to tell you about a very important and a very interesting aspect of the raids on energy-compled territory which have been made recently by our combined forces. There's quite a long list of them, and the list is continually another.

You naturally know that these raids are planned in advance with the utmost care, but I wonder if you realise what a vital part is played in those plans by photographs.

Take firmeval, for instance, where the big derman radio-location centre was destroyed. I can tell you for the first time of one simple little incident which centributed greatly to that access. When every possible source of information about that area had been theroughly combed for details, we still lacked an actual picture of those few hundred yards of France inches our knowledge. It is in this connection that you will see how this talk affects you personally.

officers working on the plan had spent a holiday in the Bruneval neighbourhood just before the war. He hurrled off to his house where he found his photograph albus aboved away in the trunks the looked through it and there, sure enough, were photographs taken on his holiday showing in minute detail the exact spot involved. It was five of those photographs put together which forged the last link in the whole plans

no private photographs helped to ensure the successful operation at hruneval, photographs taken in the carefree pre-war days without any thought of their later value. Now there are thousands of such photographs in the country.

photographs taken when you went abroad on histness or for holl-days. Not only old photographs that you would otherwise give to the solvage, but more still your most treasured collections, we want to examine them and to copy those that interest us. We shall look after your property most carefully end return it to you intest when we have finished with it.

Coust 1.01

Not long ago the Ministry of Economic Warfare appealed to you for old guide books, foreign directories and so on, and your response was most generous. The Ministry passed much of this material to us and we were very glad to have it. But it is photographs we want now; photographs of every single country in the world except Great Britain itself.

Needless to say we already possess a vast collection of photographs, but even the Admiralty cannot have a photograph of every port and dock, every inch of coastline and more than that, every road, railway, bridge and factory in the world. Yet that is what we want. Inland areas as well as coastline. All three Services use our files for many and various purposes and you who are listening to me now may provide a vital missing part of the whole picture, and perhaps may be the means of saving lives.

There was a photograph sent to us the other day. It was one of a large collection of private holiday snapshots, taken solely for personal interest. This particular one showed a beach scene, including a side view of a road leading down to the beach. Near the bettom of the road were two men standing beside a large car. You might not think that interesting to us; but it was extremely - and this is why.

It was a foreign beach - never mind where - and we already had photographs of it. Although some of them showed the road in question, none was taken at an angle showing how wide that road was. It might have been a footpath for all we could tell. Well, this new photograph showed that the road had a good surface and was wide enough to hold a large car with two men beside it. In other words it was wide and strong enough for a line party to drive their tanks up it from the beach - and it was the only way to do so. We had been searching for that information for weeks!

Well, I have told you the kind of information I want you to give us. Possibly some of you possess a photograph which, properly used, could be a more deadly weapon than ten torpedces or twenty tanks. So now please look out all your snapshots and lest-cards taken abroad. It doesn't matter where they were taken from Boulogne to Fiji, from Amsterdam to Madagascar, inland or on the coast, we want them all. Your snap may seem just "Mother in Bouglasses on the Beach" to you, but experts may see in it a lot more than that. Just write and tell us what you have got. Don't seed the photographs yet. Simply write and describe them to us. Send your letter to the following address; it's very simple; "Photographs", Admiralty, London, I'll repeat that:- "Photographs", Admiralty, London.



