FORM No. 5.

BOX NUMBER

CAMERA

CAMERAMAN'S CAPTION SHEET
OLÝMPIC KINEMATOGRAPH LABORATORIES, LTD.

BRITISH PARAMOUNT NEWS DEPT.

SCHOOL ROAD, LONDON, N.W.10

DATE MAILED

CAMER	Ronnie Read. Soundman Len Builey.
	COVERED . Vegetable "Grower to Consumer" Stery and Interview. LENGTH EXPOSED
	OF EVENT: Croyden and East Grinsteed. How SHIPPED
PLACE	OF EVENT: HOW SHIPPED.
STOCK	USED Kodak,XX. EMULSION NUMBER PROD. No.
	VERY IMPORTANT! Write Plainly—Spell Names Correctly—Use Typewriter if Possible.
SCENE NUMBER	COMPLETE DESCRIPTION OF SCENES.
	Kennards store Arcade at Croyden.
	Various gen views of the vegetable stalls with the crowds buying. Semi and close up stuff on the customers.
	Close up of the vegetables with the price tickets.
	Close ups of the "Blus Pencil" signs etc.
	Close up of little girl with giant marrow priced 4d. Travel shot along the stall.
	Gen view shots showing the long queue.
	Various scenes outside the Market with contented Housewives, close ups of their baskets etc.
	Gam view scene of the Addison Vegetable truck arriving at the Market with Mr.John Addison driving.
	Close up of Mr.Addison who first started the scheme.
	East Grinsbead.
	Sound interview with Mr. Douglas Trim ex RAF Photographer who is leading the whole
	movement of the newly formed Direct Supply Association.
	Two lense changes and a repeat on a long lense.
	Silent
	Shots of the destroyed vegetables, Cucumbers, Runner Beans, etc. Various shots of the piles of ruined cucumbers.
123	Two shots of a hand plow plowing in some runner beans.
	Close ups of same.
	Shot of Mrs.Addison receiving the enormous mail from the Postman, this affair is growing day by day.
	Note. I have tried to get the expensive price tickets in the Greengrocers shops.
	but they all have a terrific show of fruits and what vegetables they have
	are mostly back of the shop, and there is not the terrific difference in prices.
	Vegetables are plentiful therefore cheap and the Retailers dont want it, so the Producer has to plow it in, but where the Greengrocers have this stuff it is
	quite reasonable prices.
	PAPER CUTTING AND SPEECH COPY ATTACHED.

WHICH	OTHER	SOUND	NEWS	REELS	COVERED	STORY Pathe.	Movitone.	in a significant of the state o	Mpsecoresconon		
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SV Farmer speaking.

For years a housewife has been paying for her vegetables up to 10 times the price which we have got for growing them.

Both the housewife and the grower have been exploited mercilessly, by the middleman and by most retailers.

SCU

This year, although food is as badly needed as in wartime,
we have been almost forced to plough our crops back into the ground.

And so a group of growers - we growers, decided to get together
and market our produce direct to the consumer, at prices which
would give us a fair living and make the housewife happy.

CH.

And so, a group of us got together and decided to market our produce direct to the consumer at prices which would give us a fair living and make the housewife happy.