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ONE MINUTE NEWS

The conveyor belt (symbol of mass production) comes to the grocery. Issued with a stamping pencil, each buyer becomes his own shop assistant. In a New York store, customers using this so-easy system, pick what they want, stamp it with their individual number and then send it on the moving belt to the front of the shop. The only difficulty arises when a tin of peaches meets up with a tin of salmon. Invented by a radio engineer, who grew tired of carrying his wife's shopping, this new self-service system is a housewife's choice. Living in the Land of Plenty she hasn't to worry about ration books, coupons or points. And now that queuing has been abolished for her, Mrs. America can truly say - this is shopping made easy.

From the modern housewife to the modern youngster. In Paris, if you want to call Santa Claus, you just dial long-distance Lapland. And if the old gentleman hasn't got the present you want - press button B and get your illusions back.

Reindeers are in short supply this year. Parachutes are on points; straight through the roof is the only way left to come down from the Pole.

Cold noses press against every toyshop window in Paris as Christmas brings the one French railway where nobody wants to stage a strike.

From a kid's dream to an engineer's achievement. These first exclusive pictures to come from Russia for several months are from the Far Eastern Soviet - the Terra Kurna Desert. Months of hard work have gone into the laying of 600 miles of prefabricated railway track, which today link the people of this barren region with the industrial towns of Central Russia. Collective farmers acquire a new trade as they join in the building of an ambitious new enterprise.

Each rail section is produced in factories hundreds of miles away. It lays itself. After each new joint it pushes farther ahead along its own track. Soviet Russia lifts a corner of the Iron Curtain to show new progress in the ten year plan.

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SO-E-Z GROCERY

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X The conveyor belt, symbol of mass production, comes to the corner grocery. Each buyer gets a stamping pencil when he enters. Here, at Rahway, New Jersey, in the first store using the So-E-Z system, items are selected, stamped with an individual number by the pencil, then put on the moving belt. They travel toward the front of the store. This system, invented by a Memphis radio executive, does away with the buggy-pushing bug-a-boo of most self-service stores. The clerk merely groups all items bearing the same number, - and stores them in a basket for the customer. When she turns in her pencil, her purchases are ready to be rung up. Now all she needs is another conveyor belt - or a husband - to carry the groceries home.