



HAMILTON WRIGHT ORGANIZATION, INC.

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NEWSREEL CONTINUITY AND COMMENTARY

GOVERNMENT OF MEXICO
OFFICIAL NEWSREEL #9

HAMILTON WRIGHT
NEWSREEL RELEASE #1087

EDITOR: This newsreel feature arranged
and filmed by our crews is sent
to you with the compliments of
the Government of Mexico

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351 Feet - 35MM
Fine Grain - Silent

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For Labor Day .
week-end release.
.....

MEXICO LAUNCHES SUPERMARKETS ON WHEELS

64 "SERVE YOURSELF" TRAILER TRUCKS FEED 2,200,000 DAILY
PACKAGES OF RICE, BEANS, POTATOES, FLOUR, BREAD, SUGAR, ETC.

SOLD FOR "ONE PESO" (\$.08 EACH)

MEXICO CITY, D.F., MEXICO (September 00, 1961)...Mexico has
put supermarkets on wheels to bring food bargains to the
masses of this city's 4,500,000 population.

More than 50 bright red trailer trucks fan out from a central
warehouse six mornings a week to set up shop in some 326
locations scattered through more than 200 fringe neighbor-
hoods in Mexico City. The 150 tons of food they sell each
day finds itself on the dinner tables of some 2,200,000
Mexicans.

(This original motion picture film, produced in its entirety by the Hamilton Wright Organization, Inc., is released
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Deployed with crack military precision, the trucks follow regular routes, showing up at the same locations at the same hour every day. They leave each stand after exactly one hour and seven minutes, and the schedule is so punctual that customers queue up ahead of time to wait for the diesel units to arrive.

ONE PRICE FOR EVERYTHING - \$.08

The two-man crew, especially screened and trained for the work, unfolds mechanical stairs to the trailer, turns on air conditioning, indirect lighting and taped music, and the customers pour in. They serve themselves to packages of soap, rice, beans, potatoes, flour, coffee, dried fish, sugar, bread, and other dietary basics. Milk comes in disposable cartons. Everything sells for one peso, or eight cents, and there is no limit to what people can buy.

If the truck runs out of any one stock, the operator radios the central loading plant and a "feeder" truck is sent out with fresh supplies.

The scheme to carry low-priced, high quality food to the doorstep of the masses is a direct outgrowth of a policy laid down by Mexican President Adolfo López Mateos shortly after he took office two years ago to work out a food distribution service that would guarantee farm prices and stockpile basic foods to avoid shortages and their resulting price fluctuations.

HALF PRICE-BETTER QUALITY

Taking over the old government-supported food-buying agency called CEIMSA--but keeping the name as a trademark--the Popular Foods Distributing Company was set up like a privately-operated business to buy foodstuffs directly from producers, handle processing and packaging, and then the final distribution. With no middle men involved, the ultimate price comes out far less than at the corner grocery. Usually, the buyer pays about half of the regular price. In some cases it is more like a third. What is more, CEIMSA quality is often higher than comparable items on the open market because the company boasts a fulltime department of standards to control every product it sells. Prices cannot be changed, either up or down, except every six months when there is a general re-valuation of the program.

FOLLOWING IS THE NEWSREEL ASSEMBLY:

1. LS - General view of 64 trailer trucks backed up at CEIMSA warehouse loading platform in Mexico City.
2. MS - Boxes with foodstuff passing along conveyor line.

3. RUNNING SHOT - Of same.
4. MCU - Boxes of foodstuff passing camera.
5. MS - Loading boxes on roller conveyor - into trucks.
6. MCU - Men filling shelves in trailer truck, everything is one peso (\$.08).
7. HCU - Typical stockman.
8. CU - Loading "galletas" - soda crackers on shelf.
9. CU - Loading bagged "papas amarillas" - yellow potatoes.
10. CU - Loading cans of "pure de tomate"
11. CU - Showing shelves with plastic bags of detergent.
12. CU - Loading shelves with "caracoles" (sopa) - shell shaped noodles.
13. MS - Driver getting into cab.
14. M REAR S - As trailer truck leaves loading platform.
15. MLS - Trailers leaving warehouse.
16. LS - Of same.
17. MLS - Trailer trucks leaving through warehouse gate.
18. LS - Mass of CEIMSA trailer trucks on modern highway.
19. MS - Trucks continuing along highway.
20. LS - Trailer trucks in traffic circle separating into individual routes.
21. MCU - Driver passing through countryside.
22. LS - Trailer truck passing along rural road.
23. MS - Trailer truck pulling into small town.
24. MS - Driver alighting from cab.
25. MS - Truck assistant lowering tailgate steps.

- 26. MOS - Shoppers line up with their market baskets.
- 27. MS - Steps moving down into place.
- 28. MS - Long line of women shoppers entering mobile supermarket.
- 29. MS - Inside trailer supermarket as shoppers select their purchases.
- 30. MS - Families leaving rear of mobile supermarket.
- 31. MS - Two shoppers leaving with purchases from roadside CEIMSA stop.
