

SUPERMARKET ON WHEELS.

64 giant-sized trailer-trucks lined up at the Mexico City depot of the Popular Foods Distributing Company, to take on their first loads as travelling supermarkets. It's the new way of carrying supplies to the outer suburbs. Each truck holds a cargo of three tons, made up mainly of rice, beans, potatoes, bread, flour and sugar.

Drivers and salesmen then set out for the locations selected. By going to a different one each day the whole fleet cover more than 300 places every week, all of them on the fringes of the great city.

This is, so to speak, the parting of the ways, fanning out to supply families whose total number of hungry mouths exceeds two million. On the first day the people were told what time the truck would be along, but they didn't take any chances, of missing it, and were ready queued up saving, The long jaunt to the shops. To simplify matters all the packages had the same prices - easier for reckoning up. About half a million housewives will bless this new idea, a supermarket on wheels.