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**Title:**

Speech opening new Le Cornu warehouse and showroom, Keswick

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING NEW LE CORNU WAREHOUSE  
AND SHOWROOM. KESWICK. 5.8.74.

Mr. Le Cornu, ladies and gentlemen :

Thank you very much for inviting me to open this most impressive new facility.

Of course, everyone in South Australia knows what Le Cornu's is : it's what the rest of the Sunday Mail is wrapped around.

It's also a success story that goes back for more than a century and a byword in efficient market.

In these trying times of high inflation, the Le Cornu formula of no frill retailing, high turnover and lower prices will rate four cheers from its customers.

I'd like to see it spread further.

One of the reasons advanced for the larger price increases in Adelaide compared with other cities over the past year could be that bigger discounts are given in the larger cities where sales volumes are greater and retail competition keener.

This may be especially true of food prices. A recent survey by a national newspaper of standard supermarket lines suggested much less competitive price-cutting in Adelaide than Sydney.

Provided it's consistent with the needs of orderly marketing, the State Government is anxious to do all it can to foster more vigorous competition to help the ordinary family's budget.

This is one of the reasons why we welcome this latest development in the Le Cornu enterprise.

In addition, of course, the transformation of Chrysler's former plant to this giant self-service warehouse and showroom provides a further fillip to the development of this area.

On a larger scale it shows, too, that you, Mr. Le Cornu, share my faith in South Australia's future.

We are at present facing some difficult economic problems in Australia with some especial problems for this State.

But current difficulties - and we're alert to them and anxious to co-operate to the full in any national attempt to overcome them - shouldn't blind us to the basic soundness of our economy.

Mr. Le Cornu plainly shares that belief and has made here a very considerable investment that will further add to it.

And with his statement now to have the world's biggest furniture show he has, I suppose, the chance to extend his advertising from the Mail to the Guinness Book of Records as well.

I welcome the development of this complex, congratulate all those involved in it, and have very much pleasure officially to declare it open.

Thank You.

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