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Title:
Official Opening of Master Butchers Limited (SA)

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OFFICIAL OPENING OF MASTER BUTCHERS LIMITED (S.A.)

BUTCHERING HAS BECOME AN IMPORTANT PART OF THE HOUSEHOLD WORLD, AND TODAY PEOPLE HAVE COME TO ACCEPT MEAT AS AN ESSENTIAL PART OF THEIR DIET.

THEY THOROUGHLY ENJOY SITTING DOWN IN FRONT OF A SUCCULENT STEAK, OR A JUICY ROUND OF ROAST BEEF, AND DEPEND LARGELY ON THEIR BUTCHER TO SUPPLY THEM WITH GOOD QUALITY MEAT.

IN FACT THE LOCAL BUTCHER, AS FAR AS THE HOUSEWIFE IS CONCERNED ANYWAY, HAS BECOME PROBABLY ONE OF THE LEADING PERSONALITIES AT SUBURBAN SHOPPING CENTRES.

THE GOVERNMENT REALISES THE IMPORTANCE OF LOCAL BUTCHERS AS FOOD SUPPLIERS, AND IN ITS POLICY SPEECH, PROMISED TO SEE THAT THEIR LIVELIHOOD WAS NOT THREATENED BY SUPPLIERS OUTSIDE THE METROPOLITAN AREA WHO AT THE MOMENT ARE ABLE TO OPERATE LONGER HOURS.

THE GOVERNMENT'S INTENTION IS TO INTRODUCE STATE-WIDE FIVE AND A HALF DAY A WEEK BUTCHERING, WITH NO FRIDAY NIGHT TRADING.

HOURS
TRADING WILL BECOME THE SAME AS THOSE OPERATING IN THE METROPOLITAN AREA AT THE MOMENT, AND WILL MEAN THAT BUTCHERS MUST CLOSE AT 12.30 P.M. ON SATURDAY AFTERNOONS.

BUT OF COURSE, IN PROTECTING THE LOCAL BUTCHER, WE EXPECT HIM TO MAINTAIN THE GOOD STANDARDS HE HAS ALREADY SET.

TO DO THIS HE MUST HAVE GOOD FACILITIES AND EQUIPMENT TO SUPPLY HOUSEWIVES WITH THE CUTS THEY REQUIRE, AND IT IS HERE THAT COMPANIES LIKE MASTER BUTCHERS LIMITED ARE VITAL.

MASTER BUTCHERS LIMITED IS A GOOD EXAMPLE OF HOW SOUTH AUSTRALIAN INDUSTRY MUST DIVERSIFY.

ITS SUBSIDIARY, VIC GREEN ENGINEERS, IS AN
IMPORTANT SUPPLIER OF EQUIPMENT FOR THE MEAT INDUSTRY.

IT MAKES, TO ITS OWN DESIGNS, FILLERS, MINCERS,
HAND PORTIONERS AND STEAKETTE MACHINES, AND MARKETS THESE
PRODUCTS THROUGHOUT AUSTRALIA.

IN OTHER FIELDS IT HAS LOOKED TO THE EXPORT MARKET,
AND NOW PROVIDES TALLOW AND MEAT MEAL IN LARGE QUANTITIES
TO THE PACIFIC ISLANDS, INDIA, JAPAN, AND SWEDEN AS WELL
AS LOOKING AFTER THE LOCAL AND AUSTRALIAN REQUIREMENTS.

MASTER BUTCHERS LIMITED IS ALSO A CO-OPERATIVE FOR
LOCAL BUTCHERS AND HAS A MEMBERSHIP OF MORE THAN 900
REPRESENTING 97 P.C. OF THE TRADE, AND WAS ACTIVELY INVOLVED
IN ESTABLISHING A SOUTH AUSTRALIAN MEAT TRADE SCHOOL FOR
APPRENTICES.

AND SO IT CAN CLEARLY BE SEEN THAT THE COMPANY HAS
PLAYED AN IMPORTANT PART IN THE MEAT INDUSTRY IN THIS STATE.

THESE NEW PREMISES, APART FROM BEING ARCHITECTURALLY
ATTRACTIVE, PROVIDE EXCELLENT SHOWROOM AREA AND WILL NO
DOUBT ASSIST IN THE PROMOTION OF SOUTH AUSTRALIAN BUTCHERING,
AND IT NOW GIVES ME GREAT PLEASURE TO DECLARE THEM OFFICIALLY
OPEN.

3/8/70.

3/8/70

23

EMBARGOED UNTIL 5.30pm.

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