

BUSINESS

COLES

NEW WORLD

(DICKENS)

OPENING OF NEW SUPER MARKET

PRINCES H'WAY - D'NONG

CLOSE TO D'NONG PRODUCE MARKET

Nov

1963

Amazing scenes at "New World" opening

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So immense was the crowd that a staff of 275 were kept busy throughout the day when Dickins' £400,000 "New World" Supermarket at Dandenong opened with a gala bargain day on Tuesday. Police had to regulate the flow of customers.

● More than 10,000 customers patronised the supermarket during the day to purchase such "specials" as sugar at 2/11 for 4lb., T-bone steaks at 3/11 a lb., and hind quarters at 19/11.

● Sugar was one of the most popular items sold (40 tons) and 1800 sponges at 2/- also proved popular with buyers.

● More than 220 complete lambs and 15 bullocks were also sold.

● Manager of the new enterprise, Mr. Graham Burdett, said on Wednes-

day that the response on the part of the public had been most pleasing.

He said he was only sorry that more comfortable service could not have been given.

Dandenong Police had done an excellent job in controlling the crowd, he said.

● And the magnetic "pulling power" of the Dickins' opening brought so many people into Dandenong that all shopkeepers experienced one of their busiest days.