

COMMERCIAL

All the large Trading Banks operating in Australia, also the Commonwealth Bank of Australia, have Branches in Geelong. The State Savings Bank of Victoria in addition to its City Branch has a permanent establishment at Geelong West.

Life Assurance and Fire & Marine Assurance are well cared for by Branch offices of Australian and overseas Associations and Companies.

Trustee and Executor Companies are also well represented.

HOUSING

Geelong has taken active steps to provide accommodation for its increasing population. A scheme embracing the erection by the Housing Commission of Victoria of 400/500 houses in Geelong is now well under way. The areas are served by either good electric tram or motor bus services. The Victorian Housing Commission is very sympathetic and helpful towards the city's efforts to meet all its requirements.

Private enterprise has also been busy; a large number of private dwellings has recently been erected and many others are under construction.

INDUSTRIAL SITES

The question of a suitable site is an important one for those contemplating the setting up of industries in Australia. With a view to assisting enquirers into the potentialities of Geelong in this matter, the Geelong Chamber of Commerce and Manufactures has recently completed a survey of sites suitable for industrial purposes. The survey has disclosed that the city has ample room in its immediate environs for the fullest expansions. Broad acres are available, including sites on the waterfront, river front, and adjacent to main roads and railways, at reasonable prices.

The Geelong Chamber of Commerce and Manufactures will be glad to supply further information on request.

In the following aerial photograph of Geelong the whole area shown, with the exception of the extreme North West corner, is within the sewerage and drainage area of the Geelong Waterworks and Sewerage Trust.

The photograph gives an indication of the neat, well-planned layout of the City. Wide streets, good shopping centres, up-to-date housing, all play their part in this modern appearance.

It is no idle boast to say that either for industrial or residential purposes Geelong is everything that a modern and up-to-date City should be.



KEY TO LOCATION OF MAIN INDUSTRIES

First Number Read Down

124-60	Wool Scourers	C. H. Smith & Sons Fellmongery Pty. Ltd.
25-13	Wool Scourers	W. & I. Smith
24-12	Wool Scourers	Phoenix Wool Company Pty. Ltd.
28-17	Wool Scourers	Nabwood Scouring Works
13-64	Wool Scourers	N. Callan
105-31	Wool Scourers	Sims Cooper Pty. Ltd.
57-45	Wool Brokers	Dalgely & Company Limited
55-46	Wool Brokers	Dennys Lascelles Limited
58-42	Wool Brokers	Elder Smith & Company Limited
54-46	Wool Brokers	E. R. Sparrow & Company
54-48	Wool Brokers	Strachan & Company Limited
Approximate location of Industries not shown—		
60-West	Cement Manufacturers	Australian Cement Limited
North-52	Whisky Distillers	Distillers Corporation Pty. Ltd.
47-East	Salt Works	Cheetham Salt Pty. Ltd.
124-60	Wire Manufacturers	Rylands Bros. (Aust.) Pty. Ltd.
Site of projected factory—		

AND PLACES OF GENERAL INTEREST

Second Number Read Across

50-42	Post Office
52-42	City Hall and Civic Centre
55-38	Railway Station
55-63	Eastern Beach Swimming Pool
47-54	Kitchener Memorial Hospital
18-43	Aerodrome
35-40	Kardinia Park
50-77	Eastern Park—Corio Oval
14-72	Racecourse
87-12	Bell Park Golf Links
54-78	East Geelong Golf Links
55-50	Geelong Tennis Club
68-29	Railway Engine Sheds

54-44	Wool Exchange
55-48	Customs House
53-39	Gordon Institute of Technology
46-65	Geelong High School
42-10	The Geelong College
47-26	The Hermitage—C. of E. Girls' Grammar School
46-18	Sacred Heart College
44-8	St. Josephs College
Approximate Location of Public Schools not shown—	
99-West	"Morongo" Presbyterian Girls' College
North-58	Geelong Grammar School