

Sunshine Advocate (Vic. : 1924 - 1954), Saturday 1 March 1924, page 2

## NEW INDUSTRY FOR SUNSHINE

### British Firm Purchases Site

That a big British manufacturing firm has selected a site at Sunshine for its overseas manufacture, and that it is about to proceed with the erection of a commodious factory will be gratifying news to all metropolitan readers. The Birmingham firm of Messrs. Guest, Keen and Nettlefolds Pty. Ltd., which has a world-wide and historic reputation, has just completed negotiations for the purchase of 60 acres of land at Sunshine, and plans have been prepared for their works.

Mr. T. S. Peacock, the managing director, accompanied by Mr. C. H. Keen, came over from the Old Country recently for the special purpose of securing a suitable site for his company's operations. Among many that were offered the choice fell on a block, which is part of Mr. H. V. McKay's Sunshine estate, having a frontage to the Ballarat-road, and adjoining the Albion railway station. The distance from the G.P.O., Melbourne, is exactly eight miles, and the present terminus of the Footscray electric tramway is less than four miles distant. Mr. Peacock, who has made an extensive tour of the Commonwealth and New Zealand, is a keen business man, and he intimates that in completing arrangements for the erection of the new works no time will be lost. A portion of the newly-purchased area will be kept for the erection of cottages for their employees, of whom it is expected there will be a large number of both sexes. This policy for making provision for housing the employees in the vicinity of the factory has been successfully carried out by Mr. H. V. McKay to the manifest and permanent advantage of the local business people.

The establishment of the "Nettlefolds" works at Sunshine means a great deal, not only to the town and municipality, but to the whole State and the Commonwealth at large. Locally it must hasten the extension of

ally it must hasten the extension of the tramway and sewerage systems, also the railway service will have to be improved and supplemented.

As is generally known "Nettlefolds" has a world-wide fame for its manufacture of wood screws, but the combine are also large manufacturers of iron and steel rails, plates, bolts and nuts, rivets and permanent way material of every description.

Mr. J. K. Merritt, M.L.C., has represented the company for many years, and has rendered most valuable assistance in all the negotiations.

With the establishment of this great industry, the dream of Sunshine, "that it is destined to become the Birmingham of Australia," is brought within measurable distance of realisation. The Sunshine Harvester Works is easily the largest concern of its kind south of the equator, and among many smaller industries the massive flour mills of John Darling and Sons, The Australian Reinforced Concrete Engineering Co. and the Sunshine Porcelain Co., all recently established and grouped about Sunshine, are the largest of their kind in the Commonwealth. They provide employment for a large army of artisans, and add materially to the national wealth and progress.