

EAST LONDON IS NOT ONLY

***South Africa's Premier Holiday Resort***

But . . . . .

***It is an Important Industrial and  
Export Centre***



A PROUD REPUTATION

Built on the RICH Background of its History



EAST LONDON PUBLICITY ASSOCIATION

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THIS YEAR—

**ALLIED BUILDING SOCIETY**

also made history in East London  
with its imposing

***New Building***

ON OLD WATERLOO SQUARE (CITY HALL)  
OXFORD STREET



***Loans — and — Investments***