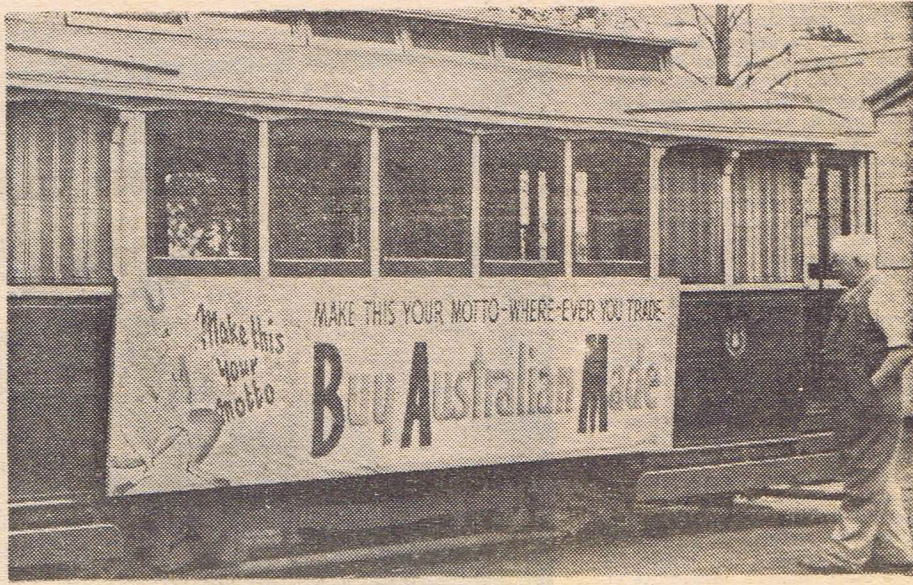


Mobile Advertising Medium



"Made in Australia" Week will certainly be kept before the Ballarat public's eyes during this week. One medium will be this large poster sign, which tramway employees yesterday fixed to the side of a tram. Hence, as the tram operates over the various routes in the city, the sign will be a moving publicity agent, and reminder to all to "Buy Australian Made."

Decorated Trams

Cr Nicholson approached Mr H. Linaker, manager of the Ballarat branch of the SEC, regarding the possibility of a decorated tram.

Mr Linaker indicated that all trams would be decorated with pennant flags. He also stated that every effort would be made to provide a tram decorated with the Australian Coat of Arms and other emblems in order to make a specially attractive feature.

The decorated tram previously displayed in Ballarat is now in Bendigo and, unfortunately, will not be available from that city. However, every effort will be made to make this feature most attractive.