

FIRST ON
THE DIAL

FIRST IN
QUALITY

The logo consists of three large, stylized characters: a red '3', a blue 'X', and a blue 'Y'. Each character is rendered with a 3D effect, appearing as if they are blocks with depth. The '3' is a solid red outline. The 'X' and 'Y' are filled with a blue and white striped pattern, giving them a textured, three-dimensional appearance. They are set against a bright yellow background.

Efftee's Quality Station

BROADCASTING
WAVE LENGTH

211
METRES

From

PRINCESS THEATRE BUILDINGS
MELBOURNE

POST CARD

3 XY MELBOURNE

EFFTEE BROADCASTERS PTY. LTD.
PRINCESS THEATRE BUILDINGS, MELBOURNE
Phones: Cent. 6636, 6637, 6638, 6639



Dear Sir or Madam,

We have pleasure in acknowledging receipt of your appreciated letter in connection with our programmes, for which we thank you.

Yours faithfully,

3XY Melbourne

Mr. DAVID F. THOMAS,...

PROCTORVILLE.....

OHIO. U.S.

The Herald Broadcasting Station

3DB BROADCASTING COMPANY PTY. LTD.

Wave Length: 255 METRES

36 FLINDERS STREET . MELBOURNE

TELEPHONE F 2118

Telegrams:
"THREEDB"



Cables: "THREEDB"
Code: BENTLEYS

March 30, 1935.

Mr. David F. Thomas,
Twenty-Sixth St. Ferry Co.,
Proctorville,
OHIO. U.S.A.

Dear Sir:

We have to acknowledge receipt of your letter of February 24 and are very pleased to inform you that your logging of our station is correct.

The session you heard was "Sandy McNab's" and, as you say, the final announcement of this session was faded out.

Trusting to hear from you again,

Very truly yours,
HERALD BROADCASTING STATION, 3DB.

Per

J. H. Larish.