

Design

PHILIP ZEC
and HOWARD BARNES

ADVERTISEMENTS OF THE MULLARD CO., LONDON

The wireless industry is one of the few that have maintained their advertising on a large scale all through the worst periods of crisis in almost all the countries of the world. Here we reproduce

a series of advertisements issued by the Mullard Company of London, executed by the young London designer Philip Zec. Howard Barnes collaborated on the lay-outs. Zec, who is only twenty-three, has a most unusual mastery of the technique of spraying. The aerograph is his universal drawing instrument, he even outlines contours with it. The five advertising series from which our examples are drawn are adapted to the varying types of newspapers, both in text and lay-out. The "Knowing-how" series ran in the London weekly programme magazine, the "Radio Times", the "Reason why" advertisements with the large valves in semi-technical magazines and the "Left" series in the "Evening Standard", a leading evening paper. The photographic series illustrating the statement: "4 out of 6 use Mullard valves" is adapted to the editorial pages of illustrated newspapers. Mere ordinary press photographs, uninteresting in themselves, are the basis of these advertising serials. Transformed into telling advertising by a couple of white crosses and a few words of text, they formed five-column ads, usually on pages which also displayed real editorial press photographs. The carrying-out of Mullard propaganda campaigns lies in the hands of the Arks Publicity Ltd.

Trans. by E. T. Scheffauer.



The Mullard Wireless Service Co., Ltd., Mullard House, Charing Cross Road, London, W.C.2