

Entwurf
 Design
 PHILIP ZEC
 and
 HOWARD BARNES

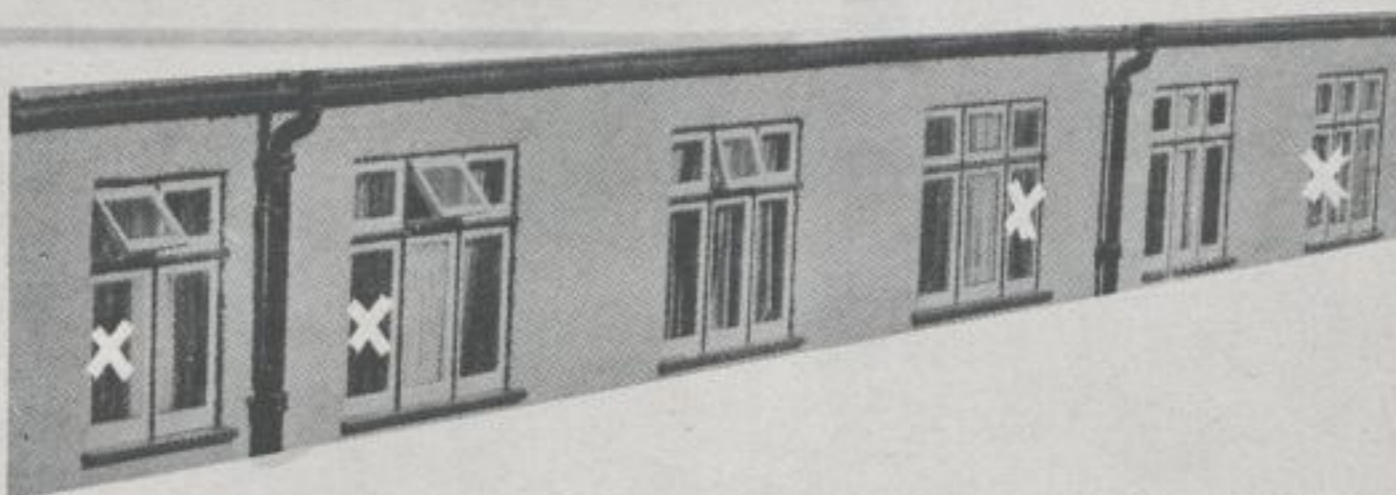


As master plan, sited out a hundred miles from London. Aerial - all or none, or neither - all standing (or leaning) for Entertainment. If not, more, allured Master Values. And three million aerials can't be wrong.



Four out of six of these homes are Mallard values. 3 million aerials in this country lead down to Mallard Master Values. And 3 million aerials can't be wrong.

Inseratenserie für illustrierte Tageszeitungen
 Advertising Series for Illustrated Daily Papers



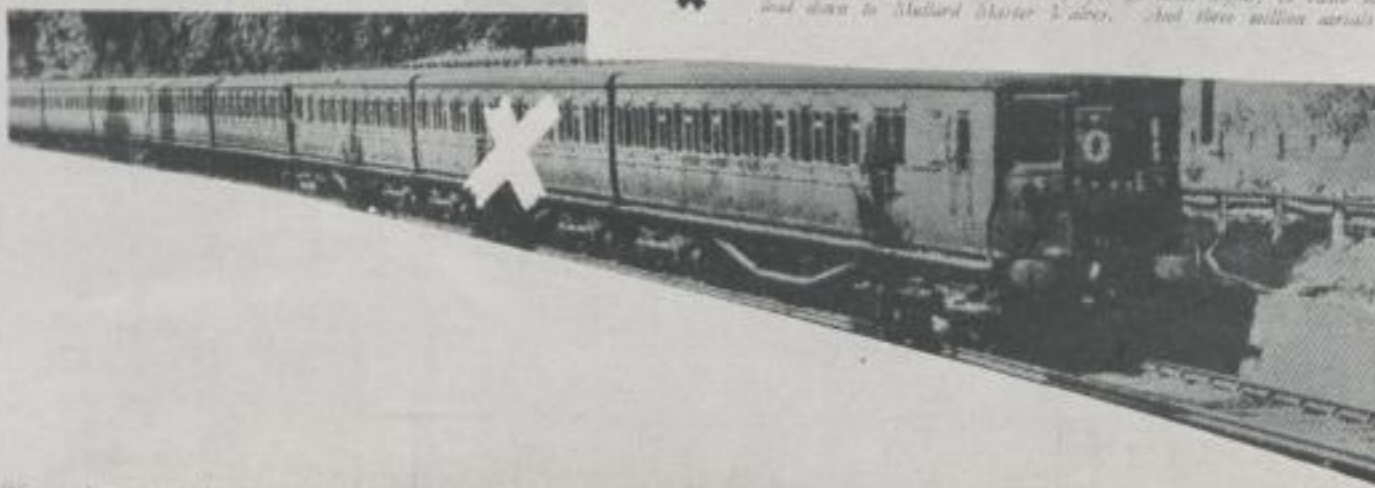
Four out of six of these homes are Mallard values. 3 million aerials in this country lead down to Mallard Master Values. And 3 million aerials can't be wrong.



Four out of six of these homes are Mallard values. 3 million



Four out of every six of these people go home rightly to radio with perfect with Mallard Values. Three million aerials in this country lead down to Mallard Master Values. And three million aerials can't be wrong.



Four out of the six people in this each land in the west - and the next after that go home rightly to perfect radio brought home to them by