

Ekco advertising revealed

Tuesday, 22 January 2008

The removal of the modern advertising hoarding on Cobden Bridge, by the Old Boathouse, has revealed this intriguing ad for Ekco wirelasses.

Ann MacGillivray, who took these shots, says she likes the way the graphic illustrates the sound as the letters gradually increase in size - apparently quite revolutionary for the time.

This photo shows the Ekco radio graphic along with the deconstructed roof of the boathouse, the algae on the roof of dell wharf, the Bitterne Park Hotel, the roof of the congregational church and the new development at the top of Bullar road.

What will this skyline look like in a few years time?

Ann's other picture shows the contrast between today's hoardings at the St Denys end of the bridge, and the Ekco ad, which must have taken a huge amount of time to paint on to the building.

But how long will it remain visible?

Links

There are some fascinating pages from the following links about the rise and fall of Ekco radio, which was formed in September 1926, originally to market the Ekco battery eliminator.

<http://www.ekco-radar.co.uk/domestic/dom2.php>

<http://homepage.ntlworld.com/aerodyne/ekco.htm>

<http://www.thevalvepage.com/tvmanu/ekco/ekco.htm>

<http://www.ekco-radar.co.uk/>

