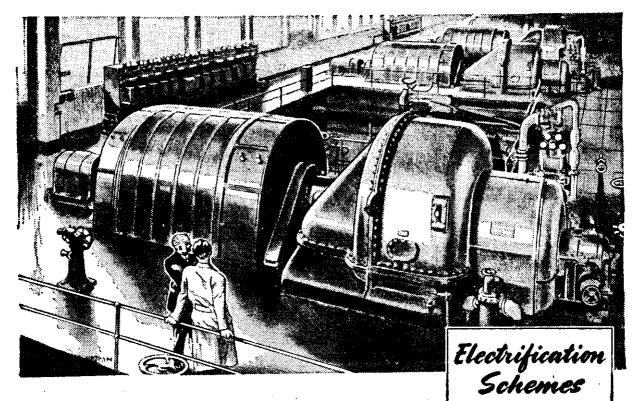
9.6.C. in war-as in peace-

IN THE FOREFRONT OF ELECTRICAL PROGRESS



G.E.C. turbo-electric generating plant, up to the largest units required for modern utility or industrial power stations, has long been specified by power engineers at home and overseas. The speed at which industrial electrification has been increased is a measure of the Nation's war production. Inevitably, this has resulted in the entire research and technical resources of the G.E.C. — the largest electrical manufacturing organization in the Empire

G.E.C. Electrification Schemes have been applied to all industries, including: Aircraft Factories; Chemical Works; Collieries; Food Factories; Gold Mines; Iron, Steel and Copper Works; Locomotive and Railway Carriage and Wagon Works; Motor Car Works; Ships and Shipyards; Textile Mills; Oil Fields and Refineries; etc., etc.

—together with the Company's vast production of electrical equipment being directed to the war effort.

When peace comes, however, the big technical advances made by the Company in all applications of electricity, including the important one of electronics, as a result of the urgent and ever-changing problems connected with the war, will be available to all concerned with reconstruction in any part of the world.

N.Z. Representative:

BRITISH GENERAL ELECTRIC CO. LTD.

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