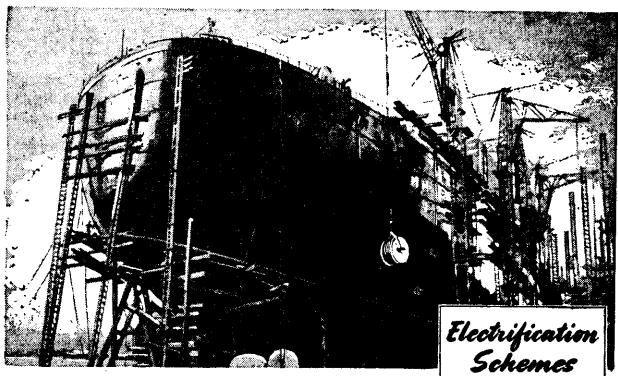
G.G.C.

IN WAR-AS IN PEACE-

IN THE FOREFRONT OF ELECTRICAL PROGRESS



Before the war, G.E.C. electrical equipment was installed on ships for every class of service. Many important vessels, including turbo-electric luxury liners, electrical self-discharging cargo vessels and diesel-electric tugs and ferries, were completely equipped by the G.E.C. — leaders in British electrical manufacture. During the war there has probably not been a British ship of war or cargo vessel built without some G.E.C. electrical equip-

G.E.C. Electrification Schemes have been applied to all industries, including: Aircraft Factories; Chemical Works; Collieries; Food Factorles; 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.

ment. The G.E.C. serves every essential industry in a similar way, and the magnitude of such a task has necessitated a complete reversal from peacetime production to war priorities. Changes in design and technique have been constant, and these will have far-reaching effects in the future. When peace returns, the Company's experience, embracing every application of electricity, including the important one of electronics, will be at the disposal of all concerned with reconstruction.

N.Z. Representative:

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