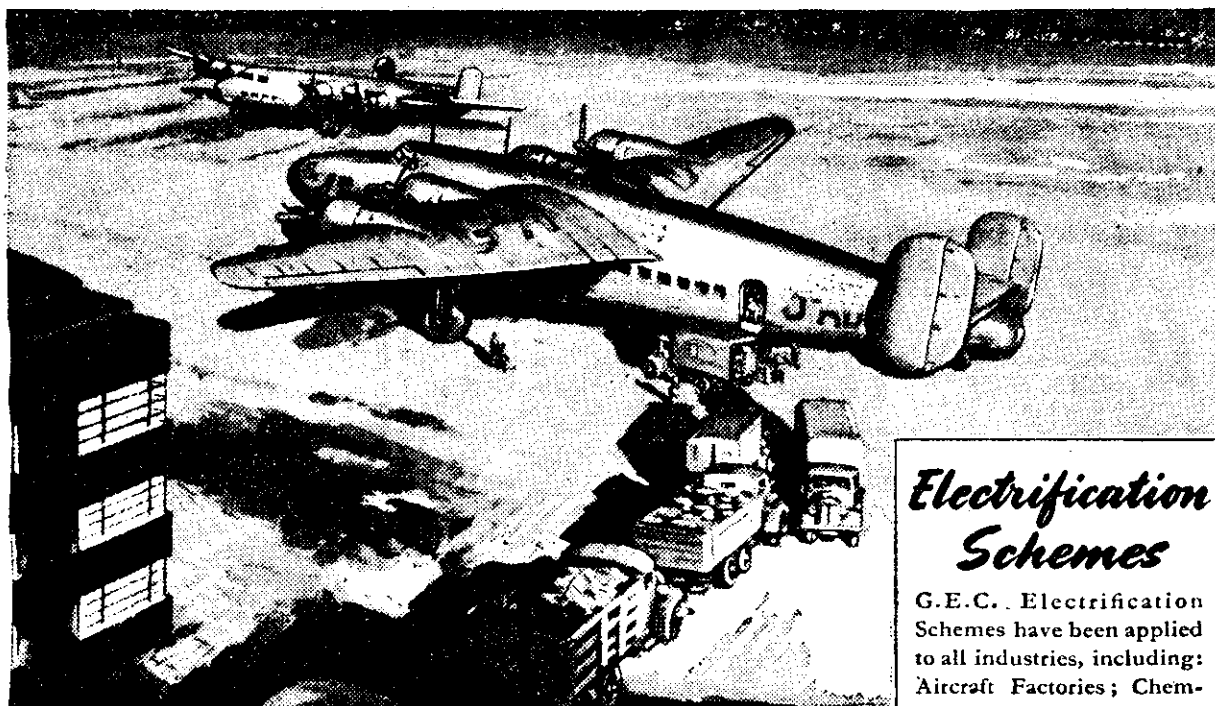


IN WAR—AS IN PEACE— at the service of the Empire



Electrification Schemes

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 Ship-yards; Textile Mills; Oil Fields and Refineries; etc., etc.

Civil air transport is everywhere destined to leap ahead as soon as the war ends. For the present, however, plans must be held up because so many of the firms who would make the equipment for the factory, or the aircraft, or the aerodrome are fully engaged on war production. This is the case with G.E.C., leaders in British electrical manufacture. Working in close collaboration with Government experts, the G.E.C. research and manufacturing organisations have made developments of the utmost scientific importance. When war priority ceases, however, the technical advances made by the Company in all applications of electricity, including the important one of electronics, will be available to all in every part of the world for the carrying out of complete electrification schemes of any magnitude.

G.E.C.—always in the forefront of electrical progress

N.Z. REPRESENTATIVE: **BRITISH GENERAL ELECTRIC CO. LTD.**
Wellington, Auckland, Christchurch, Dunedin.