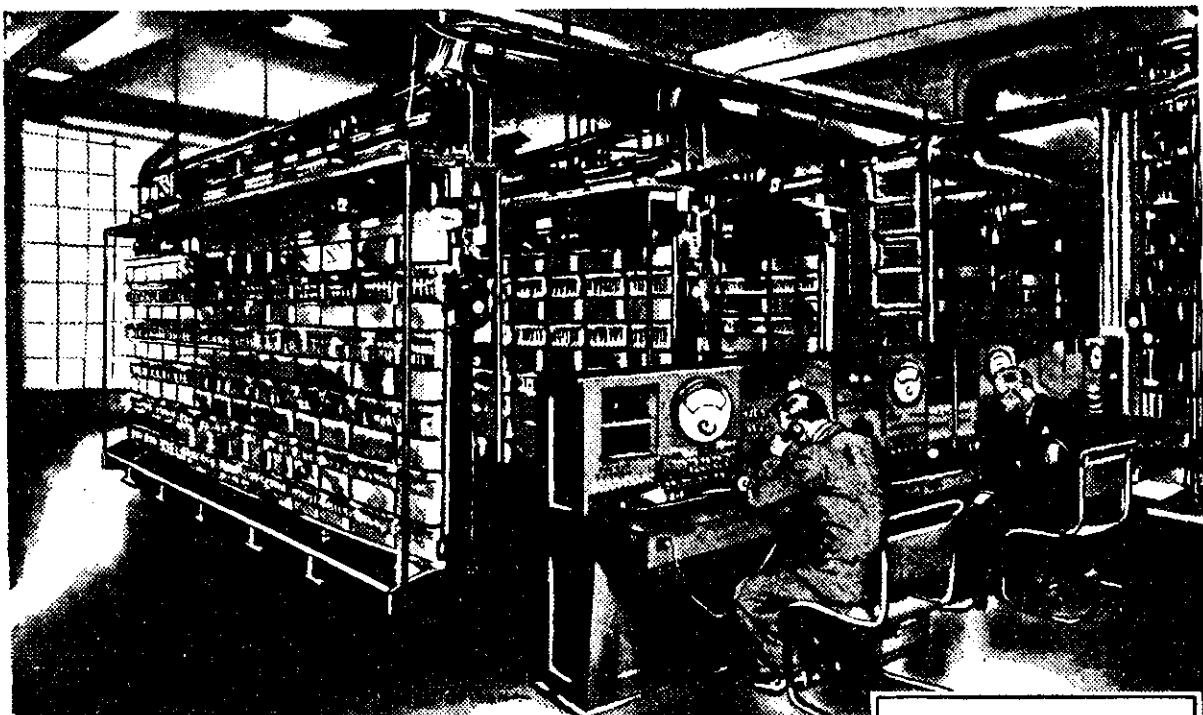


IN WAR—AS IN PEACE— at the service of the Empire



The G.E.C. has contributed largely to all important developments in automatic telephony, having installed complete equipment for large public automatic exchanges, rural, local, long-distance and international services in Great Britain and overseas.

Due to the war, progress in this connection has had to be curtailed, as the whole of the resources of the G.E.C.—the largest British electrical manufacturing organisation in the Empire—are being devoted to the war effort.

Important technical developments and a world-wide demand for electrical equipment are expected after the war. By then, the technical advances made by the G.E.C. 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.

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 Shipyards; Textile Mills; Oil Refineries, etc., etc.

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