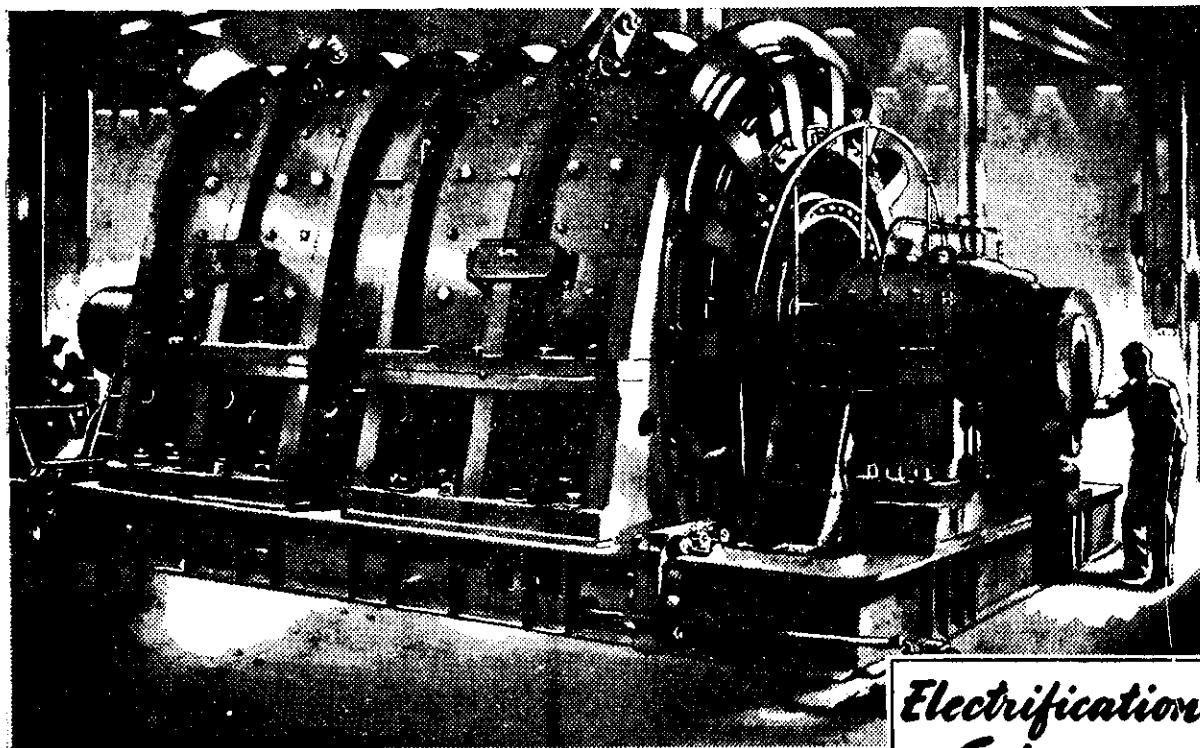


G.E.C. in war—as in peace— at the service of the Empire



The manufacture of equipment for complete industrial electrification schemes has always been an important activity of the G.E.C., the largest British electrical manufacturing organisation in the Empire. For example, motors of all sizes, including some of the largest in use for driving rolling mills and winding engines, are supplying electric power for industry in all parts of the world.

The experience accumulated in the days of peace prepared the Company for its immense task of helping to equip British industry, faced at the outbreak of war with manifold problems of rapid and phenomenal expansion, to provide, in ever-growing abundance, the munitions and supplies for the fighting services. This must still be the first concern of the G.E.C.

When peace returns, however, the big technical advances made by the Company in all applications of electricity, including the important one of electronics, will be available to all concerned with reconstruction in any part of the world.

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

N.Z. Representative: **BRITISH GENERAL ELECTRIC Co., Ltd.**
WELLINGTON AUCKLAND CHRISTCHURCH DUNEDIN

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.

HEADACHES

**NEURALGIA
RHEUMATISM
SCIATICA and other
Nerve and Muscular
pains**

QUICKLY RELIEVED

Don't let pain handicap your efficiency and health and make life miserable . . . Vincent's Tablets have helped thousands of people to gain relief from nerve and muscular pains. Vincent's—the pink tablets—are an absolutely reliable combination of Aspirin and Phenacetin. For quick relief—take Vincent's Tablets.

SOLD BY ALL
CHEMISTS
and STORES



**GENUINE
(PINK)
VINCENT'S
TABLETS**

Trade mark owned by
Vincent Chemical Co., Pty. Ltd.,
76-78 Liverpool St.,
SYDNEY, N.S.W.

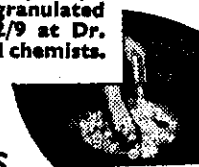
Saimond & Spraggon Ltd.,
Wellington. Registered User.

In bottles
of 24
and 48
Tablets.

24

LATHER AWAY FOOT TIREDNESS

When your feet are tired after a long, weary day, give them the soothing, refreshing benefits of Dr. Scholl's Foot soap. Granulated to produce a quick, rich lather, it cleanses thoroughly, stimulates healthy action of the skin, relieves soreness. Feet pay big dividends for good care, particularly these busy days. Use Dr. Scholl's granulated soap regularly. 2/9 at Dr. Scholl Dealers and chemists.



**Dr. Scholl's
GRANULATED FOOT SOAP**