One of the Promises Men Live By

At the top of the page is one of today’s anti-Swastika symbols. There are thousands of others. Each trademark of an American company producing for war is such a symbol.

What makes these symbols important is what has been put into them by the men and women producing this war equipment, and the way this equipment will be used—by American boys against the Axis. But the way the men in the armed services feel about these symbols is important too.

The letters quoted in part at the left tell how some of these men—General Electric men now in the Army, the Navy, the Marine Corps—feel about one of these symbols, the G-E Monogram, the trade-mark of General Electric.

We, 192,000 G-E men and women, are producing material today for almost every battlefront in the world. We are going to keep on producing this material to the limit of our productive capacity, to the highest of our quality standards, as long as it is needed by American boys anywhere on earth. This is no more than simple duty. But the Monogram we send along on every piece of equipment is something more. It is a message, and a promise, from us to the boy who is going to use that piece of equipment. We are glad that he understands this message. It is, God willing, a promise that he can live by.

General Electric Company, Schenectady, N.Y.

BACK THE ATTACK BY BUYING WAR BONDS