Why Dad! Do YOU Question the Future?

DAD may question. During his lifetime he's seen electric lights replace oillamps; the widespread installation of sanitary plumbing and central heating. He's seen the growth of the automobile and the radio; the development of the airplane, the motion picture, and the electric refrigerator. Dad, somewhat like the Patent Office official who, long before 1900, is said to have resigned because he thought all the worthwhile inventions had been made, sometimes find it difficult to share his son's enthusiasm for the future.

But Dad forgets that the forces which have made America the most prosperous nation in the world are working more effectively today than ever before. They are the forces of G-E research and engineering that have saved the public from ten to one hundred dollars for every dollar they have earned for General Electric.

GENERAL AMERICAN industry—creating more goods for more people at less cost—developing new products, constantly improving them, making them so inexpensivethat more millionsof people can buy them. That's the process by which the American standard of living has been made the highest in the world. And because American industry is applying it today with ever-increasing vigor, still greater progress is assured for the future.

In this progress, General Electric's scientists, engineers, and workmen play an important part. Their efforts today are directed to the task of creating still higher living standards for the people of this country.