It's a promise!

THAT little home sketched there in the sand is a symbol of faith and hope and courage. It's a promise, too. A promise of gloriously happy days to come... when Victory is won.

Victory Homes of tomorrow will make up in part at least for all the sacrifices of today... and that's our promise!

They will have better living built into... Electrical living with new comforts, new conveniences, new economies to make every day an adventure in happiness.

Plan for your Victory Home now... the one sure way is to buy War Bonds. Every Bond you buy is an investment in your future happiness and security. And, every dollar you put into Bonds helps bring our boys back home—and safe. Buy another Bond today.

General Electric Consumers Service is dedicated to the service of America's homes. Research is now devoted to wartime applications. As soon as the war is won, our research will be devoted to satisfying the postwar home.

General Electric Company is fully repaying its wartime obligations by double output, with wartime products, and by working on the peaceful uses of electricity.

Three to see: Practise牌子 and the News every Tuesday, Thursday, Saturday evenings over C.B.S. On Sunday night listen to the "Beat of Glory" over N.B.C. See newspapers for time, station.

GENERAL ELECTRIC

General Electric, convinced that its own postwar market would depend on the building and equipping of privately owned homes on a mass scale, ran advertisements in the popular press during World War II promoting the dream of home ownership for all. Saturday Evening Post, June 5, 1943. (Courtesy of General Electric)
If couples like Ted and Jeanne Hemeke purchased a new home and new consumer durables to put in it, a study sponsored by the Twentieth Century Fund predicted, they would not only improve their own lives but also make possible a higher standard of living for all Americans. *Life*, May 5, 1947. (Left, courtesy of Werner Wolff/Blackstar/TimePix; right, courtesy of Albert Fenn/TimePix; text courtesy of *Time*)
In what the book jacket described as “a forward-looking, optimistic plan for the nation,” former OPA chief Chester Bowles argued that a postwar prosperity built on high consumer spending promised a more egalitarian America by expanding the economic pie without requiring reallocation of any of its portions. (Reprinted with the permission of Simon & Schuster from Tomorrow Without Fear by Chester Bowles. Copyright © 1946 by Chester Bowles.)