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0830 D.B.S.T. (i.e. FOR EVENING LETTERS) ON
WEDNESDAY 19.4.44.

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14TH ARMY FORMATION SIGN

When it first became known that ideas were wanted for a sign for General Slim's 14th Army, several sketches were submitted, one of the most pleasing, being based on a popular car mascot - a "Slim" girl with both arms out-stretched and holding a sword aloft. The picture was so attractive that although it was felt that the "statuette" was hardly appropriate, it was decided there and then to adopt the sword.

The colours chose themselves as they had to be red and black which are the "Army colours", and it was decided to appeal to all ranks in 14th Army to co-operate by submitting designs in these colours incorporating the sword. A large proportion of the resulting designs showed the sword thrust well and truly into a "rising sun", but it was decided that the Japanese emblem had had quite enough advertisement already.

Then the news of the existence of the 14th Army was released to the world and it was thought that the Roman numerals could very suitably be incorporated.

The winning design was selected from submissions from 60 or 70 14th Army competitor artists.

It is a Roman sword, hilt uppermost, denoting "offence" The bars of the handle are spaced in "morse" intervals signifying the figure fourteen. The hand guard is in the form of the letter "S", the initial letter of the Army Commander's name.

The identity of the successful artist has not been divulged. This fact, added to a certain reluctance to discuss the prize winner, has given rise to the idea that the final design was evolved on a "high level".

SOUTH EAST ASIA COMMAND

PHOTOGRAPH OBTAINABLE FROM B.I.P.P.A