

命知は「A Better Life, A Better World」の原点

Awareness of *Meichi*, the Corporate Mission: The Foundation of “A Better Life, A Better World”

President's Declaration May 5, 1932

Our company, Matsushita Electric, started its operations in 1918. Since then, we have arrived at the stage of development we see today thanks to the close cooperation of all of our employees. Our achievements have been recognized by the industry and we are regarded as pioneers in this field. Great expectations for the future have also been placed upon us. We carry great responsibilities, indeed. And, therefore, I declare to all of my employees that this day of celebration will mark the company's Foundation Day as a herald of our first step into a future of innovations.

The main purpose of production is to manufacture items of good quality for daily use in abundant supply, thereby enriching and improving the quality of life for everyone, and it is to this goal that I am dedicated. Fulfilling this mission will be the ultimate purpose of Matsushita Electric.

From this point on, our full powers will be devoted to this, and making progress along this road will be our first priority. It is my fervent hope that all of you, my beloved employees, will understand and join with me in trying to realize this goal.

Konosuke Matsushita

所主 告 辭

我が松下電器製作所ハ大正七年ノ創業デアリマシテ
爾來全員克ク和親協力シテ今日ノ進展ヲ見 我が
業界ニ於テ其功績ヲ認メラレ一面斯界ノ先覺者多ク
ベキモト其將來ニ就テ非常ニ嚮望セラレルニ至リマシタ
私達ノ責任ヤ眞ニ重且大ナルモト言ナケバナリマセン
仍テ本日ノ吉日ヲトシ將來革進ヘノ一劃期トシテ
創業記念日ヲ制定シ茲ニ親愛ナル従業員諸君ニ
告セントスルモノデアリマス

凡ソ生産ノ目的ハ吾人日常生活ノ必需品ヲ充實
豊富タラシメ而シテ其生活内容ヲ改善擴充セ
シムルコトヲ以テ其主眼トスルモノデアリ 私
念願モ亦茲ニ存スルノデアリマス

我が松下電器製作所ハ斯カル使命ヲ達成ヲ以テ窮極
ノ目的トシ 今後一層コレニ對シテ渾身ノ力ヲ振ヒ 一路
邁進センコトヲ期スル次第デアリマス 親愛ナル
諸君ハ克ク此意ヲ諒トシテ其本分ヲ全ウセラレン
コトヲ切ニ希望致シマス

昭和七年 五月五日

所主 松下幸之助