

Particularly are we grateful to the people

of Tidewater Virginia, where the storm was most severe.

Every available emergency crew—men, trucks, and materials—was pressed into immediate service, and every available piece of emergency equipment was rushed to the storm-stricken area. In fact, additional crews were called on to supplement our forces that our service might be restored with the minimum of delay to our customers

It might be of some interest to know that from present estimates this storm will cost our Company approximately \$100,000.00.

The comparatively small number of complaints regarding interruptions in service was a very pleasant surprise to us, and we want you to know that we greatly appreciate your sympathetic understanding and courtesy.



ITH President Roosevelt's acceptance of the NRA Automobile Code, Chevrolet, the world's largest builder of motor cars, officially begins operations in accordance with the administration's recovery program.

Although the official code was signed only a few days ago, it will be of interest to Chevrolet's many friends to learn that the Chevrolet Motor Company started to carry out the spirit of today's recovery program over three years ago!

At that time, we put into operation a "share-the-work" plan, whereby our workmen cooperated in spreading the work to give more men jobs. By means of this plan, as well as by regulating hours of work per week to meet retail demand, and by building up parts stocks in lean seasons, it was possible to carry 33,000 men on our payroll through the depression. For eleven months of each year since 1929, we have kept our employment within 10 per cent of this average. We are justly proud of that record. We are also proud to say that Chevrolet workmen did not, at any time during the depression, become a burden on public welfare departments. On August 1st of this year, Chevrolet announced a blanket wage increase as well as the adoption of a 7¹/₂-hour, 5-day week and the employment of 12,000 additional men. This wage increase was the second in the last 4 months, Chevrolet having been among the first to put a blanket wage increase into effect.

We feel that the President's recovery program deserves the whole-hearted support of every citizen and manufacturer in America. It is a bold, swift, courageous plan to start the ball rolling toward economic recovery. Its sincerity is unquestioned. Its objectives are admirable. And the direct, forceful steps the President and his associates are taking to make it a success, should stir the pride and admiration of every American.

We are proud and glad to do our part. And we are deeply grateful to the American people for the patronage that has enabled us to anticipate the present recovery program and to play our part today. After all, the immense number of men employed by Chevrolet is a direct result of the continued preference America has shown for Chevrolet.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN, Division of General Motors

CHEVROLET