

MORE GOOD NEWS FROM THE PRODUCTION FRONT

Announcing THE FIRST BILLION OF WAR PRODUCTS IN '42

THANKS TO 341,000 GENERAL MOTORS MEN AND WOMEN
THANKS TO OUR THOUSANDS OF SUPPLIERS AND SUBCONTRACTORS

Who Are Doing the Job

Already this year General Motors has delivered guns, tanks, airplanes, airplane engines, Diesel engines, trucks, shells, and hundreds of other items for our armed forces to a total value of more than a billion dollars.*

It is in no spirit of boastfulness that we make this encouraging report, but with full realization that the job ahead will call for even greater effort on the part of all of us.

This ever-increasing contribution to the war effort is being made in the truly American way: through the application of management experience, engineering knowledge and mass-production "know-how." As a result, voluntary reductions have already been made in contract prices, saving the Government hundreds of millions of dollars.

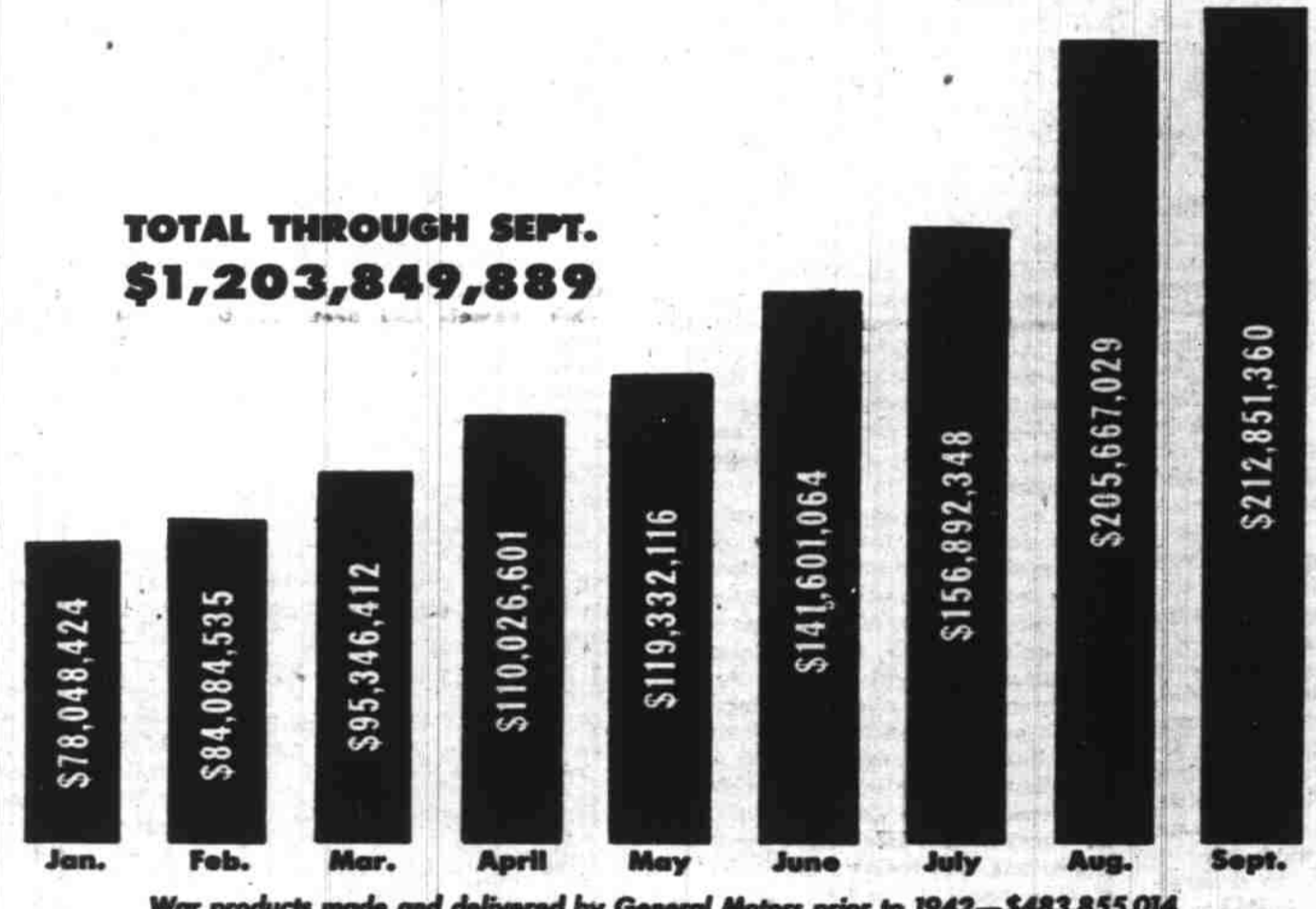
*We would like to tell you just how many of these items have already been produced, but such information would be of value to the enemy.



GM BUILDS

- Allison Aircraft Engines
- Army Trucks
- Airplanes
- Pratt & Whitney Engines
- Machine Tools
- Bearings
- Generators and Regulators
- Diesel Engines for Tanks, Trucks and Ships
- Tank Gun Mounts
- Anti-Aircraft Gun Mounts
- Airplane Propellers
- Cartridge Cases
- Airplane Fuel Pumps
- Electric Motors
- Tanks
- Airplane Wings and Parts
- Anti-Aircraft Guns
- Fire-Control Equipment

THE RISING TIDE OF GENERAL MOTORS WAR PRODUCTION IN 1942



GM BUILDS

- Airplane Instruments
- Aircraft Cannon
- Automatic Pilots
- Batteries
- Shells and Shot
- Tank Cannon
- Ambulances
- Blackout Lamps
- Fuses for Shells and Bombs
- Marine Electrical Equipment
- Oil Coolers and Radiators
- Carbines
- Aviation Spark Plugs
- Machine Guns
- Radio Receivers
- Airplane Landing Gears
- Armored Cars
- Naval Gun Housings
- Parachute Flares
- Gun Motor Carriages

EMPLOYMENT AT ALL-TIME PEAK
More men and women are working for General Motors in the United States and Canada than ever before—341,469 in all—and our payrolls are increasing at the rate of over 4,000 a week. For the week ending October 11th, average hours worked were 46.5, compared to 40.5 last year.

SUPPLIERS AND SUBCONTRACTORS DOING HALF THE JOB
Since half the job is being done outside our plants by our suppliers and subcontractors, they are employing an additional 300,000 or more as their part of this war effort. Their effort and employment must continue to increase with ours.

VALUABLE TIME AND MATERIALS SAVED
Hundreds of improvements effected by General Motors pro-

duction men and engineers are saving millions of productive hours and thousands of tons of critical materials. Through the General Motors Suggestion Plan the factory workers are also doing their part and have made more than 4,000 constructive suggestions, for which they have received awards in War Savings Bonds.

ALL PLANTS AT WORK ON WAR PRODUCTION
The 104 General Motors plants and operating units in 46 cities and 13 states are all on war production. So are the five General Motors plants in Canada. Every General Motors employee in our laboratories, factories and offices is working for victory. From this production army comes an ever-growing volume of weapons, munitions and equipment for our Army, our Navy and our valiant Allies.

GENERAL MOTORS

"Victory Is Our Business!"

THE AMERICAN WAY WILL WIN