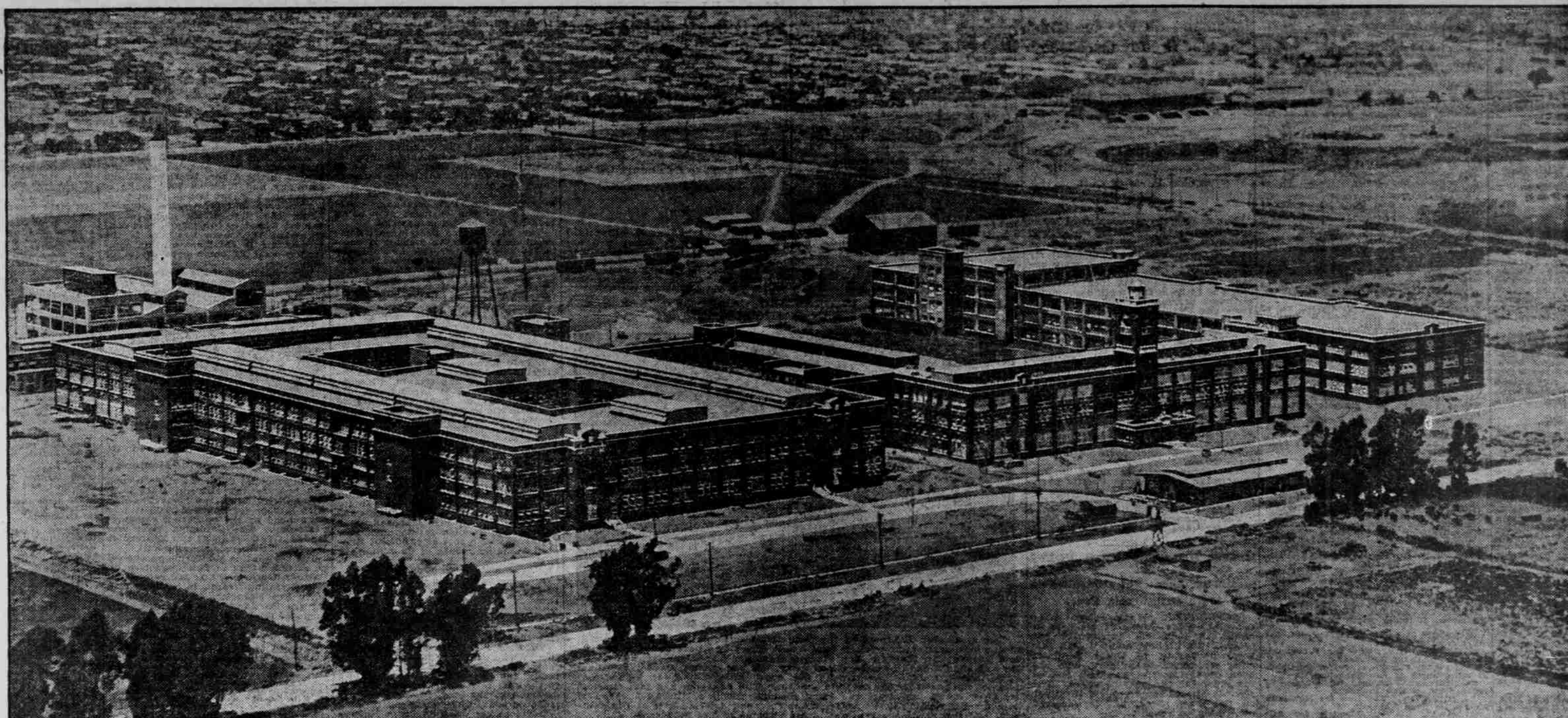




This is an actual photograph, taken from an airplane, of the new \$20,000,000 Los Angeles factories of the Goodyear Tire & Rubber Company of California, completed and put in operation in less than a year.

Milepost in the Westward March of Industry

HERE, at the end of the trail, young industry has reared a new monument to the bold, enduring spirit with which the Argonauts erased the last frontier.

Though its workaday purpose is far from the one they knew, the ambition that visioned it shares their heritage of daring, and in the very manner of its building, something of their heroic mould and character is caught.

Captive in the bricks and mortar of its walls and towers you will find the imperial legacy they left their sons—courage, whole-souled good will, and eagerness to work.

To this undaunted spirit, more than to any outlay of gold and time involved, this project pays its tribute in the record of its completion.

IT is less than a year today since Goodyear decided to build in Los Angeles a factory which should be second only to the parent plant at Akron in that span of Goodyear factories, mills and plantations which now girdles the globe.

The first ground was broken just eleven months ago, adjoining the site of old Ascot Park, scene of triumph for many a speedway champion and challenger.

The intervening nights and days have seen, in planning, financing and building, an exhibition of Western enterprise paralleled only by those other feats of energy which the West has given all the world for marvel.

What was visible a twelvemonth ago only to the imagination, today is a reality of tire manufactory, cotton mill, and workers' community, actually producing Goodyear Tires for the motorists of the West.

THE twenty millions of dollars invested in this achievement can not begin to measure the value we set on this plant as an expression of Western will, loyalty, friendship and promise.

As yourselves, we see it as a milepost in the onward march of the industrial West, one of the strong, young pioneers of a Western industry destined to great extent, great wealth, and, that which holds the most of Goodyear interest, great service. This factory is dedicated to the progress that men make in serving the needs of one another.

To quicken communication, and thus to enrich life and deepen understanding; to set an example of industry and usefulness; to advance sound principles of honest dealing—these are the purpose, the method and the product by which it shall protect our good name.

Goodyear Tire & Rubber Company of California

Portland Branch—104 North 14th Street

GOODYEAR