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Posted Monday, Feb. 18, 1929

In Los-Angeles last week gathered Henry Morgenthau, onetime (1913-16) U S Ambassador to Turkey; Adolph S. Ochs, publisher of the New York Times and President John N. Willys, of Willys Overland Co., Toledo, Ohio. At Maywood, near Los Angeles, with the help of the Messrs. Morgenthau and Ochs, President Willys dedicated his company's new \$1,500,000 assembly plant. On the day before the ceremonies, the plant had turned out 60 small, agile Whippets. It will soon go into Willys-Knight production, plant was designed for quick deliveries west of the Rockies and for the Asiatic trade Said Mr. Willys: "Last year we shipped 40,000 cars out of this country, and this year will send out 80,000."

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The new Willys-Knight plant in Los Angeles is significant of the Oriental demand for U. S. automobiles; significant, also, as a reminder that Los Angeles, world cinema capital, boasts many an industry not connected with the pictures. Goodyear, Goodrich and Firestone plants have made Los Angeles a tire centre second only to Akron, Ohio. About 125 big companies have built factories in Los Angeles within the past five years, including:

- National Biscuit Co.
- Cheek-Neal Coffee Co.
- Truscon Steel Co.
- Brunswick-Balke-Collender Co. (billiards, radios, phonographs).
- Karpen & Bros, (furniture).
- Kroehler Mfg. Co.
- Continental Can Co., Inc.
- Crane Co. (plumbing fixtures, machin-ery).
- Acme White Lead & Color Works.
- Morris & Co. (packers).
- McClintic Marshall Co. (steel).
- Pittsburgh Plate Glass Co.
- Swift & Co. (packers).

From the Feb. 18, 1929 issue of TIME magazine

  
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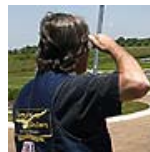
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