

### WILLYS LIGHTS TO HAVE SALES ORGANIZATION

One of the Companies Controlled by John N. Willys to Build Farm Light Plants.

A modern electric lighting and power plant for farms, rural schools and churches, suburban homes, yachts, etc., is to be manufactured by one of the John N. Willys companies, the Electric Auto-Lite corporation of Toledo, O.

The new system will be known as Willys Light. It will be marketed by the Willys Light division of the Electric Auto-Lite corporation through distributors and dealers. The formation of the sales organization is now under way. It will extend throughout the United States and eventually throughout the world. Distribution in Washington, Oregon and Idaho is in the hands of the Sander-Prentice corporation, with temporary offices in the Colman building.

The new system is said to be the most complete that has yet been placed on the market. It is operated by a Willys-Knight sleeve-valve motor, a motor known for its simplicity of operation and its quietness. The engine has been developed to such an extent that it requires practically no attention and is so simple that a child can operate it, according to those who have observed it.

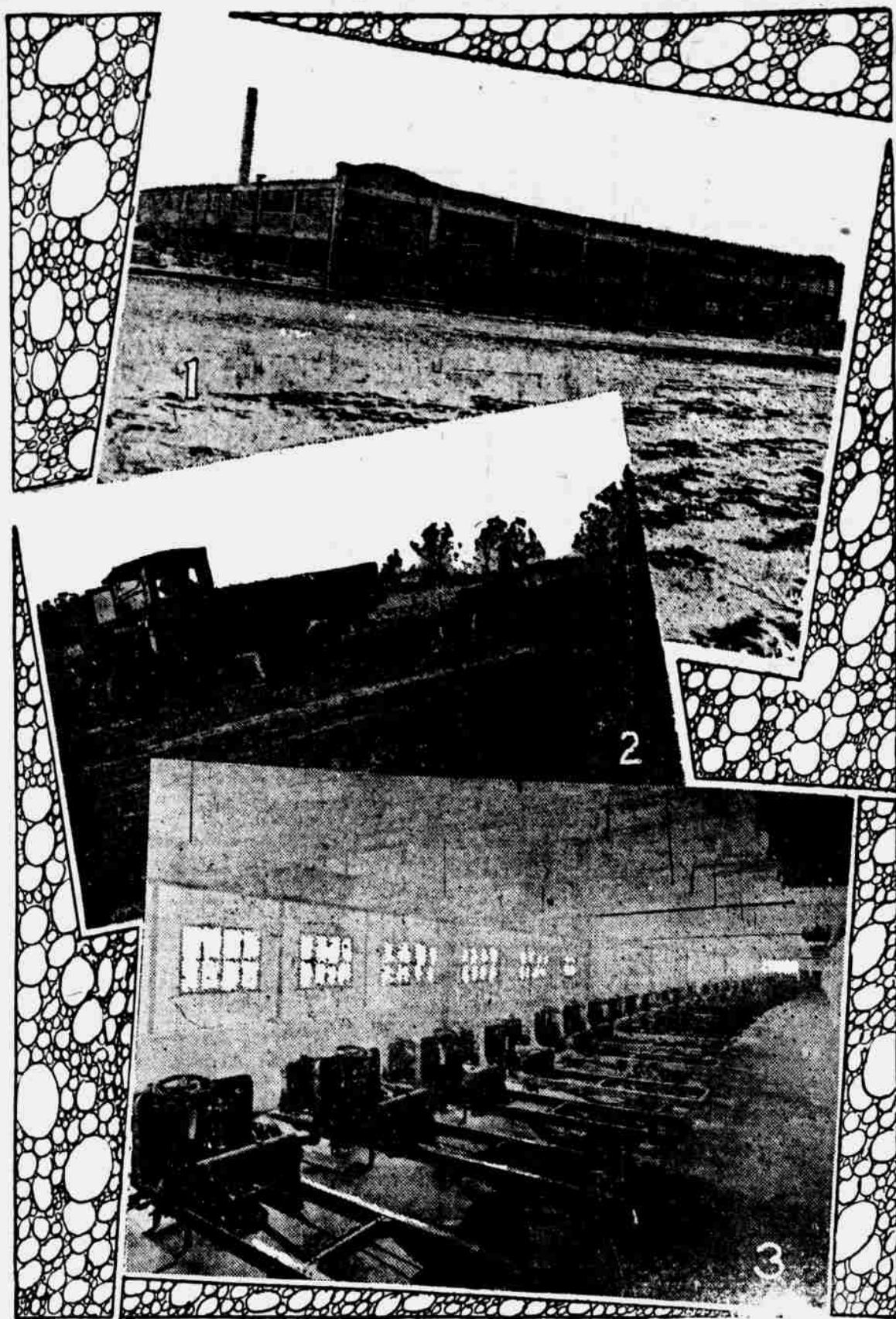
The complete plant consists of a Willys-Knight engine, directly connected generator, a simple control box and a storage battery. The Knight engine burns kerosene at approximately one-half the cost of gasoline. It is air-cooled, self-cranking, self-running and self-stopping. The control is semi-automatic.

The new lighting system is adapted to an increasing number of uses. In addition to its general utility on the farm, it is available for cotton gins, lumber and construction camps, oil and gas pumping stations, mines, stores, garages, dairies, telephone exchanges in smaller towns, warehouses and stations. It also may be utilized for hospitals, fishing and hunting clubs, country homes, street, store and home lighting in small towns, theaters, military camps and in summer resorts and cottages.

#### Tate-Morton Begin to See Delivery of Holmes Cars

Tate-Morton company, distributors of Holmes air-cooled motor cars, are now beginning to see shipments of sufficient volume to be able to make definite arrangements as to delivery. The demand for this car has been so great that production has fallen way short. The factory is now reaching a point where their production plans are being carried out in line with their schedule and deliveries in the future will be based on a definite assurance of a certain number of cars for this territory each month.

### Patriot Trucks, Manufactured at Havelock Now Reach Every Part of the Entire Globe



1—Exterior view of one end of the Hebb factory  
2—Patriot truck doing road work near Omaha.  
3—View in assembly room.

Half-Million Dollar Plant is Turning Out More Than 10,000 Truck Each Year.

Patriot motor trucks, built of the best materials and of the most durable design in order to withstand the hardest kind of work, have created a world-wide trade which the big

factory of the Hebb Motors company at Havelock is unable to supply at the rate demanded.

Huge orders are being received from South America, Canada and the Orient, in addition to the enormous demand within the United States.

A world-wide sales system has been built up within less than a year. The Hebb Motors company has 18 district managers throughout the United States, who keep in

touch with all the truck dealers in their territories. The company then has direct representatives in South America at Buenos Aires, Argentina, and at Victoria, British Columbia in Canada. A special agent at San Francisco handles all the trade to the Orient and Mexico.

All these agencies are doing a big business, just recently the San Francisco manager having placed an order for between 800 to 1,000 trucks to be delivered before next June in the Orient—China, Japan and Siberia. Friday of this last week the company received an enormous order for shipments to South America.

At New York the Hebb Motors company has connections with an exporting company for trade in Europe. A number of trucks have been shipped to France and England.

#### In Texas Field.

Just recently the first Patriot truck was sold to an oil company at Ranger, Texas, and since then six or seven car loads have been sent for use in the oil fields of Texas and Oklahoma.

The Patriot truck was put through severe tests and it withstood them so well that the other orders immediately followed.

When one comes to realize that the Patriot truck is practically a brand new article on the markets and that all this trade has been built up in less than two years, he is astounded with the success with which it has met. He also sees that it has proven tremendously successful to have met with such a ready response from American business.

The first Patriot truck was built while A. G. Hebb was manufacturing delivery car bodies at a factory at Tenth and Vine streets two years ago.

The first machine is still in use on a farm in Kansas. From the time this one was put out, the Patriot has proven so popular and substantial that the little factory at Tenth and Vine was found to be entirely too small to turn out the products as fast as the demand was growing. The Hebb Motors company was then formed and a large tract of 17 acres on the western edge of Havelock was secured for a factory site.

Last spring the building was begun and was completed in the fall so that the machinery could be installed and the manufacture of trucks could be started before the winter set in.

The building is situated between the main lines of the Rock Island and the Burlington railroads, affording excellent shipping facilities. It has 800 feet of shipping docks on the Burlington line.

#### The Main Factory.

The main factory building is 240 by 420 feet in size, two stories in height, and has a total of 185,000 square feet of floor space. It was erected at a cost of a half million dollars and is one of the largest exclusive truck factories in the country.

It embodies all that is modern, both in the way of working equipment and facilities and conveniences for employees.

The Hebb Motor company factory has a productive capacity of 25 trucks a day which amounts to practically 8,000 or 10,000 machines annually. The patriot truck is built in two sizes, one and one-half tons and two and one-half tons capacity. All styles of bodies are made right in the factory. From funeral hearses to big oil tanks are made. Bus bodies and mechanical dumping trucks are also turned out. Already the company has supplied a number of oil tankers to the National Refining company of Cleveland.

# CITY COMFORTS FOR COUNTRY HOMES



\* The Willys Knight Sleeve-Valve Engine

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## The Perfected Electric Light And Power Plant

WITH THE

# Willys-Knight Engine

Improves With Use  
Simple Quiet Dependable  
Powerful Economical Practical

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now being closed for desirable Eastern Nebraska and Western Iowa territory. See us at the State Fair, Lincoln, September 1st to 6th and learn about this attractive proposition.

## KILLY & NOYES, Omaha Distributors

C. W. CHILES, Sales Manager

316 South 19th Street, Omaha, Nebraska

# DEFIANCE

1 1/2 Ton--TRUCKS--2 Ton  
Mean Pulling Power

"A chain is no stronger than the weakest link"—A truck must be so constructed that the power will be delivered to the rear wheels without waste. If this is not accomplished the rated horse power means nothing.

Defiance Trucks deliver their power to the rear wheels in such a manner that every bit of power developed in the motor is transmitted to the point where pulling takes place. There is no waste.

The Defiance is constructed in such a manner that it is adapted to hauling where road conditions vary and where loads range from 10 pounds to 4,000 pounds.

See the Defiance at the State Fair.

### Standard Motor Car Co.

Carl Changstrom, Pres.  
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