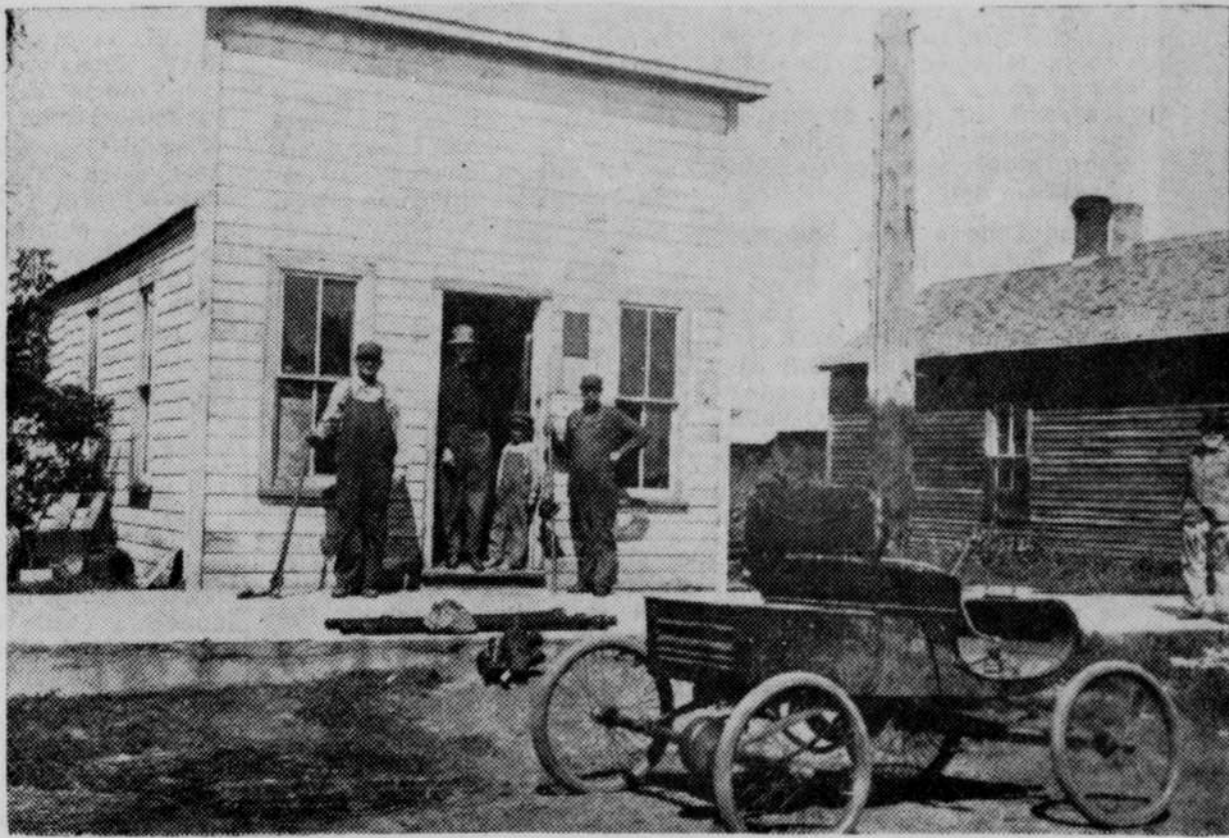


48 Years of Service to O'Neill and Vicinity in the Plumbing and Heating Industry

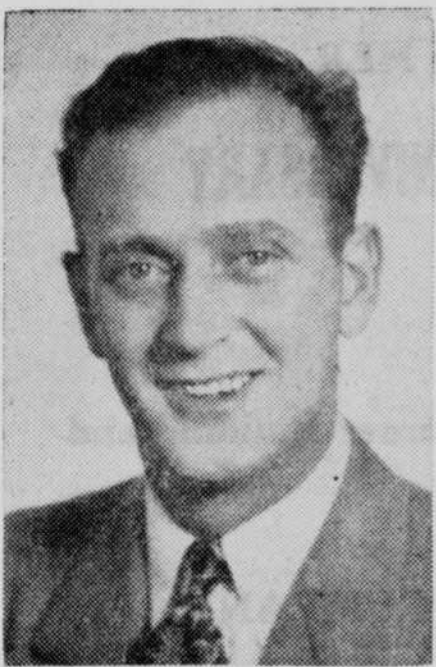
James Davidson & Sons



The original shop with the first car. Left—Jas. Sr.; right—Eber Leek, helper; in the doorway—John & James, Jr. Photo was taken 1910

For complete sales, installation and service of all plumbing, heating and air conditioning equipment, contact a firm experienced and capable of giving you the best installation of the newest equipment.

- ★ Standard Sanitary, Crane and Kohler of Kohler Plumbing Fixtures
- ★ Electric, Gas Fired and Oil Burning Water Heaters
- ★ American Radiator Corporation Products
- ★ Lennox Furnaces and Winter Air Conditioning Units
- ★ Iron Fireman Stokers
- ★ Chrysler - Air Temp Refrigeration
- ★ Coleman Space Heaters and Stoves
- ★ Jaden Air Conditioning
- ★ Youngstown Kitchens by Mullins
- ★ Sheet Metal Fabrication of Any Nature
- ★ Hallmack Accessories
- ★ Williams Oil-O-Matic Oil Burners and Units



OWEN E. DAVIDSON



JOHN DAVIDSON



JAMES DAVIDSON, JR.



The present shop and showrooms on East Douglas Street. Employees, left-to-right—James Bean, Lawrence F. Urban, Wm. S. Buck, Donald D. Adamson, Charles L. Havranek and Owen LaPrath

HISTORY OF OUR FIRM . . .

One of the oldest business firms of O'Neill, Davidson's Plumbing and Heating firm, was established in 1901 by James E. Davidson, Sr., who had been formerly employed by the John J. McCafferty Hardware.

The firm was owned and operated by Mr. Davidson until his death in 1942 when ownership passed to three sons—John, James, Jr., and Owen E., who have carried on in the same manner and under the same firm name of James Davidson & Sons.

The senior Mr. Davidson, at the age of five, came to O'Neill with his parents in 1876 and was a continuous resident here. He was married on November 17, 1892 to Miss Anna Hansen and to this union were born 11 children—eight sons and three daughters.

Mr. Davidson was a pioneer in the plumbing and heating field and the business developed with the years, extending into related lines which now includes air conditioning, sheet metal work, awning installation, steel kitchens, etc.

The original plumbing business was started in a small frame building located on the lot on the North side of Douglas street where McCartney's Style Shop now stands. In later years this frame building was moved to the lots where the business is now located and numerous sheds and additions were built on to house the growing business. In 1928 the first of the present brick and tile buildings was erected—later the

original frame structure was moved to the rear of the lots (where it still stands as a warehouse) to make way for a complete and modern shop.

As new equipment has been developed and methods have been improved, the Davidson firm has kept pace. Steam, hot water, warm air, forced air, Winter air conditioning, hand-fired, stoker-fired, oil-fired and gas-fired heating units, together with the finest and newest lines of plumbing fixtures are their pride.

There are few business buildings as well as residences in the city where this firm has not done some work—the trade territory includes North-Central Nebraska and South-Central South Dakota.

From a business operated by the senior Mr. Davidson and one helper, the firm has grown to an establishment headed by the three sons, John, who is now business manager and in charge of heating work; Owen E., in charge of plumbing, and James, Jr., in charge of service work, assisted by six full-time men, each specialists in their line and all trained in the Davidson shop. These men are: Owen LaPrath, William S. Buck, Chas. L. Havranek, Donald D. Adamson, Laurence F. Urban and James Bean, whose terms of service with the firm vary from two to eight years.

Original tools were meager—now replaced with labor

saving and modern equipment including electric pipe cutting and threading device, electric drills, electric shears, electric lockformer, spot welder, etc.

Transportation of tools from job to job was effected with a bicycle in the days of early business. Mr. Davidson, however, keeping abreast of the times, was the owner of one of the first cars to come to O'Neill. Now the firm operates a fleet of six trucks, pickups and panel deliveries.

All of the eight sons were trained in the plumbing and heating business, and in addition to the three who own the present firm, Edward operates a plumbing business of his own in Casper, Wyo.; Frank O. and Lloyd E. are employed as plumbers in Culver City, Calif. Only two, Clyde, of Roscoe, Calif., and Ralph, custodian at the local post office, did not follow the family trade.

Mother Davidson, to whom a great deal of credit is due for the success of the business, still resides in the home in South O'Neill, where she went as a bride 56 years ago and where all of her 11 sons and daughters were born.

Progress of the business was interrupted by loss of manpower when five sons were called to serve their country during two World Wars—John in the Army, Clyde and Ralph in the Navy during World War I, and Frank O. and Owen E. in the Navy during World War II.

James Davidson & Sons

Res. Phones: SHOP PHONE
John 264
James 155 **264**
Owen E. 193-J