

M'CAFFREY MOTOR COMPANY NOW MAKING ITSELF AT HOME IN NEW PALATIAL QUARTERS

New Building of Concern Just Completed at Fifteenth and Jackson Streets Is Most Modern of Its Kind In Any City of the Middle West.

WARREN L. DULL.

The completion of the new home of the McCaffrey Motor company is a decidedly long step in Omaha's advancement, and centers the spotlight of publicity on T. Sherman McCaffrey's rapid rise on the rungs of success.

GAVE UP POSITION.

A little more than two years ago T. Sherman McCaffrey gave up a salaried position with the McGraw Electric company and with his father and brother formed the McCaffrey Motor company, with himself president, his brother Frank, vice president, and his father, Owen McCaffrey, secretary and treasurer.

The infant corporation obtained one floor in the John Deere building, wherein began a car selling campaign of such force and aggressiveness that soon two additional floors were needed to make room for the flourishing business.

STRING OF SUCCESSES.

The history of the company chronicles a continuous string of successes, broken by a single failure—the attempt to buy a building at Sixteenth and Farnam streets. When all efforts to obtain the Farnam street property proved futile the company bought the next best location, the northeast corner of Fifteenth and Jackson streets, and there erected the new home.

Is Modern Throughout.

The new building housing the McCaffrey Motor company is constructed of brick, concrete and steel and is absolutely the ultimate in the builder's art. It has a 66-foot frontage on Jackson street a 132-foot frontage on Fifteenth street. The main floor, or lower floor, consists of show rooms, office and ladies' rest room in the front, with a modern service station in the rear.

When I went down to give the new structure the "double O" my first impression was that a mistake had been made in the address, for, from the outside it had the appearance of a bank building. Once inside, however, I knew for a certainty that it was a motor concern from basement to roof.

When I went in Manager Grant L. McCaffrey extended the welcome just as heartily as if my appearance didn't tell him at a glance that I was not in the car buying class. McCaffrey has been selling Ford motor cars for the last six years and is recognized as one of the very best in the game when it comes to organizing a sales force or putting the "pep" into a selling talk. Also, and mainly, he has the trust and confidence of the sales force, and that's a tremendous asset for any manager.

Sherman Well Known.

There will be very little said about T. Sherman McCaffrey, president of the company, for, being born and raised right here in Omaha, he is pretty generally known to the folks hereabouts. Anyway, when I asked him a few personal questions, that Irish physog of his flushed up like a Council Bluffs maiden just after being kissed, and I could see he'd rather talk about the building.

When asked what particular phase of the new home caused him the most pride, he instantly replied, "the location." And while I was trying my darndest to juggle the confab back to where he'd say something about himself, he was off and away telling how tickled he was at being able to grab off a building lot right in the very heart of the business district. He's got the location at that, and you can't blame him a mite for being pleased about it. There's not another place in Omaha so easily reached from all directions.

Splendid Force.

The man in charge of sales, Ed Lowry, is another native Omahan. He comes from one of the oldest and best known families in the state. Ed has been with the McCaffrey company for the past year and a half and has "Forditis" in its most violent form. He has become such an expert in the auto game that he can spot a Ford "prospect" five blocks away.

The brightest spot in the entire building is the cashier's corner, not because it's where the fellows receive their weekly stipend, but on account of being the throne of Miss Edna Jensen. Miss Jensen is the sort of a girl who could pay the boys in Villa currency and they'd never know the difference. But while her pleasing personality is a great addition to the office, the main reason for her being on the payroll is the fact that she's one of the most efficient cashiers who ever blue-penciled an expense account. The front office is presided over by Fred Krug, who could easily qualify as a certified public accountant. He has had many years' experience in clerical work and figures, to Krug, is just the same as "possum" to a Georgia darkey.

Is Special Pride.

In the service department Avery Jordan holds forth with a corps of as efficient service men and mechanics as ever were gathered under one roof. If there is one thing the McCaffrey people pride themselves in, it can safely be said it's their service station. Mr. Jordan has had seven years' continuous service in this particular work, and he frankly admits the McCaffrey Motor company has the best equipped service station in the world.

When Jordan tells you a thing, he always states it in the superlative, and after one watches 'round for a bit one concludes that he's right, at that. The building superintendent, Ray Wilson, put in three years with the Ford Motor company and has been with the McCaffrey company for the past year and a half. He knows the motor business in all its dips, curves and angles, and he's an efficiency expert of the first magnitude.

Bert Dukes is the stock keeper, having charge of the tool crib and stock rooms. Under his care are assembled all sorts of repair stuff, Ford parts in superabundance and supplies.

In his department one can find everything from bolts to bodies.

In the adjusting department is another Ford Motor company graduate, R. W. Copenhaver, who looks after credits on repair work. He was four years with the Ford people and is acknowledged to be one of the best and fairest adjusters who ever gave an estimate.

On the second floor was not so much activity, for it's a storage floor. Here are placed the completed jobs, the new cars and overflow of cars from the repair floor above. It is in this room where one gets a better view of the walls, that the color scheme of the interior finish is most noticeable. The ceilings in all the rooms are white, but the walls are half battle-ship gray and half white, the lower half being gray, with a black dividing line. It makes a rather unique, though impressive effect.

Not Consider Cost.

On the third (and top) floor is the repairing department, the most modern and convenient in the city. In equipping this department the word went forth from the president of the company to pay absolutely no attention to cost. "Get the best and plenty of it," was his answer when asked about fitting out the repair shop. A big "burning in" stand for treating bearings does now in 15 minutes the work formerly requiring from six to eight hours. There is also a big "testing stand," in which all engines and motors are tested before replacing in cars. Every known machine and tool for doing better and quicker work has been installed. Added to this the fact that experienced experts only are allowed to work and no one can doubt the foreman's assertion that "there isn't a better shop in the west than ours."

Sanitary laboratories and shower baths have been installed on both the second and third floors, enabling the men to "clean up" before leaving the shop. A gigantic elevator, electrically controlled, whisks the cars from the main floor to the repair shop department on the third floor with all the consummate ease and grace of a Beau Brummel retrieving a lady's powder-puff.

Efficient Sales Force.

Coming back to the front office we met some of the salesmen. A fine, manly aggregation of artists, these gentlemen, and I'm no longer amazed at the immense number of Ford cars on the streets of Omaha. They look capable of selling gloves to an armless man.

Allan Farmer used to show 'em where to sign on the dotted line of an insurance application blank, but one day left off quoting death statistics long enough to get an earful of auto talk. Since then Farmer has devoted his talents exclusively to the welfare of the dear public by allowing said public ownership of Ford cars.

Probably his former connection with the Cudahy Packing company accounts for Neil Smith being such a slick auto salesman (are you gonna let me get by with that?) since coming west with the McCaffrey Motor company. Anyway, Smith made good as an automobile salesman right from the jump-a-way, and seems to like the game much better than the packing business.

Paul Hungate was an experienced auto salesman before he joined the McCaffrey Motor company's selling force, having been connected with a local agency for some time. Paul is a Ford enthusiast, contending it the most reliable car that ever carried a bunch of joy-riders.

Before he became a car salesman, A. R. (Barney) Burnham was a wrestler of more than local renown. He's still something of a "thrower" when it comes to spreading this "best-little-car-in-the-world" stuff. Barney has been with the Ford people for a long time, and knows his line of talk better than a preacher knows his text.

Company Officials.

The hand at the helm at all times has been the able hand of the president, T. Sherman McCaffrey. Alert, energetic, aggressive, he has ever been ready to grasp opportunities at the psychological moment. Where less resourceful men would have debated, T. Sherman has snapped out instant decision. Don't get the idea that he decides without judgment—far from it; the difference is, he studies a possible condition or situation before it gets to him, and when it comes he's ready.

The vice president of the concern, Frank McCaffrey, is well known in business and local circles. He is junior member of the McCaffrey Bros. company, coal dealers. He has been very successful in a business way, and is an efficient official of the motor company.

The secretary and treasurer, Owen McCaffrey, is a gentleman of the old school, and one of the most likable men in the city. He was born in Ireland, on the 17th of March (did you get that?), quite a few years ago. It wouldn't be fair to tell just what year, for, no matter what year it was, he doesn't look it. He came direct from "the old sod" to Omaha, and has been here for the last 40 years.

He has been prominently connected with many of the big real estate transactions in Omaha, and has been no small factor in the city's progress. As one who expects to make Omaha a permanent abiding place, I confess a great pride in the new home of the McCaffrey Motor company, not only because it is a building representing everything new and modern, but because it's a tangible evidence of the possibilities and opportunities here in Omaha for men with energy and determination. Long may it stand as a sturdy monument to the enterprise and ability of the 2-year-old McCaffrey Motor company.

SALES MANAGER M'CAFFREY
REY MOTOR COMPANY.



G. L. MCFAYDEN

Timmerman's Expert Sets Big Boiler at McCaffrey's

Getting the boiler "set in" right was one of the important things to accomplish in the construction of the McCaffrey Motor company's new building. For this work an expert boiler setter from A. Timmermann company was called upon. The Timmermann company produced and own the famous Timmermann Back Boiler arch, and the company is known as the final authority on all matters connected with fire-brick and boiler-setting.

Sunderland Machinery Co. Handles Large Contract

The Sunderland Machinery and Supply company, specializing in Ford service station equipment, had the contract for supplying machinery for the repair department and service station of the McCaffrey Motor company. Nowhere in the west can there be found a more completely equipped repair shop or a more perfectly appointed service station than McCaffrey's, and nowhere in the west is there a concern, beside the Sunderland company, prepared to fill such a contract as was requested by the McCaffrey Motor company.

Use of Whale Whiskers.
All whales develop rudimentary teeth before birth. If the teeth continue to grow, the whale is put in the toothed class; if the teeth are displaced by a large number of flattened plates of bone or baleen, fringed at the edges, the whale is put in the whalebone class. Baleen forms a sieve through which the whale strains all food collected from the water.—Popular Science.

ALL FORD AGENTS WILL BE WELCOME AT M'CAFFREY'S

Cordial Invitation Extended
Dealers to Make Headquarters
at New Ford Home
During Show Week.

The Ford dealers visiting Omaha during Automobile Show week will be thrice lucky. They'll not only see the biggest and best exhibit ever staged in the mid-west, but they'll be just a short step from the new quarters of the McCaffrey Motor company, where they'll be welcomed like a bottle of grape juice at a Bryan banquet.

Mr. McCaffrey expects all Ford agents to make the McCaffrey Motor company's new show rooms and office their headquarters during Auto Show week, and he puts a world of emphasis on the fact that the invitation includes the wives, sweethearts and sisters of the Ford dealers. The commodious ladies' rest room will be at the disposal of the visiting ladies at all times and especially during the coming week, when a vast number of out-of-town ladies will be gathered here for the big show.

Is Near Auditorium.
The entire second floor of the McCaffrey Motor company's new home, has been taken over by the Automobile show committee for the coming week for display purposes. Being so near the Auditorium building, where the show will be held, it is almost like an annex to the main show building.

During the week the show rooms of the McCaffrey company will be formally inspected. These show rooms are equal in appointment to any in the city, and are the best lighted rooms in the west.

The big electric signs extend on both Jackson street and Fifteenth

We furnished the electric sign for this building.

OMAHA SIGN COMPANY

114-116 South 12th St.
Douglas 729.

We furnished all the Reinforcing Steel
and Steel Sash, for This Building

Trussed Concrete Steel COMPANY

H. E. GADEN, Mgr.
Home Offices: Youngstown, Ohio. Omaha Offices: 1112 W. O. W. Bldg.

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and HEATING for THIS BUILDING

SANITARY PLUMBING COMPANY

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Concrete Piling on This
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Herman Thielke

Concrete Piling a Specialty
Phone South 872.

3,500 lights of glass in this
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glazed by

Kennard Glass & Paint Company

Douglas 4356

1417 Dodge Street

street and are of the regulation Ford script design. The signs call particular attention to the service station, looming up to gasless motorists like a bubbling well in the Mojave desert.

Insurance Carried With

The Foster-Barker Company

Notwithstanding the fact that the McCaffrey Motor company's new building is absolutely fireproof, insurance must be carried to protect office equipment, important records, cars stored for repair, etc. After mature deliberation the McCaffrey Motor company decided to place its insurance with the Foster-Barker company, Brandeis building.

This decision resulted from a careful study of "past performances" of the companies represented by the Foster-Barker company and it was found that these companies were fair and liberal in interpreting their policies, prompt and just in settling claims and singularly free from annoying red tape.

The Foster-Barker concern is one of the established institutions of Omaha and numbers among its policyholders the largest corporations of the state.

Interior of Show Rooms

Present Pleasing Effect

After all the others, contractors, brick layers, plasterers and plumbers has finished their particular work on the building now housing the McCaffrey Motor company, then came G. A. Thompson, contracting painter, with his colors, brushes, putties and oils.

To him was given the task of turning the sturdy walls, the rugged floors and the mottled ceilings into things of beauty and elegance. How well he accomplished his purpose is evidenced by the extremely pleasing effect produced.

4106 South 13th St. BOILER INSTALLED BY Red 6638.

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Omaha's Popular Firebrick Expert

Firebrick Expert and Boilersetter

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Builders of High Grade Boiler Settings

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and Decorating on This Building

G. A. THOMPSON

Contracting Painter

Telephone Red 3393

316 Brandeis Theater Building

No Job Too Large

G. A. STEINHEIMER, Manager.

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TILE FLOORS for THIS BUILDING

MILTON ROGERS & SONS CO. 1515 HARNEY

Ford Service Station Equipment

OMAHA

Complete Equipment for
Garage and Machine
... Repair Shops ...

SUNDERLAND

Machinery and Supply Company

"THE SUPPLY PEOPLE"

Our Insurance is Carried By

FOSTER-BARKER COMPANY

Brandeis Building