

**EXERCISE CARE  
IN CONTRACTING  
FOR MATERIALS**

McCaffrey Brothers Company  
Furnishes the Building Sup-  
plies Used in Construct-  
ing New Structure.

Selecting material for the McCaffrey Motor company's new building was a problem requiring much careful consideration and investigation. The president of the company had obtained an ideal location for the building, had planned a model structure of handiness and convenience, and was, of course, most anxious and determined to put into it nothing but the very best in the way of materials and equipment.

With this end in view, a campaign of investigation of the different supply houses was inaugurated, which finally resulted in placing the order for materials with McCaffrey Brothers' company, coal and building material dealers, 120 South Seventeenth street.

**Standard Materials.**

From this old and reliable company came the Dewey Portland cement, the reinforcing bars and steel sash, manufactured by the Trussed Concrete Steel company of Youngstown, O., and handled here exclusively by the McCaffrey Brothers' company; the gypsum blocks for partitions, and plaster, manufactured by the American Cement Plaster company of Chicago, and handled in Omaha by the McCaffrey Brothers' company; the washed sand gravel mixture, produced by the Richey Sand company of Omaha, and for which the McCaffrey Brothers' company is agent.

The Trus Con laboratories of Detroit, Mich., represented in Omaha by the McCaffrey Brothers' company, furnished the waterproofing, the paste and floor hardener.

**Only the Best.**

The success of the McCaffrey Brothers' company in Omaha is the logical outcome of the strict adherence to a fixed policy of square dealing in all business transactions, whether large or small. It has ever been the unbroken rule of the company to represent only concerns of proven worth and integrity.

Will and Frank McCaffrey were born and raised in Omaha and are numbered among the city's most substantial and worth-while citizens. Both are comparatively young in mere years, but are classed with the "old-timers" in business and commercial circles.

**All Modern Conveniences  
For Comfort of Employees**

Shower baths and sanitary lavatories on two floors and steam heat throughout the building make it handy and comfortable for the employees of the McCaffrey Motor company. These conveniences were installed by the Sanitary Plumbing company and are strictly modern in every way.

Many of the larger and modern buildings in Omaha owe their healthy, cozy condition to the capable experts employed by the Sanitary Plumbing company.

**Beautiful Floors Attract  
Much Favorable Attention**

Visitors making a tour of the show rooms and offices of the McCaffrey Motor company are struck with the smoothness and beauty of the tiled floors. These floors are the last word in the tiling art, were furnished by Milton Rogers & Sons company, one of the oldest and best known firms in Omaha.

The business was first established many years ago by Milton Rogers and as the sons became old and experienced enough they were taken into the corporation.

**Personal Interest Taken  
By Territorial Manager**

Such an amount of reinforcing steel and steel sash went into the construction of the new building erected by the McCaffrey Motor company that H. E. Gaden, territorial manager for the Trussed Concrete Steel company of Youngstown, O., took personal interest in the figuring out of estimates and specifications.

Manager Gaden has charge of a vast territory, including several states, but makes his headquarters in Omaha, maintaining offices in the Woodmen of the World building.

**Several Thousand Lights  
Furnished by Kennard Co.**

The new home of the McCaffrey Motor company is probably the best lighted building in the city. To get the desired lighting effect the Kennard Glass and Paint company furnished and glazed in 3,500 separate lights of glass.

The Kennard company has furnished the glass for some of the most important structures in Omaha, and is acknowledged one of the reliable glass and paint concerns of the state.

**Omaha Sign Company Makes  
Nifty Electric Flashers**

In this day and age of "intense publicity" no building or business is complete without an electric sign. The two big "flashers" on the McCaffrey Motor company's building were made and strung up by the Omaha Sign company. The lettering follows out the Ford script design and the signs are both readable and artistic.

**Local Contractors Erect  
New McCaffrey Building**

The contractors in charge of the construction of the McCaffrey Motor company's new building at the northeast corner of Fifteenth and Jackson streets were Olson & Johnson.

**Bertie, the Brute.**  
Gwenie was entertaining Mr. Noble, and little Bertie was hanging about. At length Gwenie told him it was time for him to retire.  
"Oh, can't I stay up a little longer?" asked Bertie.  
"What do you want to sit up for?" asked Gwenie.  
"I wanted to see you and Mr. Noble play cards," answered the boy.  
"But we are not going to play cards," said Gwenie.  
"Why," said Bertie, "mother said you were. I heard her tell you that everything depended on the way you played your cards tonight!"—Philadelphia Ledger.

**SELL INDUSTRY,  
SAYS OFFICIAL**

Chalmers Sales Manager In-  
sists on Other Things Besides  
Disposing of Certain Make  
of Cars.

"My suggestion for the ultra-ideal motor show is one that runs without intermission from January 1 to December 31," stated T. J. Toner, director of sales for Chalmers Motor Co.  
"Put an entrance on the Atlantic and an exit on the Pacific. Let this continuous performance be conducted under the auspices of the automobile manufacturers and through the medium of the great American press and other channels of public enlightenment."  
"In place of the 'latest thing' in sport models, palatial closed cars and suggest a complete and elaborate exposition of what the automobile industry had done and is accomplishing every day in the year."  
"And only through just such a earnest, tireless campaign of intelligence can we secure for it the prestige and patriotic support to which our third leading industry is justly entitled."

**Everyone Should Hustle.**  
"For a number of years past and especially now, at the dawn of a new year, teeming with industrial problems of international magnitude I have felt and do believe that in justice to their predecessors and themselves, and in all fairness to the 4,000,000 citizens directly looking to them for daily sustenance, it is the duty and serious obligation of the men in command of the motor world to 'sell' this great industrial institution to the very American people for whom it lives."

"The word 'sell' can have but one meaning in this connection: I do not mean the financial sales of any particular one of the 550 automobile and truck builders; I do not look to the increased revenue of our own or any of the many competitive factories, nor do I mean anything but solely the establishing of the value of this unappreciated and comparatively unknown industry in the eyes and minds of the American public."

**Auto Industry Third.**  
"It is common knowledge, even to the boy in grammar school, that the railroads are our leading and greatest industry. But I have found it shocking to many a college graduate to inform him that the automobile industry ranks third. And equally surprising is the same information to the average man."

"This comparative statement means that while the great railroad structure has been expanding through some 80 years and more, the automobile world in about one-fifth the elapsed time has outstripped every American industry save steel and the railroads."  
"And in these gigantic strides it has at once become the bread and butter of 4,000,000 men, women and children, directly dependent on its wages. To this add the families of accessory makers and other lines dependent on the motor plants, and the result shows, in round numbers, that 5,000,000 people in the United States obtain their warmth, bread and butter and clothing from the wages of the motor industry. Well might the far sighted reader be concerned when he asks the question: 'If the automobile business sustains 5 per cent of our population, what would become of them if anything happened to the industry?' Five million empty mouths is the answer."

**Wage Total Stupendous.**  
"The wages paid to the employees of the automobile and its allied industries total \$748,000,000 per year. This includes 550 automobile factories, 1,080 accessory plants, 2,800 distributors, 25,000 dealers, 25,000 garages and 13,500 repair shops."  
"But wages are not the only proof that the automobile belongs ace high on the list of national essentials."  
"The materials built into the motor come from every section of the country, and in the aggregate amount to an annual purchase of \$300,000,000 per year. This colossal figure pays for all raw and fabricated materials, including iron, steel, chemicals, curled hair, leather, textiles, fabrics, glass and rubber. The latter item, covering tires alone, costs the automobile factories \$500,000,000 annually."  
"The data proving the necessity of this great industry to the very life of the nation is inexhaustible, but the figures quoted above are sufficient to awaken an appreciation of its intrinsic value."  
"One thousand dollars is considered the average price of the combined makes of touring cars, and for each \$1,000 check that comes to Detroit and other factory centers, such a large share of the revenue is distributed to each of the 48 states that no single city or section enjoys a monopoly on the profits."

**Catching a Weasel Asleep.**  
Willie was asking questions in the kitchen and John, the gardener, said to the cook, "Catch a weasel asleep." Now Willie had a book that told him all about weasels and although he had never seen one he thought he knew how it looked, so he started out to find one asleep.  
"Did you see a weasel?" he asked the man who came with the groceries.  
"Yes, lots of times."  
"Was it asleep?"  
"You bet it wasn't. No one ever saw a weasel asleep."  
"Don't they ever sleep?" asked Willie.  
"Oh, I guess they sleep, of course, but they are so cute that no one ever got near enough to them to see them sleep."  
"You can't catch a weasel asleep," said Willie indignantly the next time he saw John.  
"Well, whoever said you could?" said John.  
"Weasels are about as up to mischief as you are, and if anything about Christmas or anything else is going on in the house I bet you find it out."  
Then Willie sat down and thought how foolishly grown-up people talk. Why should they compare him to a weasel and was he like a weasel anyway, and what did John mean about Christmas, which gave him an idea and he started off on a new line of investigation.—St. Louis Globe-Democrat.

**Trousers Pocket Joke.**  
The fellow who invented that joke about wives burglarizing the pockets of friend husband while that innocent and trusting job-seeker slumbered on should have had his invention censored before it was permitted to occupy a place among jokes of that period. For thirty years the latching of my small-change trousers pocket has been dangerous from the bedpost and I have yet to record an unaccountable disappearance of loose coin. I am not always eager to champion the wife's cause, for that would be robbing married life of its spice and seasoning, but I must and do denounce this joke-monger, the defamer of our noble married woman. It is quite evident that he was not in the habit of bringing home his week's wages and dumping them into the lap of her calico apron, as I have done ever since the fatal knot was tied. The wise man will not wait to be held up. He will fork over the change before the gun is placed against his slats. Unless you are willing to follow such a course, you should never have straggled beneath the arch of orange blossoms and pronounced your self-conviction.—Caroons Magazine.

**MOTOR CAR USED  
BY SHEEPMEN IN  
MAKING ROUNDUP**

Farmers of the West Lead  
Those of the East in the Num-  
ber of Machines That Are  
Used for Business.

By F. ED SPOONER.

Ranchmen of the west are becoming large purchasers of automobiles and a representative of the Elgin Motor Car corporation, who recently returned from a long business trip through the far western country, reported a most interesting phase of the motor car situation, as it affects the ranchmen who are engaged in the sheep industry. These ranchmen are now buying motor cars to transport their sheep. They are using these motor cars to round up sheep that have been crippled or that are sick, and for bringing the felts into the ranch house as quickly as possible.

The rapid growth of the sheep business and the increasing value of the animals has made the motor car, according to the Elgin representative, indispensable to these ranch men.

**Farmers Own Many Cars.**  
The increase in motor car sales during recent years has been much larger in the agricultural than in the manufacturing states. The National Automobile Chamber of Commerce has estimated that 40 per cent of the motor cars of America are owned and used by farmers, and the N. A. C. C. calls attention to the fact that there are three times as many automobiles in Nebraska, Iowa and California in proportion to the population, as in New York, Massachusetts, Pennsylvania or Illinois.

The uses of the motor car and of the motor truck, and of motor power in general for all purposes, on the farm and on the big ranch, have shown a steady increase during recent years. The Elgin Motor Car corporation, through its representatives, traveling throughout America, has made a careful investigation of the possibilities of the future business in farming districts, and has found a wonderful field for development.

**Old Methods Discarded.**  
"The motor car," said C. F. Jamison, assistant general manager of the Elgin Motor Car corporation, "has been of the utmost value to not only the farmers, but to all lines of business, as a real business asset. The saving made through the use of the motor cars by solicitors in the business world has been enormous."  
"The old method of doing business by horse and buggy has given way to modern transportation methods, and the farthestmost sections of America are now reached by traveling men in their motor cars in only a fraction of the time formerly taken to reach these points by the use of the horse. There are instances of which I know well, where the solicitor in the motor car has taken the place of three salesmen who have been using the horse and buggy for their work."

The owners of motor cars can go on using gasoline intelligently as long as the war lasts and they will in no way reduce the supply to such proportions that the government will not have enough for its many important purposes.  
Dollar diplomacy with reference to automobile activities, either from the standpoint of the buyer or the producer, that is based on penny wise philosophy is dangerous.

When we fan the flames that keep the home fires burning we dare not forget that there are some furnaces in the automobile industry that need fuel, too, and that they must be kept burning like blazes to survive the exigencies of the war.

**Public Must Help.**  
The great struggle into which we have been pitched will do more for the automobile industry than any experience to which it could have been subjected if the public will stand by it and do its bit.

Already it has taken the false "joy" out of passenger car travel and it is destined to bring the business to a more substantial basis, both from the standpoint of selling as well as engineering, before it is over. Uncle Sam is now engaged in the greatest business enterprise on which he has ever embarked and he has found that the automobile is one of the greatest assets at his disposal.

Should we not argue logically from that conclusion, that with American business generally in a more determining stage than it has ever before reached, the automobile likewise will prove one of the greatest factors in maintaining the success which has been accorded American enterprise in the past?

**Profit by Experience.**  
Germany subsidized its motor car industry. Our allies who did not do so suffer as a consequence at the start of the war. Let us profit by their experience. Let it not be necessary for the government itself in this time of stress to go to the length to keep this channel of trade alive. Let us as Americans do our bit to foster this very necessary adjunct to successful outcome, both at home and in the field, of the present crisis with which all of us are so vitally concerned.

Out industrial and commercial status must be maintained. And in the words of Kipling:  
"It ain't the individuals,  
Nor the army as a whole,  
But the everlastin' team work,  
Of every bloomin' soul."

**A Clever Answer.**  
One night a noncommissioned officer of the second Canadian contingent (now in France), when entering the gate of Exhibition Camp, Toronto, was mistaken by a new recruit on entry-go, who immediately saluted him. The noncommissioned officer returned the salute—blissfully ignorant of the fact that his colonel was an eye-witness. Next morning he was ordered to report to Colonel B—, and was asked why he returned the salute, knowing full well he was not entitled to it.  
He promptly answered: "Sir, I always return everything I am not entitled to."

The colonel, pleased with his ready wit, dismissed him.—Toronto Globe.

**Precautionary Measure.**  
Tim Casey, a juror, rose suddenly from his seat and hastened to the door of the court room. He was prevented, however, from leaving the room and was sternly questioned by the judge.  
"Yes, your honor, I'll explain meself," said the juror. "When Mr. Finn finished his talking me mind was clear all through, but when Mr. Evans began his talkin' I be- came all confused an' says I to meself, Faith, I'd better lave at once, an' an' shet away until he is done, because, your honor, to tell the truth, I didn't like the way the argument was goin'."—Argosy.

**McCaffrey Bros. Co.**

WHOLESALE and RETAIL

**COAL and BUILDING MATERIAL  
ARTISTIC FACE BRICK**

120 South 17th St., Baird Building, Phone Tyler 40.

All of the Various Building Materials Used in the Construction of This Building, for Which We Are Exclusive Agents, Were Sold and Delivered By Us.

The exterior walls of this building were laid up with McCaffrey Bros.' Co. HAWK-ITEX" face brick, manufactured by the Capital Clay Co. of Des Moines and make a very attractive wall, with the mingled shades of greens, browns, purples and reds.

McCaffrey Bros. Co., with showrooms located in the Baird Building are the exclusive agents for the above company and in 1917 sold 2,000,000 face brick, including the Nebraska Telephone Co. Office Building, taking 650,000 alone.

**DEWEY PORTLAND CEMENT**

Used exclusively in the construction of this building.  
Dewey Portland Cement is permanency insurance.

Dewey Portland Cement Co., General Offices Scarritt Bldg., Kansas City Mo.

Omaha Offices: City National Bank Building.  
M'CAFFREY BROS. CO., Exclusive Agents.

**REINFORCING BARS and ALL STEEL SASH**

for this building manufactured by

**The Trussed Concrete Steel Co.**

Home Office: Youngstown, Ohio. Omaha Office: W. O. W. Building.  
M'CAFFREY BROS. CO., Exclusive Agents.

**ALL GYPSUM BLOCKS FOR PARTITIONS**

and plaster used in the construction of this building manufactured by the

**American Cement Plaster Company**

Main Offices: Conway Building, Chicago, Ill.  
M'CAFFREY BROS. CO., Agents.

**Washed Sand Gravel Mixture**

Was used exclusively for concrete.

Produced by RICHEY SAND COMPANY of Omaha, with offices in the Omaha National Bank Building  
M'CAFFREY BROS. CO., Agents.

**TRUS CON LABORATORIES**

Waterproofing, Paste and Floor Hardener used in the construction of this building.

General Offices: Detroit, Mich.  
M'CAFFREY BROS. CO., Exclusive Agents.

**McCaffrey Bros. Co.**

Builders' Supplies, Omaha.