

# JERRY O'MAHONY DINING CARS



WILL EARN FOR YOU \$5,000 TO \$10,000 A YEAR

## • The MODERN DINING CAR

If there is anything that people are more fastidious about than the food they eat, it is the environment in which it is served. Because of this fact the modern Jerry O'Mahony dining car fulfills one of the most insistent demands of the general public.

A modern Jerry O'Mahony dining car is more than just a casual eating place,—it is the kind of place that people enthuse about and return to frequently.

Public approval of Jerry O'Mahony dining cars is more than a passing fad. The fact that the dining

car offers its guests rapid service, cleanliness, comfort and an opportunity to see the food prepared, justifies the rapid rate of increase in dining car patronage.

Jerry O'Mahony dining cars are recognized by every community as a distinct addition to their particular neighborhood.

Owners of Jerry O'Mahony dining cars are prosperous business men. Proven figures show them to have an actual net income of from \$5,000 to \$10,000 per year.

The success of the modern dining car is firmly established. Take advantage of this opportunity to attain financial independence.

• • THE MODERN DINING CAR  
INTERIOR - MONARCH TYPE,

BAKELITE CEILING AND STAIN-  
LESS STEEL BACK WALL. • •

## • OPPORTUNITY AWAITS YOU

Present day business conditions are more favorable for dining car owners than ever before. Be your own boss!

People have become "dining car conscious". They are seeking modern, sanitary, streamlined food service, and are aware that a dining car is the



best place to get it. Jerry O'Mahony dining cars are a rapidly growing institution.

The dining car field does more than assure you a comfortable income. It gives you an opportunity to establish your own business. Many owners of Jerry O'Mahony dining cars who started out with just this thought in mind are now successful business men.

Desirable locations are plentiful. Hundreds of miles of new highways and innumerable towns throughout the country await the establishment of these modern eating places.

Study the dining car field. Assure your independence,—earn a larger income than most salaried men ever receive! Place yourself among the more prosperous members of your community.

Statistics prove that the initial investment in the dining car business will be returned to you yearly.

- • **VICTORY TYPE. SIZE: TEN FEET EIGHT INCHES BY FORTY FEET. • EQUIPPED WITH SLIDING DOORS. DELIVERED VIA FREIGHT**

## • • AMOUNT OF PROFITS

Twenty-five to thirty cents of every dollar received by the owners of Jerry O'Mahony dining cars is clear profit.

Periodic surveys among owners of dining cars prove the average well managed Jerry O'Mahony dining car yields a profit of 25% to 30% on gross sales.

A modern Jerry O'Mahony dining car, in an average location, will serve between 500 and 700 customers a day. Statistics reveal that each person eating in one of these diners spends on the average of twenty to twenty-five cents.

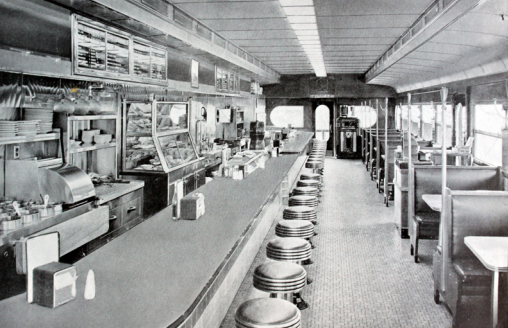
Assume your Jerry O'Mahony dining car serves 500 customers a day, and the sales average is twenty cents. Your daily receipts will be one hundred dollars. With this basis of figuring, conservative though it is, your weekly profit, after deducting the



### • • • INTERIOR, VICTORY TYPE. SIZE: TEN FEET EIGHT INCHES BY FORTY FEET, EQUIPPED WITH VENTILATORS. FREIGHT DELIVERY

cost of food, help and overhead, will approximate one hundred and seventy-five dollars.

Study these figures carefully,—see for yourself how YOU can earn from \$5,000 to \$10,000 a year operating a modern Jerry O'Mahony dining car.



## • YOU CAN OWN A MODERN JERRY O'MAHONY DINING CAR

A small amount of capital will establish you as the owner of a prosperous dining car business.

Many competent people, ambitious to start businesses of their own, are handicapped by the lack of sufficient cash. The Jerry O'Mahony Purchase Plan enables you to establish yourself with a modest amount of capital.

Simple in operation, the Jerry O'Mahony Purchase Plan is a straight-forward arrangement of deferred payments, so regulated that you, as a good oper-

ator, can easily make the payments out of your dining car's profit without working any hardship upon yourself. You pay as you earn, and after a short time you become the sole owner of a highly profitable dining car business. The dining car pays for itself.

Of course, many people have sufficient capital to buy their dining cars outright; but if you haven't, no matter what your capital may be, investigate the Jerry O'Mahony Purchase Plan. Let us review your particular problem.

**INTERIOR: MONARCH TYPE.  
SIZE, 10' 8" BY 45'. ●●●**

**BOOTHS AT END IN ADDITION  
TO COUNTER. SHIPPED BY FREIGHT**

## • • HOW TO GET STARTED

For thirty years Jerry O'Mahony, Inc., has been helping people get started in the dining car business.

Our engineers and experts, rich in their knowledge of dining car technique, are available to help you start and succeed in this rapidly growing field.



They will advise you in the choice of your location, recommend the type and size dining car best suited to your needs and suggest methods of operation and finance.

We cordially invite you to visit our plant; to see how the modern Jerry O'Mahony dining cars are constructed. Come in and talk with us. You will benefit by our vast store of facts pertaining to your success in the dining car business.

Arrange a visit at your convenience. A brief note to our Service Department will bring you further information.

Remember, you can earn from \$5,000 to \$10,000 a year operating a Jerry O'Mahony dining car. The time to start is NOW!

• • • **INTERIOR, MONARCH TYPE. SIZE FIFTEEN FEET BY FORTY FEET. • • • SHOWING KITCHEN AND TWO TOILETS**

## • • OPENING MADE SIMPLE

Preparations for opening a modern Jerry O'Mahony dining car are simple. Four connections are all that are necessary. When the gas, water, electricity and sewer are connected, your dining car is ready for use.

Provisions for efficient ventilation assure the proper de-humidification and elimination of all odors from our dining cars,—a vital factor in all good eating places.

Every individual item of equipment selected for use in Jerry O'Mahony dining cars is chosen only after extensive research for durability and efficiency.

Built to stand many times the stress and strain of transportation and daily use, modern Jerry O'Mahony dining cars are ready to use shortly after delivery.



## • • • MONARCH TYPE WITH GOTHICS AND DECK SASH. SIZE, FIFTEEN FEET BY FORTY FEET

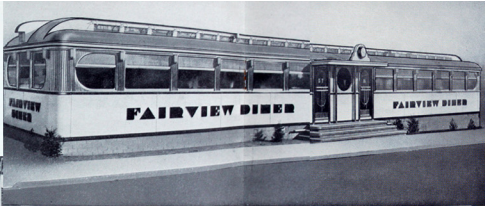
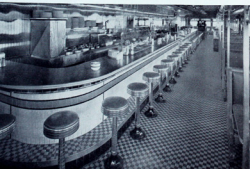
Consult our engineers. Their advice concerning the establishment of successful dining cars is important to your success as a dining car owner.

Benefit by the years of experience that have made the opening of a Jerry O'Mahony dining car a simple matter.



## • • • COUNTER AND BOOTHS

The counter and booths are modern in every detail. The counter provides seats for twenty-six customers. Seventy-four more may be comfortably seated in the booths. The efficient arrangement of the modern equipment in the back bar speeds service throughout the dining car.



## • • • The DINING ROOM

This spacious dining room accommodates seventy-four persons. The furnishings are especially arranged to facilitate the service of parties of six, eight, ten and twelve people. An ideal arrangement for dining cars catering to business men or family groups.



## • • • THE WORLD'S LARGEST DINING CAR

The Fairview Diner is the world's largest dining car. Eighty feet in length and sixteen feet in width, it is equipped to serve one hundred persons at one time. This dining car is air conditioned throughout. Its streamlined beauty, unusual capacity and extraordinary ease of operating is a true endorsement of our slogan: "In Our Line We Lead the World."

## • • • SIZES and TYPES

Jerry O'Mahony, Inc., builds dining cars to meet every individual requirement.

Most popular among the many types of modern Jerry O'Mahony dining cars are the MONARCH and VICTORY. Modern in every particular, these dining cars are creating a sensation throughout the country.



Both types have porcelain-enameled exteriors, trimmed with stainless steel. Bakelite or stainless steel doors and extruded Aluminum window sashes with Alumilite screens provide a sparkling exterior that requires no painting or redecorating.

The streamlined beauty of the exterior of any Jerry O'Mahony dining car is greatly enhanced by rounded corners; a feature developed by our engineering department with a view toward added attractiveness and durability.

Both types of dining cars have ceramic tile floors and bakelite ceilings. Side walls are of mosaic tile trimmed with lustrous Mexican mahogany.

Every detail of these dining cars clearly demonstrates the careful planning and craftsmanship for which Jerry O'Mahony, Inc., is famous.

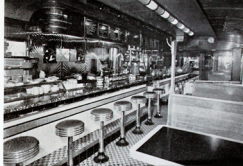
• • • **MONARCH TYPE, SIZE FIFTEEN FEET BY FORTY FEET. ENAMEL AND STAINLESS STEEL EXTERIOR**

## • • • STYLED TO SAVE

Jerry O'Mahony dining cars embody more than just the practical equipment for food service. They have appealing architecture and a distinctive design which is attractive and will remain so throughout the years. Our designers carefully avoid the dangerous extremes of fads, favoring always the lines and decorative mediums which are of lasting good taste.

Jerry O'Mahony dining cars are permanent assets. Our thirty years experience in the styling of dining cars has given Jerry O'Mahony dining cars the permanence of appeal that assures operators an enduring, profit-making investment. Renovating or redecorating is seldom if ever necessary; resulting in extremely low up-keep cost and a minimum of depreciation.

Many operators of Jerry O'Mahony dining cars, after receiving their original investment many times



• • • **INTERIOR, MONARCH TYPE. SIZE, FIFTEEN FEET WIDE BY FORTY FEET LONG. . . . EQUIPPED FOR BOOTH SERVICE.**

over, have turned in their diners on larger, newer dining cars after as long as twenty-five years of service.

Jerry O'Mahony dining cars are styled to save.



## • • • IN OUR LINE WE LEAD THE WORLD

Jerry O'Mahony, Inc. operates the largest, most up-to-the-minute dining car factory in the world.

Large though our plant is, all building operations are so co-ordinated that every detail in the construction of a Jerry O'Mahony dining car is carefully supervised by one of the founders of this firm.

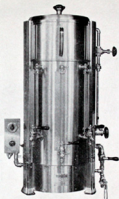
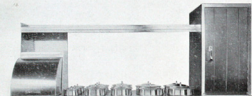
Many of the men who build Jerry O'Mahony dining cars have "come up from the ranks" in our employ. After years of apprenticeship these men have

become craftsmen unexcelled in their trade.

To build a dining car for you, that is to last for thirty years, and to incorporate, as we do, all of the modern improvements, we employ the ultimate in craftsmanship, and use the best materials obtainable. Modern machinery and up-to-date methods assure lasting construction.

Come, visit our plant. Watch our craftsmen at work, notice the materials,—the tools they use. See for yourself why we can say, "In Our Line We Lead the World".





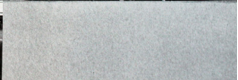
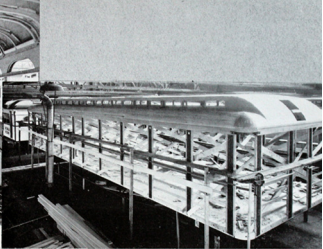
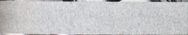
## • • • DURABILITY

Jerry O'Mahony dining cars are built to last for thirty years! In the selection of materials, the first consideration is durability. Only the finest material is used in construction.

The steel structure and the fabrication of West Virginia oak is the result of years of research in the building of better dining cars.

The exterior, which is porcelain-enameled, trimmed with copper or stainless steel, perfectly insulates our dining cars against moisture and imparts the lustrous beauty for which Jerry O'Mahony dining cars have become famous.

The interior of every Jerry O'Mahony dining car is designed both for beauty and practicality. Floors of ceramic tile and side walls and counter top of mosaic tile in color combinations that harmonize with the bakelite ceiling and Mexican mahogany trim, make a beautiful, long lasting interior. Alumi-lite window sash, stainless steel equipment and back-wall, and the built-in bakelite hood all combine to make Jerry O'Mahony dining cars the most attractive and easily maintained of eating places.





## • • • COFFEE MAKER

Coffee is your most important item. With this in view we have had designed an economical, automatic coffee maker that achieves the ultimate in the consistent brewing of good coffee. The self-controlled features and our drip system assure the brewing of good coffee at all times, with a minimum of effort. This coffee maker is thermostatically controlled.

## • • • STEAM TABLE

Easily accessible, the stainless steel steam table or electric food container in each Jerry O'Mahony dining car is complete with insets, covers, roll cover and double-walled warmer. Thermostatic control

permits the prolonged storing of cooked food without shrinkage or loss of flavor.

## • Storage Cabinet and Display Case

Modern Jerry O'Mahony dining cars are equipped with a large, modernistic, stainless steel refrigerator. In addition to this, a new feature in our dining cars is the reach-in storage and display case. Centrally located behind the counter, its accessibility speeds service. Equipped with stainless baine-marie pans and an overhead glass display case, with sliding doors and slanting mirrors, this auxiliary refrigerator keeps your supplies fresh and increases the sale of your most profitable items.

30

**Years Devoted to Building Better Dining Cars**



**JERRY O'MAHONY, Inc., Elizabeth, N. J.**