

Burgess-Nash Profit-Sharing Preferred Shares

PAY

7% to 10% on your savings

A SAFE, CONSERVATIVE, PROFITABLE INVESTMENT

Arthur Brisbane, considered the world's greatest editorial writer, said the following in his column on December 28th:

"Bank reserves report the sales of department stores remarkably steady and uniform. Nobody can estimate the future of department stores, well managed as profit earning and public service enterprises, offering opportunities of solid, conservative investment. Department store business is still in its infancy—and by the way, for intelligent, ambitious young people, the department store is the best business college."

This is the type of security we are offering in our New Profit-Sharing Plan, which we will put into effect tomorrow, January 2.

This plan, which we announced yesterday, is to let our employees, customers and friends share in the profits of our successful and growing business.

The shares we are offering are the best grade of security ever offered by an American Department Store—Cumulative, Preferred, and Paying 7 to 10 per cent.

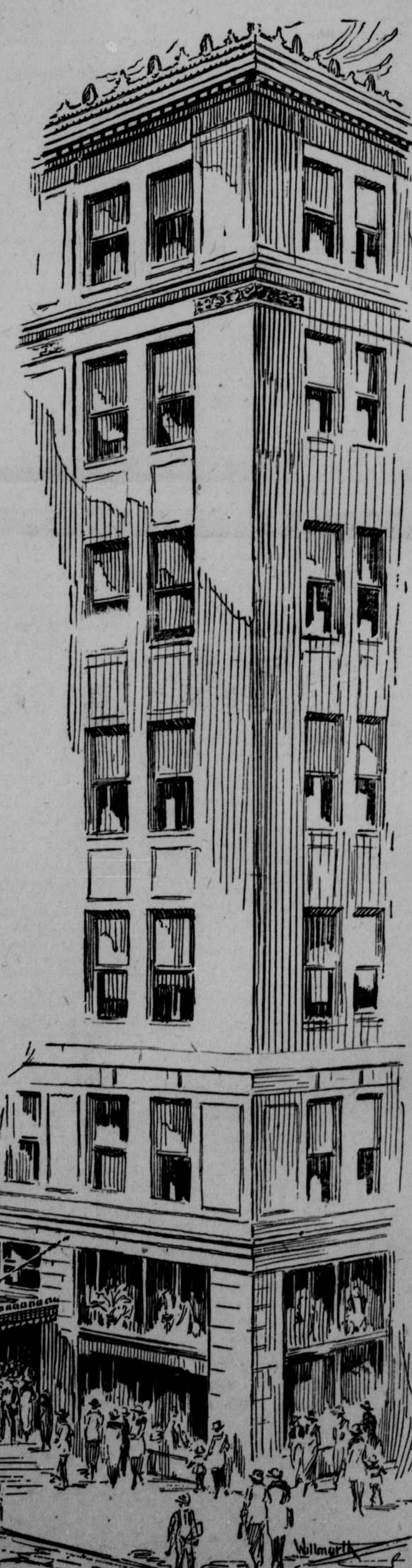
This policy of Employee-and-Customer Ownership is the most modern method of financing successful businesses. Such a policy means an

increased number of friends. It means that our rapidly growing store will grow even faster.

Financial houses have asked for permission to underwrite these shares, but we know it will be better for us to have them owned by our employees, customers and friends.

We want the vast number of our customers to become part owners of the Burgess-Nash Store. This policy will benefit us by giving us more friends, and it will benefit the share owners by paying them an excellent return on their investment.

We are selling these shares at the par value of \$100 each, either for cash, or on partial payments of \$10 per month per share.



Never Missed a Dividend

The Burgess-Nash company, in all its long history, has never failed to pay Regular Dividends on any of its Securities.

We have the utmost confidence in these Profit-Sharing Preferred Shares. The success of our business depends upon our customers, and we could not afford to sell them anything in which we did not have the utmost confidence.

Many of our present preferred shareholders are exchanging their shares for these Profit-Sharing Preferred Shares. They are doing so in order to get the Cumulative and Profit-Sharing features of these New Shares.

These Profit-Sharing Preferred Shares will pay 7 per cent to the owner. After the Common Shares receive 7 per cent, these Profit-Sharing Shares will continue to share in the profits up to a total of 10 per cent.

PROFIT-SHARING FACTS

Tax-free—Preferred—Cumulative
Redeemable—Voting rights

Price \$100.00 per share for cash or partial payments.
Par Value \$100.00 per Share.

Preferred as to Dividends. Dividends are paid on the Shares before ANY dividends are paid to Common Shareholders.

Dividends. The dividends, (or wages earned by the money you invest in these shares) amount to \$7.00 per share per year, to be paid every 3 months, \$1.75 per share on January 1, April 1, July 1 and October 1, at which time dividend checks are mailed to Shareholders.

Additional Dividends. Any further distribution of profits in excess of 7 per cent per share per year on the Preferred and Common Shares, is to be divided in the proportion of one-fourth to Profit Sharing Preferred Shareholders, and three-fourths to Common Shareholders, until total dividends on Preferred Shares amount to 10 per cent per share per year.

Cumulative. These shares are Cumulative up to 7 per cent per share per year, therefore, the Company must pay the dividends in full at the rate of 7 per cent per year before one penny of dividends can be paid on the common shares.

Preferred as to Assets. Besides having preference, in regard to dividends, over the Common Shares, each share also comes ahead of the Common Shares to the extent of \$100.00 and dividends per share in any distribution of assets of the Company in case of liquidation.

Redeemable. These shares are redeemable, at the option of the company, at \$125.00 per share.

Tax Free Features. If you live in Nebraska you will not have to pay any city, county, or state taxes on the money you invest in these shares. Also you will not have to pay the present normal Federal Income Tax on the income, or money you will receive as dividends, from this investment.

Fully Paid and Non-Assessable. Each share is issued as fully paid with the express covenant of the Company that it shall not be subject to assessment.

Voting Rights. These shares have equal voting rights with the Common Shares.

Transferable. These shares are transferable on the books of the Company at Omaha, Neb.

DIRECTORS AND MANAGEMENT Efficient; Financially Strong

Directors and managers of the Burgess-Nash company are business leaders. Their reputation and character assure success. Money invested with them is wisely invested.

These men are:
Ward M. Burgess, president of Burgess-Nash, president of M. E. Smith & Co., president Nebraska Power Co., chairman of the board, Omaha National bank.

George J. Mark W., and Frank H. Woods, of the nationally-known firm of Woods Bros., directors in Chicago and Kansas City trust companies, and of many other successful business enterprises.

S. A. Megeath, successful independent oil man and prominent in eastern financial circles.

J. F. Dailey, one of America's best known merchandise men.

T. P. Redmond, a department store man in Omaha for 25 years.

PARTIAL PAYMENT PLAN PAYS GOOD INTEREST ON SAVINGS

Under our partial payment plan, you can buy these Profit-Sharing Preferred Shares for \$10 per month per share.

If you buy these 7 to 10 per cent Shares on the partial payment plan, we will pay you 6 per cent interest on each payment until your Share, or Shares, are paid for.

We will send you an interest check every three months on your partial payments.

We will refund your money, plus 6 per cent interest on ten days' notice at any time before final payment is made.

When final payment is made, you get your 7 to 10 per cent Shares, plus accrued interest.

Please fill out this reservation blank for the number of shares you wish to buy and mail to Advertising Department, Burgess-Nash Company, Omaha, Nebr.

Call Advertising Department Burgess-Nash. They will tell you of this wonderful store and how you can become a partner in it at once.

BURGESS-NASH CO.
"One of America's Great Stores"

RESERVATION BLANK

Date.....1924
The Burgess-Nash Company, Omaha, Nebraska.

Kindly reserve for me Cumulative Profit-Sharing 7% to 10% Preferred Shares of the Burgess-Nash Company, which I desire to purchase at \$100.00 per share.

I will make my Payment in full
 First payment under your payment plan

On 1924

Signed

Address

City