

# The Burgess-Nash Company Adopts Profit-Sharing Plan

Beginning January 2d we will sell to our employees, customers and friends a limited number of Profit-Sharing Preferred Shares in the Burgess-Nash Company. The shares will pay from 7 to 10 per cent. They will be sold for cash or on partial payments.

This is the first time the American public has ever been given an opportunity to share, to this extent, in the profits of a big and growing department store. This offer is for a limited time only.

## New Policy for a Department Store

By issuing these Profit-Sharing Preferred Shares, the Burgess-Nash Company is adopting a new policy for an American department store.

This policy is the modern method of ownership and management for successful business institutions.

The modern method of financing successful businesses is to permit customers and employes to become part owners and to share in the profits.

Modern business experience has proven that a business with profit sharing employes and customers is invariably the most successful business. That is the reason we are adopting this new financial plan.

We believe our rapidly growing store will become even larger and will grow faster when a large number of our customers become part owners of the Burgess-Nash store.

These shares we will offer on January 2d, which will pay from 7 to 10 per cent, are preferred and cumulative. The shares are of the highest character as a security—a conservative, safe investment. Strong financial houses have asked permission to underwrite them, but we know it will be better for our business to have them owned by our employes, customers and friends.

This new ownership policy will be beneficial to us. The excellent dividends which the shares will pay will make it beneficial to owners of the shares.

### The Philadelphia Retail Ledger said:

"The Burgess-Nash department store of Omaha is now making what is believed to be one of the most significant records in the history of the mercantile world—a record that is worthy of the most careful study and consideration on the part of every merchandise man in the United States.

"The store is advancing by leaps and bounds.

"These sale increases are not accidental, nor caused by any exceptional financial situation of Omaha and her trade territory but by progressive merchandising principles which have been put into operation.

### FOR CASH OR ON PARTIAL PAYMENTS

Our Profit-Sharing Preferred Shares will be sold at the par value of \$100.00 to each, either for cash or on partial payments of \$10.00 per month per share.

Our partial payment arrangement is an interest bearing savings plan which will be explained in detail in tomorrow's newspapers. This is a remarkable opportunity for saving money.

These shares will be sold by employees of Burgess-Nash Company and M. E. Smith & Company.

For further details, you are invited to fill out and mail this coupon:

Please send me, without obligation on my part, your free booklet about your Profit Sharing Plan, and send me full details about how I can become a Burgess-Nash partner.

Name .....

Address .....

City .....



The Owners and Management: Strong Financially, Experienced, Efficient.



GEORGE J. WOODS    WARD M. BURGESS    S. A. MEGEATH    MARK W. WOODS    FRANK H. WOODS    J. F. DAILEY    T. P. REDMOND    LESTER KINSEY    FRANK JOHNSON

### Money Invested With Successful Self-Made Men Is Safely Invested

**George J. Woods.**  
Chairman of Board, Burgess-Nash Company; Director M. E. Smith & Co.; Director Lincoln Telephone & Telegraph Co.; Vice President Woods Brothers Corporation; President Woods, Updike Land Company; Vice President Standard Timber Company; Vice President O'Gara Coal Company; Director The Omaha National Bank.

**Ward M. Burgess.**  
President Burgess-Nash Company; President M. E. Smith Company; Chairman of the Board of the Omaha National Bank; President of Nebraska Power Company.

**S. A. Megeath.**  
Director Burgess-Nash Company; Director M. E. Smith Company; Former President of Galena Signal Oil Company; now independently engaged in the oil business; prominent in eastern financial circles; heavy investor in Omaha and Nebraska property.

**T. P. Redmond.**  
Vice President and Director of Burgess-Nash Company. Active in department store business in Omaha for twenty-five years.

**Frank Johnson.**  
Treasurer of Burgess-Nash Company.

**Frank H. Woods.**  
One of the controlling Share-Holders of Burgess-Nash Company; President Lincoln Telephone & Telegraph Co.; President O'Gara Coal Company; Director First National Bank, Lincoln, Neb.; Director Commerce Trust Company, Kansas City, Mo.; Vice President Automatic Electric Company and connected with many successful corporations.

**Lester Kinsey.**  
Secretary of Burgess-Nash Company, prominent in American Legion activities.

**J. F. Dailey.**  
Vice President, Director and General Manager Burgess-Nash Company. Recognized as one of the best merchandising men in America.

**Mark W. Woods.**  
Director of Burgess-Nash Company; Director of M. E. Smith Company; President Woods Brothers Silo and Manufacturing Co.; Director Central Trust Company of Illinois; Lincoln Telephone & Telegraph Co.; Woods-Updike Land Company; President Woods Brothers Corporation.

### Never Missed a Dividend

The Burgess-Nash Company has never failed to pay regular dividends on any of its securities in all of its long history.

Furthermore, we are selling these shares to our customers and other local people. The success of our business depends upon them and we could not afford to sell them anything in which we did not have the utmost confidence.

These Profit-Sharing Preferred Shares will pay 7 per cent to the owner and, in addition, after the common shares receive 7 per cent, the Profit-Sharing Preferred Shares will continue to share in the profits up to a total of 10 per cent.

## THE BURGESS-NASH COMPANY

"One of America's Great Stores"