

Share in the Profits of A Big Department Store

BUY

Profit Sharing Preferred Shares of Burgess-Nash Co.

Burgess-Nash Trade Territory



The Burgess-Nash Company draws its patronage not only from Omaha but from seven surrounding states—Iowa, South Dakota, North Dakota, Wyoming, Colorado, Kansas and Missouri.

It's "out-of-town" business will be greatly increased as improvements are made in transit facilities such as air mail, good roads and railroads. Their "out-of-town" business is increasing every year also because the population of the middle west is growing rapidly.

Thousands of Burgess-Nash customers reside outside of Omaha in the surrounding rich territory. They make their purchase "by mail" and shop in the store when they visit the city.

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."

ARTHUR BRISBANE, GREAT EDITORIAL WRITER, SAID:

"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."

FAIR'S \$6,000,000 STOCK IS SNAPPED UP

Department Store Issue Is
Oversubscribed; Earnings
and Balance Shown:

Marshall Field, Glens, Ward & Co. offered to-day \$6,000,000 of The Fair's 1 per cent cumulative preferred stock at \$100 per share and accrued dividend. The issue was largely oversubscribed, the books being formally opened at 9 a. m. and closed one minute later. The takers point out that \$600,000 for the last thirty-five years have the net profits of the Fair, after all fixed charges, failed to meet the dividend requirements on the new preferred stock. The business was founded by E. J. Lohman in 1878.



"THE FAIR"

Department Store
Securities
"Snapped Up"

Because of their consistent earnings American Department stores have always been considered a good investment. The above clipping from a Chicago newspaper shows what Chicago people thought of the securities of the Fair Store, one of the department stores of Chicago. Preferred shares of the Fair Store are now selling much above par.

Preferred shares of R. H. Macey, a New York department store, originally sold for \$100 and are now being sold on the open market for \$111.

THESE SHARES PAY 7% TO 10% ON YOUR MONEY



The Burgess-Nash Company in adopting its new policy of permitting its employes, customers and friends to share in the profits of its business, is following the plan which is being carried on generally by many of the largest concerns in the world. However, it is the first Department Store to permit its employes, customers and friends to share in its profits to the extent of from 7 to 10 per cent.

PREFERRED, CUMULATIVE and TAX FREE

These shares, although they have many very attractive features, are conservative, safe and profitable as an investment. The par value is \$100. These shares will pay 7 per cent to the owner and in addition, after the common shares receive 7 per cent the preferred shares will continue to share in the profits up to a total of 10 per cent. A security as safe and as sound as these shares ranks at the very top of investments.

Here are some of the attractive 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. The dividends also are exempt from the present normal federal income tax. The 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 stock. Dividends are paid on these shares before ANY dividends are paid to common shareholders.

HAS ALWAYS PAID DIVIDENDS

Never in its long history has the Burgess-Nash Company ever failed to pay regular dividends on any of its securities. The Profit-Sharing Preferred Shares are being sold to our employes, customers and friends, and since our success depends upon them, we could not afford to sell them anything in which we did not have the utmost confidence.

Ask Any of Our Employees—They Will Be Glad to
Explain Our Profit-Sharing Plan to You

BURGESS-NASH CO.

"One of America's Great Stores"

Have Two Incomes

When you buy Burgess-Nash Company Profit-Sharing Preferred Shares, you are assured of two incomes—the money you earn; the money your savings earn.

Successful men and women have more than one income. Everyone should and can.

Selling For Cash or On Partial Payments

These shares are being sold for \$100, cash or on partial payments. When you pay cash your money begins earning you from 7 to 10 per cent, starting January 1st.

Under our partial payment plan your money will earn you 6 per cent while payments are being made. By this plan your savings are earning you a good interest while you are buying a 7 to 10 per cent investment.

Our partial payment plan makes it easy for you to become a partner in the Burgess-Nash Company and to share in its profits. This table shows how easily these shares can be purchased:

- 1 Share Costs \$ 10 per month for 10 months
- 2 Shares Cost \$ 20 per month for 10 months
- 5 Shares Cost \$ 50 per month for 10 months
- 10 Shares Cost \$100 per month for 10 months
- 15 Shares Cost \$150 per month for 10 months
- 20 Shares Cost \$200 per month for 10 months
- 25 Shares Cost \$250 per month for 10 months

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

FILL OUT AND MAIL TODAY

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.....