



AMERICAN TRANSFER & FIREPROOF STORAGE CO.

On a Solid Foundation

THE AMERICAN TRANSFER COMPANY was incorporated in Omaha, Neb., in 1906, and in 1908 purchased by Fred Busch, with the entire stock, including the assets and business. This company was then consolidated with the Busch Transfer Company, being designated as THE AMERICAN TRANSFER COMPANY. The present storage facilities are inadequate to properly handle the rapidly increasing business of the Company. On this account, it has been decided to increase the authorized Capital Stock to \$500,000, and from the proceeds of the sale of stock, erect a modern, eight-story, fireproof warehouse on the property owned by the Company, at 14th and Pacific Sts., Omaha, Neb.

A \$350,000 Building

The warehouse will be 100x132 feet in dimension, eight stories and basement, absolutely fireproof and modern throughout. The estimated cost will be \$350,000, so that the property of the company, including the warehouse, stables, real estate, trucks, vans, horses and business built up in the past 25 years, insures investors that they are receiving a dollar's worth of actual value for every dollar invested.

The Permanent Prosperity of the Storage and Transfer Business

That there is a permanent prosperity for the Storage and Transfer business is assured by both local and national conditions. Omaha, which will soon be a city of half a million people, stands at the head of its class as a marketing center for food products, eleventh in bank clearances, is the market town and distributing center of the richest agricultural territory in the world. Omaha's tributary population is the richest per capita in the country and has a great purchasing power. This purchasing power deals in bulk commodities, such as vehicles, farm machinery and manufactured articles of the most expensive class. Before this is distributed it must be stored. At the present time there is but 468,000 square feet of storage space in the city. All of this space is occupied to the last inch and after a careful survey of the present needs of the city, it would indicate that only 50% of the present needs is being taken care of and no plans for the future business that is bound to come in the days of readjustment. The erection of this new building by the AMERICAN TRANSFER & FIREPROOF STORAGE COMPANY is designed to take care of these needs and make it possible to take care of the business that cannot now be handled in Omaha.

PRACTICALLY EVERY DOLLAR OF THE \$500,000 RAISED IN THIS CORPORATION WILL BE INVESTED IN THE BUSINESS AND IN THE STRUCTURE, THUS GUARANTEEING EVERY DOLLAR OF YOUR MONEY IN A GILT-EDGED REAL ESTATE AS WELL AS BUSINESS SECURITY, WHICH ALSO GUARANTEES YOU 7% PER ANNUM ON THE \$400,000 OF PREFERRED STOCK ISSUE.

THIS IS AN INVESTMENT THAT SHOULD APPEAL TO TRUSTEES OF ESTATES, BANKERS AND OTHER INVESTORS WHO ARE NECESSARILY COMPELLED TO PLACE MONIES IN SECURITIES OF THE SOUNDTEST CLASS.

Fred Busch



The President, Fred Busch, is Omaha's pioneer transfer man. He embarked in this business when a boy, with only a broken down horse and wagon for his capital. His business grew with the city and despite the handicap of poverty in his youth, he has practically unassisted, amassed a comfortable fortune, which runs into six figures. He understands the management of men and business, and his reputation for personal integrity has been built on more than a generation of square dealing.



James C. Dahlman

James C. Dahlman, for 12 years the mayor of the City of Omaha and now connected with the Railroad Department of the United States Railroad Administration, is Vice-President. His wide local and national acquaintance, combined with his energy and pronounced ability as a business-getter, will make him a most valuable asset in bringing new business to this concern.



Edward P. Hennessy

The Secretary-Treasurer, Edward P. Hennessy, who will also have charge of the transportation and forwarding department, is a railroad man of unquestionable ability. He has been connected with the Rock Island Railroad for a number of years. Before associating with this Company, he was commercial agent for the road in Omaha. His extensive experience in the railroad business and the fact that he is a rate and routing expert, makes his identification with the Company a great asset.

Address All Communications to **JENS NIELSEN, "The Nielsen Service"** Room 222 Bce Bldg. **OMAHA**

Fiscal Agent