



## \$50,000,000 a Year Goes From This Territory to Eastern Mail Order Houses! A Real Opportunity for Western Investors

**F**OUR YEARS ago we concluded to change our method of doing business from the wholesale implement plan to the general mail order business in Omaha. At that time we were located at Council Bluffs and had enjoyed a very profitable business, which we had spent years in building up. The decision to change such a well established business required very strong reasons. Particularly so when it is realized that the officers of Bradley, Merriam & Smith have always enjoyed a reputation as keen, progressive and successful business men.

The first of two powerful reasons for our radical decision was the fact that Eastern Mail Order Houses were actually able to sell direct to the farmers the same implements we sold at about the same prices we were compelled to ask of dealers. This was hard competition to fight. You remember the old saying: "If you can't fight them, join them."

The second reason was the discovery that at that time more than \$30,000,000.00 was being sent out of the territory of Omaha every year, this money going to eastern mail order houses for the purchase of things we eat, wear and use. The sum of \$30,000,000.00 was big enough then. It has increased to \$50,000,000.00 this last year, and is constantly growing.

That is a tremendous business. We are going after the lion's share of it.

### Strong Advantages Over Competitors

We are able to buy as cheaply as Eastern mail order houses. We are able to quote prices in our catalogs which, on the whole, are the same or even less than quoted in catalogs of Eastern mail order houses.

In addition, the people in this territory save a large amount of freight charges by buying from us, as it is customary in the mail order business for the purchaser to pay the freight. Cost of freight is considerably lower from Omaha to points in this territory than from Chicago or New York.

This then is our opportunity—\$50,000,000.00 a year prospective business to capture with equal prices, equal quality and lower freight rates as our weapons.

In order to get the lion's share of this \$50,000,000.00 of prospective business, we must have a much larger working capital. We need to get out

more catalogs, for catalogs are our salesmen and our display counters. The business we can bring in is in direct proportion to the number of catalogs we can place in the hands of prospective buyers.

Another reason why we need more capital is to enable us to buy in larger quantities and to carry a larger stock of many new and varied lines of merchandise which are being demanded daily by our customers.

To give you an idea of how big the demand for our merchandise has become, and how necessary it is to have a larger working capital, our volume of sales for the week ending Saturday, October 11, 1919, was 3 1/2 times as large as for the corresponding week in 1918. This is an increase of 252%.

### Over 30,000 Cash in Advance Customers

In four years' time, Bradley, Merriam & Smith have built up a clientele of approximately 30,000 satisfied customers. They are boosters for us, because we have always given them a square deal, and our policy, backed up with a definite guarantee, has always been "Satisfaction guaranteed or your money and the freight refunded."

We have the added advantage in this business of no long credits or bad debt losses, as most merchants have, as our business is conducted strictly on a cash-with-order basis.

The general mail order business is based on the fundamental needs of the public and does not fluctuate like a one line business. There are no "off years" or slow seasons because we sell so many different lines of merchandise that there is always a good demand for many of the necessities that we sell at all times.

Mail order buying eliminates the profits of the middleman and saves the consumers of this country millions of dollars annually. Nine out of every ten farmers in this territory are mail order buyers.

### Get Our Catalog—Buy at Wholesale

If you are not one of our customers, send in the coupon below. Our big catalog will save you money, too.

The location of Omaha, "The Gateway to the Great West," is a wonderful advantage in doing a mail order business in this territory. The freight rates in and out of Omaha are less than from other markets in the United States. We give quicker service and more prompt shipments, and carry just the

kind of goods that our customers in this territory want. For these reasons we, in Omaha, are in a position to serve this territory better than any other mail order house.

We are very fortunate in having an organization already perfected to handle this enormous volume of business which we are sure to get. The heads of the various departments are experienced men who are specialists in their particular lines. Many of them come from the largest mail order houses in the country, and have the ability and capacity to take care of their part in the expansion of Bradley, Merriam & Smith.

Remember that this company has passed through the experimental stage, and we are firmly established in the mail order business. The past four years have been devoted to putting the business on a sound financial basis and creating the good will, not only of the customers, but of hundreds of bankers and business men throughout the whole western territory.

The very existence of this investment opportunity is due to the wonderful progress we have made. The demands for expansion are pressing on every side and it is to take care of our customers both old and new that we are offering this profit sharing plan in the form of participating preferred stock.

### Profits Our Competitors Are Making

Sears, Roebuck & Co. built up the greatest mail order house in the world by selling their stock to customers and influential people in the central west and allowing them to participate in their profits. A thousand dollars invested in that company thirteen years ago, today has a market value of about \$25,000, besides the cash dividends paid each year. The dividends at the present time are more than 100 per cent on the original investment.

Their business was \$61,000,000 in 1910; \$77,000,000 in 1912; \$96,000,000 in 1914; \$137,000,000 in 1916; and \$181,000,000 in 1918. In the first nine months of 1919, the gross business was almost \$200,000,000.

Montgomery Ward & Co., the second largest mail order house, did a net business in 1918 of \$76,166,848, after \$2,000,000 had been paid in federal taxes. In 1918 they earned 83.6 per cent on preferred stock. For the last six years this Company has earned on the preferred stock an average of 58.13 per cent.

These figures from Waters' Manual—formerly Poor's, the best financial authority in the country—show the rapid growth of these mail order houses.

A number of younger and relatively smaller houses have made as good a showing, comparatively, as Sears, Roebuck & Co. Among them are Harris Brothers Company, the Hartman Corporation, and the National Cloak and Suit Company.

### You Can Get in on the "Ground Floor"

The opportunity to invest in the stock of any of the above mentioned companies is past, but a similar one is now presented by Bradley, Merriam & Smith. The fully participating preferred stock of this company should show an even greater value in the same length of time when you consider our rapid progress in the last four years. Our dividends have averaged 21 per cent annually since we have been in business, and with the increased business made possible by this expansion the possibilities are even better for the future.

The Securities Commission at Des Moines and the Bureau of Securities at Lincoln both approved the sale of this security and commented favorably on the financial statements which this company presented. The book value of the stock (not including any good will) was shown as more than \$125 a share in that report.

The preferred stock is the first claim on all net assets and earnings. The tangible assets are materially in excess of the preferred stock issue—thus affording a large margin over and above the investment.

### No Watered or Promotion Stock

There is no watered or promotion stock, nor will there be any. No stock will be given or sold to any officer, director or individual at less than you pay.

Regular dividends are payable the first day of January, April, July and October of each year. Extra dividends are payable in January of each year.

The orders are ready and waiting for us in this territory and the increased capital will enable us to do, in two or three years, what would take fifteen or twenty years to do through any normal growth.

If you want to share with us the profits we are making, with bigger profits yet to come, mail us today the coupon in the right hand corner below.

The Mail Order Houses and the People Were Mutually Benefited When the Government Passed the Parcel Post Law

References: Any Bank or Trust Company in Omaha or Council Bluffs.

**Bradley, Merriam & Smith (Inc.)**  
(General Mercantile Co.)  
**The Great Mail Order House**  
**Omaha, Nebr.**

**Do You Want Our Big Catalog?**

BRADLEY, MERRIAM & SMITH  
116 Jones St., Omaha, Neb.  
Gentlemen—Please send me at once your BIG FREE Complete General Catalog No. 16 and 44-page Grocery Catalog. All postpaid.

Name .....

Address .....

Street, Box or R. F. D. .... State .....

SEND TO OMAHA AND SAVE MONEY.

**Want to Share Our Profits?**

BRADLEY, MERRIAM & SMITH  
Special Department,  
409 Broadway Theater Bldg.,  
Omaha, Neb.

Gentlemen—Without any obligation on my part, I might invest \$..... if I am convinced your shares are a good, safe investment.

Name .....

Address .....

ASK US ANY QUESTIONS YOU DESIRE—WE HAVE NOTHING TO CONCEAL.