



J. HARLEY BRADLEY

E. H. MERRIAM

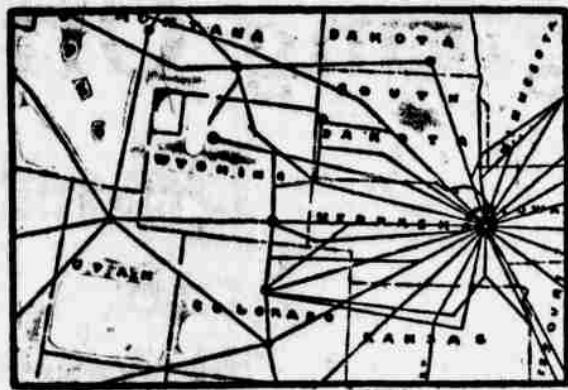
ROBERT F. SMITH

The Founders of this Great Mail Order House

We Sell to the Consumer at Wholesale Prices

Good Returns from a Safe Investment

Our Territory



Buy at Wholesale Prices

The above map shows the territory in which we give customers quicker service than eastern mail order houses, and at a saving in freight rates.

Reduce the High Cost of Living! Buy in Omaha, from Bradley, Merriam & Smith, at **WHOLESALE PRICES**. Over 30,000 customers are already doing it.

We sell every conceivable need of the Farm, Ranch, Home or Workshop. Clothing, Shoes, Meats, Groceries, Canned Goods, Household Goods, Auto Tires and Supplies, Farm Machinery, Paint, Furniture, Dry Goods, Fencing, Gasoline Engines and hundreds of other complete lines. Send the Coupon below for our Big General Catalog.

IN MAKING an investment there are two vital points to consider—**DIVIDENDS** and **SAFETY**—and Safety is even more important than Dividends. Assurance of good returns, plus absolute certainty of the safety of your money, make an investment **IDEAL**. An investment in Bradley, Merriam & Smith carries both these features.

Your Money Is Safe

The participating preferred stock of Bradley, Merriam & Smith is a first lien on all the assets of a company which: 1. Is already successful, with a record of average annual dividends paid of 21 per cent. 2. Has tangible assets in excess of the preferred stock issue. 3. Is more than doubling its volume of business each year. 4. Deals in the staples of life—the things we eat, wear and use. 5. Is managed by men of known integrity and proven ability.

Regular Dividends Guaranteed

A handsome return on your investment, positive and specific as to its amount, is absolutely **GUARANTEED**. This guarantee is backed by every dollar of the total assets of the company. Regular dividends are payable on the first of January, April, July and October of each year.

Earning Power—Extra Dividends

Extra dividends on this fully participating preferred stock—dividends over and above your specific regular dividends—are payable in January of each year as earned. As our dividends have averaged 21 per cent annually since we have been in business, it may be assumed that these extra dividends will be attractive as well as regular.

Increased Capital Is Necessary

With the increased business made possible by additional capital, a much larger dividend percentage should be made than before. A thousand dollars invested in Sears, Roebuck & Co. thirteen years ago has today a market value of \$25,000, to say nothing of the big cash dividends paid each year. For the last six years Montgomery Ward & Co. has earned on its preferred stock an average of 58.13 per cent. The participating preferred stock of Bradley, Merriam & Smith should show even a greater value in a few years, when you consider our rapid progress in the last four years.

We have passed the experimental stage. We are firmly established in a business that has no long credits or bad debt losses, because it is conducted on a cash-with-order basis. Every department is managed by a specialist. We are doubling our business every year, and we will eventually capture the lion's share of the \$50,000,000 worth of business which is going out of this territory every year to eastern mail order houses.

Hundreds of our customers, influential in their communities, and others who are shrewd investors, have taken advantage of this opportunity. If YOU will consider sharing the profits with us, mail the coupon at the lower right.

Four Years' Growth

CUSTOMERS:

19162,000
191710,000
191819,390
1919over 30,000

With the increased capital we can more than proportionately increase our volume of business, buy in larger contracts at lower prices, make more frequent turnovers, and reduce our percentage of overhead expense.

What the Banks Say About Us:

These parties are all in high standing locally and we have a favorable opinion of them. They have the reputation of being prompt in meeting obligations and we would have confidence in any statement they might make regarding their affairs.

This company is favorably known to us and we hear them very well spoken of in trade circles.

We are advised they do a very large business and are very highly regarded by their bank connections in Omaha. Their credit is reported to be entirely satisfactory.

They stand well and bear an excellent reputation and take care of their obligations promptly.

They are men of large business experience, enjoy an excellent standing in this community as men of character and responsibility. The success they have attained reflects their ability as business men.

Their president, E. H. Merriam, has never been connected with an unsuccessful enterprise. He is president of the Independent Telephone Company and Warehouse Construction Company of Council Bluffs, and we know that both of these enterprises have been ironmakers for the stockholders. Robert F. Smith is a man of high standing in the western country and of unquestionable ability. We feel certain that any dealings you have with Bradley, Merriam & Smith will be entirely satisfactory to you.

We are informed that their business is being ably and profitably managed and is growing.

The officers of Bradley, Merriam & Smith are men well qualified in every way to handle their business; have had a long experience; are honest, upright and progressive. We have no hesitancy in recommending this company and believe that any dealings you have with them will prove perfectly satisfactory to you.

This Is a Going Business—Not an Experiment

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,
918 Jones St., Omaha, Neb.

Gentlemen—Please send me at once your Big FREE Complete General Catalog No. 16 and 48-page Grocery Catalog. All post paid.

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State

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Financial Department,
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Gentlemen—Without any obligation on my part, I would 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.