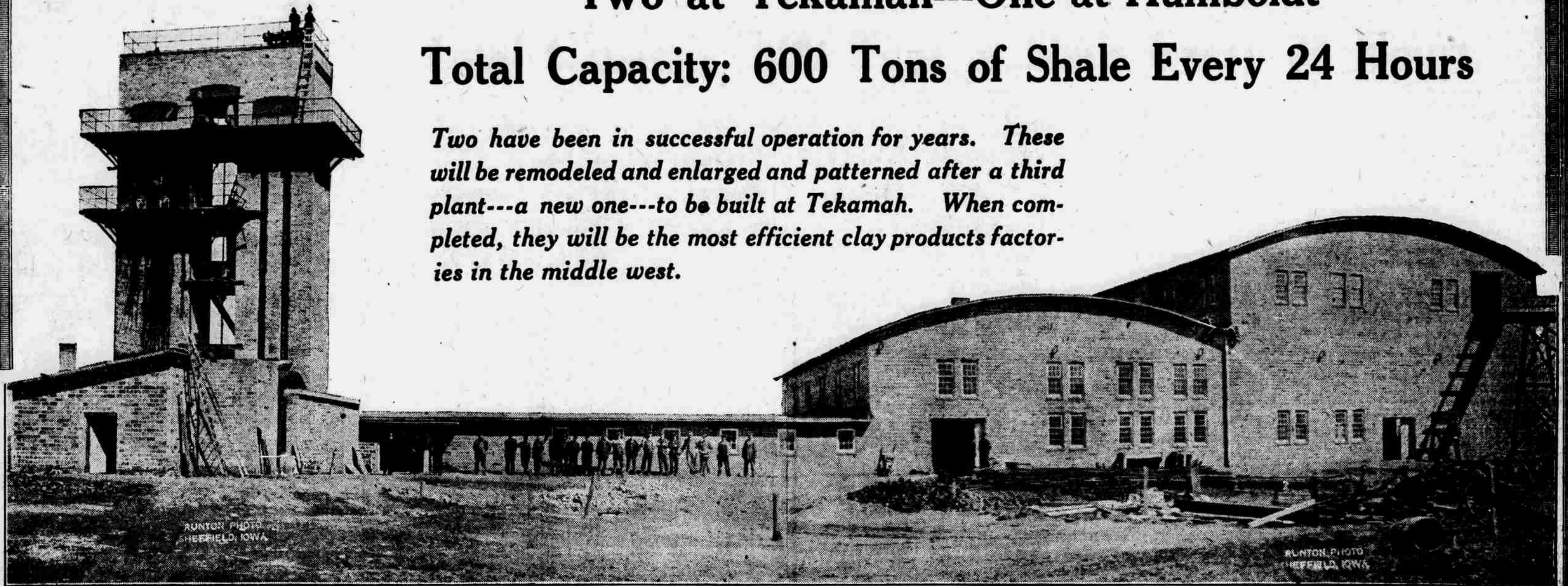


Three Units Will Earn Dividends for NEBRASKA CLAY PRODUCTS CO.

Two at Tekamah---One at Humboldt

Total Capacity: 600 Tons of Shale Every 24 Hours

Two have been in successful operation for years. These will be remodeled and enlarged and patterned after a third plant---a new one---to be built at Tekamah. When completed, they will be the most efficient clay products factories in the middle west.



1000 BRICK EVERY 15 MINUTES FROM THIS PLANT

One of the new units of the Nebraska Clay Products Company will be an exact duplicate of the one pictured above. The unit, operated by the Smith Brick & Tile Company, at Sheffield, Iowa, turns out 1,000 brick every fifteen minutes. This is done with the new Smith T. T. N. (true to nature) continuous kiln, shown at the left of the picture. One of these Smith kilns will

dry and burn 100,000 brick every 24 hours. In the old-fashioned plants it takes from eight to eleven days to make, dry and burn brick and tile. Six of these new kilns at least will be operated by the Nebraska Clay Products Company.

In the new plant, the ware is NOT TOUCHED BY HANDS in the entire drying and burning process.

Eight men are required to do the same job under the old system.

Eight hundred dryer cars, costing \$50 each, are needed in one unit in an old-style plant, and only twelve trucks, costing \$120 each, do the same work in the new plant. Oil is used as fuel in the new dryer and burner. Fuel costs are five times less with the new kiln.

Why Nebraska Clay Products Company Was Formed

1. Nebraska cannot get enough brick now to carry on her good roads program.
2. Omaha, right now, is short more than ten million brick to start proposed buildings.
3. Omaha is short more than ten million building tile.
4. Present Omaha plants cannot turn out more than 150,000 brick a day at the most.
5. Omaha herself needs five times that many brick a day.
6. Nebraska farmers cannot get sufficient drain tile and silo tile to improve their properties.
7. Contractors, building supply dealers, architects and real estate men predict a still greater demand from now on.
8. The Omaha Chamber of Commerce for years has agitated greater production of clay products in this state.
9. The Nebraska Clay Products Company controls 120 acres of highest grade shale, from which all of the most needed articles have and can be made.

Plans For Production

The Nebraska Clay Products Company within six months from today will be operating three plants.

We have taken over the plant of the Farmers' Clay Products Company at Tekamah, which operated successfully for seven years. This plant, which has a present capacity of 30,000 brick, will be enlarged to turn out 100,000 brick a day.

The Humboldt plant, formerly operated by the Humboldt Brick Company, now has a capacity of 50,000 brick. This capacity will be brought up to 100,000 a day, by means of the new Smith kiln.

The third plant, and by far the largest, will be built close to the present Tekamah factory. This will turn out about 200,000 brick a day.

The present plants are being remodeled now. Building of the third factory will begin late in April.

120 Acres of Shale

The Nebraska Clay Products Company controls 120 acres of the highest grade shale.

There is enough shale in our total acreage to build 1,000,000 brick a day for over 50 years.

Ceramic engineers, who have made repeated tests, find that our deposits run from 90 to 137 feet in depth.

These same engineers also estimate that there are at least 16,000,000 tons of shale in our deposits. Shale in its raw state today is worth 20 cents a ton. This means that our natural resources—assets much more tangible than buildings, machinery, etc.—are worth at least \$3,200,000—twice our capitalization.

Nothing but paving brick will be made at our Humboldt plant. The tremendous shortage of paving brick assures the market for our entire output for years.

Operating Costs Cut in Two---Profits Doubled

Nearly twice as much profit can be made with a new plant, such as the Nebraska Clay Products Company will build.

Operating costs are cut in two. Thirty-five men do the work of seventy in an old plant. Over \$300 a day in wages alone is saved in the new plant.

It costs \$377,295.51 to construct one of the old-style plants with a capacity of 100,000 brick a day.

Nebraska Needs Three Plants---and More

Even these three immense plants won't begin to fill the demand for brick and tile in this part of the country. The shortage of clay products is apparent on every side.

The Omaha Chamber of Commerce recently issued a folder, showing the growth of Omaha as a manufacturing center.

Market Assured For Company's Entire Output

Bids are received daily for Nebraska Clay Products Company's output. The market is assured for years to come. Architects, contractors, road builders, real estate men, building supply dealers—all foresee a still greater building boom, with brick and tile as the foundation of nine-tenths of all improvements.

One Omaha firm writes: "There is a crying need in this territory for a tile plant. We feel that we could ourselves use practically the entire output of your plant in Omaha. Another writes: "You will not experience any difficulty in marketing your wares. We think it possible to handle a great portion of your output." One writes: "We certainly will welcome you in this field, and being a Nebraska institution, is

We Offer a Limited Amount of Stock At Par

We will not attempt to discuss possible earnings in this advertisement. Earnings out of brick and tile manufacture are tremendous. Any brick man will tell you of the profit possibilities. Plants as big as ours have paid for themselves in a few years. Annual dividends ranging from 8 to 102 per cent have been paid by plants in Iowa and Illinois. We have the shale, and the management, and the market. All we need is the capacity.

The Nebraska Clay Products Company is incorporated under the laws of the state of Nebraska, with a total capitalization of \$1,500,000.

Ten thousand shares of common stock, and five thousand shares of preferred stock are to be issued.

Nebraska Clay Products Co.

420 Peters Trust Bldg., Omaha, Neb.

It costs only \$227,016.64 to build one of the new plants with the same capacity.

One new kiln and dryer, which will turn out 100,000 brick every 24 hours, costs \$47,746.43, as against \$188,906.28 for 16 old-fashioned round kilns.

ONE NEW DOES THE WORK OF 16 OLD KILNS—AND FROM EIGHT TO ELEVEN TIMES AS FAST!

The folder stated that the entire factory output of brick in Omaha, during 1919, totaled only \$226,000, while brick and tile valued at \$5,436,543 were distributed by Omaha jobbers during the same period.

THE DEMAND WAS TWENTY TIMES GREATER THAN THE OMAHA FACTORIES' OUTPUT.

another reason why we would like to give you our business." Still another writes: "The demand this season for clay products has greatly exceeded that of previous years, making it necessary for a great increase of these products in order to meet the increased demands and hope we may have the pleasure of furnishing you with a liberal proportion of our business, as we consider your material above the average." Another says: "There seems to be a strong demand for all clay products and just as soon as you are in a position to place your wares on the market kindly take the matter up with us." A contractor writes: "The brick kilns of Omaha cannot nearly supply the demands for local brick, and all tile has to be shipped from plants in Indiana, Illinois and Ohio. The writer's opinion is that a plant of this kind would be a money maker from the start, and not only a money maker but a great help to the building industry in this community."

Both have full voting powers and are non-assessable. The Articles of Incorporation say:

"The preferred stock shall bear an annual dividend of 8 per cent on par, payable out of the earnings of the corporation, and the dividends thereon shall be cumulative. Furthermore, the preferred stock shall participate with the common stock up to and including 12 per cent * * *. The preferred stock shall be preferred as to assets and dividends over the common stock. The preferred stock of the corporation at the election of the board of directors may be retired on or after five years from date of its issuance by paying the holder thereof the amount paid to the corporation therefore at time of original issuance, together with all unpaid and accumulated dividends thereon."

There is not one cent of promotion stock in this company. Stock is being sold now at par value, on the basis of two shares of common and one share of preferred.

THE PAR VALUE OF EACH SHARE IS \$100.

NEBRASKA CLAY PRODUCTS CO.,
420 Peters Trust Bldg., Omaha, Neb.

Please send me complete details of Nebraska Clay Products Company. This request incurs no obligation on my part.

Name I may invest
Street
City \$.....

The Nebraska Clay Products Company of Omaha, Neb., holds permit No. 719 from the State Bureau of Securities, authorizing the sale of one million common and five hundred thousand preferred at par. The issuance of permit does not constitute a recommendation or disparagement of securities.