

Brodegaard's Graduation Gift Sale

During the Month of May

Splendid opportunities under our *All-State Selling Plan* to secure *exceptional bargains* in diamonds, high grade *Standard American Watches*, hand made *Gold Jewelry*, *Sterling and Plated Silverware* and the finest *Crystal Cut Glassware*. Large spring shipments are now in, picked up at *Sacrifice Prices* direct from the manufacturers in enormous quantities to supply our *100 Branch Stores* in Nebraska and Western Iowa as well as our Wholesale House and our *Large and Busy Retail Emporium* in the center of the city of Omaha. The following prices are our challenge to dealers near and far, whether on the retail, mail-order or any other plan. We stand by these quotations in our city store and in our branch stores alike. Please take the trouble to compare with catalogues, display windows or frenzied advertising claims. *That is all we ask of you, before you buy.*

Gentlemen's 16-size closed case
Watch, Rockford, 17 jewels, patented regulator movement fitted in 20-year gold filled case, plain or engraved design, guaranteed to keep within 30 seconds per month. Sale price, **\$17.50**

Gentleman's or Young Man's
Watch, 16 size, Elgin 15-jewel movement, fitted in a high grade 20-year gold filled closed case, plain or engraved patterns. A fine timepiece, **\$14.25**

Gentleman's 16-size open face
Watch, Elgin 15-jewel movement fitted in an art design, 20-year gold filled case, this case is fitted with a solid gold, non-pull-out bow, the very finest case made today. Above movement and case complete at **\$12.75**

Gent's Heavy Work Watch,
Hamden 17-jewel, patent regulator, full nickel movement, fitted in a nickel silver open face case, a guaranteed timekeeper, at **\$9.00**

Ladies' 400 Size Hamden Duet, 15-
jewel, patent regulator movement fitted in gold low and solid gold raised ornaments. A watch of beauty as well as time, **\$20.80**

Ladies' O Size Watch, same movement
as above, fitted in a 20-year gold filled closed case, **\$14.00**

Hamden 400 Size Watch, one of the
smallest ladies' American made watches. Hamden nickel movement fitted in a 20-year gold filled closed case, plain or engraved design, watch, specially timed movement, **\$12.00**

Ladies' and Misses' High Grade
Watches, O Size, Elgin or Waltham nickel movement, fitted in 20-year gold filled closed case, or hand engraved design cases. A perfect timepiece **\$11.00**

REMEMBER—When we guarantee a watch we mean it, and keep it in repairs during five years, free of charge, which is four years more than any other store.

LADIES' Extra Quality Gold Filled Watch Chains,
large and complete stock of all pattern chains. Quality considered, our prices are the lowest.

25-year guaranteed Chains, the very best quality chains; on sale at from **\$4.00-\$10.00**

15-year guaranteed Chains, extra fancy designs, at from **\$3.00-\$4.00**

Fobs—Ladies' and Gents' high grade gold filled, best quality for wear, all new and nifty patterns, **\$6.00**

Our special prices from **\$2.00** to **\$4.00**

Ladies' and Gents' Silk Fobs, gold filled mount, at **\$4.00**

Ind., our special sale price from **\$1.75** to **\$2.00**

All our Fobs are fitted with patent safety chain, a guard against loss or dropping your watch.

GENTLEMEN'S High Grade Gold Filled
CHAINS, a large variety of Curb, Rope, Boston Link designs, as well as fancy patterns.

25-yr. guaranteed Chains, all patterns **\$2.85**

at **\$2.00**

10-yr. guaranteed Chains, all patterns **\$1.70**

at **\$1.25**

5-yr. guaranteed Chains, all patterns **\$1.15**

at **\$1.00**

Watch Us Spring a Spring Surprise

Nature works its greatest wonders in May. In the field of business we claim the honor of presenting the **greatest price wonder** of any season.

This is the best comparative Watch Value we have.

For your own sake it is necessary that you read this description.

This Watch is made by the **Hamden Watch Co.** and has 17 ruby jewels, each jewel set in gold; patent regulator, Brequet hairspring, safety click, double brace mainspring, compensating balance, adjustable to heat and cold.

This watch will not lose or gain 15 seconds per month. We guarantee this Watch and keep it in repair free of charge first five years.

Case is water and dust proof, nickel screw case and exceptionally well fitted for any person who does manual labor.

In lots and lots of stores they ask **\$17.50** for this Standard American Watch, and in a great many cases **THEY GET AWAY WITH IT!** We just snapped up 500 of them, and we have 260 left. That makes two for each Branch Store and about 60 for Omaha. **GET ONE IN MAY WHILE THEY LAST! OUR PRICE IS \$8.75**

LOOK HERE

what we secured in the New York Manufacturers Market for the Graduation Season.

Friendship Bracelets—Very stylish and a handsome piece of jewelry. **STERLING SILVER.** We sell them for the first time in the West at—

39c and 49c

Ladies' and Misses' Bracelets, a complete assortment of all size high grade gold filled bracelets, guaranteed for 20 years' wear. We have them in plain, plain Roman, hand engraved and fancy stone—art designs—at prices that will surprise you.

From \$2.75 to \$8.25

A large variety of Children's Bracelets.

Solid Gold Front Beauty Pins—All nifty designs, pin like cut or similar, **\$1.20**

Solid Gold Front Beauty Pins—All new and fancy designs. Set of 2 pins, like cut or similar to same. **.60c**

MANTEL CLOCKS—Like illustration or a great many other exteriors with eight day time work. Soothing and musical hour strike on cathedral gong and half hour strike on cup bells. These clocks are fine time keepers and beautifully finished. See them, **\$5.50**

ALARM CLOCKS—We have really good timekeepers with dependable alarms and silent switch from six. Clock like illustration has given thorough satisfaction to many thousand buyers, at **\$1.45**

SILVERWARE

Our Famous "American Beauty" Pattern.

Has put its stamp of refinement and quality on thousands of homes in the middle west. We have never in all our experience had a single complaint about this exquisite ware. Any article can be replenished from our extensive stock. Every home maker should see our 26-piece "American Beauty" chest containing 6 hollow handle knives, 6 forks, 6 tablespoons, 6 teaspoons, a butter knife and a sugar shell. The chest itself is a striking ornament to a dining room, and is finished in mahogany with a rich satin lining. **\$12.25**

Cannot be duplicated anywhere at

The Yorktown pattern of Silverware is another bona fide value, consisting of 26 pieces of high grade flatware service in a solid oak chest with satin lining. The chest with 6 knives, 6 forks, 6 tablespoons, 6 teaspoons, a butter knife and a sugar shell all complete **\$6.30**

SALES DATES

Saturday, May 3d,
CITY BOOK STORE
CARE A. LINDQUIST,
Brodegaard Co-Partnership Store,
RED OAK, IA.

Saturday, May 10th,
W. W. ROBERTS,
Brodegaard Co-Partnership Store,
OAKLAND, NEB.

Saturday, May 10th,
PETERS BROS.,
Brodegaard Co-Partnership Store,
MILLARD, NEB.

Monday, May 12th,
FRED E. HOAR,
Brodegaard Co-Partnership Store,
WALT HILL, NEB.

Tuesday, May 13th,
JENSEN DRUG CO.,
Brodegaard Co-Partnership Store,
WINNEBAGO, NEB.

Wednesday, May 14th,
BELL DRUG CO.,
Brodegaard Co-Partnership Store,
PAPILLION, NEB.

Thursday, May 15th,
M'CRACKEN DRUG CO.,
Brodegaard Co-Partnership Store,
CRAIG, NEB.

Friday, May 16th,
HARRY HEMPING,
Brodegaard Co-Partnership Store,
TEKAMAH, NEB.

Saturday, May 17th,
H. D. BYRAM,
Brodegaard Co-Partnership Store,
DECATUR, NEB.

Saturday, May 17th,
C. A. STENGLEIN,
Brodegaard Co-Partnership Store,
WATERLOO, NEB.

Real serviceable as well as ornamental and pleasing gifts for Graduation in this column.

LOCKETS—Note illustration. This is one of the handsomest patterns in many years. All our lockets are handsome, and we guarantee them to last 15 years. Stone set, artistically ornamented or plain, at from **\$1.75 to \$5.00**

Locket Chains—All styles of links, the very best quality gold filled chains, at prices from **\$1.00 to \$3.00**

Above chains 15 and 20-year guarantee.

Very heavy rope and fancy design chains, at prices from **\$5.00 to \$10.00**

BROOCHES—We bought 1,000 solid gold and gold filled brooches at a great sacrifice from a stock-heavy manufacturer. They are all set with Parisian diamonds, rubies, sapphires, topaz, emeralds, turquoises. They make fine graduation presents at the ridiculously low price of from **\$1.00 to \$2.50**

LaVallieres and Pendants—Of this modern and fascinating style of gem we positively have the most wonderful and individualistic varieties ever brought west of Chicago. Entirely new patterns, best choice for graduation present, in platinum, solid gold, sterling silver and gold filled, set with gems, as follows:

Platinum, set with diamonds, **\$75.00 to \$500.00**

Solid gold, **\$3.50 to \$15.00**

Sterling silver, **\$2.50 to \$7.00**

14-k. gold filled, **\$1.85 to \$4.75**

Hand Bags
German silver, sterling silver plated mesh bags, soldered links, unlined and the kid lined bags. Large size soldered mesh bag **\$3.60**

Other sizes in proportion.

Look here for Graduation Gifts

SCARF PINS—Hand made of solid gold, plain as well as with unique sets, **\$1.20 to \$2.25**

Solid Gold Front Scarf Pins—Warranted to last a lifetime; splendid assortment in individual designs and all stones; from **70c to \$1.45**

Cuff Buttons—Solid gold with diamond, plain or fancy art design, special price **\$5** each pair.

Solid Gold Cuff Buttons—Plain or hand engraved designs **\$2.45 to \$5.75**, according to weight.

Solid Gold Front Cuff Buttons—Handsome and durable, plain or fancy design, **50c to \$1.45.**

Match Boxes
German Silver, Sterling Silver plated and beautifully designed **79c**

SHORT HATPINS IN PAIRS—This summer's height of fashion, most attractive designs in **STERLING SILVER.** Unparalleled values at, each pair **45c**

AT THE SIGN OF THE CROWN UP THE GOLDEN STAIRS

Brodegaard Jewelry Co.

COR. 16TH & DOUGLAS STS.

Omaha, Neb.

Seal Rings for Gentlemen

—Very latest styles and in all weights. The very qualities you pay 25% to 50% more for elsewhere — from **\$2.25 to \$15**

GENTLEMEN'S SOLID GOLD RINGS—We carry the largest stock in the west. A complete assortment at all times.

GENTLEMEN'S RING—Like cut, heavy solid gold ring, set with very best quality Ruby Doublets, easily worth \$9.00 our price, each, **\$7.95**

Birthday Rings for Ladies

JANUARY—Garnet for Constancy.
FEBRUARY—Amethyst for Sincerity.
MARCH—Bloodstone for Truth and Firmness.
APRIL—Diamond for Intelligence.
MAY—Emerald for Happiness.
JUNE—Pearl for Health.
JULY—Ruby for Love.
AUGUST—Sardonyx for Felicity.
SEPTEMBER—Sapphire for Wisdom.
OCTOBER—Opal for Hope.
NOVEMBER—Topaz for Fidelity.
DECEMBER—Turquoise for Success.

Solid gold set with your individual birthstone, like cut, each **\$2.95**

LADIES' SOLID GOLD SET RING—In single stone and fancy combination setting, all the very newest designs, at prices **\$2 to \$20**, according to style.

Highest Grade Cut Glass Water Set—Four-pint water jug and 6 tumblers of the very finest cutting in the popular pin wheel design; just like cut. Also 14-inch French beveled mirror plateau. This set easily worth \$16. Our Co-operative sale price **\$9.75**

SALES DATES

Monday, May 19th,
VAN VALIN DPT. STORE
Brodegaard Co-Partnership Store,
HERMAN, NEB.

Tuesday, May 20th,
BURR R. JONES,
Brodegaard Co-Partnership Store,
KENNARD, NEB.

Wednesday, May 21st,
C. A. NOWNES,
Brodegaard Co-Partnership Store,
ELKHORN, NEB.

Thursday, May 22d,
L. L. KARNES,
Brodegaard Co-Partnership Store,
NICKERSON, NEB.

Saturday, May 24th,
HARRY JOHNSON,
In J. M. Johnson's Store,
Brodegaard Co-Partnership Store,
WAKEFIELD, NEB.

Saturday, May 24th,
BEN MORTON,
Brodegaard Co-Partnership Store,
BENSON, NEB.

Monday, May 26th,
FAIR CASH STORE,
Brodegaard Co-Partnership Store,
HARTINGTON, NEB.

Wednesday, May 28th,
LIPPOD'S PHARMACY
Brodegaard Co-Partnership Store,
PENDER, NEB.

Thursday, May 29th,
FRED H. FRAHM,
Brodegaard Co-Partnership Store,
CALHOUN, NEB.

Saturday, May 31st,
SAS BROS.,
Brodegaard Co-Partnership Store,
BLAIR, NEB.