# 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 sec- \$17. J0 onds per month, Sale price. 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 timeplece, 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 12.75 and case complete at Gents' Heavy Work Watch, Hampden 17-jewel, patent regulator, full nickel movement, fitted in a nickel \$9.00 silver open face case, a guaran-\$9.00 teed timekeeper, at.....

Ladies' 400 Size Hampden Diadem, 15-Jewel, patent regulator movement fitted in gold bow and solid gold raised ornaments. \$20.80 Ladies' O Size Watch, same movement as above, fitted in a 25-year gold \$14 00 filled closed case

Hampden 400 Size Watch, one of the smallest ladies' American made watches. Hamp-den nickel movement fitted in a 20-year gold fil-ed closed case, plain or engraved design. A fine watch, specially timed movement, \$12.00 Ladies' and Misses' High Grade

Watches, O Size, Elgin or Waltham nickel move-ment, fitted in 20-year gold filled closed plain or hand engraved design cases. A per-fect timepiece \$11.60

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



### Con College and a second and a

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

15-yr. guaranteed Chains.

\$2.00 at 10-yr, guaranteed all patterns

## 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 sea-

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 Hampden Watch Co. and has 17 ruby jewels, each jewel set in gold; patent regulator, Brequet hairspring, safety click, double brace mainspring, compensating balance, adjust-

able 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.....





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.

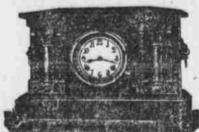
From \$2.75 to \$8.25 A large variety of Children's Bracelets.



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

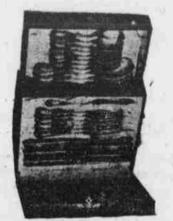
illustration or a great many other exteriors with eight day time work. [ Soothing and musical hour strike on cathedral gong and half hour strike



ALARM CLOCKS -- We have really good timekeepers with dependable alarms and silent switch from 55c. Clock like illustration has given thorough satisfaction to many thousand buyers,

### 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 The chest with 6 knives, 6 forks, 6 tablespoons, 6 teaspoons, a butter knife and a sugar \$6.30



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

Saturday, May 10th, W. W. ROBERTS. Brodegnard 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, degaard Co-Partnership Store, WATERLOO, NEB.

# ornamental and pleasing gifts DATES for Graduation in this column.

tion. 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

LOCKETS-Note illustr ..

Above chains 15 and 20-year guarantee. Very heavy rope and fancy design chains, a 



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 ridicu-

lously low price of from \$1.00 to ..... \$2.50 LaVallieres and Pendants



fascinating style of gem we positively have the wonderful and individualistic varieties ever brought west of Chicago. Entirely new patterns, best choice for gradua-tion present, in platinum, solid gold, sterlins silver and gold filled, set with gems, as fol-

Platinum, set with diamonds, \$75.00 to \$500.00 Solid gold ..... \$3.50 to \$15.00 



Hand Bags

German silver, sterling silver plated mesh bags, soldered links, unlined and the kid lined bags. Large size soldered mesh Other sizes in proportion.

### Real serviceable as well as Look here for Graduation Gifts



SCARF PINS-Hand made of solid gold, plain as well as with unique sets, .. \$1.20 to \$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.

tifully designed ......





-Handsome and durable, plain or fancy design,

50c to \$1.45.



SHORT HATPINS IN PAIRS - This summers' height of fashion, most attractive designs in STERLING SILVER. Unparalleled values at,

each pair .....



### 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 I cence. 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 ......

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.



4)C | 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 eled mirror plateau. This set easily worth \$16. Our Co-operative plete. .

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 Stor WAKEFIELD, NEB. Saturday, May 24th,

Brodegaard Co-Partnership Store, BENSON, NEB. Monday, May 26th

BEN MORTON,

FAIR CASH STORE, rodegaard Co-Partnership Store HARTINGTON, NEB. Wednesday, May 28th,

LIPPOLD'S PHARMACY

Brodegaard Co-Partnership Store,

PENDER, NEB! Thursday, May 29th, FRED H. FRAHM Brodegnard Co-Partner ship Store, CALHOUN, NEB.

Saturday, May, 31st, SAS BROSS. Brodegaard Co-Partner ship Store, BLAIR, NEL