

ONLY 72 HOURS ^{FOR SHOPPING} BEFORE CHRISTMAS

COME EARLY OR YOU MIGHT BE DISAPPOINTED

Brodegaard's Greatest

REMEMBER, WE ARE ONLY OPEN FROM 10 A. M. to 6 P. M.

32nd Anniversary and Christmas Sale

With only 72 business hours before Christmas comes we must make haste in disposing of thousands and thousands of dollars worth of the great mountains of high-class jewelry we have purchased for this sale.

Our great stocks were purchased long before the present season when prices were lower—much lower. We foresaw the greatest and fastest Christmas selling in our history—and we bought and bought—but we did not foresee the coal strike and the shortened business hours. With our prices already cut to bed rock there was nothing to do but to cut deeper and deeper—for we must almost double even the wonderful selling days we have just passed.

Toilet Sets

Our entire stock of the latest and fanciest creations in Toilet Sets, Traveling Cases, Ladies' Manicure Sets, Soldiers' Traveling Toilet Sets, etc.
Ladies' Parisian Ivory Complete Toilet and Manicure Set, enclosed in Black Seal Leather Case, consisting of 18 Toilet Articles, very nifty and useful. Regular price \$14.00. Now **\$11.20**
Gentlemen's Ebony Toilet Traveling Case, containing 10 Articles. Reg. price \$16. Now **\$11.80**

Special Special Cigaret Cases

Extra Special For Monday
Beautiful thin model Cigaret Cases. Guaranteed to wear a lifetime. Regular price last year, \$4.00.
Monday Only \$2



Omaha's Greatest Sale of High Grade Diamonds

Our diamond stocks were bought the earliest of all our goods and our prices on quality stones bear out the remarkable trend of operation of this store. In spite of the upward marching intrinsic value of diamonds—in spite of the great demand for them—in spite of their scarcity—we have stood by the motto "WE WILL NOT PROFITEER."

Therefore our friends and customers can buy here stones of the finest quality, incomparable as to price, for amounts that will reveal themselves on minute investigation as being wonderfully low. We in truth are offering you the premier chance of diamond investment of your lives. We hope that every one will at least give themselves the benefit of looking over our stocks before buying.

DIAMONDS ARE THE BEST INVESTMENT

\$1.00, \$1.00, \$1.00--STAR VALUES--\$1.00, \$1.00, \$1.00

Many new and elegant articles on our \$1.00 Counter on sale Monday, Tuesday and Wednesday. These excellent values can not be duplicated anywhere else.

Sheffield Salt and Pepper Castor	\$1.00	Cut Glass Marmalade Jar, silver top	\$1.00	Cut Glass Sugar and Creamer	\$1.00
Sheffield Bud Vase	\$1.00	Cut Glass Water Bottle and Glass	\$1.00	Cut Glass Combination Sugar and Creamer	\$1.00
Sheffield Mustard Jar, with spoon	\$1.00	Cut Glass Compot, 6 inches	\$1.00	Cut Glass Flower Basket, Bethlehem Star	\$1.00
Sheffield Horse Radish Jar	\$1.00	Cut Glass Butter Dish	\$1.00	Cut Glass Water Pitcher	\$1.00
Cut Glass Bud Vase, 12 inches	\$1.00	Cut Glass Nappy, 6 inches	\$1.00	Cut Glass Six Water Glasses	\$1.00
Cut Glass Candy Jar	\$1.00	Cut Glass Syrup Pitcher, with cover	\$1.00	Cut Glass Mayonnaise Bowl	\$1.00

Each and every one of these articles will make a nifty and useful Xmas gift. Remember, only 72 business hours to Christmas.

It is no longer a matter of even the smallest profit to us—the 72 hours we have left means only a remarkable short period of time to sell the thousands and thousands of dollars of fine Christmas jewelry to our friends. We are thus establishing a record for low prices which we even may never be able to equal.

Our earnest and best advice to the thousands of our old customers and to the hundreds of thousands of people throughout Iowa and Nebraska is to come to this sale as early as possible and to buy all of your Christmas gifts here. For this is truly a friendship sale, a sale in which our remarkably low prices and the high quality of our merchandise should make us thousands of new friends and supporters.

Watches -- Watches

At Last Year's Prices

Our Greatest Sale

Our guaranteed American watch stock is complete. Buy your watch right now—have it laid away for Christmas, which will insure you fine regulation and swell engraving before the rush.

Howard Watches, Hamilton Watches, Elgin, Waltham and Hampden Watches



Extra Special for Monday, or as long as they last Monday—Thin model, 12 size, Elgin open face Watch, fitted in 20-year, gold-filled case, engraved or plain. Price for Monday only **\$15.75**

You will see the best and biggest assortment west of Chicago, at prices you will not find anywhere else at this wonderful watch sale. Come early Monday.

COME EARLY--DON'T DELAY

Columbia Grafonolas

The World's Finest

A Complete Line Here

Everywhere there is universal disappointment because of shortage of COLUMBIA GRAFONOLAS, the world's finest musical instrument. We have now a complete assortment of machines for your inspection—yet they are selling fast.

We Show All Styles, Woods and Finishes and Can Give Quick Service.



Complete Stock of Records, Also December Numbers Which Are Just Out.

You will always be glad if you buy a GRAFONOLA for Christmas from Brodegaard's. We have hundreds and hundreds of satisfied customers. There is one here for you.

NO DELAY---IF YOU HURRY

Wrist Watches



At Sale Prices

14-Kt. Solid Gold, very small and nifty Octagon design, with the very finest and most reliable 15-jewel movement. Only a limited number of these beautiful Watches in stock.

Regular Price \$55.00. This Week **\$43.75**

14-Kt. Solid Gold American Crown, 15-Jewel Movement—Very reliable timekeeper and extra small size. We take pleasure in showing you this Watch.

Regular Price \$38.00. This Week **\$27.75**

14-Kt. 20-Year Gold Filled Octagon Case with the best 15-jewel movement. A watch that will run well and keep time.

Regular Price \$29.75. This Week **\$21.75**

14-Kt. 20-Year Case, small size and reliable timekeeper, 15-jewel movement. Only 17 of these in stock.

Regular Price \$21.75. This Week **\$13.75**

Out They Go

We are selling Scheffer Fountain Pens by the 1,000! Why? Because the Scheffer Self-Filling Fountain Pen is without a fault. Also the Scheffer Solid Gold, Sterling Silver and Gold Filled Pencils. Always sharp and ready for use.

Fountain Pens for ladies **\$2.50** up to **\$15.00** and gentlemen
Special model for doctors and nurses **\$3.50** to **\$12.00**
Scheffer's Pencils from **\$1.00** to **\$7.00**

Extraordinary Sale of Cut Glass Water Sets

Water Pitcher—6 water glasses, beautiful Queen Louise pattern. Price **\$9.75**
Free with every Water Set, 1.1-4-inch beveled Mirror Plateau—FOR MONDAY ONLY.

Extraordinary Discount Sale of Silverware

The Wonderful and Renowned Rogers & Bros.

Guaranteed Silver Flatware

On sale Monday, Tuesday and Wednesday, or as long as the supply we have lasts.

1 Set of 6 Hollow Handle Knives and Forks, beautiful jewel pattern	Regular Price \$12.00	Sale Price \$8.00
1 Set of 6 Table Spoons, beautiful jewel pattern, at	\$5.00	\$2.50
1 Set of 6 Dessert Spoons, beautiful jewel pattern, at	\$4.50	\$2.25
1 Set of 6 Tea Spoons, beautiful jewel pattern, at	\$2.50	\$1.25
1 Set of 6 Ice Tea Spoons, beautiful jewel pattern, at	\$3.50	\$1.75
1 Set of 6 Butter Knives and Sugar Shell, beautiful jewel	\$2.00	\$1.00
1 Set of Berry Spoons, beautiful jewel pattern, at	\$2.50	\$1.25
1 Child's Set, knife, fork and spoon, beautiful jewel pattern, at	\$2.00	\$1.00
1 Set of Cold Meat Forks, beautiful jewel pattern, at	\$2.00	\$1.00
For Monday only, 1 Set of Rogers & Bros., 6 Knives and 6 Forks, beautiful Admiral pattern	\$4.99	

Come early and secure one of these elegant sets of Knives and Forks.

This is the opportunity of a lifetime to stock your home with beautiful silver that should last a lifetime. It will pay you to buy these goods to keep for gifts at future weddings, birthdays, etc., as this class of silver is rapidly going up, and these prices are below the prices of a year ago.



SHEFFIELD SILVERWARE

This beautiful meat platter of the finest Sheffield Silver is 18 inches wide and of the popular tree design—the finest article for a lasting gift imaginable. This platter sold for \$26.50 last year—our price in this great sale is **\$17.75**



Cut Glass 12-inch Orange Bowl, Marguerite design, beautiful distinct cut; regular price \$9.00; half price	\$4.50
Cut Glass 10-inch Square Vase, Newton design; regular price \$4.50; half price	\$2.25
Cut Glass Goblets, set of 6, clover leaf design, regular price \$6.00; half price	\$3.00
Cut Glass 3-Footed Salad Bowl, poppy design, regular price \$5.50; half price	\$2.75
Cut Glass Large Flower Basket, Paradise design; regular price \$8.50; half price	\$4.25
Cut Glass 8-inch Berry Bowl, Newton design; regular price \$4.00; half price	\$2.00
Cut Glass 8 1/4-inch Compot, Marguerite design; regular price \$4.50; half price	\$2.25
Cut Glass Mayonnaise Bowl, Marguerite design; regular price \$4.50; half price	\$2.25
Cut Glass Creamer and Sugar, Marguerite design; regular price \$4.00; half price	\$2.00
Cut Glass Syrup Pitcher, clover leaf design; regular price \$3.00; half price	\$1.50
Cut Glass Celery Tray, Marguerite design; regular price \$4.00; half price	\$2.00
Cut Glass 8-inch Orange Bowl, Marguerite design; regular price \$4.00; half price	\$2.00
Cut Glass Flower Bowl, Bethlehem Star design; regular price \$3.00; half price	\$1.50
Cut Glass Flower Basket, Bethlehem Star design; regular price \$2.50; half price	\$1.25

Several hundred pieces of Cut Glass go on sale Monday, Tuesday and Wednesday at half of regular price or less.

Other Wonderful Values---COME

Gillette Razors, \$4.25

Why pay \$5.00 for a Genuine Gillette Razor? We will sell you one of these for **\$4.25**

Monday as long as they last.

ONLY ONE TO A CUSTOMER

This is surely one useful and highly appreciated gift.

At the Sign of the Crown

BRODEGAARD BROS.

Up the Golden Stairs

16th & Douglas

Mail Orders Receive Prompt Attention.

JEWELERS

Mail Orders Receive Prompt Attention.

Omaha, Neb.