



**SHOP  
EARLY**



# XMAS HINTS



**7  
SHOPPING  
DAYS  
LEFT**

## ---Flowers for Xmas

**Our Cut Flowers  
Are Especially  
Fine This Season**

Potted plants in bloom. We have the finest variety in the city. Our Cyclamen are better than ever.



**We Have a Nice Variety of Wreaths for Graves**  
Being members of the Florists' Telegraph Delivery Association we are in position to deliver flowers anywhere in the United States or Canada on short notice.

**HESS & SWOBODA**

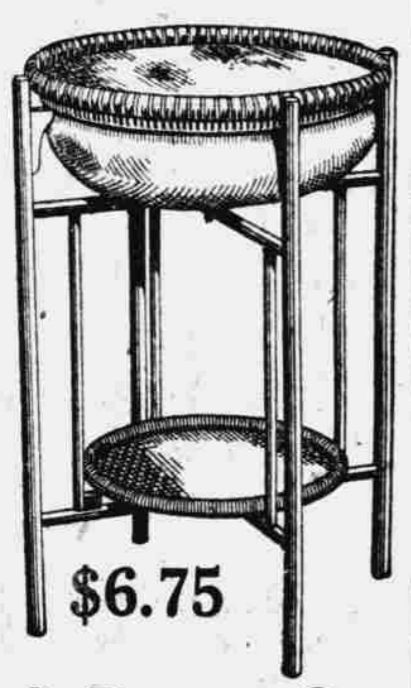
Tel. Doug. 1501. 1415 Farnam St., Paxton Hotel

## Red Cross Sewing Stand



20 inches across, 30 inches high, has 4 red crosses on bowl, one on top tray, which is removable and one on bottom tray. Can be used as table. Folds up and occupies small space. Made in Japan.

We have complete assortment of Doll Buggies and fancy work baskets.  
Open Evenings Until Xmas. Manufacturing and Repairing. Reed and Rattan Furniture, Go-Carts, Baby Carriages, Etc.



**\$6.75**

**Omaha Reed & Rattan Co.**  
16th and Jones Streets. (Castle Hotel.) Telephone Doug. 2043.

## Surprise the Darling Baby

Besides everything for book lovers, we carry a complete line of educational games suitable for all children from the smallest to the near-grown. Our children's games and gifts are all selected with a view to developing the child's mentality. You must see our stock before making your selections.



**Leather Goods**  
The Finest Line in Omaha.

Get Individual Service by Shopping at

**MATTHEWS'  
BOOK STORE**

1620 Harney St.  
OMAHA.



**Shampooing  
Manicuring  
Hair Dressing  
Scalp and Facial  
Massage**

Ask to see our \$5.00 Wavy Switch. Headquarters for Natural Gray Hair.

**F. M. Schadell & Co.**  
1522 Douglas Street.

## Popular Goods --- AT --- Popular Prices

We have a select line of the most popular diamonds and jewelry on the market. Specials in near diamonds and reconstructed rubies. One cash price to all. We handle the best watches on the market—Howard, Hamilton, South Bend, Elgin, Waltham, Illinois, accurately adjusted and closely timed. Specials in ladies' and gents' wrist watches. Large stock of low priced watches.

Complete Optical Parlor  
SEE US AND SEE BETTER  
Give father or mother a pair of Kryptok glasses for Xmas.



## Gifts that are appropriate for all New Goods—Latest Ideas—Fair Prices—Courteous Attention

- Christmas and New Year Greeting Cards
- Christmas Booklets
- Christmas Tags
- Address Books
- Smoking Sets
- Memorandum Books
- Desk Sets, home and office
- Desk Calendars
- Library and Desk Lamps
- Book Consoles
- Wallets and Bill Folds
- Office Desks
- Office Chairs
- Brief and Portfolio Cases
- Leather Writing Cases
- Waterman Fountain Pens
- Crane Writing Papers
- Gift Boxes of Stationery
- Gentlemen's Stationery

## Christmas Greeting Cards—1918 Calendars

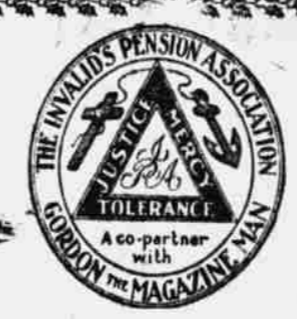
This season designs are more original, both in theme and color. Sentiments to express your own best thoughts. For the boys in khaki we have special cards you'll wish to send. New 1918 calendars are unique and attractive.

**We Retail Only**

**Omaha Printing Company**

Farnam at Thirteenth

## Magazines for Christmas



Phone Your Order **THE LADIES' HOME JOURNAL** (Monthly) \$1.50  
**THE SATURDAY EVENING POST** (Weekly) \$1.50  
**Douglas 7163 THE COUNTRY GENTLEMAN** (Weekly) \$1.00

There is no gift more appropriate, or so universally popular, than a year's subscription to the above magazines. Every issue a pleasant reminder of the donor, during the entire year. Gift subscriptions announced with a beautiful Christmas Folder to reach your friends Christmas Eve, or can be remailed by yourself, if you prefer. Why not call Douglas 7163, or mail your order now, ere you forget?

| OTHER POPULAR MAGAZINES AT BARGAIN PRICES |        |          |          |        |        |
|---|--------|----------|----------|--------|--------|
| THOSE MAGAZINES                           | 1 Year | 6 Months | 3 Months | 1 Year | 1 Year |
| American Boy                              | \$3.75 | \$2.25   | \$1.25   | \$3.75 | \$3.50 |
| American Magazine                         | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| All-Star Monthly                          | 6.00   | 3.50     | 2.00     | 6.00   | 5.75   |
| Century                                   | 6.00   | 3.50     | 2.00     | 6.00   | 5.75   |
| Christian Herald                          | 4.25   | 2.50     | 1.50     | 4.25   | 4.00   |
| Country Life                              | 6.00   | 3.50     | 2.00     | 6.00   | 5.75   |
| Country Opinion                           | 4.25   | 2.50     | 1.50     | 4.25   | 4.00   |
| Delimitator                               | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| Etude (Music)                             | 3.75   | 2.25     | 1.25     | 3.75   | 3.50   |
| Everybody's Magazine                      | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| Good Housekeeping                         | 3.00   | 2.00     | 1.25     | 3.00   | 2.75   |
| Harper's Magazine                         | 6.00   | 3.50     | 2.00     | 6.00   | 5.75   |
| Illustrated World                         | 4.75   | 2.75     | 1.50     | 4.75   | 4.50   |
| Independent                               | 6.00   | 3.50     | 2.00     | 6.00   | 5.75   |
| John Hersey's Boy                         | 3.25   | 2.00     | 1.25     | 3.25   | 3.00   |
| Little Folks                              | 3.75   | 2.25     | 1.25     | 3.75   | 3.50   |
| McCall's Magazine                         | 3.10   | 2.10     | 1.20     | 3.10   | 2.85   |
| McClure's                                 | 3.75   | 2.25     | 1.25     | 3.75   | 3.50   |
| Modern Priscilla                          | 3.00   | 2.00     | 1.25     | 3.00   | 2.75   |
| Outing Magazine                           | 5.50   | 3.50     | 2.00     | 5.50   | 5.25   |
| Pictorial Review                          | 4.50   | 2.50     | 1.50     | 4.50   | 4.25   |
| Review of Reviews                         | 4.75   | 2.75     | 1.50     | 4.75   | 4.50   |
| St. Nicholas                              | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| Scout's                                   | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| Woman's Home Companion                    | 4.00   | 2.50     | 1.50     | 4.00   | 3.75   |
| World's Work                              | 5.00   | 3.00     | 1.75     | 5.00   | 4.75   |
| Youth's Companion                         | 4.50   | 2.50     | 1.50     | 4.50   | 4.25   |

By giving the Invalids' Pension Ass'n. the benefit of your magazine order and renewals, you are not only assured the lowest published price, but you also contribute 50 cents or more towards the support of several paralyzed men who have received a pension of \$10 a month each nearly five-years. Over \$11,000 earned for Charity without a cent of expense for salaries, fuel or rent. Write for affidavit and list of Invalids benefitted.

ANY publication helps. Use ANY catalogue. But always address your order and renewals to

**GORDON, the Magazine Man, Omaha**

When you subscribe for the Ladies' Home Journal, Saturday Evening Post or Country Gentleman, please ask publishers to credit your order to Agent John Gordon, Omaha. But clerks forget. Better send your order to Gordon. Remember no other publisher will do this. Why not write for my Catalogue or phone Douglas 7163?



## Pease-Black Company

1417 FARNAM STREET

Speaking of presents for men—A hat or a tie will get you by with

### FATHER

Then have Mother give some hose or shirts to

### BROTHER

You can find scores of appropriate presents for Uncle, Cousin and

### LOVER

**Pease-Black Company**  
1417 FARNAM STREET.

## Stationery That Satisfies



Crane's and Hurd's Xmas Stationery, ranging from 25c to \$5 —The largest assortment and best selection of Xmas and Greeting Cards ever shown. Diaries, Calendars, Pads, Fountain Pens, Loose Leaf Books—all sizes. Games and Cards. Many other items.

**Omaha Stationery Co.**

307-309 South 17th St. Phone Douglas 805.

## Xmas Gifts of Quality

Make the gift what you wish in jewelry, silver or cut glass; if the name of Henrickson is on the box it will be more appreciated—Our stocks never were more complete for the selection of Xmas gifts than now.



**WRIST WATCHES**  
The Ideal Xmas Gift  
Here you will find an unlimited collection in all styles and prices. Come and look them over.



Our location always saves you money.  
**HENRICKSON**  
"The Loyal Jeweler"  
Corner 16th and Capital Avenue.

Depositors are Protected by the Depositors' Guaranty Fund of the State of Nebraska



Deposits of Individuals and Firms Solicited

## Pay Your Bills by Check

Then you'll have a receipt. It's a safe way. Then you have the advantage of not having to carry money with you and the danger of attendant loss.

Make Yourself a  
Xmas Present of  
a Banking Account

**American State Bank**

18th and Farnam Streets