

THE EYE GLASS

YOUR EYES CHANGE



MANY persons take it for granted that once the eyes are in good condition they

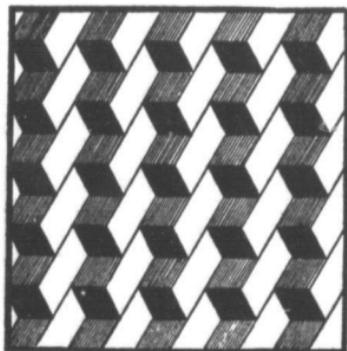
will remain so indefinitely.

But when you consider both the delicacy of the eyes and the great amount of work they have to do, you realize the need of continually looking out for eye strain and having its cause ascertained by a careful examination.

Glasses fitted two or three years ago may be entirely unsuited to your present eye needs. Best be sure about it, any way, so step in and let us make an examination.

LADIES, PLEASE NOTE

A POWDER puff of powder is as dangerous as gunpowder to the eyes. The fine dust gets in the eyes and blurs the sight. Never use a powder puff, but apply the powder with a chamois or soft rag.



**WHICH WAY DO THEY POINT—
Up or Down?**

Don't hurry—view from top, bottom, both sides. As you change your position maybe you'll change your mind.



YOU'LL have no kick coming if we fit your glasses. Testing one's vision is not a matter of guesswork with us, nor is it a matter of trying on pairs of ready-made glasses. It is a science governed by principles which none but a person who has studied the anatomy of the eye can understand. Not only is it necessary to secure the correct lenses but it is highly important that the frames set properly on the nose, at the right distance from the eyes, and that the lenses be perfectly centered. We never guess—we know! Why take chances?

IT HURT HIS EYES

A man in a crowded car had his eyes closed when the conductor reached him.

"Wake up," said the conductor.

"I wasn't asleep," explained the passenger, "but I hate to see women standing."

The smiling, bright-eyed old man will tell you that he owes the preservation of his sight to the care he gave his eyes in youth and middle age.

We will be glad to send you extra copies of THE EYE GLASS for your friends, or we will mail copies to any local addresses you furnish.