Tuesday, October 3, 1916.

OREGON EMERALD



See Better

People are now beginning to realize that in order to secure perfect optical aid, something more is necessary than an examination in which are used but a few sight testing charts.

See Better EDUCATIONAL DEMANDS

Accuracy in the science of optometry is quite as important as in mathematics, and skill and good judgment are as essential as in the practice of medicine.

Thorough training and long experience alone can assure these. The necessary equipment must also be complete.

By the skillful use of the Opthalmoscope and Retinoscope we can tell you not only the kind of glasses you need but also the general systematic condition as well, so if you need the attention of a specialist in medicine we can so inform you.

The eye itself cannot be trusted to indicate its needs; an examination by a the most scientific instruments is necessary.

No matter how excellent the mechanical work in a pair of glasses, it counts for nothing unless the formula from which the lenses are ground is the correct one for your eyes.

The formula will only be correct when it is based upon the result of a careful, scientific examination.

Consequently, a thorough examination and diagnosis is the first requisite for a satisfactory pair of glases.

Our system of diagnosing and testing has no superior.

Our 27 years experience is behind this system and gives us the courage and assurance to refund your money when you are not perfectly pleased.

If your frames or mountings get broken or fail to give entire satisfaction at any time in the year, we will repair or replace them with new ones free of charge. That is the kind of service we give and it costs no more for-a-that.

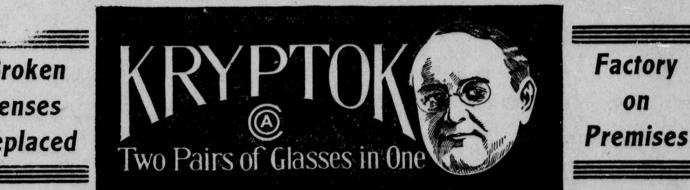


"Kryptok Glasses"

THE ONLY INVISIBLE BIFOCAL Made by us, cost no more than Kryptoks made by other opticians, but the Kryptoks supplied by us are better, being finished on specially made machines and in one of the best equipped retail optical factories in Oregon.

Besides, we do all the work under one roof-from the examination of your eyes to the accurate fitting o fthe finished glasses. We guarantee all of our work for one year and your money back if you are not perfectly satisfied with our glasses.

That is what "Moody Service" means to you.



SHERMAN W. MOODY OPTOMETRIST Successor to **881** WILLAMETTE **Burgess** Optical Co.



Before the SchoolBell Rings see to it that your children's eyes are thoroughly and scientifically examined.

You, as parents, owe this precau-tion to them and should not fail to do your part to "nip in the bud" visual troubles that might otherwise lead to failure and ill health.

Defective Eyesight is the most common cause of failures of children in their studies, also of headaches, nervousness, inability to concentrate their minds for only a brief period of time, etc.

Defective vision in children is the cause of the dull or backward scholars more than any other bodily ailment.

We furnish you with dependable service, prescribe glasses that we are sure will prove satisfactory and will refund your money any time in the year if perchance they do not give the relief we promise.

No other cost to you except for broken lenses.

YOUR SALARY DEPENDS ON YOUR EFFICIENCY

Your efficiency depends on your eyesight.

Your eyesight depends on having correctly made and fitted glasses.

The Moody optical service must please you.

Our methods of examination and diagnosis are the very newest and best.

We have the latest scientific instruments and a complete equipment for the grinding of lenses and know the work is done right.

We use the best lenses obtainable in our work.

Back of this is 27 years of constant application and experience in sight testing.

Our guarantee means that any lens changes will not cost you anything for one year.

That you can have your money refunded if you want it. That any breakage of frames or mountings will be repaired or replaced free for one year.



