

## Tipmanoiresco

Opening Exhibit of Millinery
Reflecting the French Ideals in $\mathbb{E}_{\text {aster }}$ 期ats $^{\text {at }}$


For Women, Misses and Girls It is by tra the romet exhaustive stow of new Easter rastions -We invite you to visit the exhibit and enjoy the display. The Spring Styles for Misses and Girls As shown in our new Spring Suits are charming. We quote a special price that makes this sale doubly interesting.

Tailored Suits, Special $\$ 22.50$ - A tailored suit of fine all-wool storm serge. The jacket is
modeled 24 inches long, ined throughout with soft silk Made mith a large sailor collar trimmed with red, black or light blue combinations in Ihnel, san

$$
\begin{aligned}
& \text { This taitorea suit can be } \\
& \text { had in navy or white serge }
\end{aligned}
$$

$\qquad$

## A WARNING

Fake Methods of the Big Stores Exposed


This Cut and Article Below Is Reproduced From March "Pearson's"

| The above sign, the omplpresent trademark of the rake optician,the bait that lo luring a nation lito a might-destroying net. It is so common to a certain class of optical entablishments and department stores as to make it familiar to young and old allke all over tho United States. Few outalde the medtcal profession, however, recog-nise the danger to human health and life that lurks back of this alluring advertiaing emblem. In explanation it is stated that insanity, epliepay, St. Vitus' dance and several other deadly dikeases,not to mention insomnta. stck hendache and general nervousness and morbidness, are in many eases traceable to mistit eye-giasses and to the improper care of the eyes. Also that these same misfit oyoElasees and damaging treatrients are generaling the the victims with presoribed by fake optictans whothe seductive ntgr, Eyes Examined Free., and $\$ 5$ glassen for $\$ 1$. Tnfortumntely for the gencration to fonsw, people see refwhere it appears to be had at the leunt cost. Their path, therefore, lends them to an incompetent opttelan in a department store, where a palr of glasses may be hiad for $\$ 100$ up, and where a mignEyes Exammed Freet is the most consplouous thing in the rooms, next to a fake ciploma, which in a real work of art.? |
| :---: |
|  |  |
|  |  |

$\qquad$ ver insulting your intelligence . with "Phenomenal Surprise Sales,"
Extraordinary Reductions," $\$ 23.00$ values for $\$ 1.13$," etc., etc. Thinking people, however, realize that this method of advertising is a

## THOMPSON

EYESIGHT SPECIALIST
SECOND FLOOR, CORBETT BLDG., FIFTH AND MORRISON STS.

