You may suspect your eyes, but why stop at suspicion? Why not get relief?

As the days shorten and the evenings lengthen, you read more under artificial light and your eyes begin to trouble you. Perhaps headaches develop. What are you going to do for relief?

You know that medicines are only temporarily effective, and often permanently injurious. You know that a trouble is never cured until its cause is removed.

To suspect your eyes, but take medicine to relieve your headache, is foolish. Fix the eyes and the headache will fix itself.

The Columbia Optical Company has cured more headaches and prevented more headaches with correct glasses than have all the headache medicines ever sold in Portland. In fourteen years it has permanently relieved not hundreds, but THOUSANDS of headache sufferers.

As a result of the success of its methods, there are now six other Columbia stores in six other cities—all of them efficient, progressive and reliable in the advice they give.

Columbia Optical Co.

Floyd F. Brown, Mgr.
Portland Store: 466 Sixth Street. Phone: Marshall 819
Other Branches at Seattle, Salt Lake City, Denver, Omaha, Kansas City and Dallas.