

Announcing Salem's Most Modern Optical Establishment

With the addition of our new grinding laboratory to our optical parlor, we feel we are giving to Salem an optical institution to be proud of; for the Bow Optical Co. is now rated as one of the finest optical establishments on the Pacific Coast.

This additional space and expansion has been made necessary on account of the rapid increase of patronage since moving into our new quarters several months ago. The location on the ground floor makes it convenient. A large comfortable waiting room where you may rest while waiting for repairs and a courteous, painstaking service makes this a pleasant and satisfactory place to come for your optical needs.



I have been practicing Optometry in Salem for the past four years. In these years I have endeavored to build a reputation for doing good work, giving complete and thorough examinations and using only the very best materials for the making of the finished glasses.

Realizing of late that to keep up with the rapid progress in optical science, it would be necessary to enlarge my quarters and install newer and more modern equipment.

I have established and equipped an Optical institution where you may come and have your eyes examined and glasses made in a modern scientific manner, with the utmost speed and accuracy. Here you will receive prompt and courteous service and good workmanship without annoying delays. All lens grinding, repairs and fittings done on the premises.

DR. L. R. BURDETTE



Dr. Carl Wonner, who comes direct from the Riggs Optical Company of Portland, was formerly an instructor of mechanical optics in the Dekeyser Institute of Optometry.

He will have complete charge of our grinding laboratory and all prescriptions for glasses will be filled under his personal supervision.

Work of this nature calls for highly trained technical skill and the years of experience which Dr. Wonner has had with the largest prescription house in the west, in this kind of work, enables us to offer a better class of optical service in Salem than ever before.



Now that we are equipped with a complete grinding plant we are able to grind any kind of lens quickly. If you break your glasses we can replace them whether they be Kryptoks special ground or any other kind. It makes no difference where or by whom they were fitted, just bring us the pieces and we will duplicate them promptly.

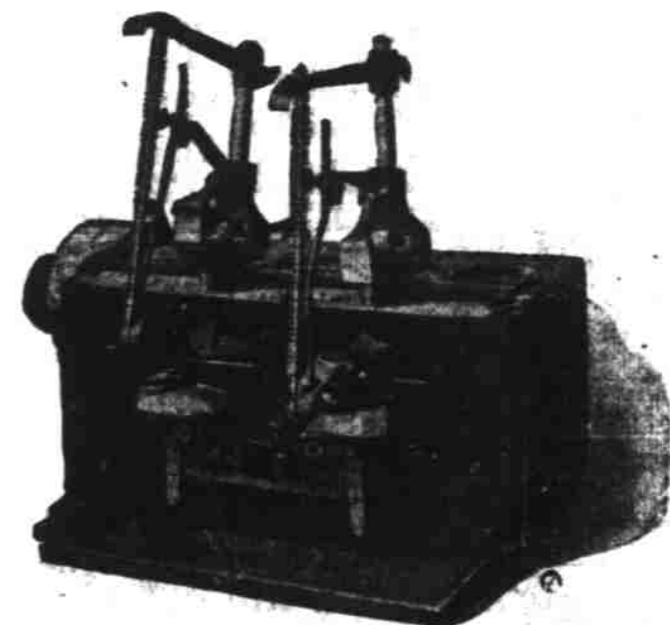
We also do eyeglass repairing of all kinds, most all repairs of mountings can be done while you wait.



Our Examination Rooms

Appreciating the part that scientific refracting instruments play in making a complete and thorough examination and diagnosis. We have equipped ourselves with all the latest equipment and apparatus which have been perfected for this precise scientific work. We fully realize the necessity of a thorough examination, for it is from these findings that the all-important prescription is written, on which so much depends for the future comfort and welfare of your eyes.

We have two fully equipped testing and fitting rooms which enables us to give you more prompt attention than has been possible heretofore.



The Torcyl Machine

This shows one of the machines used in grinding lenses. The operation of this machine is very interesting, and you are invited to come and see this precise mechanism in operation. We have on demonstration the automatic V edger for fitting lenses to frames. This is a wonderful and interesting machine. The work of beveling lenses has always been done by hand heretofore.

This is the only machine of its kind in the state of Oregon being used in a retail optical establishment

Why You Should Have Your Glasses Fitted Here

- First. The location is most convenient, just opposite LADD & BUSH BANK.
- Second. Our double refracting rooms assures prompt attention without annoying delays.
- Third. You receive the personal service of skilled and highly trained optical specialist aided by scientific instruments of perfect precision
- Fourth. All the work of grinding and making of your glasses is done right here in our own laboratory under the personal supervision of an expert technical man.
- Fifth. You are assured of getting the best, for we have a reputation of service and quality to maintain

Note Well the New Location

The Bow Optical Company

The Only exclusive ground floor optical establishment in the city

325 State Street

Phone 327

Opposite Ladd & Bush Bank