

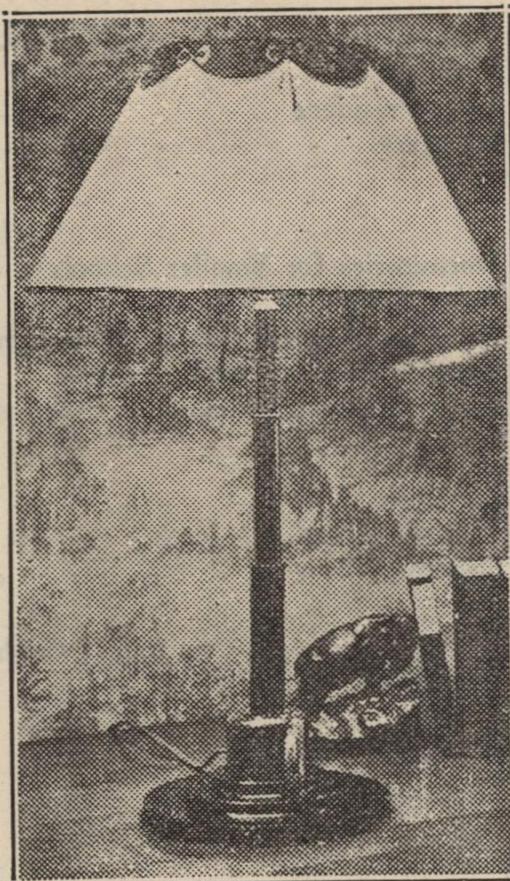
Why You Need the Good Light Provided by a New I. E. S. Better Sight Lamp

—to protect the eyes of children in your home. 20% of grade school children and 40% of college graduates suffer from defective vision.

—to protect the eyes of older people. 75% of all people over 50 have defective vision.

—to give you better light for sewing, which is generally much harder on the eyes than reading.

—to save your energy. One who uses eyes under poor lighting conditions for prolonged periods frequently suffers more nervous muscular tension than a manual worker.



NORTHWESTERN PUBLIC SERVICE

Welcome SDEA

NAVIN HOTEL

E. A. SEVERIN, Mgr.

MITCHELL, S. D.

**THE BIGGEST LITTLE STORE ON
MAIN STREET WHERE BETTER
THINGS COST LESS
INVITES YOU**

Our stock is complete with new fall merchandise. Every item a nationally advertised item. A complete line of Christmas Gifts.

- GGG SUITS AND O'COATS
- FREEMAN SHOES
- GORDON HATS
- HOLEPROOF HOSE
- COOPER'S UNDERWEAR
- SHIRTCRAFT SHIRTS
- BEAU BRUMMELL TIES
- RABHOR ROBES

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