

Dress your face with an Oscar de la Renta original.



# MID WINTER SALE:

## The Optical Shop

Suddenly the best frames and lenses are wearing discount prices in Lincoln.

The Optical Shop offers complete professional optical service and discount prices on the finest names in lenses traditional and designer frames.

Come see for yourself, and bring your Prescription. Make your choice from among the best lenses and frames:

Introducing the Spring Collection of Oscar de la Renta eyewear



Oscar de la Renta  
Givenchy  
Lanvin  
Pierre Cardin  
Gloria Vanderbilt



Nina Ricci  
Christian Dior  
Silhouette  
Yves Saint Laurent  
Avant-Garde

Then our professional optician will give you courteous, efficient service and expert fitting. With over 600 styles to choose from, special lenses for every need - safety, plastic lenses, colored lenses, invisible bifocals, sun sensor

lenses. - All at discount prices. You'd think that would be enough reasons to bring your prescriptions to the Optical Shop, but as a Midwinter Special, we'll give you one more reason:

**A Very Special 1¢ Offer:**  
**Buy One Pair of Glasses at Our Low Discount Price**  
**and Get a Second Pair of Equal Price or Less**  
**for only 1¢ More**  
Sale thru Saturday 2/15/77

# The Optical Shop

333 North 12th Street  
Lincoln, Nebraska

Optical Department closed Sunday. No Appointment Necessary.

Monday thru Friday 10 A.M. to 5 P.M.  
Saturday 10 A.M. to 1 P.M.

Due to expected overwhelming response to this offer all time periods specified may be subject to delay.

Phone : 477-9347  
Bank-American &  
Mastercharge  
Welcome