



MISSIONARIES OF OPTICAL PROGRESS.

Our travellers are, and have been, Canada's missionaries of optical progress.

They were the first in Canada to preach the advantage of interchangeable frames and lenses.

They were the first in Canada to urge the opticians to take up the scientific study of optics.

They were the first to teach the advantages of pushing high-grade spectacleware, and most particularly of the artistic and financial advantages of rimless ware, and now they are urging the opticians of Canada to consider facial appropriateness, because it is only by so doing that all the prejudice against spectacle wearing can be removed.

The one eye size is not all-sufficient.

Hundreds of people who have been fitted with the one eye size will purchase O or OO eye.

Fashions change.

Large eyes are now fashionable.

A proper proportion must exist.

We have a large stock.

We supply all sizes of eyes in all sizes of frames.

THE MONTREAL OPTICAL COMPANY, MONTREAL.