



Referring to Filled Frames,

Guarantees and **GUARANTEES.**

Consider the value of

A guarantee tag on an unidentifiable frame.

A guarantee for a number of years on an undated frame.

A non-Canadian guarantee, when the Customs House and other inconveniences cost more than the value of the frame.

Then Consider

The **GUARANTEE** of the

MONTREAL OPTICAL COMPANY

with the name and date stamped on each frame, with
a certification of the quality of the stock used, and
above all with

A Record of Twenty=Seven Years

HONEST MERCHANDISING

and decide if it is worth while experimenting.