

efficiency just so much. They were not responsible, for they could not help themselves. Flat lenses were all science had given them, and flat lenses were much better than no lenses. Even after the discovery of the scientists, the production of these deep curved lenses was very limited for a long period and their cost nearly prohibitive.

**Duty to
Our Eyes**

If we punish our eyes in the same way to-day, however, we are responsible, for we can help ourselves. Science has come to our aid with the deep curved lens, and modern manufacturing facilities have placed it within easy reach. It need only to be used to be appreciated.

Do not be misled by the explanation sometimes given, that the superiority of the deep curved lens lies in its closer conformity to the shape of the eyeball. The eyeball could be cubical without altering the case in the least.

There are scientific reasons, as already indicated. Give us a call and let us demonstrate this to you more fully with the aid of scientifically prepared diagrams and charts. You will find them interesting and easy to understand.

**Ask for Bausch & Lomb Lenses, the
product of nearly Sixty Years of
scientific and productive
experience.**

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