



THE SUCCESS OF OUR PRESCRIPTION DEPARTMENT is due to:

- 1. DEMANDING EXACTITUDE never satisfied with "nearly right."*
- 2. Always purchasing the BEST lenses, etc., obtainable, avoiding the "just as good for less money" kinds.*
- 3. Filling all orders except especially complicated ones THE DAY RECEIVED.*
- 4. Avoiding errors by a series of SCRUPULOUS CHECKING.*
- 5. Charging HONEST PRICES for HONEST WORK.*

THE COHEN BROTHERS,
 LIMITED,
 Manufacturing Opticians,
TORONTO.

**DEFECTIVE
 DISPENSING
 ANNULS
 THE BEST
 REFRACTION.**