



To the Trade

AFTER several years of satisfactory services and gratifying results therefrom, we have to announce the resignation of Mr. Lionel Laurance as Instructor for the Institute. The phenomenal success of this Institute in the past warrants us in continuing its good work, both in the interests of our patrons and of the general public. We have therefore sought and secured at much expense as Instructor one who has won a first place as teacher of the Science of Optics, which ranks the Optical Institute of Canada second to none on this continent. We refer to W. E. Hamill, M.D., Principal of the Ontario Optical Institute, thus practically amalgamating the two Institutes.

A familiarity with optics is not difficult to acquire when a teacher has the faculty of imparting his knowledge, and Dr. Hamill possesses this ability in so marked a degree that what is apparently a dry and difficult subject becomes at once both interesting and fascinating, as any former student will testify.

After many years' experience in optics, and with every desire to be of service to you, we emphatically declare that you are wasting both time and money should you seek a knowledge of this subject elsewhere than under the efficient tuition presented by us to you.

Every municipality in Canada will soon have as a necessity its graduated optician, as it now has its dentist and veterinary. Those who start right and start early will secure a prestige and profit which will speedily make the optical department the most profitable and desirable part of their business.

We have said sufficient to direct your attention to this important subject, and should you wish for further information, or to secure a seat in any of the coming classes, you can address

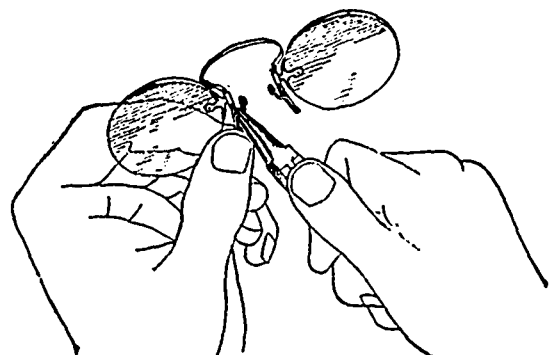
REGULAR CLASSES JUNE 29th AND JULY 13th.

INTENDING STUDENTS PLEASE NOTIFY AT ONCE.

J. S. LEO,

Principal of the Optical Institute of Canada,

60 Yonge St., TORONTO.



CAN'T SHAKE THEM OFF.

ANCHOR GUARDS

PATENT OF

THE JULIUS KING OPTICAL COMPANY

The trade is cautioned against purchasing any
infringements of this patent.

SOLE AGENTS FOR CANADA:

The Montreal Optical Company,

MONTREAL.

TORONTO.