

## Cohen Brothers.

The growth of practical optics in the last decade consequent upon the important discoveries of the modern scientist has been truly phenomenal.

The natural sequence of the simplification of the means and appliances for the correction of defective vision has been to create a demand for spectacles, eyeglasses, and kindred appliances which a few years ago would have seemed incredible.

The vast output necessary to supply the North American continent is largely the product of four or five factories, the expensive and complicated machinery, together with the necessary scientific knowledge of practical optics, combining to make this one of the select industries.

That Canada possesses a factory capable of turning out this delicate and scientific work is a matter for congratulation, and a short sketch of its career will no doubt prove interesting to our readers.



J. S. COHEN.

In 1889 Messrs. J. S. & E. D. Cohen, of this city, engaged in a small way in the manufacture of gold spectacle frames, for the jobbing trade only. The machinery was crude and their experience limited. They, however, continued experimenting, improving the old and inventing new machinery to suit their requirements. One member of the firm went abroad to study the workings of the large factories, and upon his return the ideas he had gathered were engrafted into their own plant, a greatly increased output as well as improved product being the result.

But it soon became evident that the manufacture of frames exclusively could not be made a success in this country on account of the limited market. Consequently they decided to add a complete lens department to their business, and sell their goods direct to the retail trade.

On the 1st September, 1894, they acquired extensive factory premises in the Osgoodby Building, placed in position a regular outfit for the manufacture of gold

and silver goods, as well as the appliances for doing stock and prescription lens work.

They associated with them (as manager



L. G. AMSDEN.

of the prescription department) Mr. L. G. Amsden, a gentleman of wide experience in practical optics, and Mr. M. M. Cohen, to represent the firm on the road.

That their judgment was sound is evidenced by the fact that the venture was a success from the start, so much so that by the 1st January, 1895, they were considering the advisability of enlarging their plant, when the disastrous fire that destroyed that portion of the city swept their business completely out of existence.

Messrs. Cohen, however, lost no time in contracting for the erection of new and much more extensive premises being specially built for them and adapted to their requirements.



E. DEY. COHEN.

In the spring of the present year after several months experimenting they placed on the market the now famous "C. Bros." filled frame. This article is made

of entirely one-tenth gold, excepting the end pieces and posts, which are solid gold. They guarantee the frame for ten years. In these goods no attempt is made to produce the "Cheapest." In the words of one of the firm: "We bestow on our filled goods the same care and skill that has been the means of placing our gold goods 'above reproach.'"

A visit to the factory will well repay the time spent. For the shipping of their product spacious warerooms and commodious offices have been provided, but it is in the manufacturing department that special provision has been made.

The rear portion of the factory is devoted to prescription work. Upon entering this room, shelf upon shelf of uncut lenses meet the eye, awaiting the diamond of the operator. Great stone wheels revolving rapidly with their edges smooth as silk, under the manipulation of skilful fingers, convert the rough lenses into the beautiful oval discs with their fine V



M. M. COHEN.

shaped edge, which is the wonder of the uninitiated.

In the gold room can be witnessed the complete process of frame making, from the time the bullion is melted and poured into ingots, through the various interesting stages of rolling, drawing, swaging, stamping and finishing the completed article.

To an outsider such a visit is in the nature of a revelation, while to the optician it is a post graduate course. The simple methods employed to adapt a spectacle frame of one measurement to different orders being sufficient repayment for the time spent in inspecting the factory.

As Messrs. Cohen Bros. extend a cordial invitation to the trade, none of our readers need feel at all diffident in availing himself of the opportunity afforded by this invitation to visit their factory.

Their address is 34 Adelaide Street West, Toronto.