



The success which has been achieved by our 14k filled spectacleware has surpassed our most sanguine expectations.

Their inimitable richness of color, their exquisite finish, their rigidity and their durability, all united, have obtained for them a conspicuous place in the stock of nearly all the better opticians of this country.

There is no mystery about the stock from which they are made, $\frac{1}{10}$ 14k with $\frac{1}{2}$ 14k brilles and cables and solid 14k blocks.

There is no ambiguity about the guarantee.

No nullifying conditions about it.

No foreign manufacturers to look to make it good.

Our guarantee is not dependent on the success of an experimental house, but is assured by the Montreal Optical Company, over the signature of their chief officer, and is backed up by a record of twenty-seven years' honorable merchandising.

The Montreal Optical Company,
Montreal, P.Q.