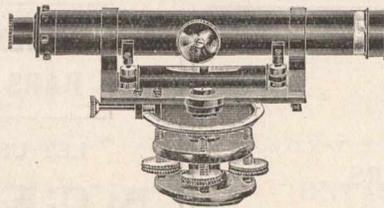


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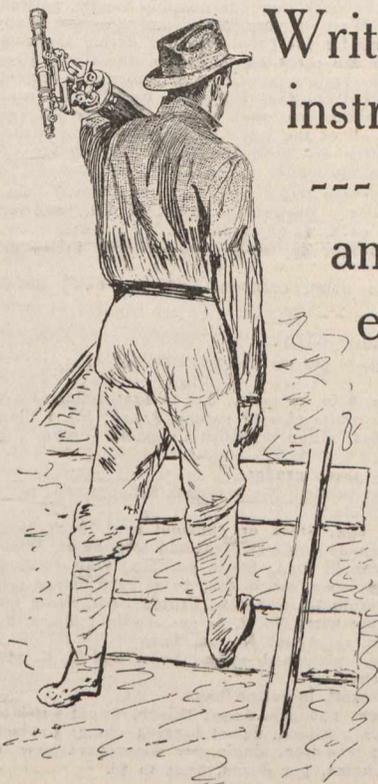
WE beg to announce that we are now manufacturing Engineers' and Surveyors' Instruments. We are the first firm in Canada to *manufacture---not assemble---* these instruments. Better products than are at present imported will be offered---and at less money.

The Kind of Level for which you now pay \$90 can be purchased from us for \$50. And as to quality:

Extra Strong, Rolled, Chilled and Hammered Gun Metal

is the material from which the limbs are made. The limb on the ordinary instrument is the weakest part---and it is the back-bone of the instrument.

The bubble is underneath the telescope---if anything drops on the instrument, the bubble is fully protected from breakage. The bubbles are extra long, and graduated to 15". All brass is checked up before AND AFTER buffing, so that a **compass** can be used accurately with all our instruments. The leveling head cannot be cramped, because the bottom plate is made much weaker than the top plate, and the bottom plate would easily adjust itself to any strain, obviating any danger of **ruining the centre**. We have invented a special **oxydizing and lacquering** process which produces an excellent black which will not blister or be affected in any way by any change in temperature---from 50 below zero to 150 above.



Write us for the next instrument you buy --- test it ten days and return at our expense if not satisfactory

We undertake to keep in repair---to a reasonable extent---all instruments purchased from us. If anything goes wrong, one of our factories is near you and at your service.

The Canadian Instrument

Scientific construction, rather than a wholesale output of instruments, is our aim. We shall make but a few instruments a day, and each one of those will be most carefully built under the supervision of an expert who has spent a lifetime with one of the biggest English manufacturers. Our plant is complete. We have been making lenses of other kinds for many years; we are universally known among the optical trade. Our instruments will be durable. The best of gun metal and brass will be used, and the vital parts will be made extra heavy. We will make a light or heavy instrument, to suit individual tastes. We will supply a light, medium or heavy tripod, a three or four screw level, etc.

In other words, ours will be
THE CANADIAN INSTRUMENT.

Buy direct from our factories.
You save the duty and the middle profit

The Consolidated Optical Company

61-67 Simcoe Street, Toronto, Ont.

Limited

Montreal

Winnipeg

Calgary

Vancouver