



The Eyeglass Question?

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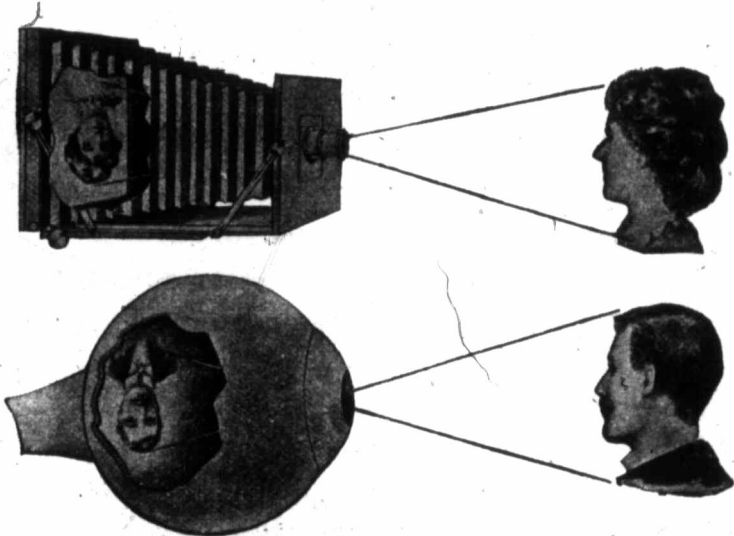
Expert Optician
STRATFORD, ONT.

The Eye

THE laws that operate in forming a picture on the screen of a camera are effective in producing images on the retina or sensitive plate of the eye, thence by the optic nerve the impressions are conveyed to the brain—the result is vision.

The camera only produces perfect pictures when in perfect focus; the human eye likewise; both require this focus changed to suit distance.

The camera is equipped with a focusing attachment, the human eye “accommodation,” which acts automatically with the desire of the mind to see at a certain distance.



Illustrating the formation of images in the camera and eye.
(Proportions for illustrative purposes are necessarily ignored.)

As one gets older, accommodation is only accomplished with great effort.

This strain if neglected produces serious eye troubles, frequently terminating in permanent injury.

Properly adjusted glasses alone afford relief.

Eyestrain which occurs in early life has even more disastrous results.

When the eyes are not properly focused the efforts to get better vision wastes energy which alone should be used in renewing the tissue and retaining the strength of the constitution, thus the indirect evils are even greater than the direct ones.

Aversion to study, headaches, nervousness and insomnia generally owe their origin to eyestrain, while near-sightedness if neglected increases.

Many a broken constitution, commonly known as nervous prostration, many a failure in life, many a tragedy, has been due to neglected eye defects.

If your health is not perfect have your eyes examined. Eyestrain may be the cause of all your trouble. If so, drugs can only relieve—properly fitted glasses will permanently cure.

We are thoroughly equipped to accurately measure eye imperfections and to prescribe the proper corrections. We guarantee satisfaction.

Hints for the Preservation of Eyesight

DISTANT vision in the normal or properly corrected eye represents rest. Near vision, exertion.

A book should not be held closer to the eyes than necessary to make print appear sharp and distinct.

For inflamed or weak eyes the remedy known as "Eye-Fix", affords immediate relief.

When reading look up occasionally, particularly when endeavoring to impress something on the memory. This rests the eyes and cultivates thoughtfulness.

Reading in a moving car causes jerky changes in the accommodation and is very injurious.

Reading while lying down strains the muscles of the eye besides sending an excess of blood to the eyes.

To persist in reading when sleepy often causes congestion of the blood vessels of the eye.

If you have a mind to read when sleep says don't, change your mind, use a few drops of "Eye-Fix" and go to bed.

Avoid reading in a dim light or an irritating glare.

Good artificial light is better than twilight.

In working have the light shine from behind, preferably over the left shoulder.

Light coming from below the level of the eye is worse than useless. From an optical standpoint shades should be placed at the bottom of the windows instead of at the top.

Sun-light is the best light. The nearer a light comes to sunlight the better it is.

The amount of work demanded of the eyes should be proportionate to their strength.

The eyes are subject to change. They should be optically examined at least once in two years whether glasses are worn or not.

Few prize winning children become successful in after life. The strain of cramming for examinations often injures both mind and body as well as the sight.

Many children in the critical period of school life labor under disadvantages that a little care and attention could easily remove.

A dislike for books often originates in the extra effort to read them. Likewise often an appearance of stupidity and inattention may be due to eyestrain.

The school teacher by a judicious suggestion may be the means of saving a life-time of discomfort.

Squint or crossed eyes is usually the result of eyestrain which properly adapted glasses usually cure. Three-quarters of the cases of headaches come from the same cause, and will yield to the same remedy.

Children who are old enough to study are old enough to wear glasses.

Glasses may not always be becoming, but neither are headaches, bloodshot eyes, wrinkled eyebrows, half-closed lids. All or many of them may be the alternative as far as personal appearance is concerned, to say nothing of continuing to study or work with safety or comfort.

Type, particularly in school books, should be clear and distinct.

Be sure your eyes are in perfect working order. Art can remedy many of nature's defects.

In matter of eyestrain delays are always dangerous.

The permanency of any cure depends upon the removal of the cause. It often adds to the comfort of the sufferer to allay the pain or inflammation besides helping the Optician to arrive at the proper cause. "Eye-Fix" previously referred to is an exceptionally good remedy, affording immediate relief for almost all eye ills.

Sight Correcting

EYESIGHT Testing during the last fifteen or twenty years has undergone a complete transformation. From being a poorly understood science amongst a few who made extreme charges, it has evolved into the hands of the optician who makes a specialty of it, just as the dentist does of the teeth. He not only knows how to test and correct eye errors, but he knows how and when to discriminate between this and diseased conditions which are always sent to the medical doctor where they belong. We need hardly say that we are in possession of this knowledge; besides this, we have equipped our optical department with all the latest and best apparatus for aiding us to arrive at the most perfect results.

When we consider the care with which a lady selects her bonnets or a gentleman his necktie, it is not to be wondered at if they desire to have their glasses in keeping with the general contour of the face, which is by far the most noticeable feature of the person. It is with this before us that we unhesitatingly recommend rimless eyeglasses.

The following is a short description of the best eyeglass styles in vogue :

The "Sta-Zon"



THE "Sta-Zon" Eyeglass embodies all the best features of the rimless variety, being of the horizontal or low spring idea, but immensely superior to any of its predecessors; its most potent features being the construction of the spring, which is made in two circular coils, doing away entirely with sharp corners and with the liability of breakage which has been the worst defect of the older kinds. The bend necessary in placing the "Sta-Zon" on the face, being against the compression of these two coils causes it to rebound to exactly where it started from, thereby producing the maximum amount of resiliency instead of unbending as was the case with former varieties of low-spring glasses. We cheerfully recommend the "Sta-Zon" as being the best eyeglass extant to-day.

The "Finch"



THE "Finch" is another entirely different form of eyeglass which has grown into great popularity in the larger American cities. It is constructed with solid nose-bridge similar to spectacles; this keeps the alignment of the lenses exactly correct, a feature which is much appreciated by the medical and optical professions. The nose-guards or grips in this style are like four tentacles reaching out for the very best spot on the nose on which to fasten themselves. The appearance is very neat, and although like spectacles in its construction, absolutely retains its eyeglass effect.

The Royal Ajax



FROM all time the principal complaint of eyeglass users has been loose screws. This is entirely obviated in this style of eyeglass. By its peculiar construction, the spring, nose guards and studs (which are connected with the lenses) form practically one piece. So confident are the manufacturers of the stability of this article that they guarantee the mounting against breakage for two years.

The parts which are subject to greatest strain are made of solid gold, the balance being of 10-year filled gold stock. The whole is guaranteed to wear for ten years.

The Royal Ajax is considered by connoisseurs to be the acme of excellence in eyeglass construction.

Rimless Spectacles



WEARERS of this form of spectacles get the greatest degree of satisfaction. The mind being relieved of the slightest cause for worry about their stability.

The construction of the mountings is such that they show the least possible amount of gold consistent with durability. We supply them with the ordinary wire temples, but would advise the use of cable temples, which make the pressure on the ears and nose much lighter. Taking all things together, for perfect comfort nothing approaches this standby style.

Eye Defects

EYE defects always exist :
(1) When type such as the following cannot possibly be read with each eye separately at eight inches, or conveniently read at twelve inches.

When glasses are determined to be necessary it is important that they should be tastefully adapted to the face. We make a specialty of frame fitting. We adapt glasses to the face of each patron and secure a comfortable and artistic fit.

(2) When the following cannot be read with each eye separately at twenty feet :

F B E Z C

- (3) When letters run together.
- (4) When reading or studying readily becomes tiresome.
- (5) When frequent blinking is necessary.
- (6) When the eyelids twitch.
- (7) When a squint exists.

Eye defects almost always exist :

(1) When troubled with frequent headaches, dizziness, pain in the eyeballs or above the brows, or at the back of neck.

(2) When the eyes "water" or become bloodshot.

(3) When affected frequently with stys or inflammation of the eyes or lids.

If you suspect your eyes are not right consult us. We are eye experts.

Eye - Fix

The Great Eye Remedy

Eye-
Fix
Fixes



- Engineer's and Motormen's Eyes
- Discharging Eyes
- Blurring Eyes
- Congested Eyes
- Workman's Eyes
- Children's Eyes
- Itching Eyes
- Injured Eyes
- Dull Eyes
- Red Eyes and Eye Lids
- Cures Eye Diseases
- Cures Weak Eyes
- Relieves Tired Eyes
- Relieves Strained Eyes
- Cures Overworked Eyes
- Cures Sore Eyes
- Cures Inflamed Eyes
- Cures Watery Eyes
- Cures Pink Eyes
- Cures Granulated Eyes

Results Prove Its Goodness

Price, 50c. per bottle

Including Eye Dropper



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