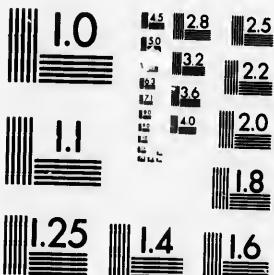
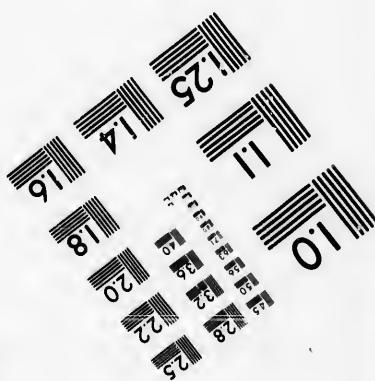
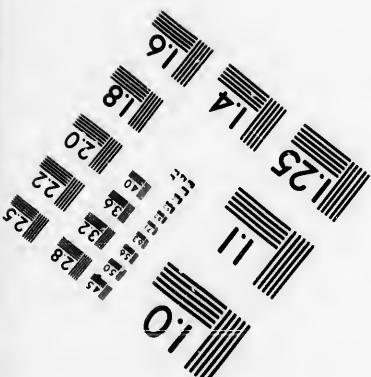


IMAGE EVALUATION TEST TARGET (MT-3)



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1.0
1.2
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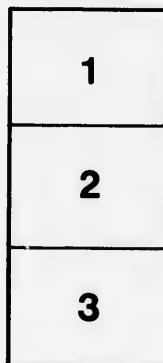
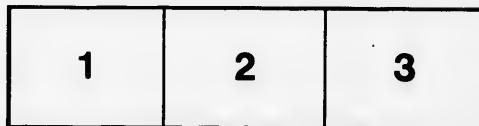
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A Present for the Old Folks



Xmas Spectacles

Why Not ?

Every family buys a present for the Old Folks and the object of this folder is to urge the selection of something useful and sensible.

Jas. Pequegnat & Son
Jewellers and Opticians

STRATFORD,

ONT.

We go out to meet P., saying

We grant our own license.

In Planning For Elderly People

Have you ever thought what a delightful and useful present a pair of modern spectacles or eyeglasses would make?



Eighty per cent of the people over forty five years of age are troubled with failing vision.

Can *your* parents read and sew as well as they used to—or does reading and sewing fatigue them?

A pair of glasses, properly fitted, would be a constant pleasure and comfort to them. The value of a gift lies in its value to the recipient and if they see you have given the matter a little thought and asked yourself what is best adapted to their requirements it will be appreciated vastly more than the money value.

Skilled Optical Service in eye examination and the furnishing of glasses has grown to be an exact science.

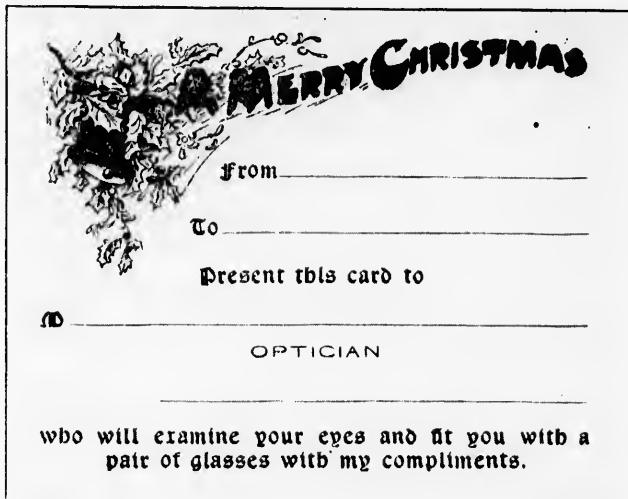
We are thoroughly equipped with the most modern instruments and are competent in every way to make a scientific examination and supply the correct glasses.

We grant our own license.

Presenting the Gift

Our constant aim is to impress upon the public the necessity of having their eyes properly cared for, and we feel sure that our patrons fully appreciate the fact that we hold their eyes and our profession above selfish interests.

We must give the eyes of the recipient of the gift a thorough examination in order to prescribe the correct lenses. Therefore we have devised a system whereby an order on us, in the form of a Christmas card can be used for the presentation. Thus the gift can still be a perfect surprise.



On the reverse side of this card is an agreement signed by us to examine and supply the correct lenses and to fit them with "Consol-ex" Bonded Spectacles or Eyeglasses. The name "Consol-ex" is stamped on the goods. You are thus insured that you receive strictly high grade goods.

"Consol-ex" Bonded Spectacleware is the highest quality gold filled spectacleware on the market. The manufacturers positively replace it if it is found defective in wear or workmanship. If you contemplate buying a present for the old folks we urge you to give spectacleware your serious consideration. Come in and talk it over.

"CONSOL-EX"

BONDED

SPECTACLEWARE

"CONSOL-EX" is the highest grade of Gold Filled Spectacleware in the world. Its wearing qualities are such that the makers issue a bond with each article. This bond is an undertaking to replace *free at any time* any "Consol-ex" article that proves unsatisfactory in actual wear.



FACSIMILE OF CONSOL BOND ISSUED WITH EACH "CONSOL-EX" ARTICLE

Each article bears the trade mark "Consol-ex" stamped on the metal and printed on the tag.

We are direct agents for "Consol-ex" Spectacleware and make a specialty of correctly fitting them. We issue one of the manufacturers Bonds with each article of "Consol-ex" Spectacleware sold, and promptly replace the goods *free at any time* if found defective in any way, knowing that the manufacturers will make good to us.

