

PUBLISHED BY
EMPIRE
OPTICAL
CO.

IN BEHALF
of
YOUR EYES

29
CLINTON
AVE. SO.
ROCHESTER,
N. Y.

EMPIRE OPTICAL Co.

**EYE
EXAMINERS
AND MAKERS OF
QUALITY
GLASSES**

SEE US AND SEE BEST

THE PRACTICE OF OPTOMETRY

The Science of Knowing How to Furnish
Right Glasses When Needed, With-
out the Use of Drugs

Eye Examination to Determine the Necessity for Glasses.

The furnishing of glasses when needed, has in the past decade become almost an absolute and exact science, which is based upon purely mathematical and optical principles. This is now so firmly established that laws regulating the practice of optometry are written on the statute books of 24 states, and it is a foregone conclusion that similar legislation will be enacted in the remaining states in less than five years.

Broad Minded, Scientific, and Professional Men

have given the subject most careful consideration, and are a unit in conceding that the practice of optometry occupies a field distinctively its own, and is not a part of any other profession; as the problems to be solved are purely questions of higher mathematics. Positive proof of this lies in the fact that a two year course is now being given by Columbia University in New York City, in its department of physics, for the express purpose of educating students so as to qualify up to the increased standard now demanded by optometry laws.

Optometrists
and Opticians

Optically Speaking, the Eye is Like a Camera, As It

possesses a light bending and a light registering apparatus. In a camera the light registering plate is chemically sensitized, and in the eye the light registering plate is nervously sensitized, thereby communicating the impressions made by waves of light to the brain. The eye, like a camera, in order to do good work must have its light registering and light bending apparatus in perfect adjustment to each other. If an eye, for instance, is not deep enough from front to back, then an adjustment that is not normal must be maintained through an excessive exertion of the small muscles governing the focal power, these muscles being attached by means of a ligament to the capsule of the jelly like crystalline lens. The excess exertion required to keep up this visual adjustment constitutes what is known as "eye strain" because tension on the eye muscles can produce fatigue and a train of headaches and other nervous reflexes.

In such cases a pair of glasses serves to bend the rays of light before they enter the imperfectly formed eye and thus enable it to perform its visual function without excess effort.

**Empire
Optical Co.**

Mr. E. E. Arrington, Proprietor and Founder of the Empire Optical Co.,

which is located at 29 Clinton Ave. So., opposite the Lyceum Theatre, has from the first day of its inception, nearly fifteen years ago, recognized and adhered to the principles that every pair of eyes in need of glasses is entitled to specialized optical skill and care. To do this in a perfectly satisfactory manner it is absolutely necessary to give the professional side of the problem concentrated care and study. With this fact in mind we have given the mercantile side secondary consideration and have devoted our entire time, thought and energy, to scientific eye examination and the making of quality glasses. Our equipment and service are perfect in every detail, so as to enable us to carefully and accurately determine whether glasses are needed or not, and we rightfully claim that none are superior. In the few isolated cases where the necessity for medical treatment is indicated, we always refer the case to the family physician.

**Makers of
Quality Glasses**

Where the Necessity for Glasses is Evident,

we follow out the same system of exact care and detail in advising the style and kind of lens and mounting that will give the wearer the best possible results. Facial measurements must be exact, these consist of height and width of nose, pupillary distance, and temple length, etc. We plan out and manufacture in our own factory on the premises the proper kind of glasses to be worn in each individual case.

The Kind of Glasses to be Worn,

should be determined for the best interests of your eyes. Particularly should it be taken into consideration, what occupation the eyes are to be chiefly used for, etc. There are many and various kinds, all of which we are in a position to furnish. We advise in each case that which our long experience has found will give the best possible results, or in other words, "If it possesses **Merit**, we have it."

**Empire
Optical Co.**

Empire Shur-ons are Vastly Superior.

They are by long odds the most popular and satisfying, as evidenced by the many thousands now being worn. We were the original introducers in Western New York of this form of eye glass mounting, and as we controlled their sale in this vicinity for the first few years, we naturally possess that needed experience in the fitting and adjusting that makes us logically the headquarters for "Shur-ons."

When Spectacles Are to be Worn,

those that hook behind the ears have practically replaced the old fashioned straight temple kind of former years. They possess many superior advantages, chief of which is, greater exactness in line of adjustment. These are much less noticeable to the wearer and properly adjusted those who have experienced any unpleasant feeling behind the ears, etc., the Empire Shur-on spectacle is a most decided and distinct improvement.

**Opposite
Lyceum Theatre**

Bausch & Lomb Optical Glass.

We use only Bausch & Lomb first quality centex lens glass, grinding it in our own factory to any desired curve and power. There has been, and is still, much scientific research being made for the preparation of an optical glass which will successfully neutralize all ultra violet rays of light entering the eye. Tinted optical glass of various hues is constantly being exploited for this purpose. We can assure all, that in such matters we advocate only that which in our experience has proven to be the safest for use.

"Empire" Torics (Deep Curve Lenses)

In the past few years the deep curve lenses have come into almost general use by particular people who desire perfectly fitting glasses, together with the best possible results. Some dealers for advertising purposes, have adopted a special copyrighted name for deep curve lenses, thereby creating the impression that some new form of lens has been invented, which could not be procured elsewhere. Torics, or any other style, kind, or shape of lens cannot be exclusively controlled by individuals, as the grinding of optical glass reduced to its last analysis, is a matter of optical skill which can *never* be copyrighted.

**Empire
Optical Co.**

“Empire” New Invisible Double Vision Lenses.

Our new double vision or bi-focal glasses have recently been so perfected that those who are obliged to wear separate glasses for near and distant vision can now, with absolute comfort, wear one pair for both purposes, and without their friends noticing the dividing line, as in the old style cemented kind, besides avoiding the usual annoyance of constant blurring and need of recementing, etc. This is now accomplished by grinding a depression into the lower part of a lens that is to be used for distant vision, then placing into this depression a specially ground piece of flint glass containing a different refractive index, which is then placed in a specially prepared oven and slowly fused by intense heat in to one solid piece of most perfect double vision optical glass. After being gradually cooled it is reground and resurfaced and mounted into frame or mounting desired. We will be glad to show them to those who are interested and without their needing to feel under obligations to purchase.

**Headquarters
for Shur-ons**

Our Responsibility Never Ceases.

We want our patrons to realize that our responsibility does not cease with the delivery of their glasses. The courtesy of this establishment is at all times at the service of the public in the matters of adjustment and professional advice and all the little details that mean so much to those who wear glasses.

In conclusion will simply state that those who come to us feeling the need of our professional advice and service, can be assured that

**WE HOLD YOUR EYES AND OUR PROFESSION
ABOVE SELFISH INTERESTS.**

Empire Optical Co.

Rochester, N. Y.

Edw. E. Arrington, Prop.

29 CLINTON AVE., SOUTH,
OPPOSITE LYCEUM THEATRE



**Optometrists
and Opticians**

EMPIRE OPTICAL Co.

**WHEN
IN DOUBT?
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AND
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