

# ADVERTISING



S A L E S     S T U D Y     G R O U P S

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## HOW THE AMERICAN OPTICAL COMPANY TRADE-MARK AND TRADE NAME WERE DEVELOPED

Even before Advertising was ever heard of as an important adjunct to business, marks of identification were used by craftsmen to identify the source of their products. In the middle ages in England it was a Royal law that tradesmen have a distinctive sign by which their work could be identified.

Today, a trademark is a word or device, frequently registered in the Patent Office. It is protected by law. The first American Optical Company general Trade-mark consisted of the symbol A.O.Co. Later to make this Trademark more significant the symbol  was adopted. This symbol was confusing, however, in that it could be interpreted more easily as C.O.A. This meant that the literal meaning usually had to be incorporated with it. The expression AO however had become common in referring to the Company. Thus, in 1929 AO developed a new symbol  as a trademark. This is the symbol used to this day as the Company Trademark. To make the Trademark far more attractive and adaptable to advertising layout a device was put around it. For some time it was used inside a square shape; then in 1943 the shield that we are familiar with today was adopted.

From 1916 to 1927 all AO products were referred to as *WELLSWORTH* products, such as, Wellsworth Tillyer Lenses, Wellsworth DeZeng Ophthalmoscope, Wellsworth Additive Phoropter, etc. The word *WELLSWORTH* gradually became known better

than the name American Optical Company. So in the latter part of 1927 the use of the name *WELLSWORTH* was generally discontinued.

American Optical Company has always been our official trade name. For advertising and promotional purposes a style was developed in 1943 to place greater emphasis on the AO trademark. In order to do this the  in a shield was placed between the words *American* and *Optical* and the word *Company* was greatly reduced and centered below. Since that time, this signature has appeared in all AO advertising, on most product containers and office forms.

In 1951, when the new institutional advertising campaign was established, it was felt that a different style of signature which retained the dignity of the former signature but was more readable was needed. Thus, the word *Company* was dropped and the shield and trademark centered beneath the name *American Optical*. This signature is used today in all national consumer advertising. In our institutional advertising it is highlighted by the use of the lens with shadow.

After a year and a half of using this new signature successfully in institutional advertising it now seems time to incorporate it in other forms of Company advertising. Because of the new divisional setup in the Company the signature design has been altered slightly to include the name of the division when used in advertising devoted exclusively to products of that division.




This design has the following distinguishing features:













1. It is more readable.
2. It offers better balance from the standpoint of layout.

3. It presents an opportunity to identify each product division.

Illustrations show AO's trademarks and signature designs and the periods in which they were used.

## EVOLUTION OF AO TRADE-MARK AND SIGNATURE

|            |   |            |   |   |
|------------|---|------------|---|---|
| TRADE-MARK |   |            |   |   |
| A.O.Co.    |  | WELLSWORTH |  |  |
| 1885       | 1889  | 1911-1927  | 1929-   | 1943-   |

|   |  |   |
|---|--|---|
| SIGNATURES  |  |   |
| 1869-<br><br>American Optical Company<br><br>(For General Use) 1952-<br>American Optical<br> | 1943-1952<br><br>American  Optical<br>COMPANY |   |
| DIVISIONAL SIGNATURES 1952—   |  |   |
| American Optical<br> FRAME DIVISION  | American Optical<br> EXPORT SALES DEPARTMENT    | American Optical<br> MECHTRONOPTIC DIVISION      |
| American Optical<br> INSTRUMENT DIVISION   | American Optical<br> SUN GLASS DIVISION         | American Optical<br> BUREAU OF VISUAL EFFICIENCY |
| American Optical<br> SAFETY PRODUCTS DIVISION  | American Optical<br> OPHTHALMIC LENS DIVISION   | American Optical<br> BUREAU OF VISUAL SCIENCE    |
| American Optical<br> CASE DIVISION   |  |   |