

BACKGROUND AND HISTORY OF AMERICAN OPTICAL COMPANY

Pertinent Dates

Compiled from the "Background and History of AOC Co."

- 1833 First spectacles made in Southbridge, Mass.
Silver made by William Beecher
- 1839 Beecher's Jewellery Shop moved to the first factory building
- 1840 Ammidown and Putney
- 1842 Ammidown and Son
- 1843 Beecher made first steel spectacles in America
- 1848 First gold spectacles were made in Southbridge
- 1850 Ammidown and Company
- 1860 Beecher and Cole
- 1862 R. H. Cole and Company
- 1864 George W. Wells started work for R. H. Cole & Co.
- 1869 American Optical Company, Incorporated

THE THREE GROWTH PERIODS OF AOC CO WERE

- #1 1833 to 1869 - The founding era
- #2-A 1864 to 1912 - The era of George W. Wells
- 2-B 1891 to 1936 - The era of the three sons of G. W. Wells
- #3 1936 to 1947 - The era of the AMERICAN Plan

OTHER MILE POSTS IN THE DEVELOPMENT OF THE COMPANY'S PRODUCTS
AND FACILITIES

- 1874 Rimless spectacles
- 1883 The Lens Plant was built
- 1884 Trial frames
- 1889 Oculist trial cases
- 1891 Automatic lens edgers installed
- 1891 Gold-filled spectacles
- 1893 Printing Department
- 1894 First catalog
- 1894 Cylinder lenses
- 1895 Eyeglass chains
- 1897 Eyeglass cases
- 1898 Standard trial set for the whole industry
- 1900 Toric lenses
- 1902 Employed first traveling man
- 1907 Made our own gold filled stock
- 1910 First house organ - AMOPTICO
- 1912 Second catalog
- 1912 Death of George W. Wells

THE AC BRANCH OFFICES WERE INSTALLED AS FOLLOWS:

- 1905 London
- 1909 Chicago
- 1910 New York
- 1911 San Francisco