

These AO Goggles Served ...



Here are two AO people who work on Variable Density Goggles—Mrs. Flora Paul (left) and Sylvia Donner, (right), are shown doing part of the assembly on the goggles. At left is a complete variable density goggle.

... In The Thick Of Battle

Western Union Telegram

August 21, 1943

TO THE MEN AND WOMEN OF AMERICAN OPTICAL COMPANY

You will be proud to know that goggles of your manufacture are seeing service aboard the "Enterprise," the first aircraft carrier to win a presidential unit citation. She was the only carrier to get into action at Pearl Harbor and since then she has consistently been in the thick of battle. Your Variable Density Goggles, by giving sun protection to the Anti-Aircraft gunners, helped the ship to weather numerous air assaults so that she is still afloat and fighting today. The crews of our men-of-war need some of your goggles of all types. They know you will not fail them.

E. L. COCHRANE  
Rear Admiral, U. S. N.  
Chief Of The Bureau Of Ships

## Museum Promotes Optical Heritage

The Optical Heritage Museum, based in Southbridge, Mass., and originally opened in 1983 as part of the AO Museum, has had recent additions to its staff, collections, and event agenda. Numerous documents, slides, and museum items are now being restored, preserved, and itemized by curator Dick Whitney; assistant curator Donna Silverberg; Diane Matuck, Opticians Association of Massachusetts; Charlton, Mass., resident Dick Baker; and antique eyewear authority David Fleishman, MD.

New downtown Southbridge window displays and the groundbreaking of the Swiacki AO Optical Sculpture, a 20-foot high eyeglass frame constructed on Southbridge's

town common, will be unveiled this year. Boston and Southbridge are planning to host a tour and optical group meeting in April 2011.

INFO: dickwhitney.net, opticalheritagemuseum.org, antiquespectacles.com

CZV

PARTNERS WITH EYEMAGINATIONS

Carl Zeiss Vision, Inc. has partnered with Eyemaginations, Inc., to offer Eyemaginations LUMA software for CZV practices across the United States.

Zeiss-specific lens products will be incorporated into software from Eyemaginations to allow ECPs to communicate with patients utilizing Eyemaginations narratives.

Dave Delle Donne, CZV's vice president, professional sales, says, "We have to help practices communicate the benefits of these advanced products to the patient."

Added Jeffrey Peres, president and CEO of Eyemaginations, "With this program, practices that market Zeiss lenses and add-ons will provide a better patient experience and grow their business at the same time."



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