

Optometric World

SERVING THE OPTOMETRIC PROFESSION AND OPTICAL SCIENCE FOR 60 YEARS



DECEMBER 1973

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The Expanding Scope of Optometric Practice

Peace On Earth . . . Goodwill To All Men



COMFORT
TENABLE ELEGANCE




BARONE II

Not only the most elegant frame design in years, proven by Barone's outstanding sales. Now positively the most comfortable metal frame ever. Because we've done away with the rocking pads, and replaced them with a comfortable sculptured saddle bridge. Inconspicuous, unless you look for it ...but your discriminating patients will soon make Barone II conspicuous.

The elegance of Barone. The comfort of Barone II. The best of both worlds.

Available in eye sizes 50, 52 and 54. Bridge 20 and 22. Temples 5" to 6".

 **Victory Optical**

NEWARK, NEW JERSEY 07102

With the Trade

The articles appearing in the "With the Trade" section of this journal are news releases. Claims of any nature made in these releases are those of the manufacturers submitting the releases, and their publication herein does not represent an endorsement by Optometric World.



Orco-Polish™

Optical Radiation Corp. Introduces Polishing Compound and Pads For Hard Resin Lenses

Optical Radiation Corporation has announced that the company has begun production of a high grade polishing compound and polishing pad, specifically for processing hard resin ophthalmic lenses.

The polish, known as ORCO-POLISH™, is available in quart and half-gallon sizes. According to Bill Norwood, marketing manager for ophthalmic products, the new compound will last 2-3 times as long as existing polishes with no apparent loss in polishing ability. It also has a special additive to prevent early contamination and rusting of the polishing machine in which it is used.

The polishing pads, known as ORCOPADS™, are available in 2½-inch cylindrical, and 3-inch and 3½-inch spherical sizes. They are designed specifically for polishing hard resin lenses and particularly designed for use with ORCO-POLISH.

The pads have pressure sensitive adhesive backings for easy application to the tool. In addition, the manufacturer claims that when removed from the tool it leaves it clean and ready for immediate reuse. The pads are manufactured to close tolerances to maintain the same thickness from pad to pad. They are also capable of stretching to conform evenly and smoothly to the tool without wrinkling or buckling. The manufacturer states that the ORCOPADS have a specially designed nap which retains more pol-

ish, eliminates aberration and reduces polishing time. Interested labs may write to the company at 6352 North Irwindale Avenue, Azusa, California and request free samples of the pads and polish.

Optical Radiation Corporation also manufactures full-segment hard resin bifocal and trifocal lenses and will soon be adding 7 x 23 bifocals and aspheric bitoric round segment bifocal lenses to their product line. Sales of the company's ophthalmic products are handled nationwide through four sales representatives: Jack Rudd Associates on the west coast, Gordon Rice on the east coast, Spec Tech of Dallas for the south-western states and Robert J. Fisher and Associates for the midwestern states.

Victory Optical Introduces New Concept With "Barone II"

A "new concept in comfort for wearers of metal frames" has been introduced by Victory Optical Manufacturing Company, according to an announcement by Anthony J. Bartolotta, President.

"It is to be found in our new men's Metalium frame — BARONE II — for which we have designed a clear zyl nose piece, which is firmly attached to the bridge by a screw not visible from the front of the frames," Mr. Bartolotta explained. "We have found that many patients are reluctant to wear metal frames because the rocking nose pads can tend to become uncomfortable. BARONE II introduces a new concept for wearers of metal frames, almost as comfortable as slipping your feet into a pair of slippers."

BARONE II (Style 503) is available in Yellow or White; and EARONE II (Style 503C) is available in Antique Silver and Antique Bronze. Both styles come in eye sizes 50, 52, and 54, with bridge sizes 20 and 22 for each. Temple sizes range from 5 inches to 6 inches.

For further information, write Victory Optical Manufacturing Company, Mulberry Place, Newark, N.J. 07102.



Universal Optical's New "Irene" Frame

The new Irene frame by Universal Optical Company has a soft oval design calculated to have instant appeal for today's fashion-conscious woman.

Irene has a wide size range to satisfy the needs of all age groups from little girls to mature women. This "big-eye look" frame is offered in soft modern colors: rouga, tan, sage ripple and desert blue.

For more information write: Universal Optical Company, Inc., Providence, R.I. 02901.



P. K. Swanson

Bausch & Lomb Appoints Swanson Div. Controller

Philip K. Swanson has been appointed controller for the Ophthalmic and Consumer Products Division of Bausch & Lomb according to Harry E. Housley, company controller.

Swanson previously was associated with Xerox Corp. as a financial analyst, with Stirling-Homex for two years as a manufacturing division controller and with Uniprol for 11 years as a plant controller.

He was graduated from Fairfield University, Fairfield, CT, with a bachelor of business administration degree in industrial management.

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