



THE COLLEGE
OF OPTOMETRISTS

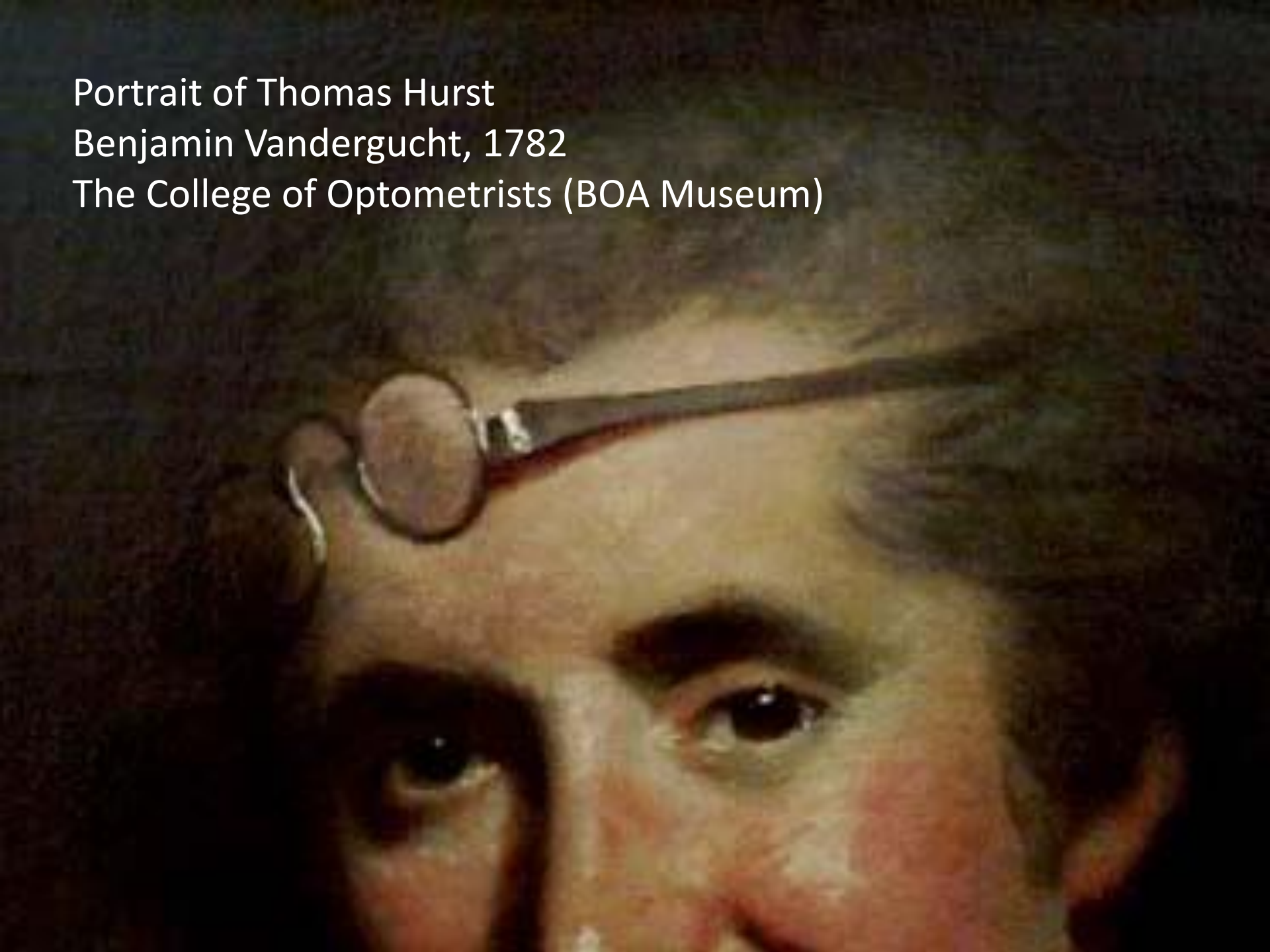
To Wear or Not to Wear: Changing social norms with regard to eyewear

Neil Handley, MA, AMA, FRSA

British Optical Association Museum



Portrait of Thomas Hurst
Benjamin Vandergucht, 1782
The College of Optometrists (BOA Museum)









F. A. Bateman spectacles

1951

Everywoman (above)

Good Housekeeping (left)

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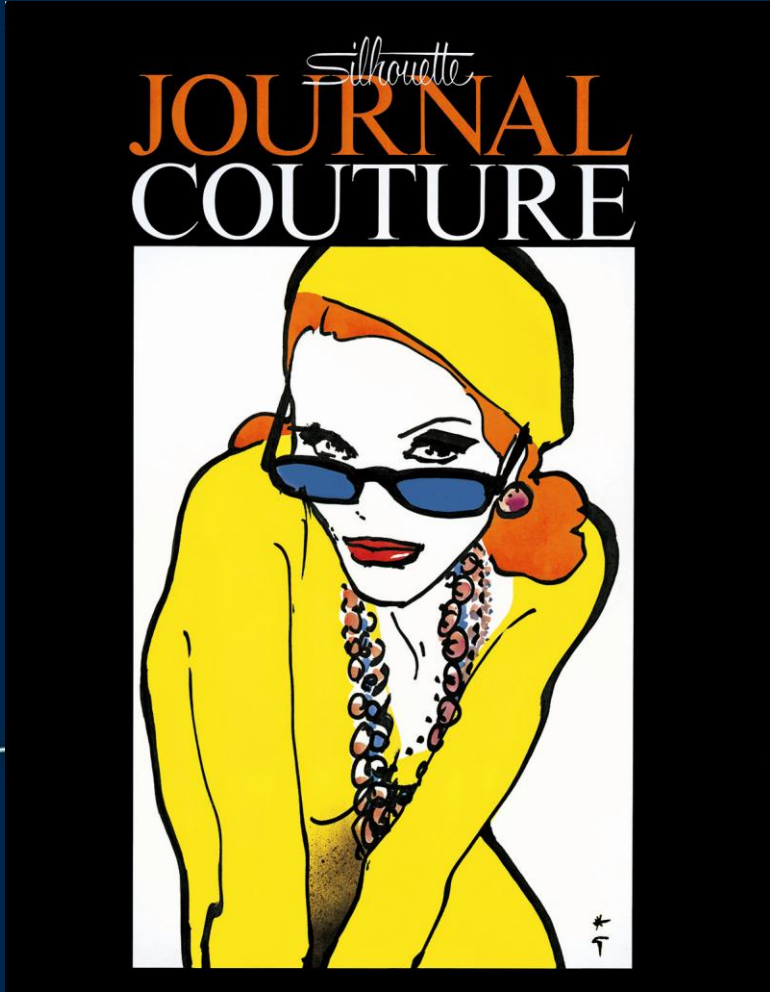
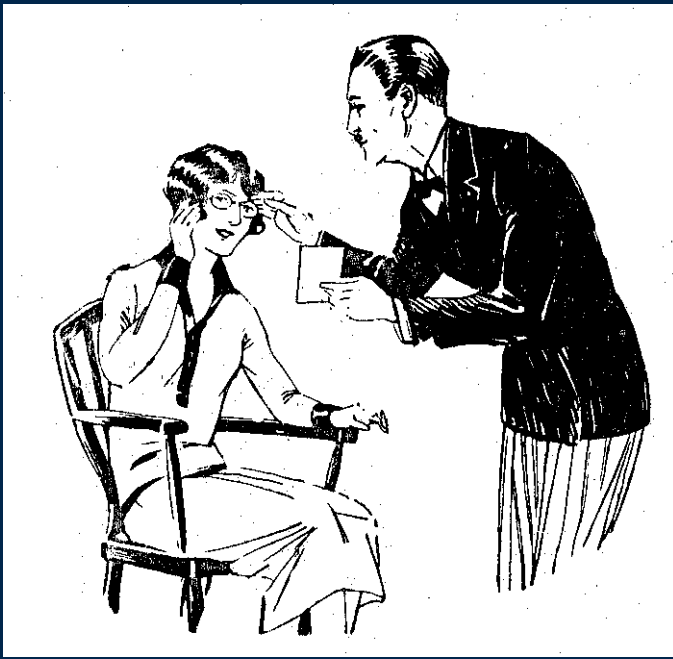
A look at the stats...

- 22.5 million 18-60 year olds in the UK (65% of this age-group) wear some form of corrective eyewear.
- 62% of adults living in the UK wear spectacles, whilst only 14% wear contact lenses.



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Source: Britain's Eye Health in Focus
A study of consumer attitudes and behaviour
towards eye health
(The College of Optometrists, 2010)





Diary of 'Parson'
James Woodforde
2nd May 1793:

*...he will not however
wear Spectacles at all.
He cannot bear to
appear old...*

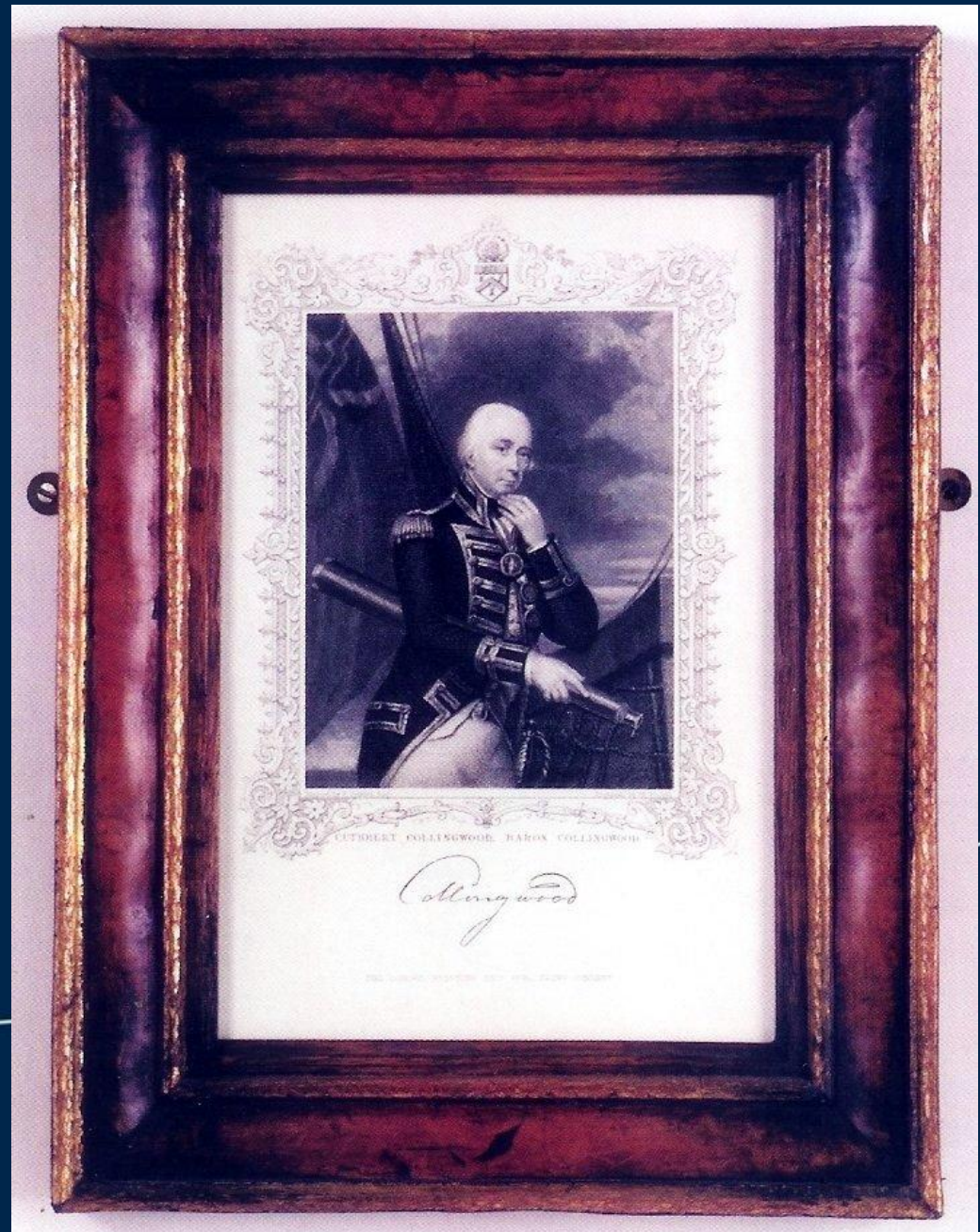


Old Lady with Bonnet and Spectacles

Alfred Mudge (floruit.1862-1883)



Admiral Collingwood
Engraved by W.
Finden, 1810
after a painting by
Giuseppe Politi, 1807



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Admiral Rainier
attributed to Arthur
William Devis, 1805



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US National Archives, 1944



Bundesarchiv, photo by Hoffmann, 1932

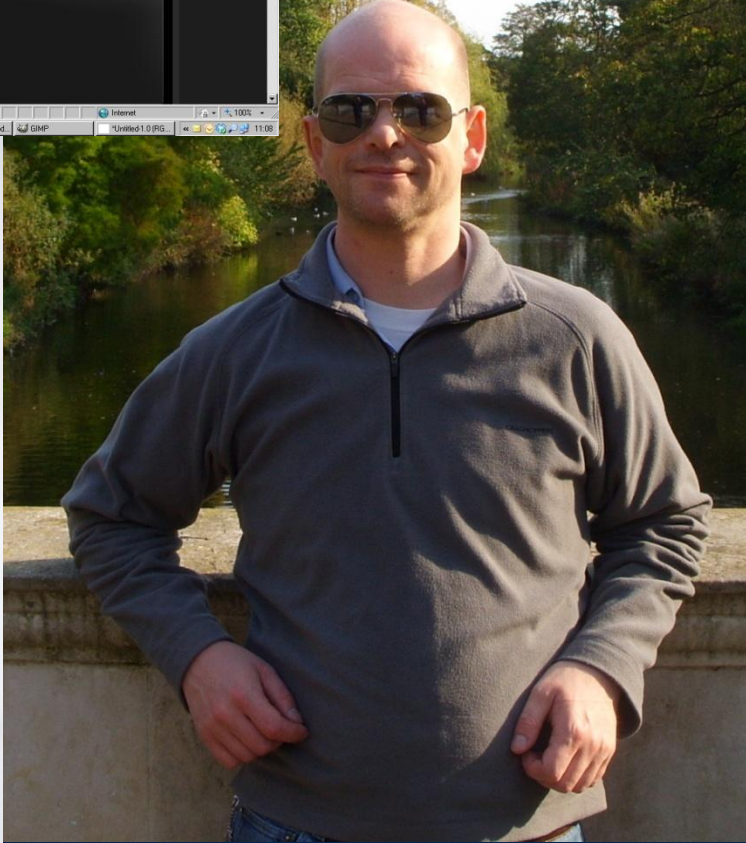
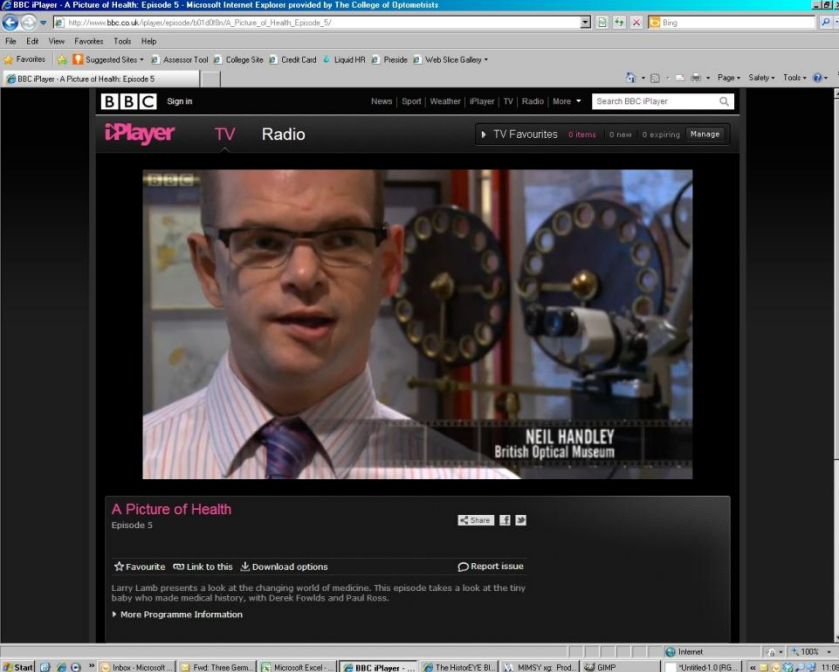
- Those of Asian and African-Caribbean descent are less likely to wear corrective eyewear than those of white descent.
- 13% of spectacles-wearers confess to having driven without their prescription glasses when they should have worn them

Source: Britain's Eye Health in Focus
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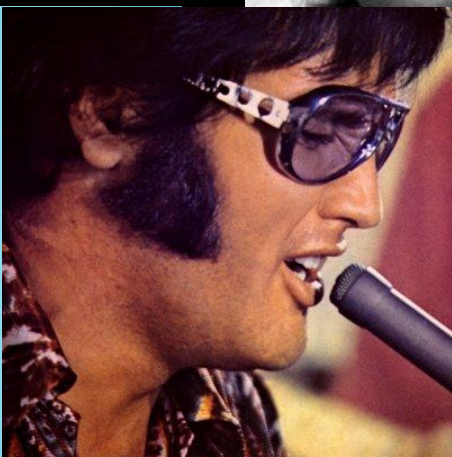
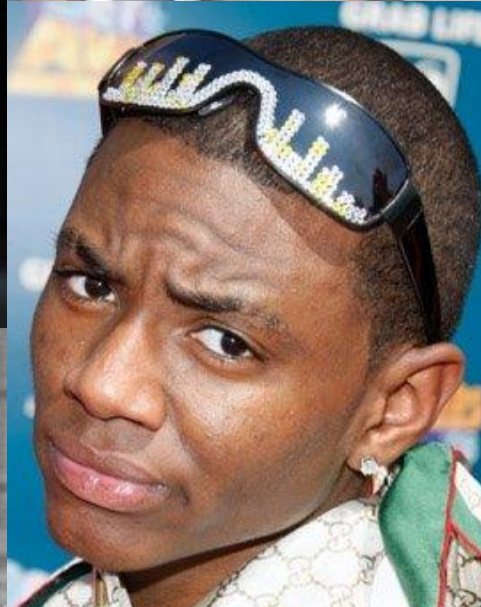


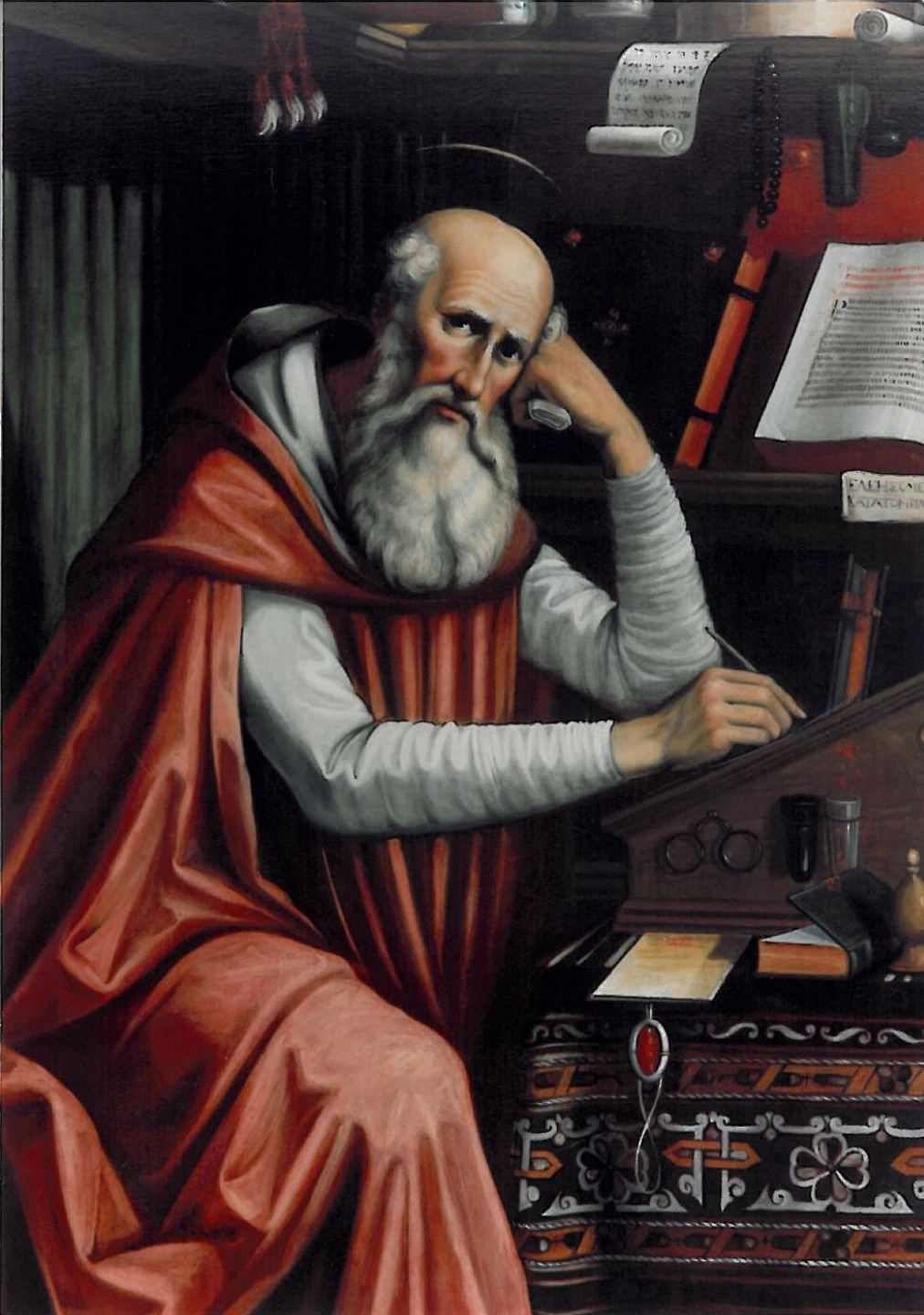


Bono (b.1960)
painted in
February 2012
by artist René
Romero Schuler



Harold Lloyd
(1893-1971) in a
still from the
silent film *I Do*
1921





St Jerome in His Study

After Domenico Ghirlandaio

17th c. copy of a
15th century
fresco from
Florence.

The College of
Optometrists



The Holy Family with
the Infant St John the
Baptist

Cornelius Bloemaert,
17th century print
after the painting
known as The
Montalto Madonna
by Annibale Carracci,
c.1598



1583: The Gnalic Shipwreck, Croatia,
recovered 1966-74 and 1996





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Nuremberg-type single wire
construction spectacles 17th-18th c.



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The Misers
Style of David Ryckaert III, 16th-17th c.



The Money
Changers
Marinus van
Reymerswaele,

18th c. copy after a
16th c. Flemish
original

Soo de Oude Songhen Soo Pepen de Jongen ('As the Old Sang, so the Young Pipe')

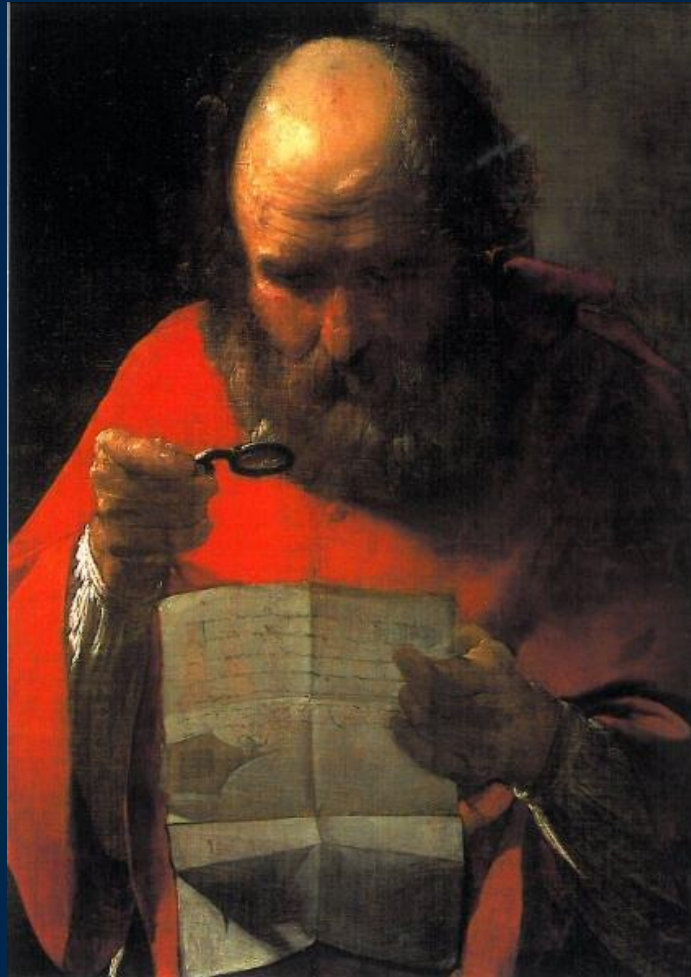
After Jacob Jordaens, late 17th c. copy





St Jerome in His Study
after Joos van Cleve and Marinus
van Reymerswaele,
possibly 16th century





St Jerome Reading
Georges de la Tour
c.1623
The Royal Collection



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A Venetian Procurator
Style of Palma
Giovane, supposedly
after Tintoretto,
Circa 1610-1620





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Scarlett-type spectacles with sides c.1730

“Visual Glasses – Vulgarly called spectacles”



A Certain Cure
J. C. Horsley
c.1850



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2010: four out of ten spectacle wearers admitted they sometimes use an old pair when they can't find their current pair

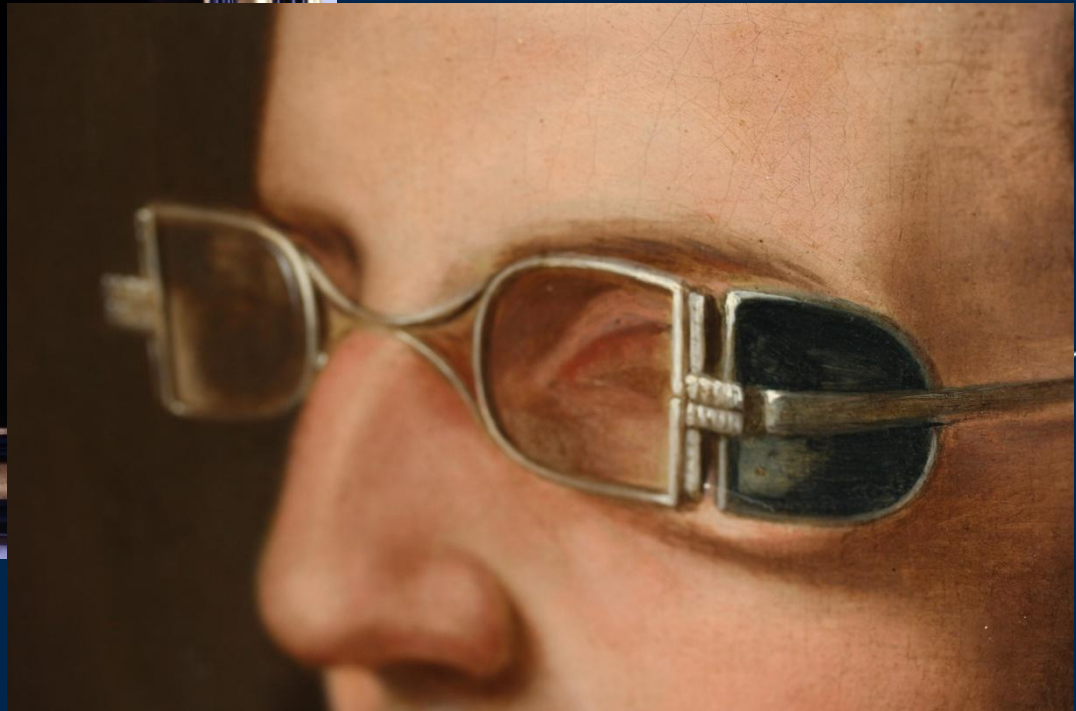
Goldoni-type shades, Venetian c.1790



‘Franklin’ split bifocals, English c.1800



A Spanish Gentleman
Jose Buzo Caceres
1832



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NATIONAL HEALTH SERVICE SPECTACLES

REF 111 (FREE)

REF 411 (FREE)

REF 121 (FREE)

REF 412 (CONTR)

REF 211 (FREE)

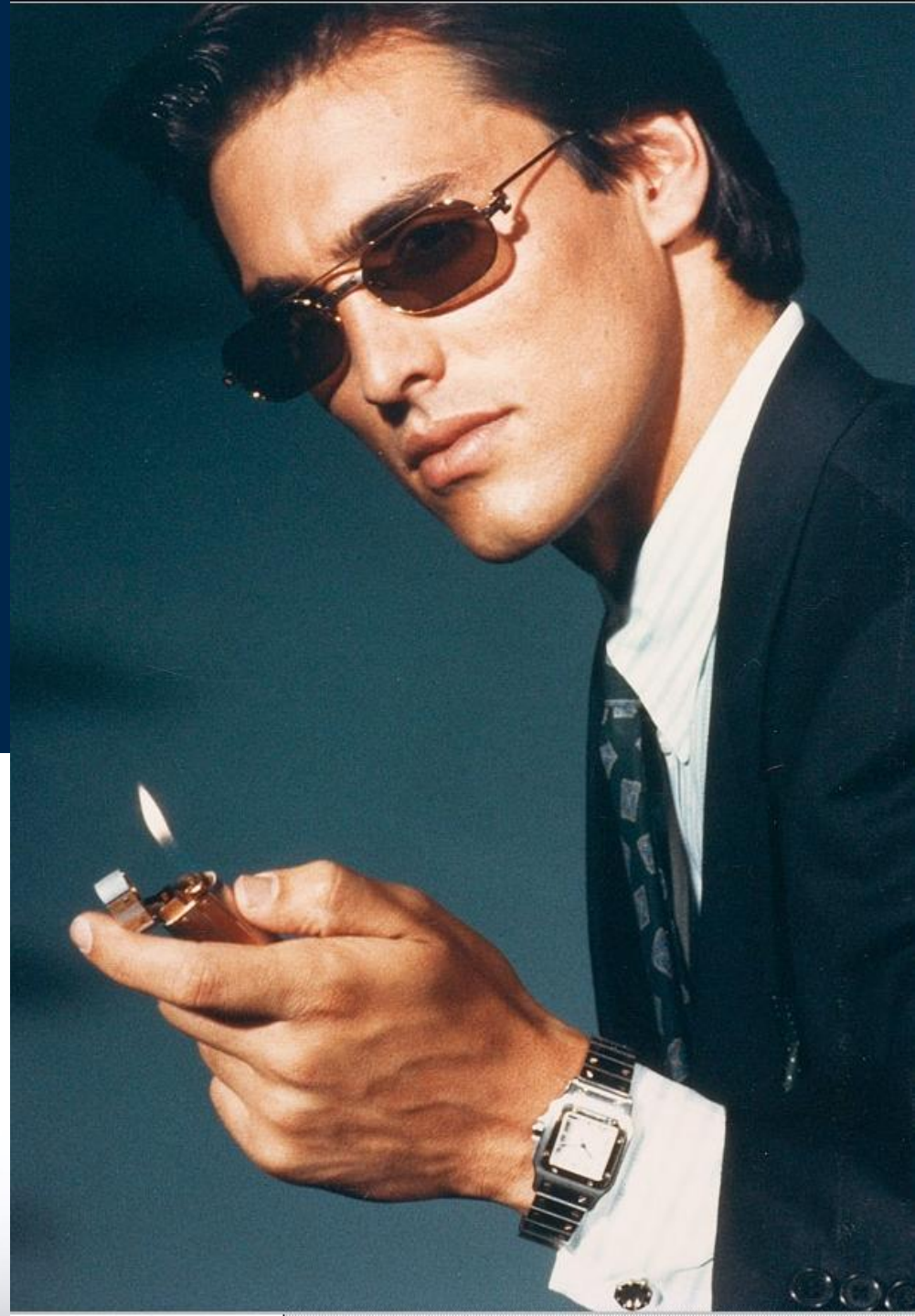
REF 413 (CONTR)

REF 221 (FREE)

REF 421 (FREE)

REF 311 (FREE)

Cartier
'Santos' range
1987





1930s studio
photograph of a
woman wearing
pince-nez



Invisibles, Jura region of France, c.1850



ARCHER
THROUGH THE LOOKING GLASS

Reflection No. 1.

PHANTOM *Rimless*

New times . . . new ideas. And here is "the young idea" in spectacles . . . eyewear in tune with to-day. Archer "Phantom" Rimless are smart—because they're practically invisible, popular because they have all the comfort of a shell frame. They are made in several styles to suit everyone, and quite large lenses may be used.

Many women dislike the idea of spectacles so much that they would sooner damage their sight than wear them. In such cases, you may recommend "Phantom" Rimless with confidence.

The young
idea in
Spectacles



The transparent David bridge joins the lenses without metal pins or plates, giving almost complete invisibility at short range.

ARCHER

R. Archer & Sons, Ltd., 27, Amwell Street,
London, E.C.1. Phone: Terminus 2151

EVERYTHING FOR THE PROFESSIONAL OPTICIAN

Phantom rimless spectacles
R. Archer & Sons Ltd
1939



Meg Griffin



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Questions and Answers
on

CONTACT LENSES



For Natural Appearance and Safety



you, too, can wear the
New Fluidless

*Completely
Invisible*

**CONTACT
LENSES**

• So Smart! • So Safe! • So Practical!

Contact
Lenses



Try this simple test...

Tick if 'Yes'

Are there times you wish you could go out without wearing your glasses?

☐

Have you ever thought about what you could look like without glasses?

☐

Do your glasses ever slip down your nose, get fogged up or hurt behind your ears or on the bridge of your nose?

☐

How did you score?

If you ticked 'Yes' to any of the above, ask your optician about contact lenses today.

“Contact lenses
let everyone
see the real
me”



A story of confidence

CIBAVISION
Shared Passion for Healthy Vision and Better Life

See how contact lenses can change your life

01206531 © CIBAVISION (UK) Limited, a Novartis company, 2009

CIBAVISION
Shared Passion for Healthy Vision and Better Life

See how contact lenses can change your life

CIBA Vision
(UK) Ltd
2009

Striking the right note... for the discriminating patient



The Floria

The Floria strikes just the right note for the discriminating patient. It is most comfortable in wear, good to look at, and is of robust construction. The flexible temples are nicely shaped to conform with head curves and to ensure comfort in wear. The delicate engraving of the flexible reinforcement wire is an added attraction to this pleasing style. Available in three colours: Demi-Blond, Flesh and Brown Mottle in a wide range of measurements. Samples gladly sent on request.

SOCIÉTÉ DES LUNETIERS



The ICARFLOR

This new and lovely engraved G.F. four-point suspension brow-bar rimless mounting embodies upswept eyes and the fashionable down-curve bridge. Starred screws are an added attraction to this robust rimless which is available in a wide range of measurements. Sample and full details gladly sent on request.



56, HATTON GARDEN, LONDON, E.C.1.

Telephone: HOL.4922-3



'Harry Potter' glasses by Savile Row



Christian Dior





Mary Quant, 1975





Rodenstock

Sophia Loren with model "SORBONA"

Clear Vision

with the elegant RODENSTOCK sun-glasses

Foto: Bulanda

Rodenstock, Germany, advertising 1960

For the Motorist



Diffuse-light in hazy, foggy weather produces a disagreeable sensation to car-drivers. RODENSTOCK TELECOLOR are the ideal lenses under the meteorological conditions that are frequently met in this country. TELECOLOR lenses make the scenery appear in a sunny cheerful light. The increased contrasts on the highway clarify, and provide a happy and secure feeling whilst driving. - The yellow-tinted lenses are coated by a vacuum procedure which is similar to that of PERFA-COLOR*) lens-manufacture.

PERFA-COLOR-GRADUELL are special lenses particularly appreciated by car-drivers. Their upper portion is coated in the same way as a normal PERFA-COLOR lens, shading off towards the lower part. The driver's view is permanently subject to changes between the bright scenery outside and the relatively dark dashboard inside the car. However, PERFA-COLOR-GRADUELL lenses afford a convenient and safe compensation of the luminous conditions existing between the outside and inside of the car.

RODENSTOCK GRADUELL and TELECOLOR lenses may be obtained in all prescriptions for short-sighted and far-sighted spectacle wearers, too.

Ask your optician for information and he will gladly advise you on RODENSTOCK special lenses.

*) Also, when viewing Television TELECOLOR lenses further prove their efficiency. Laymen and specialists alike unanimously declare: "TELECOLOR lenses provide considerable relief to the eyes and increase the pleasure of television."

▼ The successful German and European racing driver Graf Berghe von Trips is used to wearing his RODENSTOCK spectacles with TELECOLOR lenses when driving in hazy weather.



Not available to wear....



ROBERT LA ROCHE®

Not much use even if worn....



One last look at the stats...

- 11% (3.8 million adults) believe there is no difference between different pairs of sunglasses other than the price
- 10%, (3.5 million adults) see sunglasses as purely a fashion statement.



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Source: Britain's Eye Health in Focus
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Psychology of Colour....



Elle Wild by Kirk Originals, 2003

“Glasses are a handicap”

- 1971 – 33% of Dutch respondents said ‘Ja’
- 1989 – 3% of Dutch respondents said ‘Ja’



Source: *Oculus* 51 (4), Amsterdam

outwearingglasses · ...

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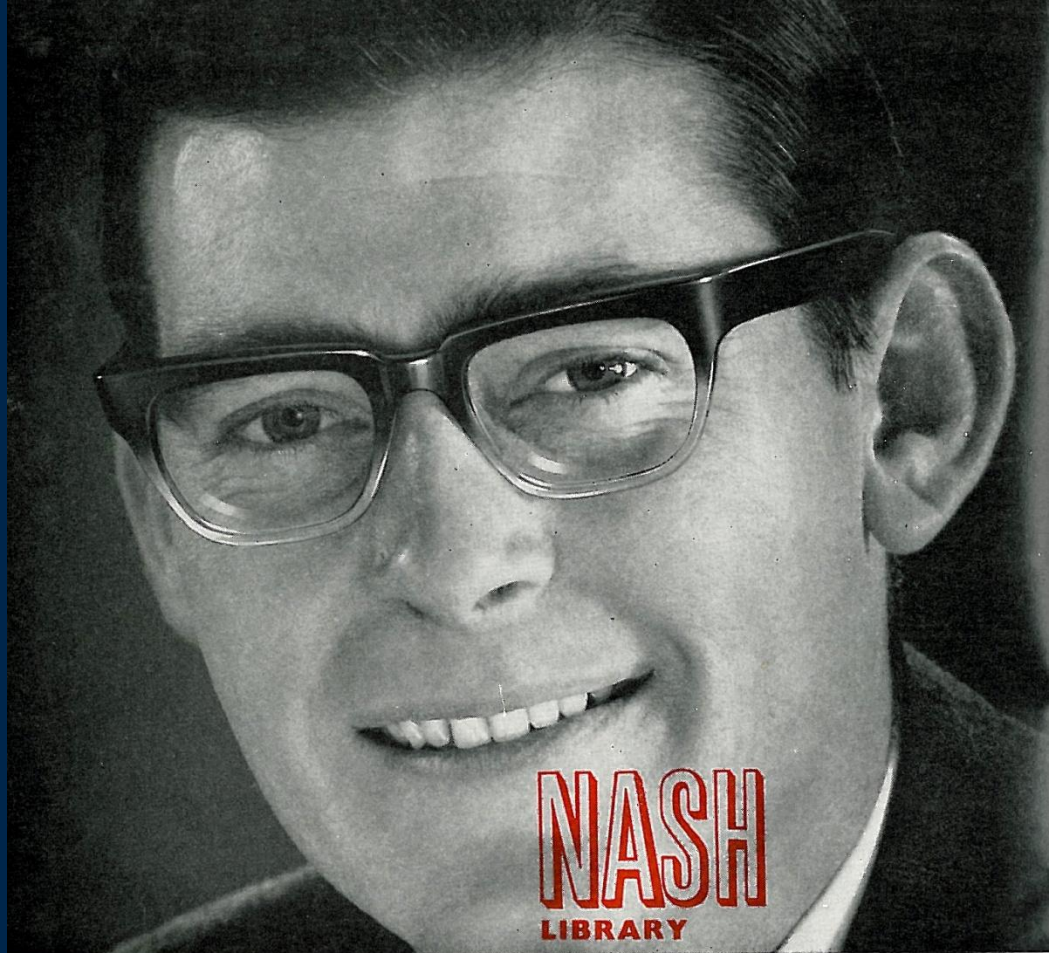
Tweets Top / All

louise veenhuis @LMVmum 17 Mar
@btoptom Hugh Grant. I was fortunate to do his first ever contact lens instruction in 2003 -a bit less then:) #embarrassedaboutwearingglasses
In reply to Brian Tompkins

Brian Tompkins @btoptom 16 Mar
Hugh Grant looking about -4.00 ? #embarrassedaboutwearingglasses

15 minutes of
fame...

5 minutes of
intelligence....



An elegant pinless library frame with wide appeal—available direct or from prescription houses.

Colours: Black, Brown, Smoke half-tone, Sherry half-tone

Cat. Nos.: V95N frames—D05N temples

Measurements:	44	20	22	24	—
	46	20	22	24	26
	48	—	22	24	—



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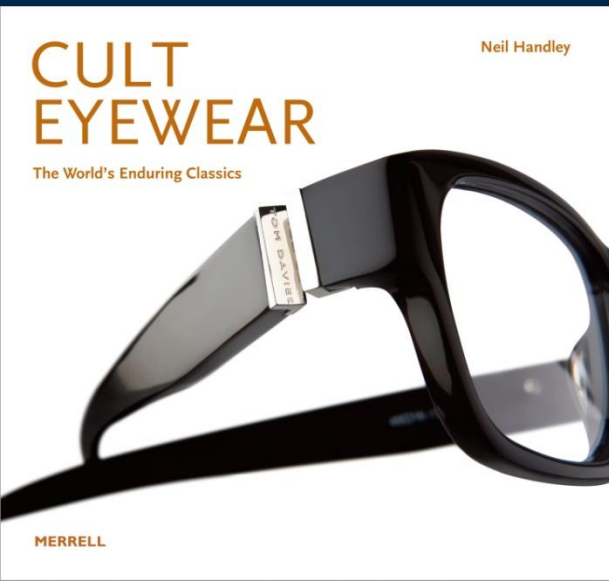
THE HADLEY COMPANY LIMITED
SURBITON • SURREY • phone 01-398 0901



Fashion spectacles

The 'fashions-in-spectacles' idea is not a frivolous cult conceived solely with the idea of selling more spectacles, although this is frequently an incidental result. It is an idea based on the fact that, if people can be persuaded to enjoy wearing spectacles, more people will be persuaded to take care of their eyes.

W. E. Hardy, foreword to the first ever Wiseman Frames catalogue, 1933



← Gratuitous plug for my book on the subject!

The College of Optometrists

<http://www.college-optometrists.org>

British Optical Association Museum

<http://www.musEYEum.org>

Look after your eyes

<http://www.lookafteryoureyes.org>



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