

WHAT YOU
SHOULD
KNOW ABOUT
YOUR

GLASSES



YOUR EYESIGHT—what is more important to your happiness and success! The only pair of eyes you'll ever have deserve the best. Don't disregard the warning of wrinkles, headaches, and eyestrain. Defects in eyesight make people unhappy, they retard the energy and clearness of the mind. Because glasses are so important in this matter of eyesight, the following pages have been prepared.

DON'T SKIMP ON EYESIGHT

The first step toward your glasses is an eyesight examination. It is the only way to escape defective vision.

No comparison with what your friends can see at the same distance will do anything but mislead you. They can't see through your eyes—nor you through theirs. Don't guess about your eyesight—the chances are that you'll be skimping if you do, because seven out of ten people need glasses.

Don't judge for yourself! Seek out in your community the man who knows—get his professional assurance that your eyesight is normal. By all means go to a man of training, experience, and highest skill. Anything less than a thorough examination by a competent man is skimping.

Good fitting of glasses, too, is vitally important to your comfort as well as your appearance. Intelligent fitting of your glasses can make a startling difference in your good looks. Glasses should be literally custom-shaped to your face.

Y O U R G L A S S E S



LOOKING WELL IN GLASSES

CORRECT BEFORE YOUR EYES

Let's make a few comparisons with pictures. In the next few pages, you can compare the points that make glasses becoming, with those that may tend to make glasses lack harmony with the face.

The man who fits your glasses knows the types of glasses most becoming to long or short noses, the mounting that gives depth to your eyes, the inconspicuous frames adapted to small features, a dozen such secrets.

Don't wait until eyestrain wrinkles become set, and nervous fatigue is chronic. Give him an opportunity now to study your needs. Becoming glasses are much to be preferred to eyestrain and wrinkles.

There are many persons who think glasses detract from their appearance. The fault is not with the glasses, but with the choice and the fit. Misfit clothes look funny, and so do misfit glasses. The way to look well in glasses, as in clothes, is to keep up-to-date, by consulting one who knows how to meet your individual requirements. Your glasses are just as individually your own as your thumb print. Careful fitting is essential to real satisfaction.

INCORRECT

OUT OF LINE

TOO HIGH

TOO LOW



1933 STYLES

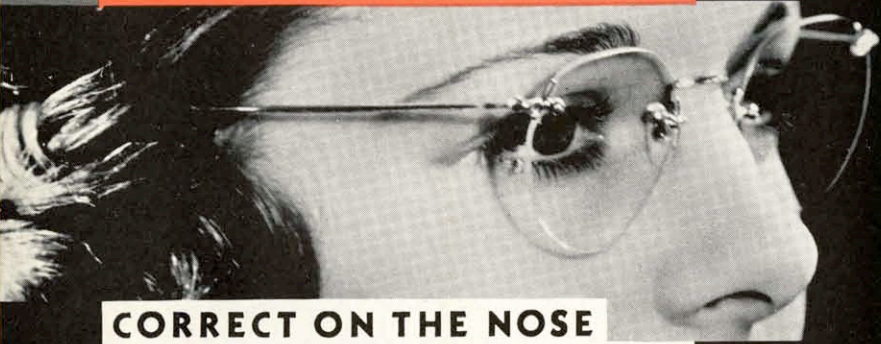




SLIPPING DOWN



INCORRECT ANGLE



CORRECT ON THE NOSE

Some people think that glasses make them look "old." Glasses that slide down on your nose do make you look "seedy." But glasses, properly fitted by an expert, blend harmoniously with the features and are truly becoming.

A red mark on the crest, or pinching on the sides of the nose, is as unpleasant as it is unnecessary. Your glasses can be adjusted to rest so lightly, there is no noticeable pressure.

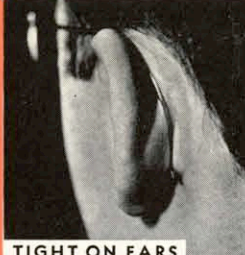
RED MARK



TIGHT PADS



Tightness behind your ears is uncomfortable. This, and constant pressing on the sides of the face are signals that your glasses should be readjusted by an expert for comfort and good appearance. They should fit snugly, without pressing, either at the sides or over the ears.



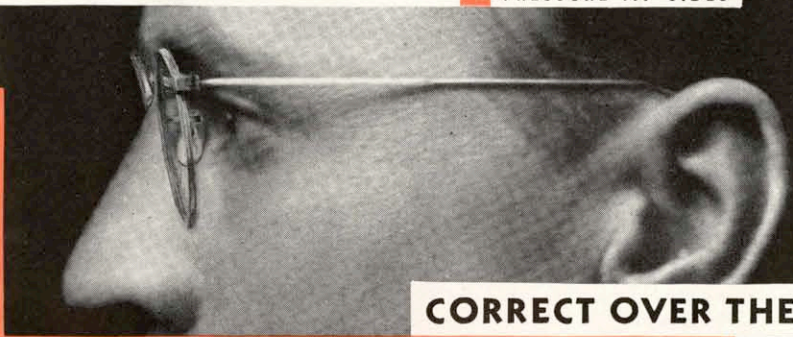
TIGHT ON EARS



TEMPLES TOO SHORT



PRESSURE AT SIDES



CORRECT OVER THE EARS

Out-of-date glasses, even though well fitted, are hardly becoming and lack the niceties of a modern style. Heavy black "horn rims," and yellow gold "specs" make you look "owlish," or old-fashioned.



OUT OF DATE



OUT OF DATE



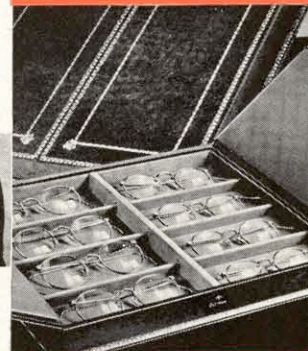
OUT OF DATE



OUT OF DATE

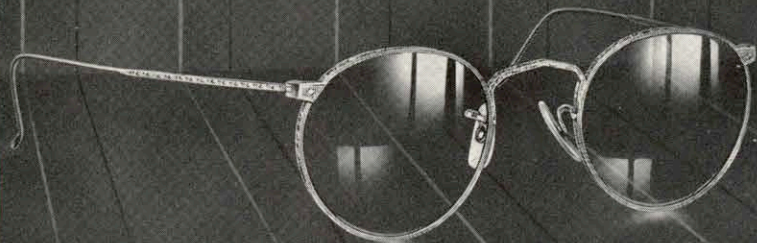


. . . and so we have enumerated some of the reasons for choosing carefully the man who fits your glasses. The chances are that he will recommend new Ful-Vue glasses, briefly described on the following pages, to give you the greatest satisfaction.



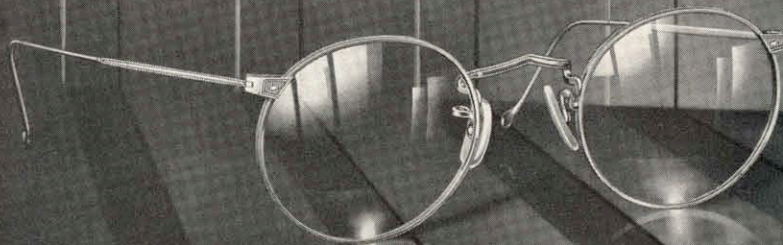
MODERN

FUL-VUE for WOMEN

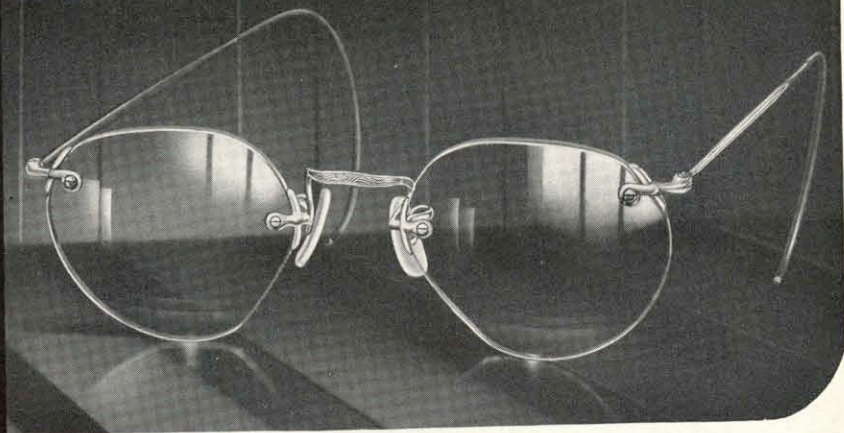


The most modern style in glasses is the FUL-VUE design. Ful-Vue temples are high up, revealing the eyes at the sides and allowing unobstructed side vision. They change the "down-hill" line from ear to eye to a modern streamline.

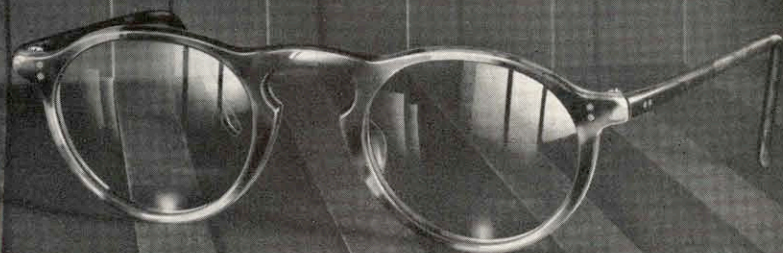
FUL-VUE for MEN



FUL-VUE RIMLESS GLASSES



FUL-VUE "SHELL" GLASSES



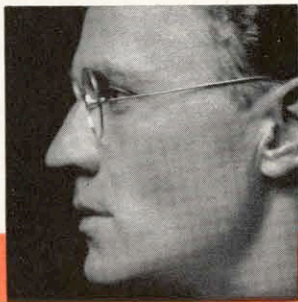
There are Ful-Vue glasses to suit every taste. A dainty feminine design for women. A masculine frame for men. Rimless styles and library or sports spectacles of shelllike material. Gold or gold filled in pink and white colors.

**F U L - V U E
S T R E A M L I N E**



DOWN HILL

Here's what we mean by old-fashioned, "down-hill" temples. See how the line of the temple runs down-hill from the ear to the glasses. It covers the eye and restricts vision at the sides.



Here's what we mean by "streamline" temples—the high-up temples of new Ful-Vue frames. How much more modern to be able to see the eyes at the sides and to form a swift, direct, straight line across your temple instead of a down-hill line that restricts vision and covers your eyes. Ful-Vue frames reveal your eyes at the sides—and that is one reason they are so much more becoming to you.



FUL-VUE

ORDINARY

Compare the eye-shape of Ful-Vue frames with the ordinary round eye-shape. See how Ful-Vue frames harmonize with the natural contours of the eyes and the face, another step in making glasses more becoming, less conspicuous.

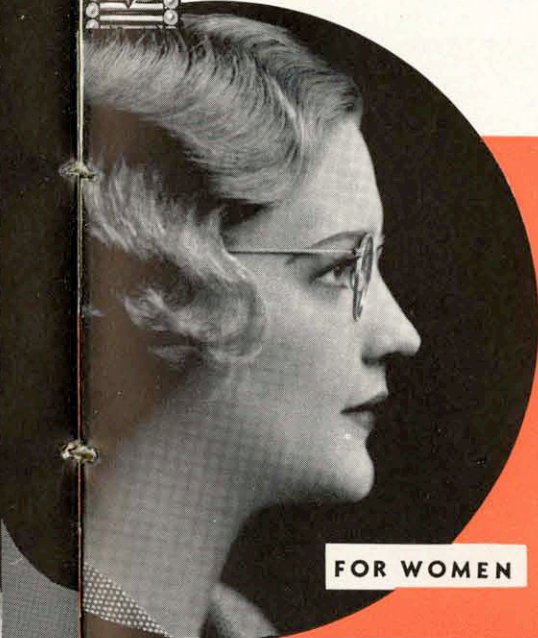
Looking at Ful-Vue glasses from the front, notice they do not cover the eyebrows. Eyebrows lend character to the face—let them be seen.



Men will appreciate the fact that there is a Ful-Vue designed especially for them. Something more conservative, slightly heavier, yet with the high temples and modern design that typifies Ful-Vue.



FOR MEN



FOR WOMEN

For women, Ful-Vue is the newest and most becoming frame for glasses. With dainty engraving and Gothic arch bridge, it is truly a feminine style in glasses.

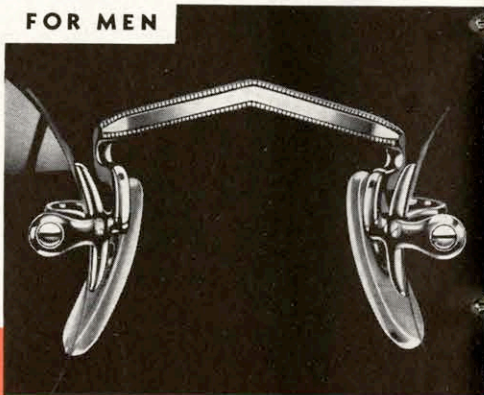
FOR WOMEN



The man who fits your glasses finds in Ful-Vue many features that assure comfortable fitting. Glasses can be adjusted only by experts, and Ful-Vue is made to provide for the best fitting.

Ful-Vue Rimless glasses are gaining in popularity. They are made in the same patterns as the frames and with the same high temples that reveal the eyes from the sides. But they are without the "rim" around the lenses, and are lighter, and less conspicuous.

FOR MEN



MANNISH FUL-VUE

Ful-Vue Senior engraving is mannish. It features simply a light masculine beading on the edges of the frame.



FUL-VUE RIMLESS GLASSES

AN EXTRA PAIR

Nothing is so comforting as to have an extra pair of glasses, made especially for the office, the car—or your favorite sport. Then you are sure to have them when you need them. Ful-Vue glasses, with high temples that give full side vision, made in sturdy “zyl” (a shell-like substance) are particularly adapted to sports—the best glasses for outdoor enjoyment. Always carry an extra pair of glasses when you go on a trip or for vacation.

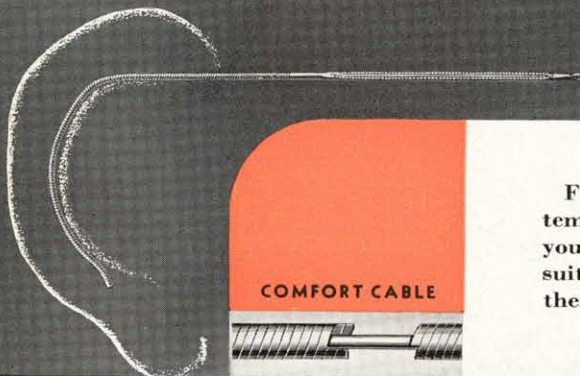


FUL-VUE for SPORTS



SKULL

Ful-Vue "Skull" temples reach part-way behind the ears, sliding on and off easily, designed for those who may wear glasses only at intervals.



COMFORT CABLE

Ful-Vue "Comfort Cable" temples are flexible behind your ears and particularly suitable for people who wear their glasses "all the time."



FORM FIT

Ful-Vue "Form-fit" temples are a combination of skull and comfort cable — solid to a point midway behind the ears, where the flexible comfort cable begins.



Glasses give their greatest comfort when they are kept clean and in good adjustment. Don't let dirt gather between the lenses and frames. Keep metal parts from tarnishing. A soft brush used with ordinary soap and warm water or "AO Eyeglass Cleaner" will keep them clean. Keep them in the case when not in use.

Visit the man who fits your glasses frequently to be sure that constant usage hasn't changed the adjustment.



IN CONCLUSION

1. Your eyes are your most priceless possession. Don't neglect them. Have your eyes examined at regular intervals by a man of training, experience, and highest skill.
2. Wear modern glasses. The latest and best style in glasses is the Ful-Vue—with high temples that reveal your eyes at the sides and allow unobstructed side vision.
3. In the selection and fitting of your glasses go to one who gives time and care and attention to fitting your face comfortably and well.



A M E R I C A N
O P T I C A L
C O M P A N Y

HAVE YOUR EYES EXAMINED

