

International  
Optical  
Year Book  
and Diary

---

1979

---

# **The International Optical Year Book and Diary 1979**

---

Edited by Philip Mullins, Editor of The Optician and Manufacturing Optics International (MOI) □ Compiled by IPC Consumer Industries Press Information Services □ Published by IPC Consumer Industries Press Ltd. Registered Office: 40 Bowling Green Lane, London EC1R 0NE. Telephone: 01-837 3636. Telegrams: Pressimus London. Telex: 23839. Price £9.00 per copy (including VAT)

© IPC BUSINESS PRESS LTD.





*Elasta 2007*

***Elasta***  
***the Action Frame***  
***No slip-No slide-No twist***

Sole U.K. distributors

**Sàfilo®**

*Sàfilo SpA Italy*

**Britconoptical Limited**  
(PETER JONES)

P.O. BOX 8, HOYLAKE, WIRRAL, MERSEYSIDE L47 9SJ  
Telephone: 051-632 5021/2 Telex: 627110





*Elasta 1022*



AI/MV

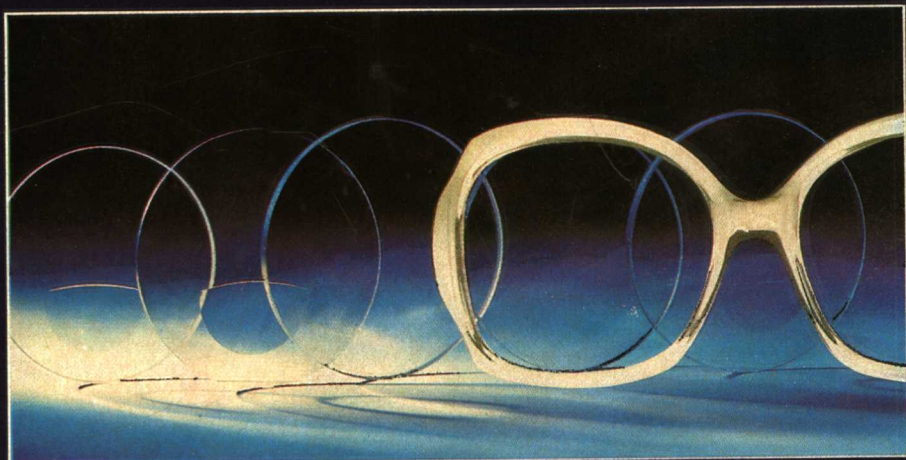


# A FULLY INTEGRATED PROGRAMME BY THE VISIONARIES

**Rodenstock in-vogue eyewear** includes the unique *exclusiv* range, the trendy **Young Look** collection and high quality standard models, all available in plastic, metal or combination styles.



**Rodenstock professional quality sunspecs** provide visual comfort by a combination of hi-fashion frames, in plastic or metal, and a choice of unique sunlenses – Colormatic 30/75, Rodar Color 75 toughened lenses and Rodalit in mono or graduated tints.



**Rodenstock advanced lens technology**, of the highest standard, has produced a range of lenses of premium quality and some multi-focal types which have never been equalled.

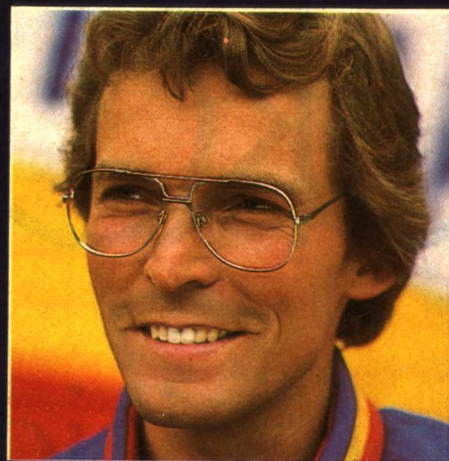
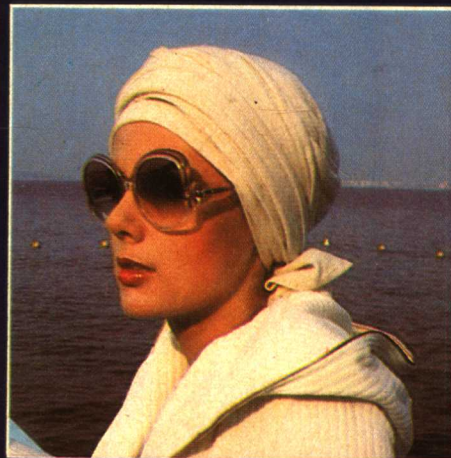


## Rodenstock



# ED OPTHALMIC RODENSTOCK—

**Rodenstock precision instruments and equipment,** due to constant research and development and the highest engineering standards, have achieved a supreme standard of excellence to meet the worldwide demands of practitioners.



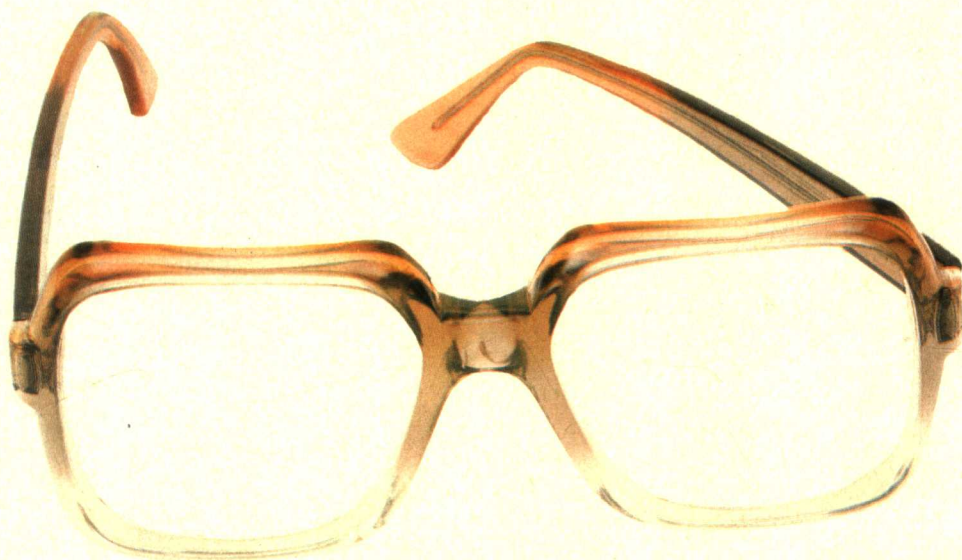
London Williamson Limited  
Head Office, Stock and Instrument Divisions  
32a-37 Cowper Street, London EC2A 4AR. Tel. 01-253 0455/4133  
Prescription and Single Frame Division:  
Stapleton House, Clifton Street, London EC2A 4HL. Tel. 01-739 2861



London Optical (Scotland) Ltd.  
Clydeway Industrial Centre  
8 Elliot Place, Glasgow G3 8EP  
Tel. 041-221 0965/6



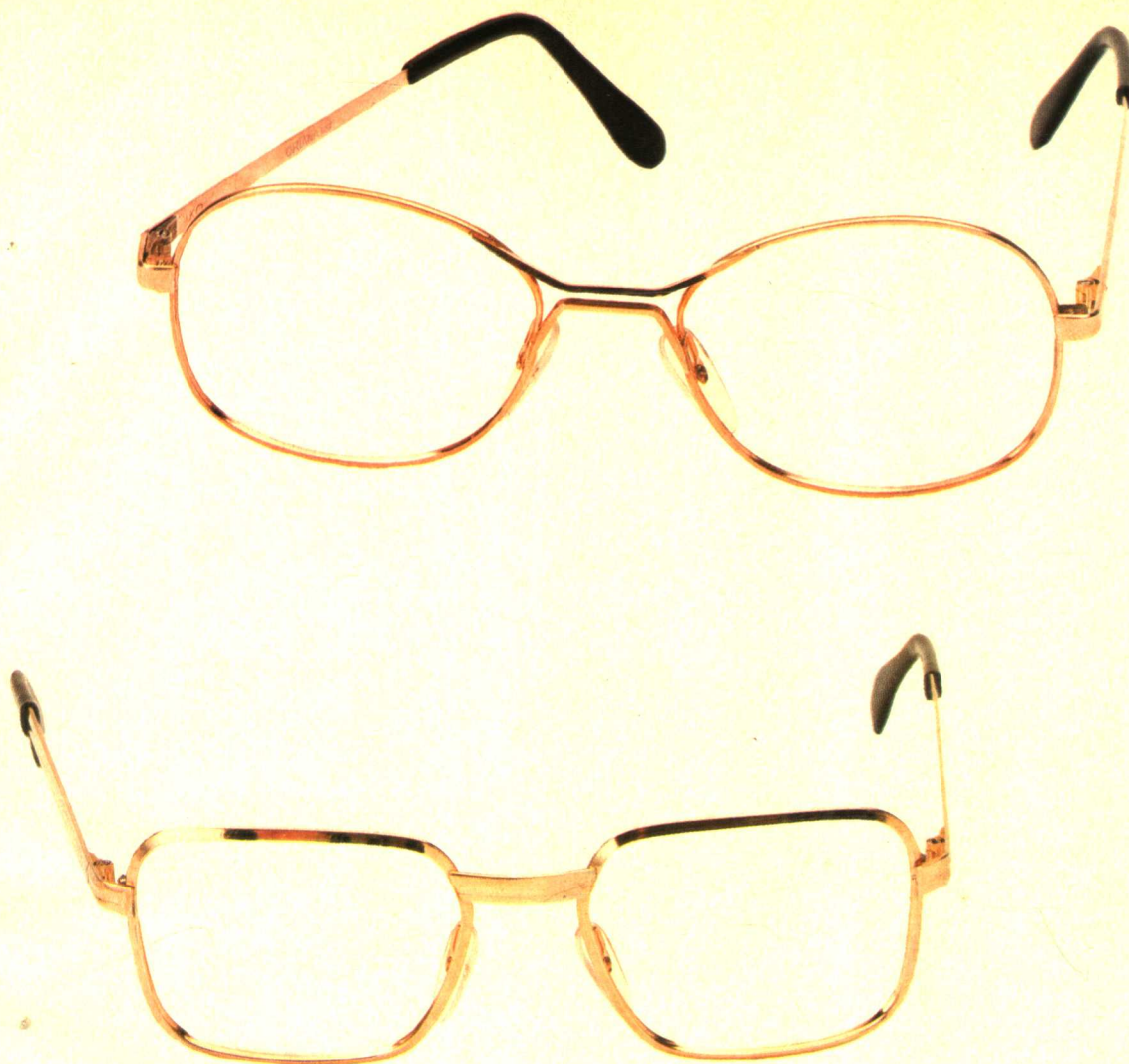
UKO



UKO

for vision at its best





**U.K.O. manufacture one of the most extensive ranges of Fashion Frames and Lenses in the world.**

**These include Single Vision, Fused Bifocal and Solid Bifocal Lenses in a wide range of White, Tinted and Photochromic Glass.**

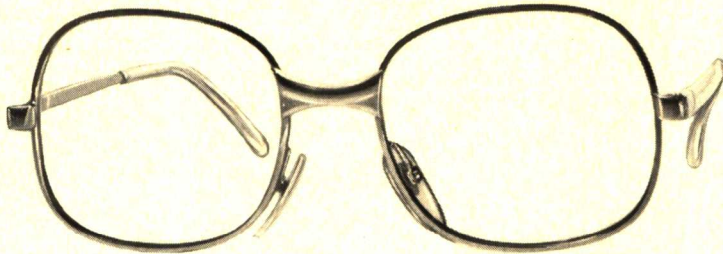
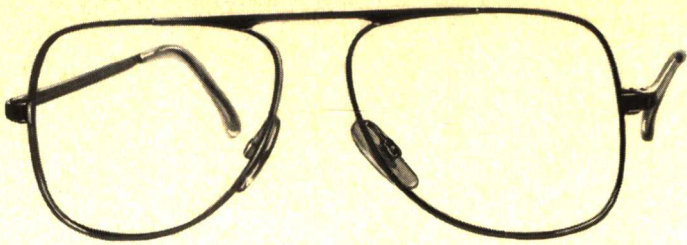
**The U.K.O. range includes NHS and all types of Fashion Frames.**

**FRAME CATALOGUES and SHOWCARDS, also LENS ORDER FORMS for all types of Lenses, are always available on request.**

**UNITED KINGDOM OPTICAL CO. LTD.,  
BITTACY HILL, LONDON, NW7 1EN.      telephone: 01-346 2660**







<b>King</b>	52 x 18
Gold Plated	54 x 18
Brown Graduated	56 x 18

<b>Diana</b>	
Gold Plated	46 x 18
Rhodium Plated	48 x 18

<b>Fred</b>	52 x 20
Gold plated	54 x 20
Rhodium plated	56 x 20

<b>Monia</b>	50 x 18
Gold plated	50 x 20
Rhodium plated	52 x 18
	52 x 20
	54 x 20

# ARR-EX



**the  
professional  
service  
for the  
professional**

As well as offering full prescription and industrial safety services, Arr-Ex Optical are specialists in plastic, toughened and zoom multifocal lenses which are available in a wide range of frames.

Arr-ex Optical Limited Park Road Shirley Southampton SO9 1FS  
Telephone (0703) 30029





YVES SAINT LAURENT  
frames available from  
Arr-ex Optical Ltd  
Park Road Shirley  
Southampton SO9 1FS  
Telephone (0703) 300029



# ALPHA

first for  
Rx service

in hard resin  
or glass

We specialise  
in moulding  
CR 39 to  
prescription

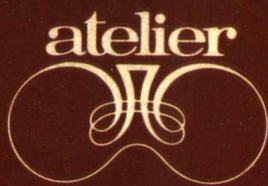
First for quality—our number one priority.  
First for accuracy—to which we are dedicated.  
First for experience—our acquired knowledge and specialization is unique.  
First for service—upon which we stake our reputation.  
When your need is for perfect Rx—remember ALPHA FIRST!

**ALPHA**

LENS COMPANY LTD

WELLINGTON CRESCENT NEW MALDEN SURREY KT3 3PF  
Telephone 01-949 1901-4





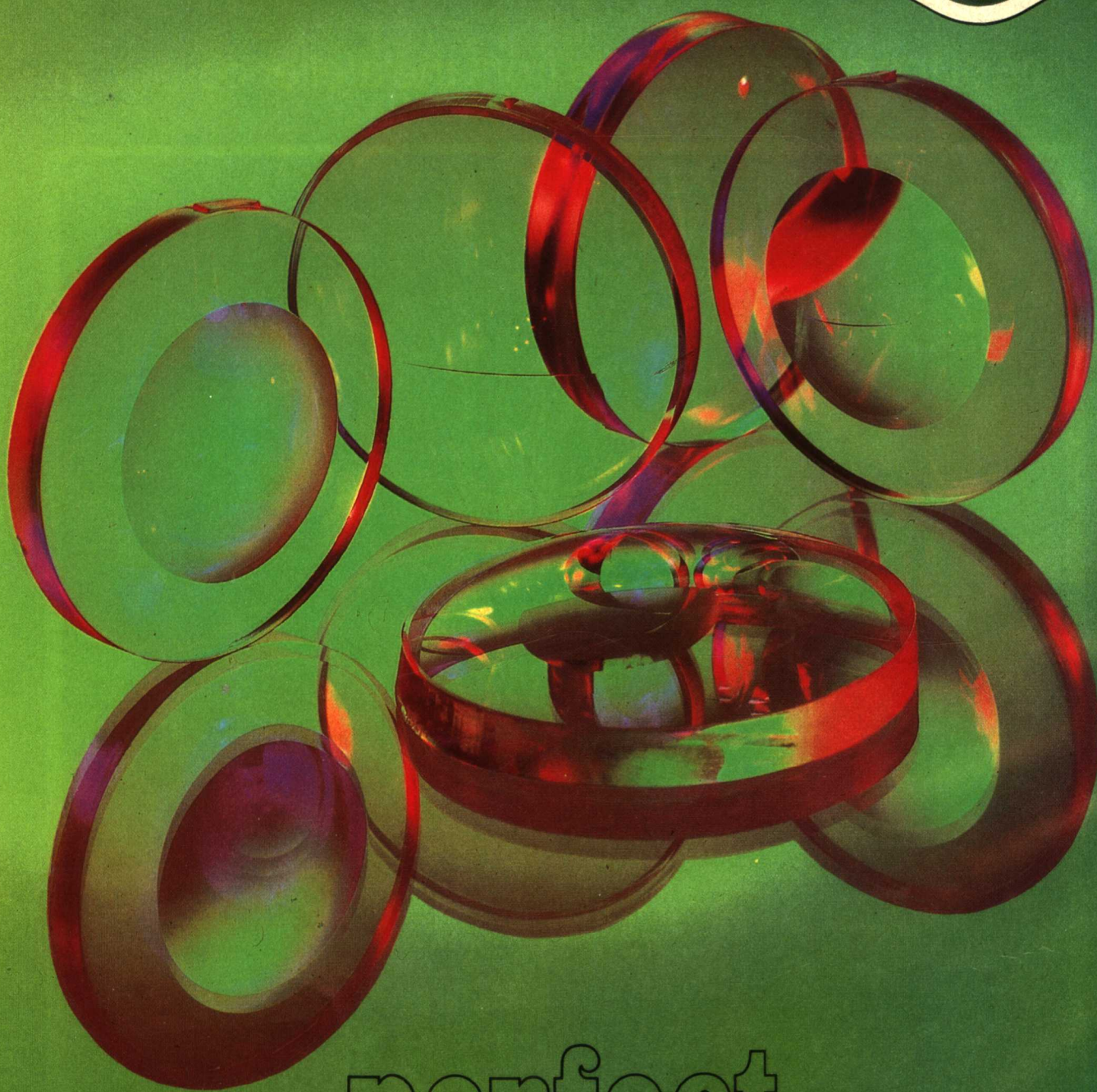
one of the elegant frames from the atelier collection



GREAMES OPTICAL SERVICES LTD

Coombs Road, Halesowen, West Midlands, B62 8AP. Telephone: 021-559 2091





# perfect

Do you have problems with the front curves of Plastic Semi-finished blanks? You need not:

Just use a Coburn Semi-finished blank!

Coburn Semi-finished lenses are made from the purest Cr-39 to the most exacting standards in the industry. Coburn gives you a reliable product to work with to achieve the best results, first time.

Semi finished 65 + 71 mm

Single vision

Straight Top 25

Straight Top 28

Straight Top 35

Lenticulars

Aspheric Lenticulars

Aspheric Bifocal Lenticulars

New as of June 1978:

Curve Top 28/65

## Coburn Optical International

U.K.: North Way Walworth Estate  
ANDOVER, Hampshire, England  
Telephone: (0264) 53739, Telex: 477367

Europe: Meidoornweg 2  
BADHOEVEDORP, The Netherlands  
Telephone: (02968) 6255, Telex: 18194



# CONTENTS

---

## **Who's Who**

Celebrities in the optical world	29
----------------------------------	----

## **Professional Organisations**

### **Names and Addresses**

British Isles	65
Europe	66
America	68
Australasia	70
India, Various	72

### **Current Activities**

British Isles	73
Europe	80
America	86
Australasia	97
India, Israel, Philippines	100
Late entries	101

## **Buyers' Guide**

Company information	105
Product information	161
Trade names	199
Marking of NHS frames	260
Index to advertisers	262

---



# Optoplast

## for total service in cases

Optoplast more than just manufacture cases  
—we offer a real service, in depth.

Our extensive manufacturing capabilities are such that you are not limited either in choice of materials or by method of construction. We are as happy—and able—to weld or stitch, hot block or silk screen and to run a few score cases as we are a hundred thousand plus.

Our design facilities are total and every aspect is thoroughly thought through. Every size and shape is carefully considered; size will be the optimum for the design without unnecessary bulk. (Our ingenuity recently saved 10% on material costs by using a special shape!)

We are pleased to advise on materials so that problems like the migration of materials with plastic lenses can be avoided. Add to the saleability of *your* products by consulting Optoplast *first*.



# Optoplast



## the master case makers

THE BEST IN THE FIRST INSTANCE—THE MOST ECONOMICAL IN THE LONG RUN

Optoplast Manufacturing Co. Ltd.  
Alpha Road, Surbiton, Surrey KT5 8RR.  
Tel: 01-399 5371 direct stockroom lines 01-399 2661  
Telex: 8951138





## Do your patients see eye to eye with you?

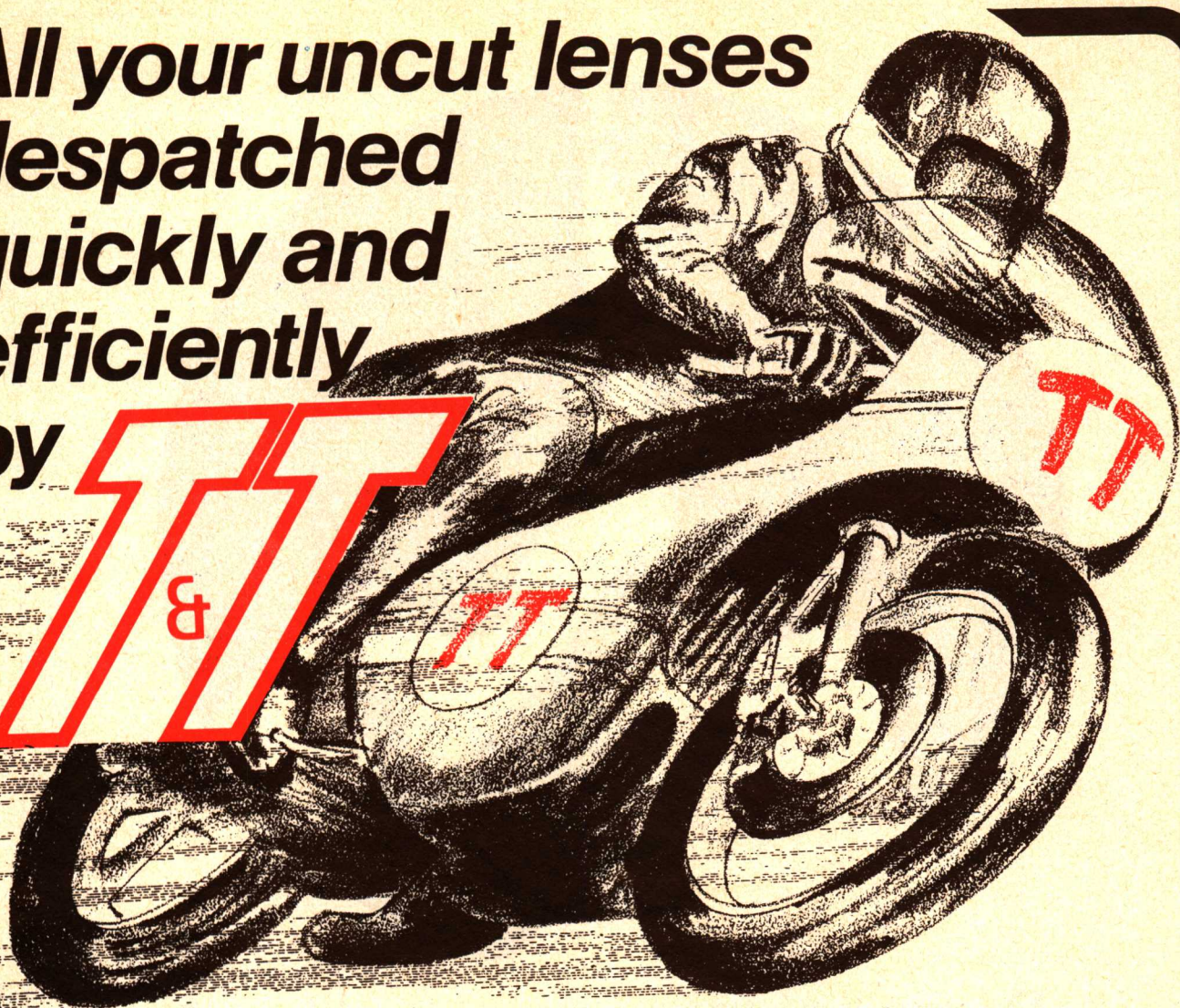
It's a hard world when the public aren't exactly waiting for apologies and excuses. Why should their patience—and yours—be tried any longer? White Hart have a reputation for excellent service and a rare talent for coping; we *have* to win through and we have, to the satisfaction of many opticians. Why not join them? Send your RX to White Hart without delay.

## WHITE HART OPTICAL CO. LTD.,

Redburn Road, Whorlton Grange Industrial Estate,  
Westerhope, Newcastle upon Tyne NE5 1PQ.  
Telephone 0632 860441/2.



**All your uncut lenses  
despatched  
quickly and  
efficiently  
by**



***The specialists in  
uncut lenses  
to the trade***

ALL TYPES OF BIFOCALS AND SINGLE VISION LENSES.  
ALL TYPES OF STOCK LENS SUPPLIED BY RETURN.  
ALL SOLID TINTS AND PHOTOCHROMIC SUPPLIED  
IN SINGLE VISION AND BIFOCALS.

**T&T OPTICAL CO.**

293 Haggerston Road London E8 4EN  
Telephone 01-249 2995/6/7