



WITH you, as with us, defense comes first. Our output of optical instruments is being rapidly increased to meet the defense emergency. We will endeavor to give our customers the best service possible under existing circumstances, and ask your sympathetic cooperation.

## Pioneering in Better Vision . . . for 88 Years

IN 1856, his tiny business just three years old, J. J. Bausch published an advertisement: "The gift of sight is inestimable. Nothing should be neglected to preserve it. Thousands who could have enjoyed excellent sight are suffering from damaged vision, caused by the use of improper glasses or the ignorance of spectacle sellers . . . We have a large assortment of spectacles, of every description, with glasses scientifically ground, and of the best material suitable for long, short or otherwise impaired sight, in gold, silver and steel mountings . . ."

And so, signed by the founder, was stated a creed that has guided Bausch & Lomb for 89 years. Research in the functioning of the eye and its ailments. Creation, through optical science, of examining instruments and eyewear for ever more efficient correction of vision. Production to ac-

curacy limits unsurpassed in any phase of industry. Distribution through today's highly skilled and highly trained professional eyesight specialists to make possible the best vision for the greatest number of people.

The scientific knowledge and production facilities that have given efficient eyesight to millions of people have also enabled Bausch & Lomb to develop and manufacture microscopes, spectrographs, photographic lenses—instruments that employ optical principles to the purposes of national defense, research, education and industry.

## BAUSCH & LOMB

OPTICAL CO. • ROCHESTER, NEW YORK

ESTABLISHED 1853

AN AMERICAN SCIENTIFIC INSTITUTION PRODUCING OPTICAL GLASS AND INSTRUMENTS FOR NATIONAL DEFENSE, EDUCATION, RESEARCH, INDUSTRY AND EYESIGHT CORRECTION