

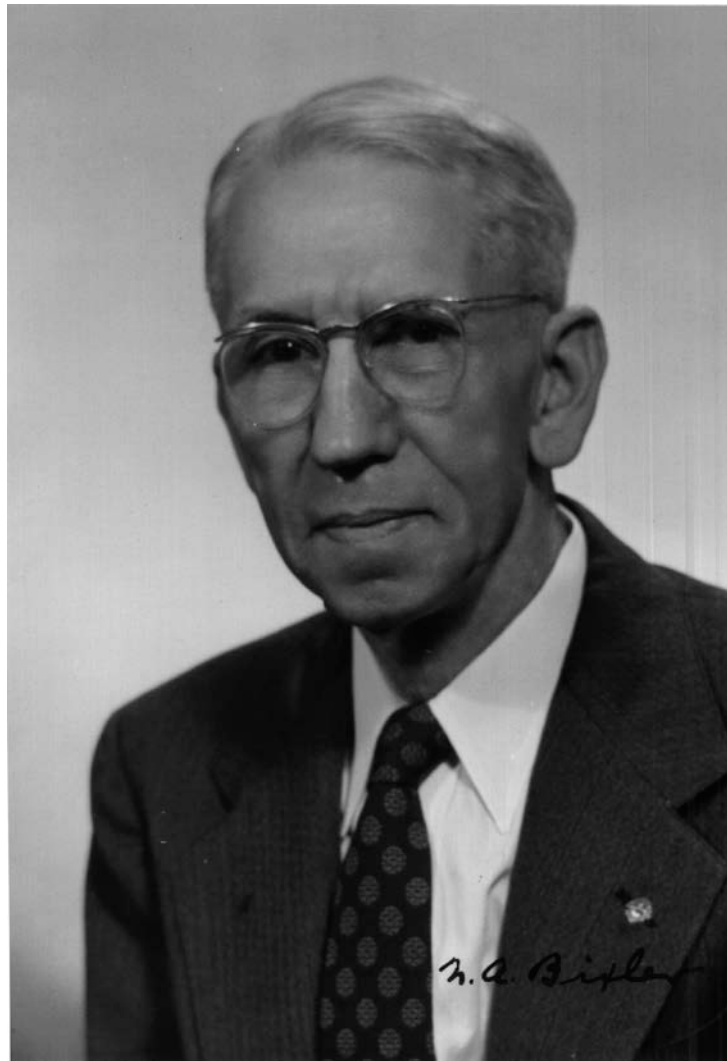
HINDSIGHT

Journal of Optometry History

October, 2015

Volume 46, Number 4

Official Publication of the Optometric Historical Society



Hindsight: Journal of Optometry History publishes material on the history of optometry and related topics. As the official publication of the Optometric Historical Society, Hindsight: Journal of Optometry History supports the purposes and functions of the Optometric Historical Society.

The purposes of the Optometric Historical Society are:

- to encourage the collection and preservation of materials relating to the history of optometry,
- to assist in securing and documenting the recollections of those who participated in the development of optometry,
- to encourage and assist in the care of archives of optometric interest,
- to identify and mark sites, landmarks, monuments, and structures of significance in optometric development, and
- to shed honor and recognition on persons, groups, and agencies making notable contributions toward the goals of the society.

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The official publication of the Optometric Historical Society, published quarterly since its beginning, was previously titled:

Newsletter of the Optometric Historical Society, 1970-1991 (volumes 1-22), and

Hindsight: Newsletter of the Optometric Historical Society, 1992-2006 (volumes 23-37).

Use of the current title, Hindsight: Journal of Optometry History, began in 2007 with volume 38, number 1.

Volumes 1-42 are available online at:

<https://scholarworks.iu.edu/journals/index.php/hindsight/issue/archive>.

OHS website: <http://www.aoafoundation.org/ohs/>

On the cover: Noah Bixler (1884-1959), a prominent Indiana optometrist, whose interesting life included a friendship with the famous poet James Whitcomb Riley. Excerpts from a memoir written by friend of his are included in this issue of *Hindsight*.



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Journal subscriptions are registered by joining the Optometric Historical Society. The cost of an institutional or library subscription is the same as for personal membership.

Manuscripts submitted for publication should be sent to the Editor at the email or postal address above. A Word document attached to an email message is the preferred means of submission. Paper copy submissions sent by postal service will also be considered.

Letter to the Editor: Salute to the Archivists and OHS Co-Founders

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In the October, 2014 issue of *Hindsight*, Kirsten Pourroy Hébert wrote two articles, one on the 1914 AOA Congress,¹ and the other² about Henry W Hofstetter and Maria Dablemont on their founding roles with the Optometric Historical Society. In Ms. Hébert's description of the 100 year old Congress, she enlivened optometric history and displayed a sensitivity that is reminiscent of Maria Dablemont who could similarly bring history to life. Ms. Hébert is the Heritage Services Specialist from the Archives & Museum of Optometry, which was transferred from AOA to Optometry Cares.

Dr. Hofstetter and Mrs. Dablemont were two of the most influential persons of my professional and personal life. Most interesting was Ms. Hébert's description of the relationship between the two. I worked for Maria in St. Louis while an Indiana University optometry student in 1967, mostly in the sub-basement of 7000 Chippewa, organizing documents of the AOA House of Delegates and Board of Trustees. As a personal friend of my wife and me for 25 years, Maria was responsible through close Brazilian friends for the independent adoption of our now 30 year old son. Dr. Hofstetter was the Director (i.e., Dean) of the school when I was a student, and he was also the AOA Vice President. Without his mentorship, I probably would not have moved to St. Louis that summer. Also, the emergence of the American Optometric Student Association in 1967^{3,4} might have laid dormant in the Archives containing a proposal by Irvin M. Borish⁵ in 1942 and later a similar proposal by AOA staff member William McCracken.⁶

Starting that summer, my wife and I were exposed to the thoughts of Maria. As optometry's first Archivist, Maria was collecting organizational files and publications from AOA and the American Academy of Optometry (AAO). Some of the major moments for optometry were then documentable, and demonstrated stages of professional development. Optometrists were then beginning to appreciate their heritage, but not everyone saw the benefit in looking at our most humble beginnings. As reported in Ms. Hébert's article, Dr. Hofstetter who was normally very formal and reserved in writings and speech, could not help but commiserate with Maria that some of the opposition they received were from "simple people" or "nincompoops."

Maria always represented the very best professionally and in our family relationship. At a St. Louis party Maria hosted in the 1970s in honor of a Brazilian sports star and former family acquaintance, we met soccer star, Pelé, whom we naïvely failed to recognize as having an international reputation until long after meeting him!

Dr. Hofstetter realized that an organization supported by AOA could best be a repository for optometric history than the whole of visual science. The Optometric Historical Society and the Archives & Museum of Optometry are fitting legacies to AOA and other supporters, including the AAO and schools of optometry and their libraries. Also, some of the individual supporters are from that generation and on the OHS Board today!

Most importantly I wish to thank Ms. Hébert and Optometry Cares for the yeoman's task of reestablishing the Archives. On the 50th anniversary of Maria's first year at AOA, I am pleased to see someone who can contribute as she did, to the greater goals of the history and the profession of optometry. We should be pleased to have an archival specialist who can combine her expertise of collection with a fervor to report on the forebears of optometric history!

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Update on the Archives & Museum of Optometry

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The move of the Archives & Museum of Optometry collections to secure, climate-controlled off-site storage was completed during the second week of August, 2015 prior to the commencement of construction at the St. Louis American Optometric Association Headquarters on Lindbergh Blvd. We have consolidated 2,400 cubic feet of archival material and 1,400 cubic feet of museum objects in the collection at this time in our off-site facility. Inclement weather during the move resulted in some water damage to previously mold-impacted records, however, these were properly dried, rehoused and quickly placed in humidity and temperature controlled storage. We continue to research sources of funding for digitizing this material to improve both access and ensure long-term preservation.

While approximately 2,000 cubic feet of the archival material has been *classified* according to a subject classification system devised for and implemented in the library, the collection remains minimally processed and little material has been properly accessioned, arranged and described. Furthermore, at least 400 cubic feet of material—much of this dating from the 1970s and 1980s—remains undiscovered. A preliminary finding aid of the materials in the AOA records collection is now available on the Archives & Museum page at the AOA website (<http://www.aoa.org/about-the-aoa/archives-and-museum/archival-collections/finding-aid-to-the-american-optometric-association-records?sso=y>). A detailed inventory of these records is underway and we will use this information to accession and document the materials, to determine collection development goals, and to identify duplicates and reappraise the value of materials. The remaining eight collections will be subject to the same process. This should provide us with the ability to make the records more accessible to members and researchers and to determine preservation and conservation needs.

Additionally, this month we will continue the inventory and catalog of the museum objects in our holdings. Sarah Budai, University of Missouri St. Louis Museum Studies Intern, completed cataloging and photographing 216 cubic feet of large ophthalmic instruments, mostly made of cast iron and copper alloy. Sarah's work included descriptions and photographs of the objects, assignation of preliminary catalog numbers, removal of dust and other corrosive particles using a Nilfisk HEPA vacuum, and assessing the material for deterioration. As Sarah moves through the collection, we will be rehousing material and reappraising the objects' significance to the repository. We will also be working toward providing a complete online virtual catalog of the objects held in the collections.

Our mission this year and the next is not only to gain greater intellectual control over our collections, but also to update our policies and procedures. For this reason, we need your support more than ever. We have suspended both reference services and collection of new materials until the Archives & Museum facility at the AOA Headquarters is complete. We ask for your patience during this time and also to please check with us before sending any materials to the Archives & Museum. We have no space to store new material and we want to collect responsibly!

A History of Optometry in Louisiana

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From the archives of the American Optometric Association (AOA) we learn that Dr. William Bohne of New Orleans was elected Second Vice President of the AOA for the years 1898-1899. His book, "*Handbook for Opticians*," published in 1888, may be considered to be the most comprehensive of the American early optometry textbooks. He was a charter member of the AOA, the only one from Louisiana.

The March 1908 issue of *The Optical Review* magazine notes that at a meeting of the Louisiana State Optical Association "the society was reorganized and brought into affiliation with the American Association of Opticians". The meeting was called to order by W.E. Huston, representing the national association. The following officers were elected for the State Society: S.P. Schuessler, Baton Rouge, Pres.; M.L. Krammer, Lake Charles, Vice-Pres.; Ike Schwartz, Shreveport, 2nd Vice Pres.; Maurice F. Fitzgerald, New Orleans, Sec.; Nicholas Belliamore, New Orleans, Treas.; Executive Committee: Harry Schwartz, New Orleans; Jake Lowe, Monroe; E.J. Bahne, New Orleans; Chas. Clairemont, Alexandria; Board of Examiners: Geo. A. Beavers, New Orleans, Chair; Harry Watson, New Orleans; Harry Hollins, Jennings.

In 1918, House Bill 280, which became Act 193 of the 1918 Louisiana legislature created the optometry law. It was approved July 10, 1918. The law defined the practice of optometry, created a Board of Examiners, and allowed anyone who had been practicing optometry actively for three years to file an affidavit and receive a certificate to practice optometry. It set the annual renewal fee at \$2.00. Board members received \$8.00 per day and three cents per mile for attending board meetings. Having in one's possession any eye remedy, lotion, salve, or medicines of any kind or description was grounds for suspension of the certificate.

On the 29th of September, 1937, E. A. Conway, Louisiana Secretary of State recorded in Book 1537, Folio 293 certifying that "a certificate of the Articles of Incorporation of the Louisiana State Association of Optometry, a corporation created under the provisions of Act 254 of the Session Acts of the General Assembly for the year 1914, approved July 9th, 1914, has been duly filed and recorded in this office." This is apparently the earliest record of the formation of an optometry association in Louisiana.

An article in the June 1917 issue of the magazine *The Optometrist and Optician* notes that "Louisiana has taken the bit in her teeth and organized a state association. On April 24th, George R. Keller, Alfred Edgert, U.S. Meyer, L.H. Hayden, A. Kerchesky, Ed Harris, and Porter Mathews, some of the leading optometrists of Shreveport, met at the Youree Hotel, the fruit of the meeting being a state organization and a local society

pledged to exert every effort to secure the needed legal recognition for optometry in the Pelican state.

“On Sept. 24th, 1937, Joseph Monie reported that: before me, Joseph F. Monie, a Notary Public in and for the Parish of Orleans, State of Louisiana, duly qualified and commissioned personally came and appeared: Noel C. Genevay, Earl A. Dimitry, S.S. Lewis, Geo. Geautreaux, Fred Hornberger [Fred Hornberger’s son, Everrett, also an optometrist, was living in New Orleans as of 2010], Frank Methe, and Lloyd Landry, all of age and residents of New Orleans, who declared unto me, Notary, in the presence of the undersigned witnesses, that desiring to avail themselves of the provisions of the laws of this state relative to the formation of corporations for educational, eleemosynary, literary, scientific, religious, and charitable purposes etc.; and more particularly in accordance with Act 254 of 1914, as amended by Act 190 of 1924 and 146 of 1936, and to acquire the rights and to enjoy the privileges of a body politic in law, that they do hereby form themselves into such corporation and body politic under the name and style and for the purpose hereinafter set forth, viz:

“The name of the corporation shall be the Louisiana State Association of Optometry, Inc. (same having organized in 1915) and by the name and title it shall have and enjoy succession for a term of ninety-nine years from the date hereof, unless sooner dissolved by a vote representing two-thirds of the members present at a special meeting called and held for that purpose after thirty days notice mailed to each member at his or her last known address.

“The domicile of this corporation shall be the City of New Orleans, and all citations and other legal process shall be served on the President, or in his absence, on the Secretary-Treasurer or any other officer of the corporation.

“The objects and purposes of this corporation shall be to unite fraternally all reputable optometrists; to promote and safeguard the standards of the profession of optometry and to restrict the practice thereof to properly qualified individuals, and to aid in the advancement of the science of optometry through educational and research activities.” [It is not clear why there is a discrepancy in the dates in these documents]

The first organized optometry meeting in Louisiana that we have evidence of in the records of the Optometry Association of Louisiana (OAL) was March 10-12, 1929 in Alexandria at the Hotel Bentley. We have a photograph showing approximately 32 men and their wives on the steps of the hotel.

Dr. J. Ottis White of Baton Rouge served as President of the AOA for two terms in 1950 and 1951. The other AOA President from Louisiana was Dr. Hal Demmer of Houma in 1981. In 1959, the New Orleans Contact Lens Society was formed by Drs. Glenn Young, Leon Reiss, Dave Ostrick, Joyce Adema and Sol Heiman, Noel Genevay, Jr., Warren Ales, and Walter Vinsant. Dr. Vinsant fitted his patients with polymethyl methacrylate (PMMA) lenses (there were no soft lenses then) and after two weeks of

wear he had the patient wear the lenses 24 hours a day. He may have been the first optometrist to fit “continuous wear” lenses.

Optometry in Louisiana, and the United States, was a drugless profession until 1971, when Rhode Island passed the first diagnostic pharmaceutical agent (DPA) law. Louisiana was quick to follow, passing a DPA law in 1975, only the third state to do so. The AOA has Louisiana listed as the fifth state, only because after passage in Louisiana, two other states passed a DPA law and the governor of those two states signed the bill into law before Governor Edwin Edwards signed the Louisiana law. The OAL has a photograph of the governor signing the bill with Dr. Mark Roy, Jr. standing beside him. The debate on the bill became so heated at one point during discussion on the floor of the Senate, that an ophthalmologist in the audience began angrily shouting at Senator John Tassin, M.D. (D-Ville Platte), sponsor of the Senate bill, as Tassin was explaining the bill from the podium. It was so disruptive that Lt. Governor Jimmy Fitzmorris, then President of the Senate, had the Sergeant-at-Arms physically remove the ophthalmologist from the chamber. It is reported that the Senate later voted to ban the ophthalmologist from the Senate permanently.

In order to pass the DPA bill, the association realized that they needed some lobbying help. Retired Colonel Mark J. Roy was the father of Mark Roy Jr., O.D. in Thibodaux and had had extensive lobbying experience in Washington, D.C. for the military. He was hired and steered the bill through successfully. Col. Roy remained the lobbyist for the association for many years and was the mentor and teacher for many optometrists who later were involved in the legislative efforts of the association. The association passed many bills during Col. Roy’s tenure. He was the grandfather of Dr. Mark Roy III who now has the practice his father started in Thibodaux.

In 1984 Dr. James D. Sandefur and Dr. Willard Marionneaux, with the backing of the Optometry Association of Louisiana (OAL), formerly the Louisiana State Association of Optometrists (LSAO), filed a lawsuit against the Louisiana Department of Health and Hospitals. This lawsuit was the result of Dr. Sandefur performing a tangent screen visual field on a Medicaid patient and being denied reimbursement. At that time, Medicaid only paid Optometrists for refraction (\$5.00) and no other procedures. The federal judge, John Parker, ruled against Optometry and the Association voted to appeal. Upon appeal, the federal appeals court sent one question to the Louisiana Supreme Court. The court answered in Optometry’s favor and the appeals court overruled Judge Parker and stated: “Therefore the defendants must amend the plan and the manual so as to provide that Optometrists who perform eye care services that are within the scope of Optometric practice will receive reimbursement to the same extent, and according to the same standards, as physicians who perform those same services. The defendants must put Optometry on a precisely equal footing with ophthalmologists and other physicians with regard to reimbursement for services that Optometrists are qualified to perform under Louisiana law. We do not undertake to determine which eye care services are reimbursable, but the defendants must assure the equal treatment of Optometrists and physicians that is mandated by state law.” The officials at Medicaid refused to implement the court order and we were forced to file

contempt of court charges against them. They were brought back into court and the federal judge told them that if they did not immediately make the changes that he was “going to put you all in jail”. The changes were instituted. The result of this lawsuit has meant millions of dollars in reimbursement to optometrists in Louisiana.

In 1989, Dr. Mark Franks, who practiced in Winnsboro, Louisiana for many years, left approximately \$500,000 to the then LSAO upon his death. It was his stated wish that the funds be used for scholarships for Louisiana students in optometry school. After dealing with attorneys and the IRS for several years the Trust finally came into being in the year 2000. An agreement was signed between the association and Southern College of Optometry (Dr. Franks was an SCO alumnus) for the college to administer the loan program. The OAL determines if, when, and to whom money will be loaned, and receives a financial report quarterly. To date over \$200,000 has been loaned and the balance in the fund is now over \$700,000 and growing. Dr. Franks truly left a mark on Optometry in Louisiana.

In 1976, West Virginia passed the first therapeutic pharmaceutical agent (TPA) law, allowing optometrists to prescribe pharmaceuticals for the first time in the United States. In 1986, optometrists were included as providers in Medicare. This event is seen as second only to the expanded scope of practice movement in importance to optometrists. It meant millions of dollars to optometrists and drastically increased the patient base. When the cataract surgery era began (due to the intraocular lens implantation technique), it was essential that Optometry was included in Medicare, and thus the co-management era was born.

Possibly the most significant year in the history of Optometry in Louisiana was 1993. It was in this year that the Louisiana TPA law was finally passed! While not the first attempt, it was successful nonetheless after a bitter battle from start to finish. In the end, the last vote on the floor of the Senate was 38 in favor, none opposed (one was absent). Finally, optometrists were free at last to write prescriptions to treat eye disease for their patients rather than calling an ophthalmologist to ask them to write it. This law allowed optometrists to prescribe all topical medicines, oral antibiotics (both antibacterials and antivirals), and oral antihistamines for “the treatment of diseases and disorders of the eye and its adnexa”. To become TPA-certified, optometrists completed 80-, 100-, and 120-hour courses to qualify, depending on their year of graduation from optometry school. Today, graduates are automatically qualified, as pharmacology and treatment of disease is now part of the standard optometric curriculum.

The TPA bill was first introduced in 1986 and passed the House committee, House floor and Senate committee only to fail at the last stage, the Senate floor – a crushing defeat. It lost again on the House floor, was amended onto a Dental bill and both the optometry bill and the Dental bill were killed (the dentists were not happy). Another attempt failed in the Senate committee when the Chairman, a chiropractor, who was expected to vote with optometry, instead voted against our bill breaking a tie vote and causing the bill to fail. Another attempt was lost on the House floor when optometry had the votes but the voting machine was closed early with 52 votes for the bill (53 are

needed for passage). The early closing of the machine prevented many Representatives from being able to cast their vote. Though many protested loudly, the Speaker moved on to the next order of business – another heartbreaking loss.

In 2003, it was felt that the name of the association, The Louisiana State Association of Optometry, was too long and cumbersome. Many felt that “Optometry” should be the first word in our name and not the last. So in March 2003, at a meeting in Alexandria, a motion was made by Dr. Darby Chiasson, seconded by Dr. Elvis Surles, to change the name to Optometry Association of Louisiana. The motion passed unanimously and the name change was made.

In 2005, state law was again amended to allow optometrists to prescribe controlled dangerous substances (specifically Schedule III, IV, and V narcotics), allowing optometrists to obtain a federal Drug Enforcement Agency (DEA) number. This was significant because many pharmacies were not able to honor optometrists’ prescriptions without a DEA number and patients had to pay out of pocket or go to an ophthalmologist. This law changed that. Another significant change in this bill was the fact that it gave optometrists the right to perform “incisional surgery”. The bill allowed “incision and drainage of superficial lesions of the eye”. The next year, 2006, Optometry sought to add the words “and its adnexa” to the above wording, and had the assurance of the ophthalmology association that they would not oppose it. Ophthalmology kept their word as the bill passed out of the Senate Health & Welfare Committee and then the full Senate Floor. But in the House Health & Welfare Committee, ophthalmology showed up and opposed the effort. After much debate, some of which was heated, the Committee changed the wording to “...drainage of superficial lesions of the eye and its adnexa”. The Louisiana State Board of Optometry Examiners maintains an audio transcript of this Committee hearing in which the representative who amended the bill states that it is necessary to use an instrument to drain a lesion. Thus, it is the Board’s belief that optometrists are allowed to incise a superficial lesion in order to drain it.

Also in 2006, the OAL killed a bill that would have made it illegal for optometrists to prescribe any contact lens that was not sold by 1-800-CONTACTS. Had the bill passed, any patient wearing a lens not sold by 1-800 would have to be re-fit, and if a patient required a lens not sold by 1-800 they could not be fit with contact lenses.

In 2006 the OAL had a busy legislative year. The OAL also passed a law making it illegal to sell plano colored contact lenses (or any contact lens) without a valid prescription. This law makes it illegal for beauty shops, etc. to sell the lenses without a valid Rx. Also in 2006 the O.A.L. passed a law that specifically exempts “prescription eyeglasses and contact lenses prescribed by an optometrist” from state sales tax.

In 2007, The Optometry Association introduced another bill which allowed the use of ALL oral medications for the treatment of eye disease. In order to be successful, Optometry had to convince several members of the House Health & Welfare committee to change their previous stand and vote in favor (the bill had been introduced in the

House Committee the previous year and lost). Dr. Tim Barry, OAL President at the time, traveled to each member of the Committee and visited face to face with them to give them the facts of the matter. His personal effort paid off and the bill got through the House Committee. Strong optometric support from many OAL members in person at the Capitol when the bill was debated on the floor of the House ultimately won the day and the bill moved on to the Senate. There, the votes in the Senate Health & Welfare Committee were set and the bill passed. At this time it became clear that the bill was going to pass. The opposition saw the handwriting on the wall, and when the bill came up for final vote on the floor of the Senate, not a single ophthalmologist or their lobbyists or any member of the Louisiana Medical Society was present to oppose it. However, almost 90 OAL members showed up to support the effort. The bill passed by a vote of 29 Yeas, 8 Nays and 2 Absent. This was truly a monumental victory and cemented Optometry as a major player in Louisiana.

Another major achievement for Optometry occurred in 2007, as David Heitmeier, O.D., a long-time OAL member, was elected to serve a four year term in the Louisiana Senate. This marked the first time an optometrist served in either body of the Louisiana Legislature, and turned out to be a tremendous benefit to organized Optometry, as Senator Heitmeier became an invaluable asset and ambassador for us.

The year 2008 saw the OAL pass a bill that allowed optometrists to sell and dispense contact lenses that contain medication. With the possibility that contact lenses containing medication for glaucoma and allergies coming on the market, this was a necessity.

In 2009, the Optometry Association of Louisiana achieved record membership, both in total numbers and percentage of O.D. members, and further, the OAL's Annual Convention in Lafayette set records for every attendance category, and hosted both Governor Bobby Jindal and Department of Health & Hospitals Secretary Al Levine. This was the first time a sitting governor ever addressed a meeting of organized optometry in Louisiana.

In August of 2009, the OAL partnered with the American Optometric Association to host the VSP/InfantSEE Mobile Clinic for InfantSEE Awareness Week. Over 300 babies were examined as a result of this effort, with 400 media hits and numerous OAL members interviewed by radio, TV, and print media regarding the event. This was arguably the greatest media coverage Optometry ever received to-date in Louisiana, as over 35,000 direct mailouts were also sent to recent mothers, and 400 TV public service announcements were aired, co-promoting InfantSEE and Optometry.

In 2010 the OAL scored big on the national scene as three major AOA awards were won by Louisiana optometrists. Dr. James Sandefur was the recipient of the AOA Distinguished Service Award; Dr. Jeff Anastasio was the winner of the AOA Dr. David Sullins InfantSEE Award; and Dr. Tim Barry took the AOA PAC Representative of the Year Award. To our knowledge there has never before been a time where one state received three major AOA awards in the same year. In 2012 Dr. Chris Wroten received

the AOA Young O.D. of the Year, in 2013 Amy Goudeaux received the AOA Paraoptometric of the Year, in 2014 Dr. James Sandefur received the Executive Director of the Year award, and in 2015 Dr. David Heitmeier received the AOA O.D. of the Year award. Additionally, Louisiana has produced two Presidents of the AOA. It is probable that no other state can make that claim.

OAL scored big in Louisiana also as every society held a fund raiser for Dr. David Heitmeier's senate re-election campaign. Over \$100,000 was raised for David by optometrists alone! His strong financial position contributed to his re-election, without opposition, the next year. As a state senator, David was able to have members of the OAL appointed to several important state boards and committees. Optometrists were appointed as members of Bayou Health Quality Assurance Committee, Louisiana Healthcare Quality forum, Louisiana Medical Advisory Board, Louisiana Medical Disclosure Panel, Louisiana Medical Care Advisory Committee, and the Louisiana Emergency Response Network Board.

The 2010 Louisiana Legislature significantly reduced funding for the Louisiana Board of Regents (LBR), which forced LBR to eliminate all funding for current and future optometry contract seats with the Southern Regional Educational Board (SREB) immediately. For these professional programs which lack an in-state school for Louisiana students to attend, LBR had been providing funding through SREB to pay the difference between in-state and out-of-state tuition for Louisiana students attending these schools.

The SREB cuts were discovered by the OAL the first week of July, 2010. Recognizing the extreme financial burden the changes would force on current students, and the potential negative impact on our profession's future leaders, the OAL immediately began working to rectify the problem with Senator David Heitmeier, O.D. Those efforts, coupled with LBR's willingness to work with us, and the sacrifice and support of most of the schools and colleges of optometry, resulted in only 7 of the 43 Louisiana optometry students having to pay any additional tuition for that academic year. Given where this process started (i.e., with no funding available whatsoever), that was quite an accomplishment, and the efforts of Senator Heitmeier cannot be overstated.

The real challenge was finding a long-term solution to the problem in the midst of a continuing budget crisis. The OAL explored all funding options available for Louisiana's optometry SREB slots for the following academic year, including alternative sources of funding, low or no interest loans, scholarships, grants, and changes in residency status for our students to receive in-state tuition at their respective schools.

As a direct result of the diligence and creativity of Sen. Heitmeier, SREB funding for Louisiana optometry students was restored in the 2011 Legislative Session using several new mechanisms, including allocation of designated, recurring funds from the Upper Payment Limit System (created by Sen. Heitmeier) and from the Department of

Health & Hospitals budget, along with some non-recurring funds from LBR. To receive the designated, recurring funding, these state agencies added new requirements in which students had to return to practice in Louisiana 1.5 years for every 1.0 years they accepted the SREB funding. Additionally, graduates had to agree to accept Medicaid patients for the duration of this period. These new stipulations mirrored a similar program for medical school students which was already in existence. In the event a student who accepted SREB funding did not return to Louisiana to practice or chose not to accept Medicaid, the previously provided SREB funds would revert to a low interest student loan, and the loan remittance amount would be placed in a fund for use in future SREB contract seat loans. As of 2012, there are nine annual contract seats at Southern College of Optometry, eight annual seats at the University of Houston College of Optometry, two annual seats at the University of Alabama-Birmingham School of Optometry, and one annual seat at Northeastern State University Oklahoma College of Optometry.

In 2012 Senate bill 669 by Senator Rick Ward, which became Act 843, required all third parties to pay optometrists equally with medical doctors, prohibited third parties from requiring an optometrist to join a vision plan as a requisite for joining a medical plan, and prohibited third parties from requiring participants to see an ophthalmologist rather than an optometrist. In the Senate the bill passed by a vote of 35 to 0. In the House, a motion to amend the bill against our wishes, by Rep. Seabaugh, failed on a vote of 94 to 5. Then on the vote for final passage, the bill passed 96 to 2. This further strengthened our anti-discrimination legislation.

In 2013 after almost two years of preparation by making personal relationships with legislators, drafting bill verbiage, planning strategy, etc., the OAL introduced a bill (HB-527) in the legislature to allow optometrists to do lid injections and incisions, laser procedures such as YAG, SLT, and PI, and to state clearly that the Louisiana State Board of Optometry Examiners (LSBOE) had the exclusive authority to determine the scope of practice of Optometry. The bill was introduced in the House Health and Welfare committee and after two hours of debate the bill passed by a vote of 12 to 7. Introduction of this bill brought out the full wrath of ophthalmology. The Executive Director of the American Academy of Ophthalmology (AAO) came to Baton Rouge and stayed for the duration. The AAO ran Push Polls and flooded the air waves with radio commercials and robo-calls which contained a considerable amount of misinformation and quite a few simply false statements. The OAL believed, in spite of the great amount of this negative publicity, that we had the votes to pass the bill on the floor of the House. Unfortunately and inexplicably at this point the author of the bill decided he would not bring the bill to the floor for debate by the full House. The author of a bill has complete control over the bill and it was not possible to move the bill without his permission. Several of the co-authors asked the author to let them handle the bill, but all were refused. The author put the bill back on the calendar which killed it for the session. It was extremely frustrating to have the votes for passage and be unable to bring the bill up for a vote. But, that was the situation and the bill was dead.

In 2014 the OAL again introduced a bill to allow lid procedures and lasers. The bill was introduced in both the House and Senate. The Chairman and the Vice-Chairman of the Health and Welfare committee in the House were staunchly opposed to our bill, as was the Speaker of the House – very big obstacles to overcome. The Senate bill was heard first and passed the Health and Welfare committee (chaired by Senator David Heitmeier, who did not vote) by a vote of 7-1. The House bill (which was identical to the senate bill) was finally heard after several delays by the Chairman and passed by a vote of 10-9. The next vote was on the floor of the House where the opposition attempted several amendments that would have gutted the bill. After lengthy debate, each amendment was defeated and the bill passed on a vote of 66-30. The House bill then went to the Senate Health and Welfare committee where, again, it passed 7-1 with Heitmeier again abstaining. The bill then went to the Senate floor where the opposition again tried to amend the bill and again failed. The final vote was 25-12 for the bill. The final step was to get Governor Bobby Jindal to sign the bill. The opposition began a nationwide campaign involving over 100 organizations from 40 states contacting the governor to veto. The OAL responded by asking all optometric organizations in America to contact the governor. Thousands of letters and e-mails poured in from every state optometry association, optometrists in practice, students, and other optometric organizations. On June 1, 2014 governor Jindal signed House Bill 1065 which became Act 398 of the 2014 Louisiana legislature. It was an historic event that was only made possible through the efforts of many people and it changed the profession in a dramatic way, positioning optometry in Louisiana for the future.

In the Fall of 2014 the federal government re-scheduled Hydrocodone combination medications from Schedule III into Schedule II. This move effectively prevented optometrists in Louisiana from prescribing these medications.

In the 2015 legislative session, Senator Heitmeier added an amendment to a Physicians Assistants bill by Senator Mills (a pharmacist) which would allow optometrists to again prescribe these medications and in addition, it would allow optometrists to prescribe all Schedule II medications, which was not allowed in the past. Senator Heitmeier was successful in getting the approval of the Physician Assistants to allow the amendment, and in getting the Medical Society not to oppose the amendment. In the Senate an amendment to remove Optometry from the bill failed by a vote of 27-7. Then the bill passed the Senate on a vote of 36-0. In the House, Rep. Carmody (whose brother is an ophthalmologist) tried again to amend optometry out but that failed 79-11. Then the bill passed the House by a vote of 95-3. This was a significant expansion of scope and a very shrewd and commendable move on the part of Senator Heitmeier.

At this point, Louisiana has one of the three best optometry scope of practice laws in the United States. All the legislative successes experienced over the last decade which have made life better for optometrists and their families would not have been possible without the support of all of the members of the OAL. It is only through a strong association that we can accomplish what we have. The OAL Executive Board, and Society Presidents, along with the entire membership will continue to work diligently to further the profession of Optometry in Louisiana and in the United States.

Noah Bixler (1884-1959): Friend of James Whitcomb Riley and Prominent Indiana Optometrist

***Editor's Note:** Irving Bennett recently wrote to me about his friendship with Donald Bixler, an ophthalmologist from Anderson, Indiana, who passed away earlier this year. Don Bixler was formerly a college roommate of Henry Hofstetter at The Ohio State University and he graduated from optometry school in 1941 from Ohio State. Don Bixler went on to become an ophthalmologist. Don Bixler's father, Noah Bixler, was a prominent Indiana optometrist and a remarkable individual.*

Noah Albert Bixler joined the Indiana Association of Optometrists (later known as the Indiana Optometric Association) in 1917 and served as its president in 1923 and 1924. He later served for many years on the Indiana State Board. He and John P. Davey are most recognized as the originators of the idea of starting an optometry school at Indiana University, and he was on the School Committee formed by the Indiana Association of Optometrists to achieve that goal. After the law establishing the optometry school at IU was passed in 1951, the Indiana Optometric Association formed a Library Committee to help establish an optometry library at IU. Noah Bixler was made chairman of that committee and he donated many of his own books to the school. Bixler was a book lover and he helped design the public library in Decatur, Indiana, where his optometry practice was located.

One of Noah Bixler's descendants gave Dr. Bennett permission to have Hindsight publish some excerpts of recollections of Noah Bixler written by Edison Brock, an engineer by training and a long-time friend of Bixler. The recollections are written in an informal style. A few excerpts of that 40 page typescript memoir are presented here.

In compiling this memoir, Brock wrote that it was his intention "to present those things which pertain to Noah A. Bixler as fixed in my memory from personal observations and discussions with that very unusual man." Noah Bixler's childhood was spent in Berne, Indiana. It was there that he formed a friendship with the famous poet James Whitcomb Riley (1849-1916). Brock wrote about the formation of that friendship and the poems that Riley wrote about Bixler:

"One day, many years ago, the G.R. and I. local passenger train puffed to a stop at the Berne Indiana station. The conductor waited until a few passengers had gotten off and others on, and then the train crew took time to supply the locomotive tender with water. While the train was still standing there an elder passenger looked over to an adjoining woods and there he saw a small boy with a pet coon. At that time animals of that species were common in Indiana but since they did their feeding at night they were seldom seen and only the experienced hunters with trained dogs knew how to find them.

"Suddenly our elderly friend hurried off of the train and seemed unconcerned at its departure. He made his way over to the little boy and asked his name. 'Noah A.

Bixler', came the prompt reply. Somehow that rather formal name just seemed to carry the impression of mature age as though it was hardly suitable for a boy so young. So our friend said, 'Suppose I just call you Noey Bixler,' and that is the way the name has gone down through our American literature as you will see. Not to be outdone, the boy asked the name of the visitor and the man replied, James Whitcomb Riley. Notwithstanding his tender age, that name of the beloved Hoosier poet was well known to our wise little man as shown by the conversation which followed. When Riley asked where would be a good place to eat and spend the night, Noey told him that there was a hotel farther on, but if he wanted something really good to eat, he had better go home with him because his mom was the best cook in town, and then he added that they had good beds too, and if Riley would tell the family some of his stories it wouldn't cost him anything.

"That sincere hospitality is well reflected in Riley's lovely poem, 'At Noey's House.' And from that time 'Noey Bixler' was a favored principal in the poet's stories, while many of his little friends, both boys and girls, took on parts as supporting characters. Since Riley was a most prolific writer it would take considerable research to even list the publications in which the name 'Noey Bixler' appears....

"*A Child-World* was written by Riley and published in 1897. It is in seven chapters, one of which is entitled 'Noey Bixler,' and another 'At Noey's House.' These two chapters are principally about Noey, but Riley was such a prolific writer that in all there are many references to Noey Bixler, for instance *The Rhymes of Childhood* as made up of 102 dialect and serious poems of which the one entitled "The Pet Coon" is so closely associated with our subject Noah A. Bixler and was responsible for his close friendship for the Hoosier poet, James Whitcomb Riley.

"A reference book which I have says in part, 'Riley used the Hoosier dialect and pure English alternately, and because of his intimate knowledge of rural life and manner he has succeeded in lending his work a tenderness, sincerity and simple humor that place him in the first rank of American authors who have remained content to touch only on themes dealing with homely, country life.'

"To me all other considerations are dwarfed by the fact that Riley, that great student of human nature, was able to see in this small boy all of the remarkable traits which developed in later life so as to make him the remarkable man that he was. But as I read the things assigned to little Noey by Riley, I do not question but that they originated in Noey and that somehow Riley had the uncanny ability to detect them and to blow them up and give them a frame to fit his later years. Even the title, 'At Noey's House,' should bring fond memories to those of us fortunate enough to have been the guests of the Bixler home. We can well realize how Noey as a small boy was successful in persuading Riley to be the honored guest in the home of the elder Bixlers, and the effect of that visit upon the author.

“It will not be practible [sic] for me to attempt to mention the many accomplishments credited to Noey by Riley or to name the many little boys and girls which Riley saw fit to use as supporting characters....

“I feel sure that if at that early time Riley had been told that after reaching maturity his protégé would design and construct his own watch, together with the tools for making it, or that he would invent, design, and construct and give away intricate instruments for testing the accuracy of commercial optical lenses, he would not have been surprised.”

Brock noted that as a teenager Noah Bixler had experimented with wireless telegraphy: “Shortly after the close of World War I, I happened to mention to Noah that I had recently seen a radio. In a modest way he told me that twenty years previously he had built wireless equipment with which his father had obtained the Arlington (government) time signals. It was not until I began the preparation of these memoirs that I was able to patch together any knowledge of wireless transmission sufficiently so as to realize the profound significance of Noah’s statement....

“...the beautiful and massive clock which in later years was so prominently placed in the Bixler stair hall is the one with which the train men checked their watches in the Berne store. Each day it was checked with the Arlington time signal coming in over Noah’s receiver so that its accuracy could always be depended upon....”

“It might be well to point out that while the functions of wireless telegraph and radio are essentially the same, the former was intended to receive signals in code, that is dots and dashes and other mechanical sounds, while radios are principally used to receive the voice, music, and similar kinds of entertainment; however, radios can also receive code signals. But at the turn of the century, when Noah was doing his experiments, there were no broadcasting stations devoted to entertainment.”

Noah Bixler’s father, David Bixler, had been a jeweler and watch repairer and also did optometric work. Noah started out as a watch maker but later turned to working exclusively as an optometrist. Brock wrote the following about Bixler’s watch making work:

“A few years after I first met Noah Bixler, he told me that he had spent considerable time in Switzerland where he had completed a course of study and training to become a watch maker. One requirement for graduation and satisfactory completion of the course was to prepare the complete detailed designs for an original watch and to personally construct it so that it would run with accuracy and dependability as intended....

“In the late thirties Noah Bixler gave a complete exhibit pertaining to the watch making industry to the Museum of Science and Industry, which is located in Jackson Park in Chicago. This institution featuring the accomplishments of industry is regarded

as the finest of the kind in the world. Noah's exhibit was extensive and consisted of both fairly modern and also ancient and rare watch making tools....

"It seems evident that while Noah Bixler did not follow the watch making trade and turned instead to the optometrist profession as his life-long occupation, never-the-less his early and intense training in watch making, together with an uncanny natural ability, caused him to think and work with extreme accuracy whenever minute things were concerned throughout his entire life. Fortunately his profession as an optometrist also called for unusual accuracy and skill and so his early watch making training was not wasted."



Noah A. Bixler (1884-1959)

Brock wrote about Bixler's various interests and skills. He called Bixler a "master cabinet maker" and said that Bixler made various instruments in a basement workshop. Brock noted that their conversations sometimes included practical mathematics. He also characterized Bixler as a skilled linguist:

"During the period which extended from soon after the close of the Civil War to the end of the century, there was a gradually diminishing flood of immigration from European countries to America. Many of those who had come from Germany, and to a

lesser extent those from Switzerland, settled in the area immediately surrounding Berne, Indiana, the town in which Noah A. Bixler was born and raised. A few miles further to the north at Decatur, where he established his practice as an optometrist, the immigrants were mostly German, with quite a scattering of those who had come from Ireland. Berne, Indiana was also the adopted home of a large colony of Amish people...

“Noah came in contact with a number of languages both in his home town of Berne, Indiana, and in Berne, Switzerland, the city for which the Indiana town was named, so as to know them reasonably well....He was also a student of Latin....

“I well remember of Noah speaking fluently and earnestly to customers, both using the German language. You see, many who had immigrated to this country after they had reached maturity did not learn the English language so as to be at ease when trying to use it.”

Lastly, Brock wrote about Noah Bixler as an optometrist: “I have on the table beside me, a bronze finished plaque, on the lower part of the face ‘1897-1947 – Fiftieth Anniversary – the Indiana Association of Optometrists.’ Immediately above the inscription is a slender, graceful figurine, with its arms spread wide and extended high towards the heavens, which are represented by cumulus clouds partially obscuring the sun, which in turn radiates beams of light like the spokes of a wheel. At each side of the plaque there is a decorative background resembling the folded wings of a giant bird. On the reverse side of the plaque there is a shallow depressed area about the size of a silver dollar, centered in which is an Olympian torch encircled with two delicate olive branches. The plaque is somewhat less than one-quarter of an inch in thickness, and is 2½ inches wide and 3½ inches long. It has well-rounded corners, the curvature of which gradually diminished so as to merge with the slightly curved ends and sides of the plaque.

“Notwithstanding that Noah A. Bixler had the honor of serving as chairman for both the 25th and 50th anniversary conventions of the Indiana Association of Optometrists, that always willing and versatile servant of the association saw fit to make, in his basement workshop, a sufficient number of these brown plaques so as to give one to each member of his society as a memento of that very important 50th anniversary. His work included the design, making of the mold, casting and finishing....

“In a previous chapter of these memoirs I recalled ... having come with my mother to the adjoining and somewhat smaller town of Berne Indiana in order that she might have her eyes tested and be fitted with glasses by the father of Noah A. Bixler. The skill which the father possessed was well recognized beyond the limits of the community in which he lived. In 1897 he became a charter member of the Indiana Association of Optometrists....

“It is not too surprising that Dr. Donald Paul Bixler has followed in the footsteps of both his father and grandfather. However, I am sure that not many families can boast of three generations of men all prominent in the field of optometry. It was by no accident

that Dr. Donald became a specialist in the care of the eye, including the important field of surgery. After a thorough pre-medical training, he entered the Indiana University for medical school and later to the University of Kentucky to complete a residency in ophthalmology, from which in due time he graduated with honors. In the dozen, or so, years that have elapsed since his graduation he has become widely known as an outstanding eye surgeon....

“Dr. Noah A. Bixler was a profound and tireless student.... He served as president of the Indiana Association of Optometrists ... and also served on all permanent committees and in every office. He was the chairman of both the 25th and of the 50th anniversaries of that society.... He was named Optometrist of the Year in Indiana by the society in 1958.

“For a number of years I had known that he was working tirelessly to establish a School of Optometry at Indiana University. He served on the State Board of Optometry from 1939 to 1948. And then from 1950 to 1954 he returned to the Board as president so that he could go all out for the establishment of that school, in which effort he was successful. Then next he started on the Library of Optometry of Indiana University, to which he devoted much time, and I am satisfied even more definite aid. He brought this venture to a successful stage, although he was still working on it at the time of his recent death.

“It seems a miracle that this man of ability and energy could accomplish so much, while in his modest way avoiding publicity. Most certainly, the world is better for his having lived.”

A History of Some Optometric Periodicals

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There have been numerous optometric periodicals. They have served various educational, organizational, communication, and research roles. In 1948, Hofstetter¹ listed 49 optometric periodicals then being published in the United States. The list included national journals, regional and state journals, optometry school publications, and periodicals produced by organizations. Hofstetter² also compiled a worldwide list of 409 serial publications related to vision science that had been published before 1948. In 1990, Carlson³ compiled a list of 206 English language optometry and ophthalmology journals, most of which were no longer in existence. The history of some significant early American optometric periodicals will be reviewed here.

Periodicals for Jewelers with Optical Content

Jewelers' Circular was a periodical which started in about 1870. In 1886, it started an "Optical Department" with a series of articles by C.A. Bucklin.⁴ In 1900, *Jewelers' Circular* purchased *Jewelers' Weekly* and it became the *Jewelers' Circular-Weekly*. In 1901, the optical feature was expanded with regular weekly contributions by George A. Rogers.⁴ E. LeRoy Ryer published frequent optometry articles in *Jewelers' Circular-Weekly* from 1903 to 1905.⁵ The optical department of this periodical split off to form a new serial publication, *Optical Review*, in 1907.

The Keystone, the magazine of the Keystone Watch Case Company, was started in about 1881 and continued to 1934, when it was purchased by *Jewelers' Circular-Weekly*.⁴ *The Keystone* had various subtitles at different times, but at one point it was *A Monthly Journal Devoted to the Interests of the Watch, Jewelry, and Optical Trades*.⁶ In 1909, *Keystone Magazine of Optometry* split off from *The Keystone*. *Keystone Magazine of Optometry* continued as *Optical Age* from 1921 to 1924.

Johnston's Eye-Echo

The first periodical in the United States, and possibly the world, devoted exclusively to optometry was *Johnston's Eye-Echo*.^{7,8} It was published by J. Milton Johnston (1844-1930), who was born in western New York. He served in the Civil War and then attended Adrian College in Michigan and Northwestern University in Illinois. In 1880, after nine years as a Methodist minister, he joined his brothers in the Johnston Optical Company in Detroit, Michigan, founded by his brother George. He soon recognized the need for an optical periodical. The first issue of *Johnston's Eye-Echo* was the January-February, 1886 issue.

Johnston's Eye-Echo was published in six issues per year, each containing about four pages, from 1886 to 1891.^{8,9} In each issue, Johnston included lessons which he called "Eye Studies." Each following issue contained questions on the previous lesson,

and then in the issue after that, answers to the questions were given. During 1891, Johnston changed the title to *Eye Light*. From 1893 to about 1895, Johnston published another periodical titled *Our Vision*.

In 1892, Johnston published a 228 page book, *Eye Studies: A Series of Lessons on Vision and Visual Tests*, which was revised and enlarged from a compilation of lessons he had written for the *Eye-Echo* and *Eye Light*.¹⁰ In 1895, Johnston started an optometry school, which included correspondence courses. In 1905, he moved to Portage, Wisconsin, where he practiced optometry.⁸

Optical Journal and Review of Optometry

Today's *Review of Optometry* is the optometry periodical which has had the longest publishing history, although it has had several name changes. It started as a monthly, and then later was a weekly, then a biweekly, and once again a monthly. It was started in 1895 as *Optical Journal* by Frederick Boger (1866-1936).

Boger got his start in the publishing business as a teenager working as an employee of the publisher of *Jewelers' Circular*.¹¹ In 1891, Boger started a monthly periodical which he called *The Optician*. The lead article in the first issue was "A metric system of numbering and measuring prisms," by Charles F. Prentice.¹² *The Optician* was not financially successful, and in 1894, Boger ceased its publication.¹³

In March of 1895 Boger launched *The Optical Journal*. The first issue contained an article on optical glass by William Bohne. It also included Boger's call for the formation for a national association of opticians.¹⁴ He continued to work toward the formation of that organization, and from 1898 to 1900, and even though he was not an optometrist, he served as the first secretary of the American Association of Opticians, which later became the American Optometric Association. In 1910, he was made the first honorary member of the American Association of Opticians.¹⁵

The Optical Journal published educational articles, opinion pieces, extensive news, and many advertisements, and it achieved the prosperity that Boger's previous publication had not. It absorbed several other periodicals. *The Focus* was started in 1901 by George A. Rogers; it became a publication of the Northern Illinois College of Ophthalmology and Otology when Rogers began teaching there the next year and soon after that Boger purchased it. In 1906, Boger purchased *Optical Instrument Monthly* which had started publication in 1905, and in 1910, he acquired *Optical Review*, which had begun in 1907.¹¹ With the acquisition of *Optical Review* in 1910, the title of the periodical was changed to *Optical Journal and Review of Optometry*.

Frederick A. McGill, who had been editor of *Optical Review*, became editor of *Optical Journal and Review of Optometry*. The journal was published by Optical Publishing Company with V.S. Mulford, who with his father had been publisher of *Jewelers' Circular Weekly* and *Optical Review*, as president, and Frederick Boger as vice-president and treasurer.¹⁵ Boger retired in 1913. In 1927, the journal became part of United Publishers Corporation and in the 1930s part of the Chilton Company.

When Frederick McGill died in 1936, his associate for 18 years, Maurice E. Cox (1900-1997), became the editor of *Optical Journal and Review of Optometry*.¹⁵ Cox continued as editor until 1965 and as publisher until 1968. Cox was named a vice president of the Chilton Company in the late 1950s.¹⁶ Cox wrote a series of articles on the history of optometry in *Optical Journal and Review of Optometry* from October, 1945 to January, 1947, which were issued in a 48 page booklet in 1947 entitled *Optometry, the Profession: Its Antecedents, Birth, and Development*. A revised 72 page edition of the book was published in 1957. Its contents clearly show his familiarity with events in optometry history and his admiration for the optometrists who led its development. Recognition of Cox's dedication to optometry is shown by the fact that he received an honorary Doctor of Ocular Science degree from Northern Illinois College of Optometry.¹⁷ In 1984, Cox received a Recognition Certificate from the Optometric Historical Society for significant contributions to awareness of optometry history.¹⁸

In 1977, the title of the periodical changed to *Review of Optometry*, the title which it retains at the present time. For a number of years, Chilton Company had *Chilton's Review of Optometry* on the cover, so sometimes it is indexed in library catalogs as *Chilton's Review of Optometry*.

Optometric Weekly

In 1910, while practicing optometry in Chicago, Lionel Topaz (1875-1942) started publishing a periodical titled *Practical Optometrist and Optician*. In 1912, the title was changed to *Optometrist and Optician* and then in 1919 to *Optometric Weekly and the Optometrist and Optician*. For five decades, from 1928 to 1978, it was published as *Optometric Weekly*. In February, 1978, it became a monthly and the title was changed to *Optometric Monthly*, which was published until May, 1985. *Optometric Monthly* was merged with *International Contact Lens Clinic* to form *International Eyecare*, which was published from June, 1985 to December, 1986. Like *Optical Journal and Review of Optometry*, *Optometric Weekly* published clinical review articles, opinion pieces, news items, and related material, rather than peer-reviewed research. It was a widely read publication.

Topaz founded Professional Press, which published not only *Optometric Weekly*, but also *Eye, Ear, Nose, and Throat Monthly*, *Optical Index*, *Blue Book of Optometrists*, *Red Book of Ophthalmologists*, and many optometry books. His son Martin Topaz and grandson Peter Topaz followed him into management of Professional Press.

According to an obituary,¹⁹ Lionel Topaz was born in Finland, but most sources^{20,21} and several federal censuses say that he was born in Russia. The Illinois Death Index²² says that he was born in Petrograd, now known as Saint Petersburg, which is in northwestern Russia, close to Finland. He emigrated to England in 1897 and then settled in the United States in 1903. He graduated from optometry school at the Northern Illinois College of Ophthalmology and Otology in Chicago in 1905.²⁰ Lionel Topaz was active in the American Optometric Association.

In 1943, Lionel Topaz's children, Mae, Oscar, and Martin, made a gift to The Ohio State University to establish the Lionel Topaz Memorial Library of Visual Science there. Ohio State was chosen for the gift because of the high esteem Topaz had for Charles Sheard, the first director of Ohio State's optometry school.^{20,21}

One obituary notice for Lionel Topaz stated that "his purposeful writings contributed towards the upbuilding of the exclusive ethical practice of professional optometry now generally accepted as the normal standard of refractive practice."²³ Many other optometrists expressed their high regard for him in tributes in *Optometric Weekly*.²⁴ In speaking about optometric periodicals in the early decades of the twentieth century, Gregg²⁵ observed that: "The early vigor of the optometric publications was an important factor in the development of optometry....The independent journals, such as *The Weekly*, spoke effectively and well for the profession....Topaz in his editorials spoke strongly for professionalism, education, and research."

Optometric World

Western Optical World was published from 1917 to 1944. In 1944 its title was changed to *Optical World* and then in 1947 to *Optometric World*. It ceased publication in 1975. Its contents included educational articles, new communications, historical pieces, and related material.

An optometrist readily recognized as being associated with *Optometric World* and who also served optometry in other capacities was Arthur E. Hoare (1890-1971). He contributed many articles and was Associate Editor from 1962 to his death in 1971. Hoare was born in Australia and attended Battersea Polytechnic School in London and Otago University in Dunedin, New Zealand.²⁶ A few months before he would have been ordained as a Presbyterian foreign missionary, he was drafted into the British Army.²⁷ Serving for four years during World War I, he was wounded twice and nearly had to have a foot amputated.^{26,27} His military experiences led him to "the philosophy that he could better reconcile doctrine with the idea of tangible service to people than with spiritual leadership."²⁷

Influenced by his brother, a California medical doctor who was taking some courses at the Los Angeles Medical School of Ophthalmology and Optometry run by M.B. Ketchum, Hoare enrolled there and completed optometry school in 1922.²⁶⁻²⁸ Hoare subsequently taught at the school in the 1920s and again in the 1940s²⁸ and practiced in Los Angeles.

Hoare was very active in the American Optometric Association, serving as Trustee from 1926 to 1929, Director of the Department of Education, and as the first Chairman of the Council on Optometric Education.²⁶ He was a member of the Board of Trustees of the Los Angeles School of Optometry from 1928 to 1948, serving as an officer many of those years.²⁸ He was an editor of the *California Optometrist*, the magazine of the California Optometric Association.²⁹ He was recognized by the American Academy of Optometry with Honorary Life Fellowship, and he received an honorary D.O.S. degree from the Los Angeles College of Optometry in 1962.

Hoare was a charter member of the Optometric Historical Society and was a member of its first Executive Board from 1970 until his death in 1971. Hofstetter noted that Hoare “felt so keenly...that optometry’s history is magnificent.”²⁷ Hoare was described as a “gifted writer, brilliant orator and true friend who...marked the course of the future of optometry.”²⁶

American Journal of Physiological Optics

The *American Journal of Physiological Optics* was a quarterly journal published from 1920 to 1926 by the American Optical Company and edited by Charles Sheard. It published research papers and review articles by leading vision scientists, optometrists, and ophthalmologists.

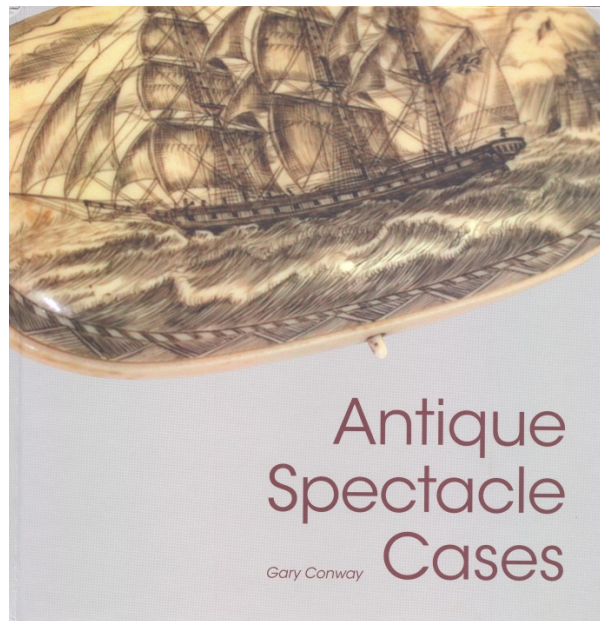
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Book review: Antique Spectacle Cases

Antique Spectacle Cases. Gary Conway. No publisher information given. 2015. 102 pages. Hardcover, £ 40. Available from the author at: <http://www.fleaglass.com/ads/antique-spectacle-cases-book-which-i-have-just-written-i-only-printed-300/>.



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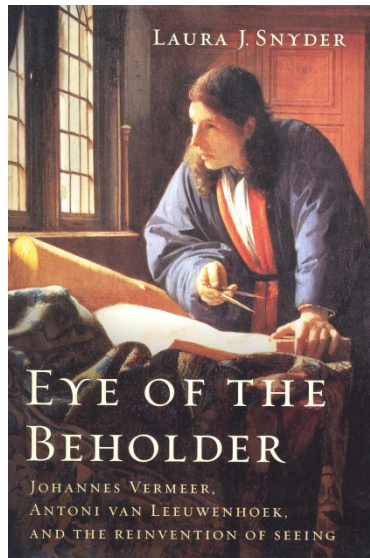
This book contains color photographs of antique spectacle cases from the author's collection. Brief descriptions of the cases are given. Almost every page includes very nice photographs of several cases. There are cases from across the centuries and from around the world, although most are from the nineteenth century and most were made in Europe.

Cases of many different materials, including ivory, leather, various metals, porcelain, plastic, tortoise shell, and wood, are illustrated. Various decorative techniques are represented, and many of the cases show remarkable workmanship. The last page of the book has photographs of one of the most notable "cases." It is a 1691 German religious book in which period spectacles are lodged in the back cover in a depression hollowed out for them.

It is apparent that the author is an enthusiastic collector. The book includes one of the most humorous dedications I can recall: "To my wife who gave me no support in writing this book. My daughter who told me a book about spectacle cases will not be a best seller. My son who thinks I am an eccentric."

Book review: Eye of the Beholder: Johannes Vermeer, Antoni van Leeuwenhoek, and the Reinvention of Seeing

Eye of the Beholder: Johannes Vermeer, Antoni van Leeuwenhoek, and the Reinvention of Seeing. Laura J. Snyder. New York: W.W. Norton, 2015. 432 pages. ISBN: 978-0-393-07746-9. Hardcover, \$27.95.



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A primary objective of this book is the examination of the effect of optical instruments on seventeenth century concepts of vision, particularly through the microscopic studies of Antoni van Leeuwenhoek (1632-1723) and the painting of Johannes Vermeer (1632-1675) – “a new idea of what it meant to see.” Lenses and optical instruments allowed humans to see nature in ways that were not possible before. This led to many of the new ideas in the Scientific Revolution.

The author observed that during the Scientific Revolution: “The widespread acceptance of optical instruments in science required not only optical theories explaining how they worked but also – and especially – the willingness to accept that there is more than meets the eye...in this invisible world lies the causes of the natural processes we observe.” (page 6) The author suggests that work by van Leeuwenhoek and Vermeer shows that they recognized that vision was complex. Interpreting what was seen with optical instruments was a skill that was learned, but as a consequence, prior assumptions could confuse interpretations. Difficulty in the seventeenth century with learning to see with telescopes and microscopes and learning to interpret what is seen reinforced the viewpoint that vision was learned.

The book weaves through biographies of Vermeer and van Leeuwenhoek, discussions of their work, how they may have learned about lenses, historical context of Holland and the Scientific Revolution, production of lenses, aspects of painting, the nature of perception, history of the camera obscura, famous Dutch painters, seventeenth century microscopic and anatomical studies, and other related topics.

Antoni van Leeuwenhoek and Johannes Vermeer were both born in 1632 in Delft, Holland, and were baptized in the same church four days apart. Leeuwenhoek was an amateur natural philosopher and studied astronomy, mathematics, and other areas of science. He served an apprenticeship with a cloth merchant and later had his own cloth business until about 1660, after which he had a job in civic government maintaining the offices of the chief judge and sheriffs of Delft. He also did some work as a surveyor. Leeuwenhoek's microscopes consisted of a single glass bead or lens mounted on a flat rectangle of brass or silver. He made hundreds, but only eight complete Leeuwenhoek microscopes are known today. These eight microscopes have magnifications ranging from 69 to 266 times. The strongest of these was blown glass and the other seven were ground and polished. There is evidence that some of his microscopes magnified up to 480 times.

Leeuwenhoek never published a scientific paper, but over a 50 year period he wrote about 300 letters (which filled 15 volumes in a twentieth century collection) describing his observations. Many of the letters he wrote to the Royal Society in England were translated into English and published in their *Philosophical Transactions*. Eyes of various animals were a frequent object of study by Leeuwenhoek. His first letter to the Royal Society described the eye of a bee. The author suggested that what made Leeuwenhoek so successful in observing and describing things never before seen was due to several factors – great skill in making microscopes, creativity in manipulating light to illuminate specimens, dexterity and inventiveness in preparing specimens, talent in making measurements, being nearsighted, and dogged persistence.

It is likely that Vermeer used convex mirrors or concave lenses to maintain accurate proportion in paintings of large buildings or expansive landscapes through their minification effects. It is also likely that Vermeer was influenced by experiencing camera obscura images. Vermeer painted many pictures of similar themes but experimented with different light and shadow conditions to modify emotional impact.

The author is a historian and professor at St. John's University. Sixteen pages of illustrations include drawings, diagrams, and paintings, eleven of the latter by Vermeer. The dust jacket shows a portion of Vermeer's 1669 painting *The Geographer*. Snyder is among those who think that Vermeer's model for that painting and its companion 1668 painting *The Astronomer* may have been van Leeuwenhoek. The book provides a detailed science and biographical history, as well as an interesting perspective on the nature of vision.

Instructions to Authors

Hindsight: Journal of Optometry History is the official publication of the Optometric Historical Society (OHS), and, as such, supports and complements the purposes and functions of OHS. The journal publishes historical research, articles, reports, book reviews, letters to the editor, and article reviews. The topics of material published in the journal include: history of optometry; history of eye and vision care; history of spectacles, contact lenses, and other corrective devices; history of vision therapy, low vision care, and other vision care modalities; history of vision science; history of optometric education; biographical sketches of persons who have worked in or influenced optometry and/or vision science; recollections or oral histories of optometrists and persons who have worked in optometry and optometry-related fields; and related topics.

Material submitted for publication should be sent to the editor: David A. Goss, School of Optometry, Indiana University, Bloomington, IN 47405; dgoss@indiana.edu. Material may be submitted by postal service or by email, although the preferred mode of reception of submissions is a Word document in an email attachment.

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