

VICTOR 1477-78

O. H. GERRY OPTICAL COMPANY

INDIVIDUALIZED GLASSES FROM
OCULISTS' PRESCRIPTIONS

2ND FLOOR PROFESSIONAL BLDG.

KANSAS CITY, MO.

M Strand Gage

	SPH.	CYL.	AX.	PR.	BASE	P.D.
O. D.	-275	-37	140			
O. S.	-250	-37	50			
R O. D.						
O. S.						

DATE 2/27-43 Dr McCle M. D.

Frank Gage

John Alexander

Safety - Glasses

Goggles for

Basketball



"SAFE-PLAY"

Football and Basketball Goggles

BELOIT, WISCONSIN

DR. DON T. RYAN
Optometrist

L. E. MEANS
Athletic Director
Beloit College

February 25, 1942

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Mr. Allen;

I am at somewhat of a loss to explain the evident mistake on sending you a frame for Sollenberger's glasses. We have again checked the original prescription, and find they were made up on a 42-45 leaf. We thought you were delivered this size frame.

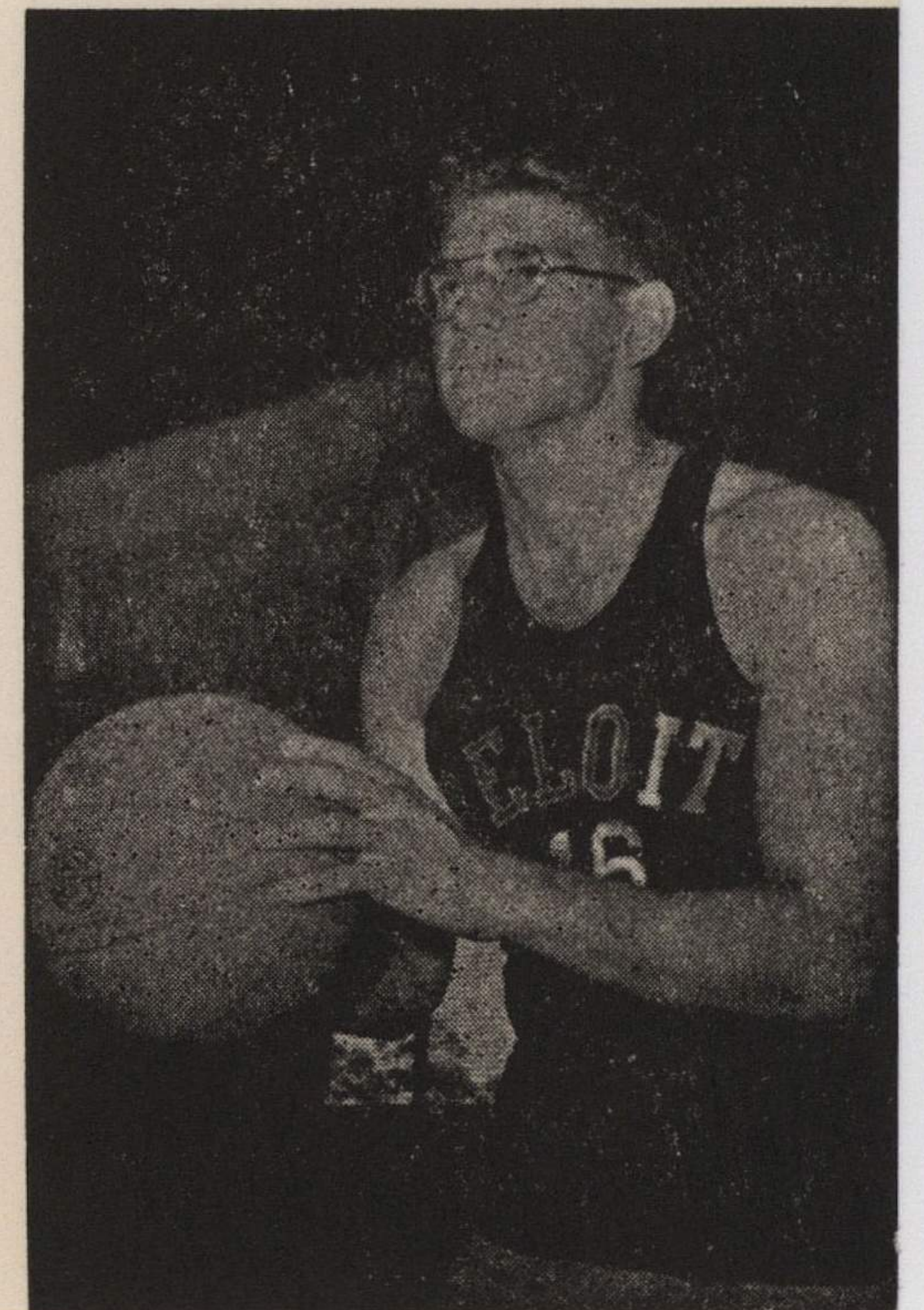
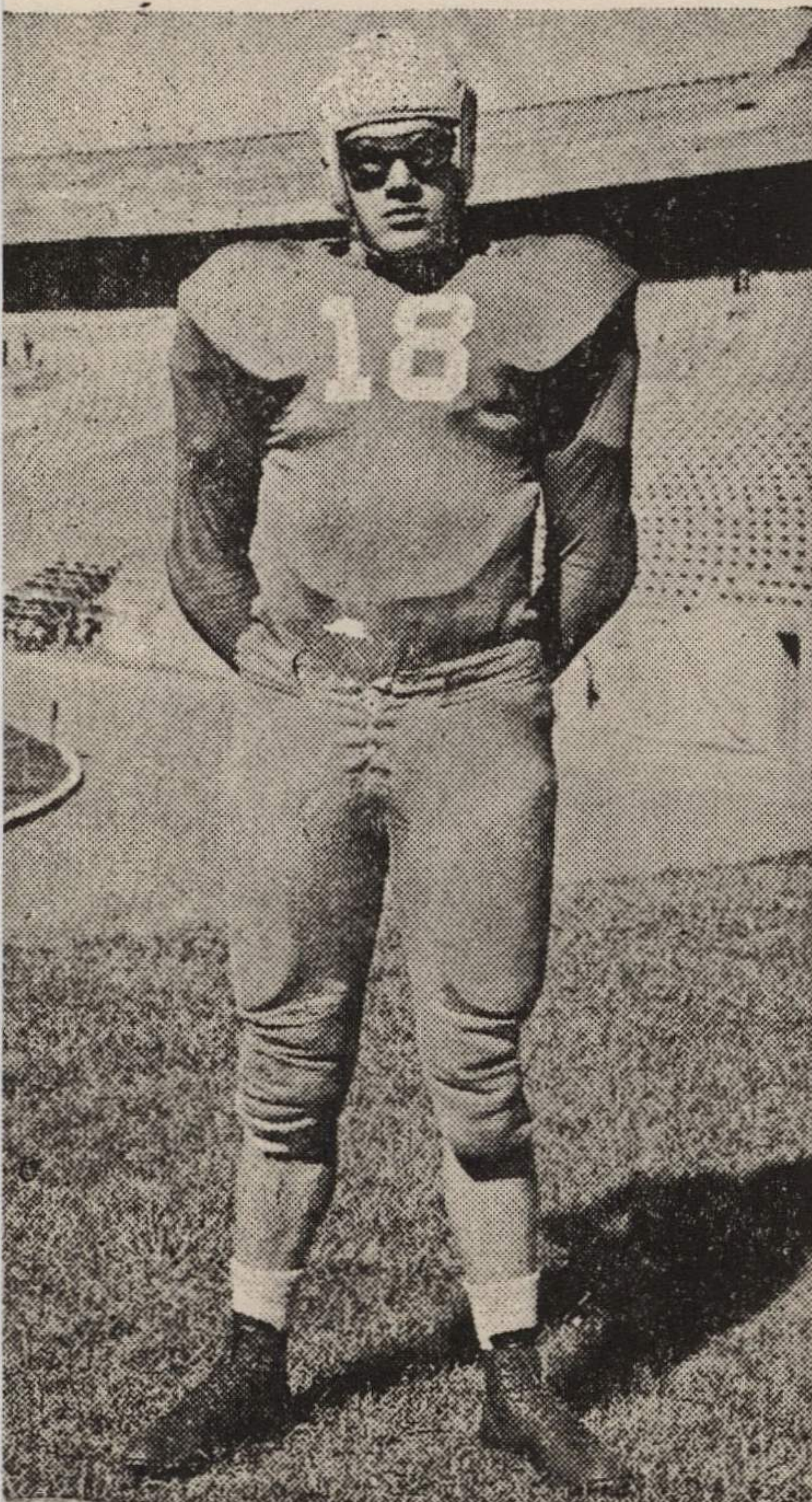
Knowing you are in the midst of several games and cannot fool around we are again sending you a frame for this size lens, in the hope that it will fit and that there might have been a mixup in the size frame sent you before. I am also taking the liberty of sending along to you two more frames of the style we are often using now, with elastic headband feature. We are sending you the 42-45 size, as well as the smallest frame made in that style. We are hoping that surely out of the three frames we will have the right size without further delay. The elastic banded frames will not reach you quite as early as the one we are sending out tonight.

After you have received all three frames, keep the one you want and return the others at your pleasure.

Sincerely yours,

L. E. Means

Sales Director



February 23, 1942.

Mr. L. E. Means,
Beloit, Wisconsin.

Dear Mr. Means:

We are returning to you again the frames for Sollenberger's glasses. They are for 44 mm. lenses and our local optometrist tells us we need 42 mm.

Since we have had to return these to you two or three times for repair we thought surely you would know the size of frames to send. We are in great need of these frames, and will appreciate your sending the proper size by return mail.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

October 30, 1941

Mr. L. E. Means
Athletic Director
Beloit College
Beloit, Wisconsin

Dear Mr. Means,

I am more than weakly protesting against the Certificate of Insurance No. 0332 for splinterless lenses which you enclosed with Marvin Sollenberger's glasses which you returned after you'd repaired them. I wish to recall an accident which occurred when Sollenberger had his face cut when the glasses were broken.

I am very certain that such insurance policies which are of no true benefit have the negative inference, because they cause people to feel that they do have insurance when as a matter of fact the insurance proves to be of no value.

Don't you think this is improper advertising? I have no ill-will, but I do not like this sort of thing.

Sincerely,

FCA/PE

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach



SPLINTERLESS LENSES



CERTIFICATE OF INSURANCE



No. **0332**

IN case of injury to the eye or eyes caused to a wearer of "Splinterless" or "Safety" Lenses through breakage or splintering, compensation for damage will be paid up to the sum of \$5,000.

CONDITIONS.

1. *That the lenses in respect to which a claim is made shall bear the Registered Trade Mark ☉*
2. *That this insurance is limited to fair compensation for any injury actually received by a wearer of ☉ "Splinterless" or "Safety" Lenses and due to the wearing of such lenses.*
3. *In the event of the parties being unable to agree upon the amount of compensation to be paid, the facts shall be submitted to the London Court of Arbitration, under and in accordance with its rules at the date thereof.*
4. *That the holder shall be in possession of a Certificate of Insurance being dated not more than twelve months prior to the date of injury.*

Date of Purchase

Nov. 12, 1946

Purchaser's Name

Marvin Sollenberger

Address

Lawrence, Kansas

W. of Kansas

Optician's Name

D. J. Ryan, O.D.

Address

Beloit, Wis.

This Certificate is not valid unless the above particulars have been completed by the Vendor, or in case of renewal, by the Manufacturers.

Expired Certificates may be renewed at expiry for a further period of twelve months subject to above conditions and providing the original lenses are found to be intact and the foci unaltered on production to the ORIGINAL VENDOR for verification, and subject to manufacturers being able to effect a renewal of their policy.

A Policy of Insurance has been effected at Lloyd's to cover the provisions of this Certificate.

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[Faint, illegible text, likely bleed-through from the reverse side of the page.]



THIS SIDE OF CARD IS FOR ADDRESS

Dr Forrest C. Allen
U. of Kansas
Lawrence
Kansas

Date Feb. 12-'42

Your order for "SAFE-PLAY" athletic goggles was received today and we have proceeded with their construction at once. You should receive them in about immediately days.

We appreciate your order, and will give it careful, individual attention.

Yours very truly,

For Sollenberger

R. E. Means

New frame

Safe-Play Goggle Co.
Beloit, Wisconsin

February 10, 1942.

Mr. L. E. Means,
"Safe-Play" Basketball Goggles Co.,
Beloit, Wisconsin.

Dear Mr. Means:

The frames for the glasses that we have for Marvin Sollenberger have been giving us considerable trouble. I wonder if it would be possible for you to send us a set of frames to use temporarily so that we could send his frames in to be repaired.

If you could send us the frames at your earliest convenience we shall greatly appreciate it.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

November 21, 1941.

Mr. L. E. Means,
Athletic Director,
Beloit College,
Beloit, Wisconsin.

Dear Mr. Means:

Thank you for writing me regarding Don Cooper.
Give him my regards.

You know, Mr. Means, I do not understand your insurance policy. Does it mean that you insure the glasses against breakage? I thought you insured the individual against cuts. And of course if you only insure a fellow when his vision is impaired why does not the policy be more specific and more explanatory?

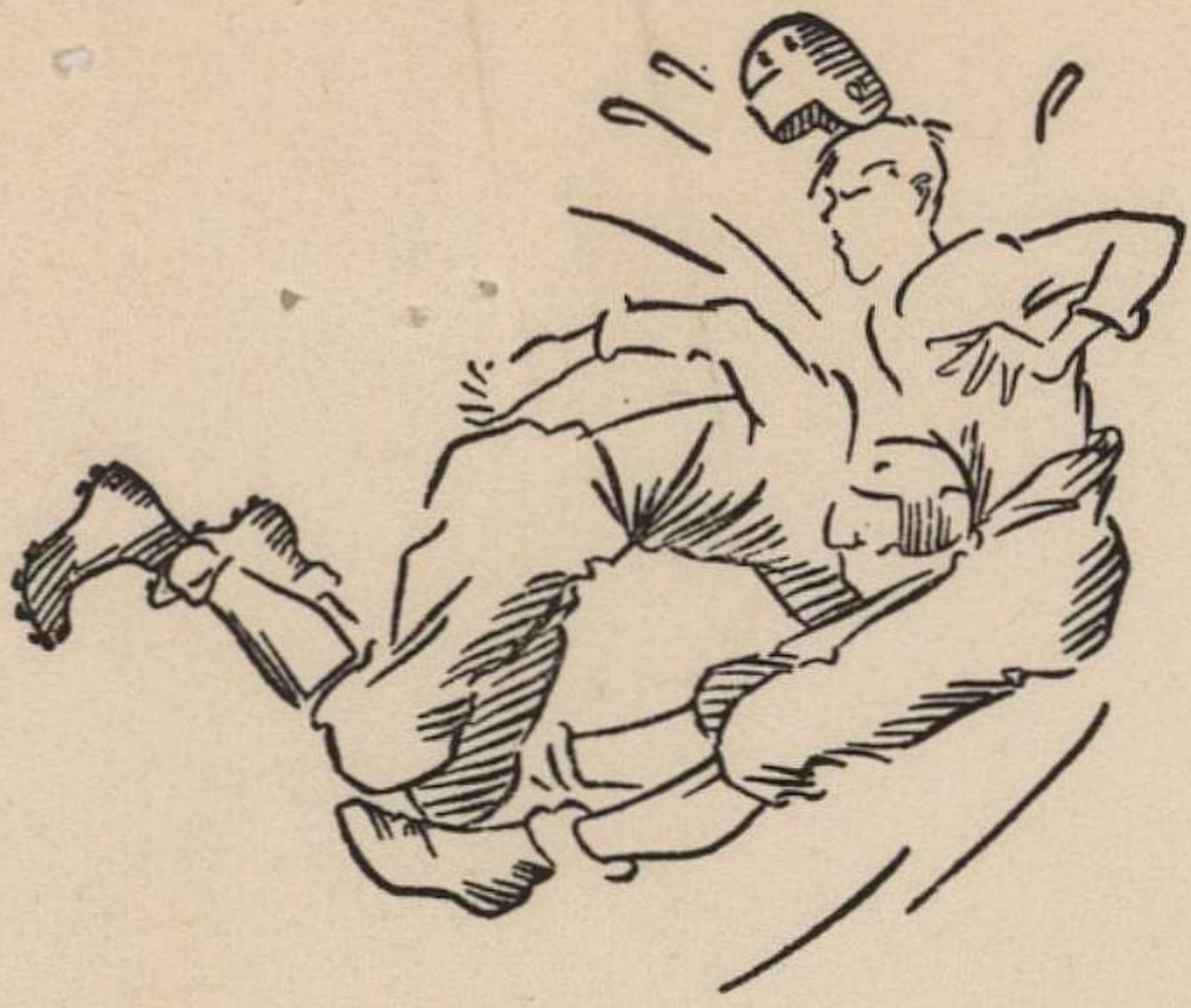
Maybe I took your policy the wrong way. When Sollenberger cut his eye he came to me feeling that he was going to get some compensation for it, and I think he was entitled to it. If a fellow has to lose an arm or a leg for life he gets some compensation for it.

Personally, I think your policy has the reverse English effect on your sales. If you would sell the glasses without the insurance policy I believe you would have more happy and satisfied customers.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.



"SAFE-PLAY"

Football and Basketball Goggles

BELOIT, WISCONSIN

DR. DON T. RYAN
Optometrist

L. E. MEANS
Athletic Director
Beloit College

November 11, 1941

Coach Forrest Allen
University of Kansas
Lawrence, Kansas

Dear Mr. Allen;

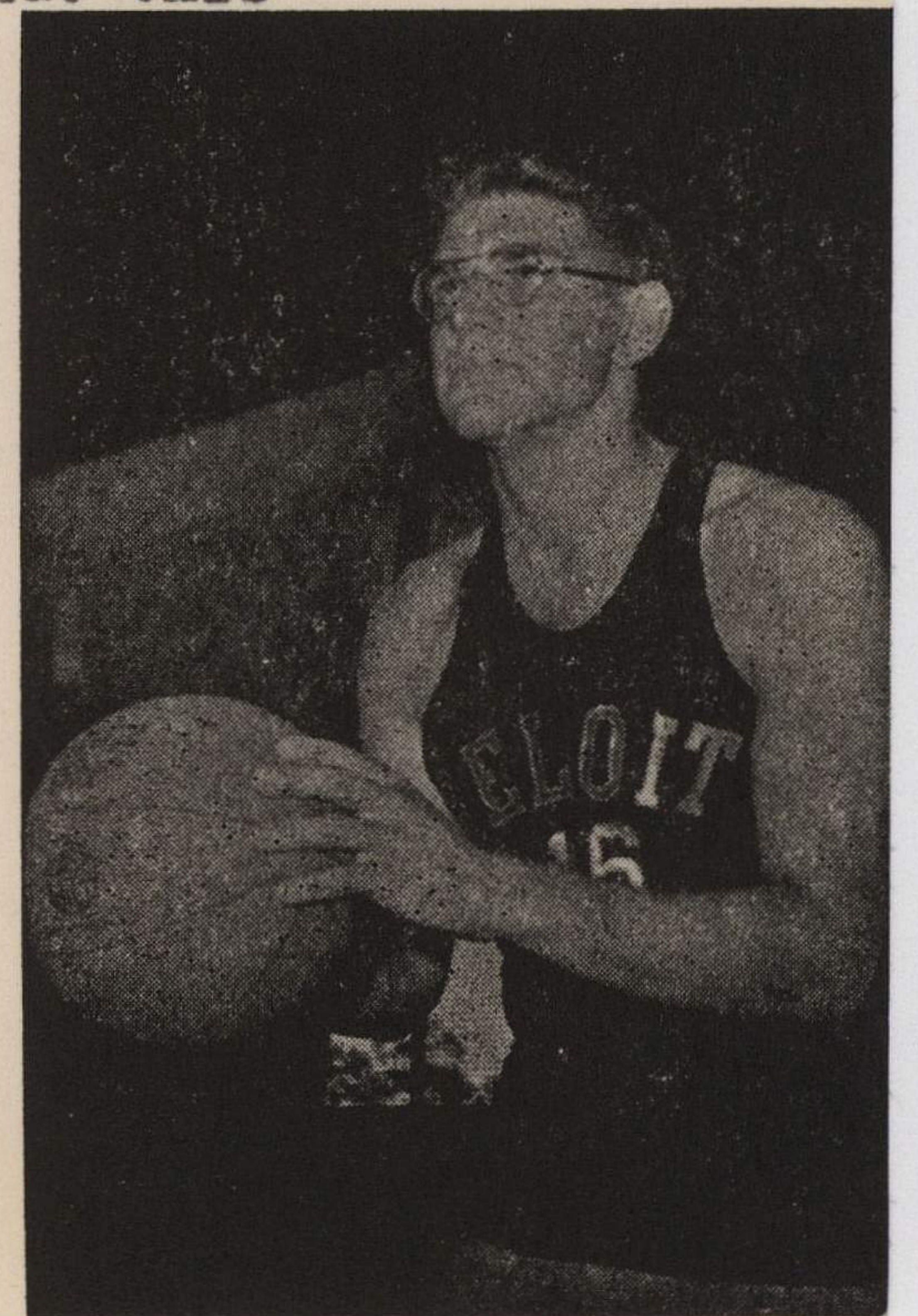
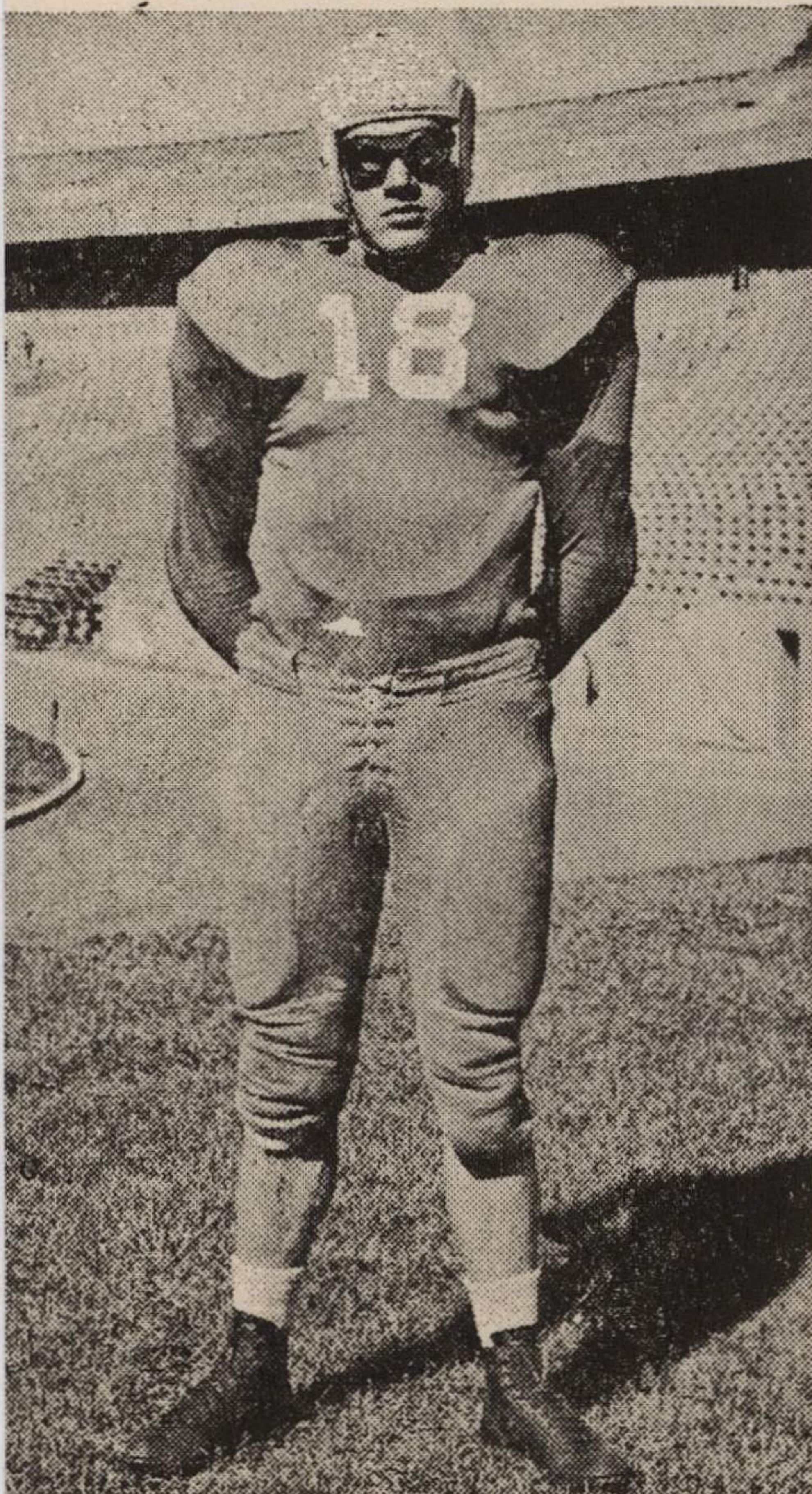
Glad to hear from you on the matter of insurance for Marvin Sollenberger's glasses, and to have this opportunity to discuss the problem with you. I am sorry I did not see the insurance guarantee when the glasses came in. Our workman handled the order and I did not get to see that it was again enclosed. If my memory serves me well, you had a crack up a long time ago on Sollenberger's glasses, and we replaced the lenses for you without charge. We replaced them with our special case-hardened lenses as I recall, a lens that is far more satisfactory than the original lens we installed in your glasses. I should say that we have used case-hardened lenses constantly for the past year and a half, and to date have not had a single cracked lens, and I hope that record continues. They certainly will take the most terrific tests. These lenses do not carry any kind of insurance guarantee from any company, except that we would certainly replace without charge any lens that should be defective. We tried a few sets of Motex lenses, and one of these was Sollenberger's, I am quite sure. Motex builds a lens that is supposed to be shatterproof, and the manufacturer furnishes the insurance of which you are familiar. This insurance actually does guarantee compensation in the amount stated in case of an accident where vision is impaired, or blinding takes place. It does not compensate for superficial cuts, etcetera.

The unfortunate thing about it in your case is that this insurance policy was allowed to remain in your case when we replaced the lenses with case-hardened lenses. This should have been removed and some explanation made to you at that time. I really do believe you will never have reason to fear the safety of the lenses we now use, irrespective of insurance absence.

I trust this explanation will clear the matter for you satisfactorily.

Sincerely yours,

L. E. Means



You may be interested to
know that one of your
former players - Don Cooper,
of Winfield - is now on my
coaching staff at Beloit College -
L. E. Means

December 22, 1941.

Mr. G. O. Watson,
Superintendent of Schools,
Belpre, Kansas.

Dear Mr. Watson:

I am very happy to send you Dr. Means' address
and to tell you something about the non-shatter glasses.

We have used "Safe-Play" basketball glasses on
Marvin Sollenberger, a member of our varsity basketball
squad, with great success. These goggles can be purchased
from Dr. L. B. Means, Athletic Director, Beloit College,
Beloit, Wisconsin.

In ordering these glasses it is necessary to send
the prescription for the individual's lenses to Dr. Means
and he will then have the lenses ground properly. The
price for the Safe-Play basketball glasses is \$17.00 and
up, and for football goggles, \$20.00 and up, depending on
the correction. A large number of colleges and high schools
throughout the country are using these goggles and glasses,
and we have found them to be highly satisfactory.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball and Baseball Coach.

Belpre Public Schools

G. O. WATSON, SUPERINTENDENT

Belpre, Kansas

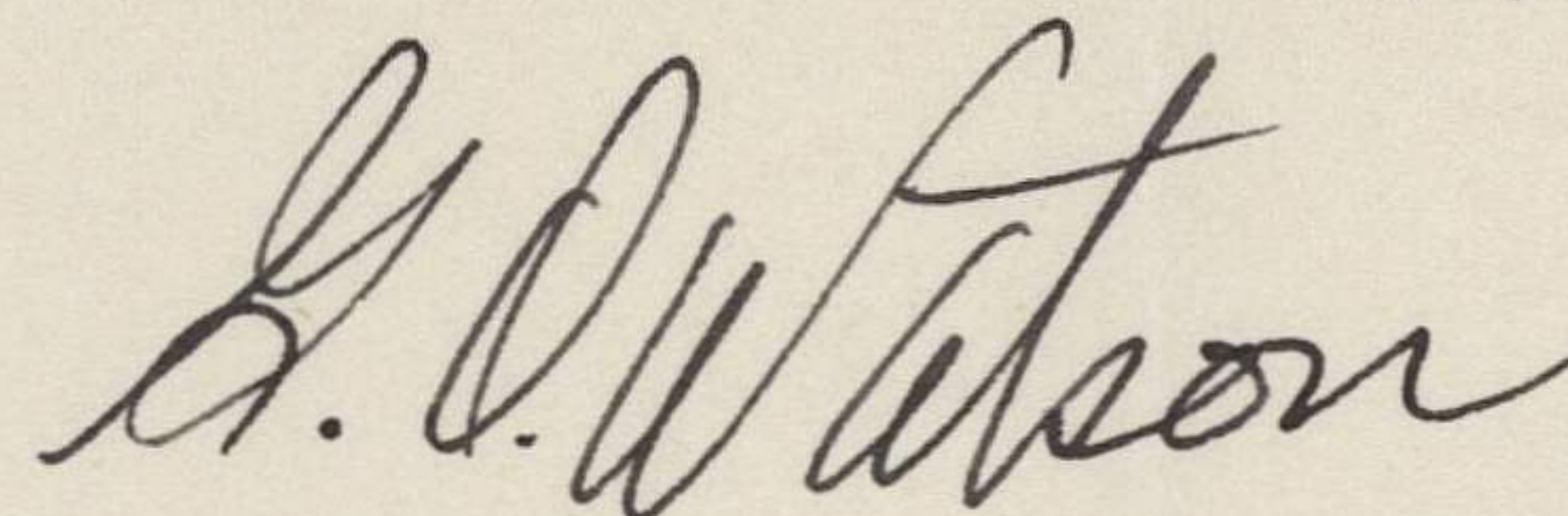
December 17, 1941

Dear Dr. Allen,

I talked to you about non-shatter glasses at the Dodge City basketball clinic last week-end.

We are very much interested in these glasses, as we have one boy who needs them badly. I would appreciate getting Dr. Means' address and knowing more about the glasses.

Yours sincerely,

A handwritten signature in cursive script, reading "G. O. Watson". The signature is written in dark ink and is positioned below the typed name "G. O. Watson".

December 9, 1941

Mr. Roy T. Baker
Director of Athletics
Parsons Junior College
Parsons, Kansas

Dear Mr. Baker,

I wish to acknowledge receipt of your recent letter.

We have used "Safe-Play" basketball glasses on Marvin Sollenberger, a member of our Varsity basketball squad with great success. These goggles can be purchased from Mr. L. E. Means, Athletic Director Beloit College, Beloit, Wisconsin.

In ordering these glasses it is necessary to send the prescription for the individual's lenses to Mr. Means and he will then have the lenses for the glasses ground for the individual who is to wear them.

The price of the Safe-Play basketball glasses is \$17.00 and up, and for football goggles, \$20.00 and up depending on the correction. A large number of colleges and high schools throughout the country are using these goggles and glasses and we have found them to be highly satisfactory.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

FCA/PE

PHONES

College
Residence

886
2250W

CARDINALS



Parsons Junior College

Parsons, Kansas

ROY T. BAKER, Director of Athletics

Dr. F. C. Allen,
Kansas U.,
Lawrence, Kans.
Dear Dr. Allen;

I wonder if you can help me with a problem I have. I have a basket ball player who must wear glasses, but the regular glasses guard seems to bother him. Can you give me any information concerning any company, doctor, or anyone else who manufactures unbreakable glasses that can be worn without a guard.

If you can give me any information on this matter I will certainly appreciate it.

Respectfully,

Roy T. Baker

December 9, 1941

Mr. L. E. Means
Athletic Director
Beloit College
Beloit, Wisconsin

Dear Mr. Means,

I am sending you a carbon copy of a letter which I have sent to Mr. Roy T. Baker, Director of Athletics, Parsons Junior College, Parsons, Kansas.

I am wondering whether or not you have heard from the coach to whom I recommended your glasses several weeks ago? I still cannot recall his name, but I remember quite distinctly recommending them to him.

With all good wishes I am

Sincerely yours,

FCA/pg

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach

December 3, 1941

Mr. L.E. Means
Athletic Director
Beloit College
Beloit, Wisconsin

Dear Mr. Means,

I want you to know that your letter of recent date was entirely acceptable to me.

Just two weeks ago I recommended your goggles to a high school coach who was visiting here at the University and attending a basketball clinic which we held for a number of high school coaches in the state of Kansas. I told him that they had given us excellent satisfaction. At the present time I cannot recall his name, but you, no doubt, will hear from him.

Sincerely yours,

FCA/pg

Director of Physical Education and Recreation
Varsity Basketball and Baseball Coach



"SAFE - PLAY"

Football and Basketball Goggles

DR. DON T. RYAN
Optometrist

BELOIT, WISCONSIN

L. E. MEANS
Athletic Director
Beloit College

November 28, 1941

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

Dear Mr. Allen;

Glad to get your letter and to try and clear up the matter of insurance on our basketball glasses.

You are perfectly right in suggesting that a person might like to expect compensation in event of loss of leg or arm or sight. I believe the policy originally issued on Sollenberger's lenses did carry protection on loss of sight, or serious similar injury to the eye. As I suggested earlier that policy was furnished by the Motex Company, whose lenses we used at that time in our glasses. I do not believe we should have included this insurance protection with each set delivered, even though guaranteed by the manufacturer. Since that time we have switched to a case-hardened lens which does not carry with it an insurance policy, but which is a far more superior lens. We do not suggest any longer to our purchasers that an insurance policy is provided with our present product, although we do guarantee our product against breakage, and replace them in that event. I believe you will remember we did replace his lenses free of charge. We pride ourselves now on furnishing a set of glasses that will stand the gaff, and that will eliminate all breakage injury hazard to sight. Truthfully we have not had a single set reported broken since that time, and the host of satisfied purchasers quickly grows.



We certainly appreciate your frankness in this matter and want you to know that we have enjoyed serving your needs. We hope you will need our product again.

Sincerely,

L. E. Means

October 14, 1941

Mr. L. E. Means
Athletic Director Beloit College
Beloit, Wisconsin

Dear Mr. Means,

I am sending you a pair of "Safe-Play Goggles" which belong to Marvin Sollenberger.

Will you please over-haul the frames and get them into the best of shape for the 1941-42 basketball season?

Very sincerely yours,

FCA/PE

Director of Physical Education and Recreation
Varsity Basketball Coach

November 27, 1940

Safe-Play Goggles Co.

Mr. L. E. Means
Athletic Director
Beloit College
Beloit, Wisconsin

Dear Mr. Means:

I am returning to you one pair only of safe-play goggles which were worn last night by Marvin Sollenberger in the Varsity-Alumni game.

Sollenberger received a bad cut under his right eye when struck with the fingers of an opponent. He immediately took the glasses off and played the rest of the game without them. He suffered a painful and rather severe cut.

I wish that you would replace this lens and also tell me as to any amount of compensation the boy should receive due to this injury. We desire these back at your earliest possible convenience.

Both Sollenberger and Walker find the glasses a great help to them. They have many nice things to say concerning the usefulness of the glasses but still there is the danger of having the boys' eyes cut in scrimmage. Please let me know how many accidents of this kind you have had.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg



"SAFE - PLAY"

Football and Basketball Goggles

DR. DON T. RYAN
Optometrist

BELOIT, WISCONSIN

Follenberg
L. E. MEANS
Athletic Director
Beloit College

Dear Dr. Allen:

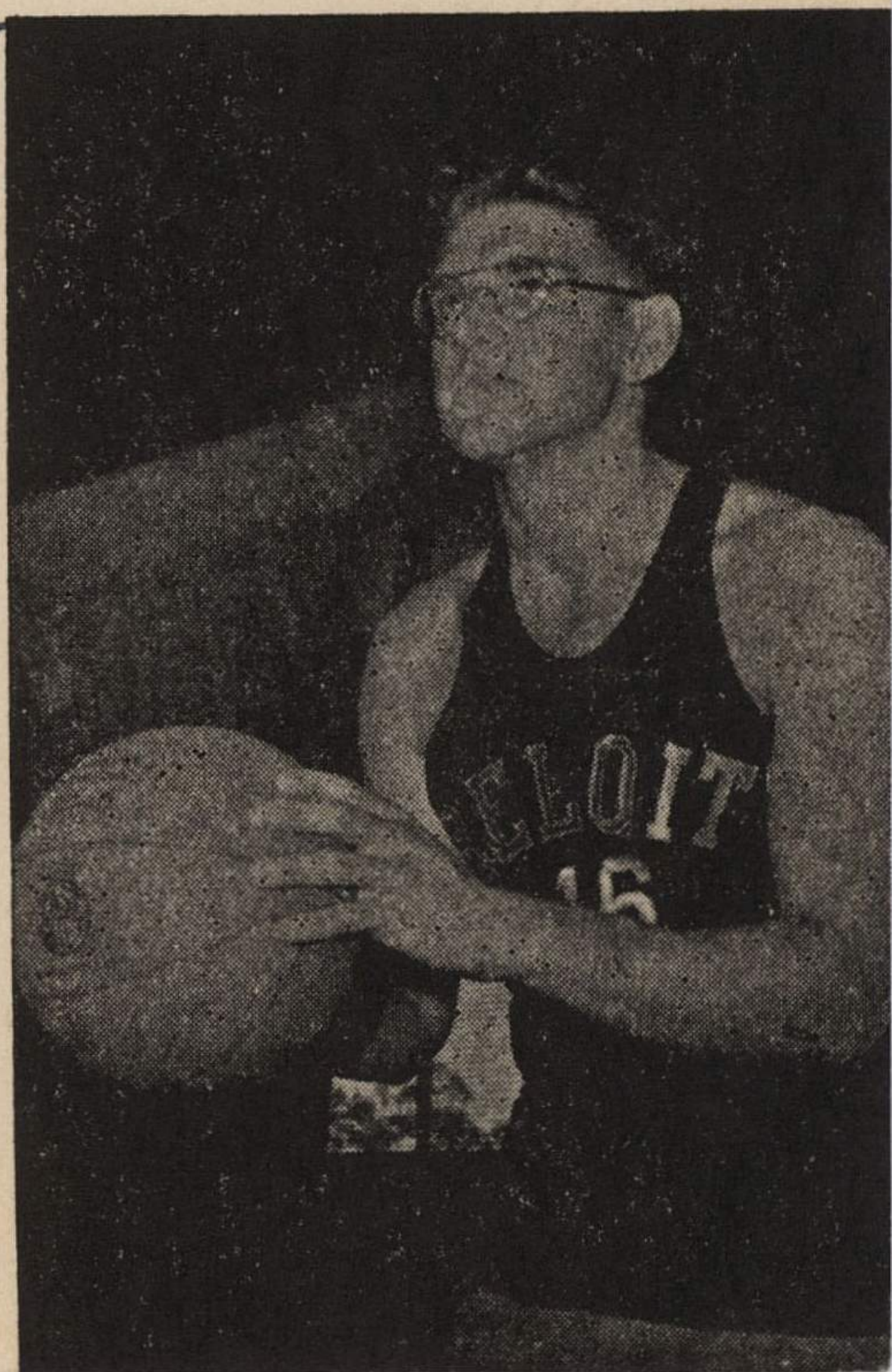
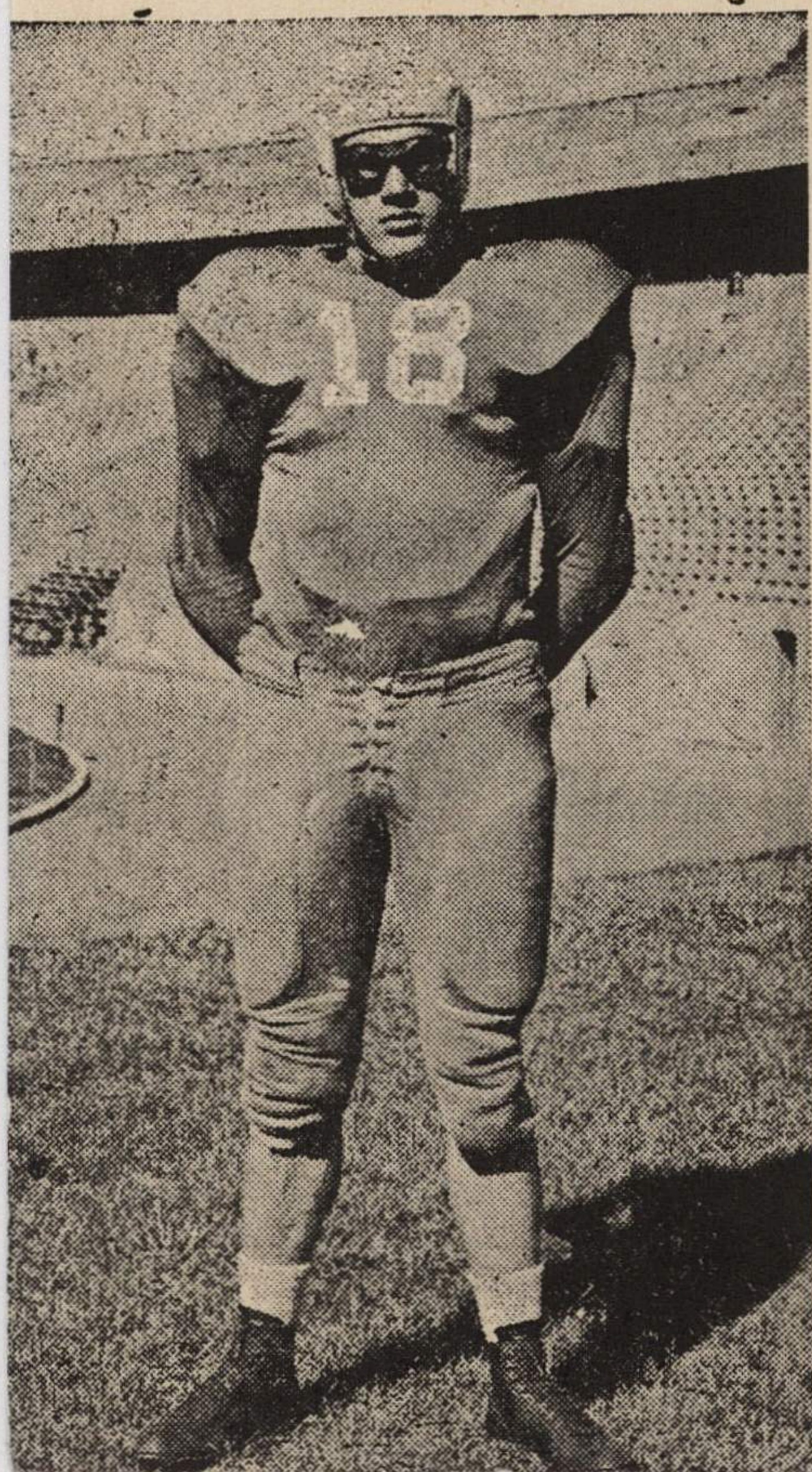
I wish to thank you for recommending our basketball glasses to Coach Forsberg at Leavenworth. He has placed an order.

I saw your game at the "Garden" with Fordham - and sympathized with the boys efforts to hit the hoop. Texas certainly did well with Rice last night.

The motex lens we used in the glasses that broke guaranteed against injury from breakage. We sent the lens in as you returned it & their contention is that they did not "break" and thus no claim is possible. As you know - we do not use this lens now & feel you will not get breakage or danger from our new lens -

Sincerely

L. E. Means



December 19, 1940

Mr. L. E. Means
"Safe-Play" Goggles Co.
Beloit, Wisconsin

Dear Mr. Means:

The glasses arrived O. K. and they are quite satisfactory.

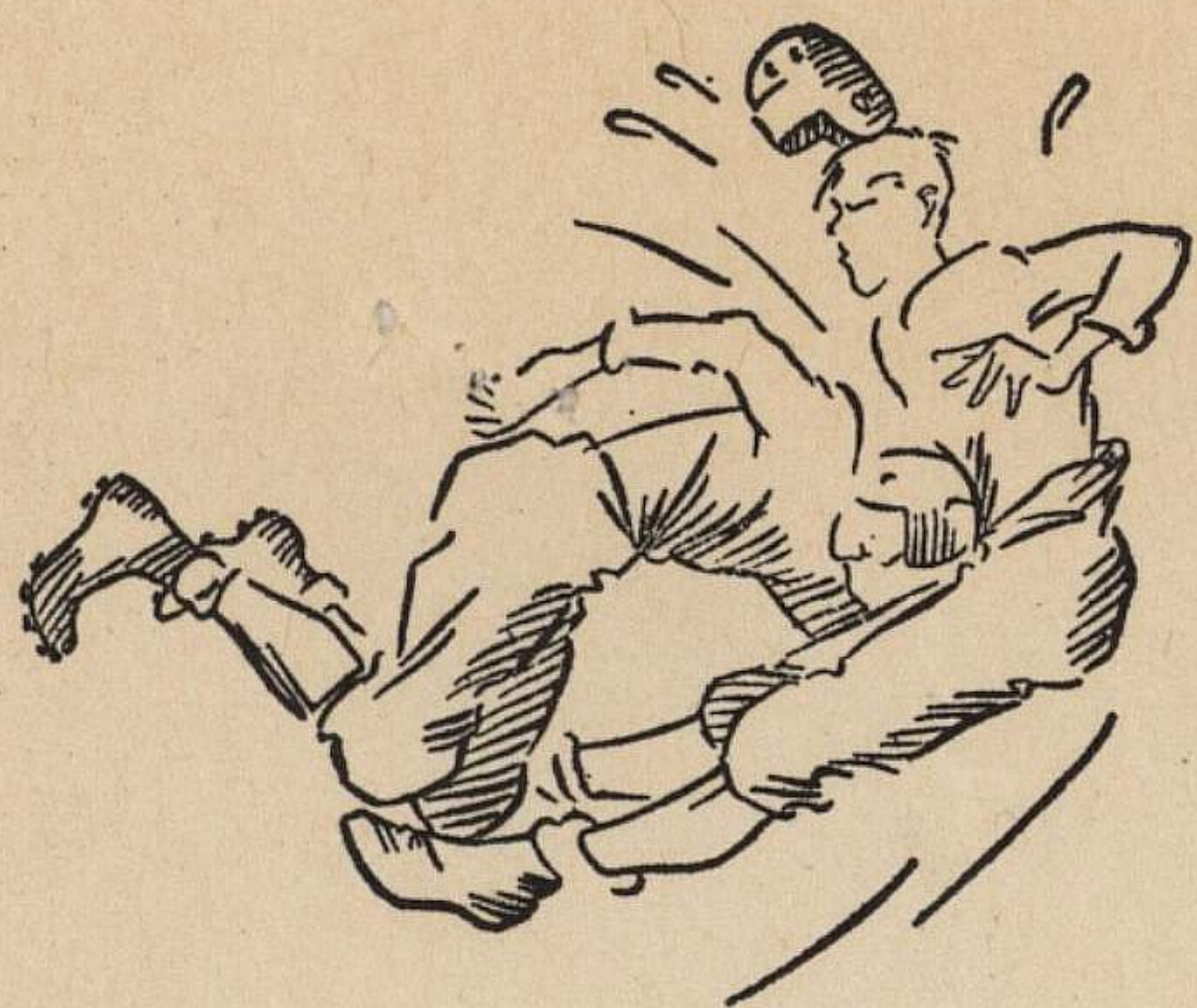
We had two tough games with Texas, and since Gollenberger was so dependent on the glasses, we were very anxious to have them. But we have them now and we hope they will not break again.

I am wondering what type of insurance you carry. The boy's eye was not permanently damaged, but it was cut. I am merely asking this for information.

Sincerely yours,

FCA:lg:mln

Director of Physical Education and Recreation
Varsity Basketball Coach



"SAFE - PLAY"

Football and Basketball Goggles

DR. DON T. RYAN
Optometrist

BELOIT, WISCONSIN

L. E. MEANS
Athletic Director
Beloit College

December 11, 1940

Dr. Forrest C. Allen
Basketball Coach
University of Kansas
Lawrence, Kansas

Dear Dr. Allen;

I received your letter and do not blame you one bit for feeling disturbed about the delay on Sollenberger's glasses. I did note that you whipped Texas and that he played, but was sorry to note that he failed to score. As you must have the glasses easily by now perhaps he will get back in stride. At least we certainly hope so.

Our Chicago manufacturer who handles the lens for us, and constructs them according to individual prescription has been giving us tremendous grief. We get fine service for a dozen or two pair, and then suddenly find that two or three are held up unduly long. The regrettable thing about this type of product is that it really takes almost a week to slowly manufacture them carefully, and then if there is some delay, we are in trouble with our client is he is rushed as you were. I do hope you will try and appreciate our position, and bear with us. Our first mistake was to even contemplate using Motex lens in the dozen or so pair we sent out about the time we made up your first order for Sollenberger. Motex never breaks and flies out, but they will smash as we found, similar to an automobile windshield. I think you will never have the least bit of trouble with the pair Sollenberger has now.

If you will favor us with future business at any time, we shall certainly try to correct the impression you now have of our business efforts.

Best of luck to you and the team.

Sincerely,

L. E. Means

