



Vision Aids in America: A Social History of Eyewear and Sight Correction Since 1900 (Twenty-First Century Works)

Kerry Segrave

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This text examines the eyewear industry in America from 1900 to 2008, a period which mirrors an increased demand for eyewear. Eyeglasses, sunglasses and contacts are discussed. Topics covered include the marketing and selling of eyewear with particular attention paid to advertising strategies and the internal structures of the industry and its regulations, which have sometimes helped and sometimes hurt consumers. This critical examination reveals how a relatively simple and functional item such as corrective eyewear could be transformed through marketing into a fashion accessory and a personal statement.

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