



Representatives of city business and industry together with members of parliament and city government greeted American Optical Company, Canada, Ltd., officials and their associates at the sod-breaking ceremonies yesterday. Pictured above seated on the flag-draped dais with its huge "Welcome to Belleville" banner in the background are high-ranking company officials. Also seen on the extreme left are Col. S. M. Connolly, assistant manager, Anglin-Norcross Construction Company, Toronto, and Mr. Robt. W. Johnson, manager of the same company. Mayor Follwell is in the centre foreground with company President R. W. Lett and other American Optical officials. In the background are Robt. Pringle, Industrial Commission Chairman; Jack McFee, who represented the optometrist profession; W. H. Willmott, plant superintendent, Northern Electric Company and Ken Soden, personnel manager, Northern Electric Company; J. Fred Wilson, M.L.A., Hastings West, and G. A. Freeman, president of the Belleville Chamber of Commerce. Also seen is Don Allen, manager of the Front Street prescription studios of the American Optical Company.

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*American Optical Company Limited*