“Optovision”

The Editor Comments

Over the past several years, the CJO has been undergoing a gradual change. First, the actual Journal dimensions were enlarged to conform to the format of most scientific publications. This uniformity in size was favoured by librarians to facilitate storage.

Then came the retaining of graphic artists, whose designs and suggestions made the Journal more attractive and reduced the monotony of page after page of typewritten text. A total of four graphic artists so far have manifested their talents on our behalf and to our benefit.

Graphic artists are professional craftspeople and direct their efforts to meeting the needs and demands of their clients, whether they be publishers of magazines or newspapers, professional Journals, pamphlets or other vehicles of written communications and, over the years, these craftspeople learn the criteria which make for a pleasant and successful result.

However, different clients have different objectives in mind. The artists must call upon their past experiences and initiatives to satisfy such diverse needs. But they must also be given direction by those who retain their services so that the client’s specific objectives will be met properly.

The administration cannot be faulted for its desire to continue the process of improvement in the presentation and format of the Journal, which is not to exclude content from the list. The decision by Council to forego tradition in approving the design for a new name was strenuously criticized in many letters received on the subject, from provincial Associations as well as individuals. All these criticisms have been noted and changes instituted.

Never before in our many years as Editor has such a flow of letters crossed our desk with suggestions and criticisms.

But the faux pas, if in fact faux pas it was, has had several positive aspects. Never before in our many years as Editor has such a flow of letters crossed our desk with suggestions and criticisms. We interpret this reaction as a definite sign that the Canadian Journal of Optometry is read and appreciated despite its many shortcomings. With help from our readers, be they humble practitioners or esteemed academics, we can continue, however, to improve. That such interest be continued is our fondest hope.

Name changes are not unknown among optometric publications. Some two years ago, for example, the Ophthalmic Optician, official journal of the UK’s Association of Optical Practitioners, became Optometry Today. More recently, the Australian Journal of Optometry became Clinical and

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Commentaire du rédacteur en chef

Depuis quelques années, la RCO évolue graduellement. D’abord, le format de la Revue a été agrandi pour qu’il soit conforme à celui de la plupart des publications scientifiques, afin de faciliter le travail des bibliothécaires qui les insèrent dans les rayons.

Nous avons ensuite retenu les services de graphistes, dont les efforts et les propositions ont rendu la Revue plus attrayante et permis de réduire la monotone d’une suite de pages dactylographié. Un total de quatre graphistes ont exercé leurs talents pour notre compte et à notre avantage.

Les graphistes sont des professionnels qui savent concentrer leurs efforts afin de répondre aux besoins et exigences de leurs clients, qu’il s’agisse de rédacteurs de revues ou de journaux, de revues professionnelles, de brochures ou d’autres écrits. L’expérience a montré à ces artistes quels sont les critères d’une présentation agréable et réussie.

D’autre part, tous les clients n’ont pas les mêmes objectifs en tête. L’artiste doit faire appel à son expérience et à son imagination pour répondre à des besoins divers. Il demeure cependant que son client doit lui donner une orientation afin qu’il lui soit possible d’atteindre pleinement les objectifs fixés.

On ne peut reprocher aux administrateurs d’avoir voulu continuer d’améliorer la présentation et le format de la revue, sans exclure le contenu même. Lorsque le Conseil a décidé d’abandonner la tradition et d’approuver une nouvelle désignation, il s’est tourné d’objections nombreuses lettres de dures critiques de la part des associations provinciales comme des particuliers. Le Conseil, tenant compte de toutes ces critiques, a fait les changements qui s’imposaient.

Au cours de mes nombreuses années à la rédaction, je n’avais jamais vu une telle avalanche de lettres de suggestions et de critiques.

Toutefois, ce faux pas, s’il faut l’appeler ainsi, a eu plusieurs répercussions positives. Au cours de mes nombreuses années à la rédaction, je n’avais jamais vu une telle avalanche de lettres de suggestions et de critiques. Cela donne certes à penser que la Revue canadienne d’optométrie est lue et appréciée, en dépit de ses faiblesses. Grâce à l’aide de nos lecteurs, qu’il s’agisse de simples praticiens ou d’universitaires réputés, l’amélioration pourra tout de même se poursuivre. Nous ne pouvons qu’espérer que l’intérêt de nos lecteurs soit soutenu.

Il n’est pas rare que les publications optométriques changent
Experimental Optometry. Readers will note that both changes incorporate our professional designation. Our correspondents have clearly indicated that any name change of our national Journal should retain our official designation and use either “Optometry” or “Optometrists”.

A number of our correspondents had also suggested a change in orientation. Some, for example, would like it to become strictly a scientific publication with all legal, business or economic aspects — “Association” information — the subject matter of a second publication. Whether such can be implemented would seem to be a matter of finances and an assured supply of original Canadian papers. As a short term objective such a prospect appears unlikely. In the long term, well, who can see the future? The idea, however, should not be discarded.

Readers will have observed that the Journal has reverted to its former designation, pending a thorough study of the matter. Changes in the administration and management of the Journal have been instituted so that there is more ongoing optometric consultation in determining Journal policy.

Readers, as always, are invited to express their opinions on these several questions. The Canadian Journal of Optometry is your journal and should correspond to your needs as professionals and as practitioners. The Journal cannot be all things to all readers at all times, but if we are aware of the needs, we can direct our efforts to achieving such goals.

GMB

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UK Optometry Loses Two Distinguished Practitioners

William Swaine, F.S.M.C., B.Sc., (1894-1986)

William (Billy) Swaine, one of the most distinguished men to grace optics in the twentieth century died peacefully on August 27, 1986.

Appointed Head of the Department of Ophthalmic Optics of what was then the Northampton Polytechnic Institute (in London) in 1950, he served with distinction until his retirement in 1960.

He received the Research Medal of the British Optical Association and the Yorkshire Optical Society Owen Aves Medal in 1961. From 1965 to 1969 he was a consultant to the Central Committee for Research in Ophthalmic and Dispensing Optics. He was a Fellow of the Institute of Physics.


The sudden death of Gerald Dunn on 28 August 1986 at the comparatively early age of 58 has deprived Optometry in the United Kingdom of one of its most influential figures. At the time of his death, Professor Dunn had just completed a successful five year term as Head of the Department of Optometry at The City University, London and was looking forward to a second five year term.

Among the posts Professor Dunn held were Secretary of the International Optometric and Optical League, member of the General Optical Council, Editor of The Ophthalmic Optician and British Journal of Physiological Optics, and President of the British Chapter of the American Academy of Optometry.