

Buy American Mention of the Week

Here's the skinny on American-made sunglasses

By Roger Simmermaker

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Summer is here, and that means lots of time outdoors and thinking about all the things you'll need when you're exposed to the bright, summer sun.

If you're like me, you want to buy American-made sunglasses, but the price is often \$100.00 or more for a quality pair, and buying American in this area can be very costly, especially if you have a history of losing your sunglasses or end up inadvertently scratching them from just everyday use.

If you want to avoid the high price tag for American-made sunglasses, I've got great news for you. Right now (and this is ONLY for a limited time while supplies last) you can buy American-made, union-made RL Viper sunglasses at www.howtobuyamerican.com for just \$24.95.

These OSHA approved American-made sunglasses have UV 400 rated shatterproof poly-carbonate lenses and comfort grip adjustable arms, and come with a micro-fiber carrying case. They are also engraved with the words 'Buy American' on the front so that everyone will know how important it is to you that you purchase American products whenever possible by wearing American-made sunglasses.

I used to buy Oakley sunglasses, even though they cost over \$100.00 a pair, until they were acquired in 2007 by Italian-owned Luxottica, the world's largest eyewear company. Luxottica is a huge company that also owns Ray-Ban, Revo, Arnette, and K&L (formerly Killer Loop) brand sunglasses as well as LensCrafters, Pearle Vision, and Sunglass Hut retail chains.

After Oakley ceased to be an American brand name, I discovered Gatorz sunglasses (www.gatorz.com), which are also made in the USA, but are also unfortunately over \$100.00 a pair.

Researching further, fortunately I found AO Eyewear (www.aoyewear.com), which makes and sells the Original Pilot sunglasses that have been a favorite of American military pilots since 1958. Pilot sunglasses are engineered to the actual military specifications that apply to the sunglasses that are issued to U.S. Soldiers, Sailors, Marines, and Airmen.

As stated above, I only have a limited amount of RL Viper sunglasses, which I was able to have customized with 'Buy American' engraved on the front. These sunglasses were originally made as a promotional item for the United Steelworkers of America, and the number of sunglasses produced resulted in an overstock. Once they are gone, they are gone. So if you want a pair of American-made sunglasses at a super-reasonable price, please visit www.howtobuyamerican.com. You won't find these U.S.-made sunglasses at this price anywhere else.

What should you do if you aren't able to get a pair of RL Viper sunglasses, or if you do buy a pair and you happen break them or lose them, and they are no longer available? Then I would suggest that you do what I would do, and buy the Pilot sunglasses from AO Eyewear.

More and more Americans are putting more emphasis these days on making sure that everyday items like clothing and apparel are American-made. Sunglasses are one those accessories that we all need, use almost every day during certain seasons, and provide protection and comfort to us especially during those bright and hot summer months out in the sun. They should be American-made too.

I make sure everything I wear every day is made in the USA. For me, as the author of four books on Buying American, anything less would be hypocritical, and fall short of what I believe should be a characteristic of being a patriotic American citizen.

So here's your chance to make sure you're sporting American-made sunglasses this summer, and let everyone know you support the 'Buy American' cause at the same time. Get your RL Viper American-made sunglasses at www.howtobuyamerican.com today, while they last!

Roger Simmermaker is the author of *How Americans Can Buy American* and the award-winning *My Company 'Tis of Thee: 50 Patriotic American Companies American Consumers Should Know About* ([Axiom Business Book Awards](#)), and writes 'Buy American Mention of the Week' articles for wnd.com and his website www.howtobuyamerican.com. Roger has a degree in Electronics Engineering Technology, is president of his local Machinists Union, has been a frequent guest on Fox News, CNN, and MSNBC, and has been quoted in *The Wall Street Journal*, *USA Today*, *New York Times*, and *Business Week* among many other publications.