

## Buy American Mention of the Week

Friends don't let friends wear foreign sunglasses

By Roger Simmermaker

October 20, 2013

The blues-rock band ZZ Top once wrote a song called "Cheap Sunglasses" which contained a line that said "...go get yourself some cheap sunglasses." But ZZ Top probably didn't care whether the sunglasses you bought were made in China or not. I suppose that you, however, probably do care, or you probably wouldn't be reading this article.

Sunglasses are something that we often carry around with us on a constant basis throughout the year, especially in the summer months. So if we want to make a constant statement about how important it is to Buy American, we should put a special emphasis on making sure that our sunglasses are made in America.

I know what many of you are probably thinking (I used to have the same dilemma): Many people want to buy American-made sunglasses, but the cost can be considerably higher than cheaper, foreign-made sunglasses. And if you have the unfortunate habit of losing your sunglasses, leaving them behind somewhere in a place you don't remember, or damaging them beyond repair through constant use, buying more-expensive American-made sunglasses can result in quite an investment over time.

You've no doubt seen some of the prices. Oakley can cost easily over \$100.00 a pair. I used to buy them 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. Gatorz and AO Eyewear Pilot sunglasses can easily approach and surpass \$100.00 as well.

If you want to avoid the super-high price tag of typical American-made sunglasses, I still have a few dozen pairs of American-made [RL Viper sunglasses](#), which I started offering a few months back, for \$24.95. Once these are sold, however, there will be no more, as these sunglasses were originally made as a promotional item for the United Steelworkers of America, and the number of sunglasses produced resulted in an overstock.

If you miss out on the inventory that remains, and you want to consider another option, I now have American-made [Reno Navaro sunglasses](#) available. Reno Navaro is a higher-end, higher-quality brand made in Reno, Nevada.

The Reno Navaro sunglasses have true optical quality HD lenses, are UV 400 rated, and come with a hard shell leather case and micro satin cloth and bag. They still have the \$185.00 price tag on them, but I have made them available under this special promotion for just \$59.95. You can see these high-quality sunglasses [here](#).

These genuine [Reno Navaro designer sunglasses](#) are an overstock from a special project for American Airlines 10-year employee awards, and each pair has its own serial number. Both the RL Viper and Reno Navarro models are proudly engraved with 'Buy American' right on the lens.

So here's your chance to make sure you're sporting American-made sunglasses for the rest of the sun-filled days this year and beyond, and let everyone know you support the 'Buy American' cause at the same time.

American-made sunglasses at reasonable prices are hard to find, so I hope you consider this final opportunity for either the [RL Viper sunglasses](#) before they are gone, or the new, higher-quality [Reno Navaro designer sunglasses](#).

\*\*\*\*\*

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](http://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*, *The New York Times*, and *Business Week* among many other publications.