

such as that. You are making a commercial product out of a pair of glasses, and they were never designed to be that.

Mr. HARSHA. To the same degree that would occur with a person practicing in his own office. He did not get into the business of optometry because he was so deeply interested in my eyesight. He got into it primarily because it was a way of livelihood or a way of earning a living for himself.

Dr. CHAPMAN. Yes, sir. I would certainly say that.

Mr. HARSHA. Of course, under your oath, if you have one—I assume in other States they would have one, or at least a code of ethics.

Dr. CHAPMAN. Yes, sir.

Mr. HARSHA. You do all that is humanly possible properly to treat the eye with that in mind, but I think it is a matter of degree. If you have a man of high morals, of high integrity, who cannot for financial reasons build up an office and equipment of his own—in many cases he might be married, because a lot of us get married before we get out of school, so he has family responsibilities—could he not practice under these circumstances just as well?

Dr. CHAPMAN. No, Mr. Harsha, I do not believe he could, by any stretch of the imagination, no more than I believe a medical practitioner or anyone else could do it on that basis. The only way that this young man with all of his problems—and this Association is designed and prepared to assist in every way it can to make certain he is successful in the practice of optometry—the only way that he can do that is to go into his office and learn and to give the best to the patient.

In the commercial element, the only way the practice is developed is through the advertising. There is no concern with the patient. If the patient does not come back, it does not make any difference. So many other people are coming right behind, it is not of any significance at all.

This profession is designed to render total vision care, and that young man is taught to do that. The professions are regulated. The legal profession and the medical profession are regulated, and certain demands are placed upon the practitioner. Demands are placed upon our practitioners throughout this country, but they are not placed on them here. He is in the market place with a commercial product. The people's needs are not uppermost in his mind. It just cannot be, under those circumstances.

Mr. HARSHA. I do not quite agree with you on that, but let us take this case. Could he lease office space in there, regardless of his volume of business, and have no other connection with the firm at all? Let us say he wants to locate there because a lot of people move in and out of the store. He cannot advertise, as you want to prohibit advertising in this bill. Like any other professional man, he cannot advertise his profession or his availability, but he wants to locate in that store because there is a volume of traffic there with which he may be able to do business. Would that be precluded under this bill?

Dr. CHAPMAN. Yes, it would.

Mr. HARSHA. Would you have the same objection to that as the man working on salary for the company itself?

Dr. CHAPMAN. He cannot render professional care under that circumstance, I do not believe, using that as the device by which people