

come to you as the practitioner. In other words, you have to render the service and you have to do it so well that that patient will go out and send someone else in.

Mr. HARSHA. He could do that, too. You have to have the first patient.

Dr. CHAPMAN. Medical doctors do not do that to start their practice. Dentists do not do that to start theirs. Lawyers do not do that to start theirs.

Mr. HORTON. It might not necessarily be someone starting out in practice. He might have been in practice for 10 or 15 years and go to Sears.

Mr. HARSHA. That was the example I gave him.

Dr. CHAPMAN. I would like to make this statement regarding certain of the questions you have raised. Perhaps I should have said this sooner. In testimony to follow, which will be from our District of Columbia Society Board, I suspect other elaboration on your question in this area, particularly as applies to Washington, will be provided, and you will have the opportunity to question further exactly the statistics on the practice as carried on here in the District of Columbia when Dr. Berlin testifies.

Mr. HARSHA. I do not find any quarrel with your efforts to elevate your profession, to make it more capable of serving the public, to the highest or best condition it should be, but I do not ascribe the same motives as you do to a man trying to do business in a Sears Roebuck store.

Dr. CHAPMAN. It is not a business, Mr. Harsha.

Mr. HARSHA. Or profession, or whatever you want to call it.

Dr. CHAPMAN. The very word "profession" connotes certain characteristics which this man must have. Our men are taught these things.

Mr. HARSHA. That is my point. If he has these characteristics that you want him to have, I cannot see where he is going to be so changed by the fact that he is located in one of these stores.

Dr. CHAPMAN. Do you want me to answer further?

Mr. SISK. I do not doubt a man could go to work for Sears Roebuck and be just as dedicated and sincere and do a job. However, evidence from last year indicated they do not last with Sears Roebuck because it does not pay off with a corporate entity. At least, that is what the evidence indicated.

Dr. HOFSTETTER. I think I can answer in part in terms of the experiences of our own graduates. I am naturally close to the students and follow them for some time. If they go into clinical practice or private practice where they are free to serve the patient personally and to make their own judgment as to what is needed, their whole attitude is different than when they go into the employment of a lay corporation where they have to comply with the time limitation, the sales policies, and so forth, of the organization which is geared toward the sale of frames and lenses.

Mr. HARSHA. He works on a commission basis, and the motivating force would be very strong. I can see that.

Dr. HOFSTETTER. Our students are not angels, by any means. Optometrists are human, like anyone else, I would hope. The result is that within a very short time they are doing an extremely abbreviated examination, omitting important parts of the professional procedure.