

To qualify you need only make an appointment to visit Sterling's Contact Lens Department with two or more of your friends. You and your group will each be given a complete contact lens examination and all of your questions will be thoroughly answered. This is available with no cost or obligation. Should two or more members in your group decide to order Contact Lenses, the student reduction will be in effect.

To make arrangements for your Contact Lens examination, simply telephone and convenient appointments will be made for you.

Yours truly,

DENNISON MANUFACTURING Co.,
Washington, D.C., May 9, 1967.

Mr. HORACE WHITE,
Executive Director,
Optometric Association of Virginia and District of Columbia,
Washington, D.C.

DEAR MR. WHITE: In October, 1966, my 11-year old daughter was examined by Dr. Michael L. Cohen of 3509 South Jefferson Street, Leesburg Pike Plaza, Bailey's Crossroads, Virginia, and found to be suffering from astigmatism. Dr. Cohen prescribed and made corrective glasses for her. These glasses were very satisfactory and resulted in correction to normal vision.

In January, 1967, she broke the frames to these glasses. With the false belief that I could save money by having the lenses reset in frames by a discount optical company, I took her to Sterling Optical Company, Inc., 520 Tenth Street, N.W., Washington, D.C., where they fitted her with new frames in which they placed her old lenses. Shortly thereafter she complained that her glasses were no longer improving her vision. Thinking that perhaps she was suffering from a deterioration of her optical condition, I returned to Dr. Cohen and found that Sterling Optical had merely reset the lenses without regard to the prescription.

I am enclosing a copy of Dr. Cohen's letter describing his findings.

I feel fortunate that this occurred with my oldest daughter rather than with my youngest who would not have been able to communicate on recognizing the optical discomfort. You can be assured of my support in your attempts to obtain greater regulations on optical companies of this type.

Sincerely yours,

MYLES S. FISCHER.

BAILEY'S CROSSROADS, VA., April 28, 1967.

Mr. MILES FISCHER,
611 North Pegram Street,
Alexandria, Va.

DEAR MR. FISCHER: The discomfort and strain that Jenny has been suffering as of late, can be directly blamed on the improper optics of her correction, resulting from a frame replacement.

The discrepancies were due to astigmatic power being placed 19° off in the right eye and 15° off in the left. Jennies original ophthalmic measurement was 42/20, the replacement measured 42/19 decreasing the bridge size and displacing the optical center as prescribed.

It is my feeling that the lenses were placed in the first available frame without thought as to size or original prescription.

Sadly enough there are many people who can commiserate with you, due to this type of optical establishment.

Sincerely,

MICHAEL L. COHEN, O.D.

FAIRFAX, VA., June 1, 1967.

AMERICAN OPTOMETRIC ASSOCIATION,
Washington, D.C.

GENTLEMEN: I need help! Two years ago, I received a pair of lenses from *Vent-Air Contact Lenses Specialists*. Unfortunately, I was unable to wear the lenses without a lot of discomfort and was never able to obtain wearing time of any length of time. I just recently discovered the reason.