

speak of is being incurred and engendered by the American Optometric Association. I also have included in our Exhibit an article appearing by an optometrist by the name of Jack R. Hale, who is a member of the American Optometric Association. This article appeared in the April 15, 1965 edition of the Optometric Journal and Review. I believe that this article also expresses the view of the rank and file membership of the American Optometric Association.

Let me show you what Dr. Hale says, which I believe further indicates the attempts made by organized professional optometrists, members of the Optometric Association, to further confuse and conceal the facts from the public.

This article suggests lines of conversations with patients. It begins, "Mis-use of words are apparent in the contrast of positive and negative approaches. The negative approach would be 'I want to think about referring you to a doctor.'"

In other words, optometrist Hale says, "Don't say that to your patients. Instead say the positive."

"Our case findings indicate your best interests would be served by referral to a physician for additional professional attention. Use 'physician' rather than 'doctor.' By choice of words, indicate that your skill and training is on a comparable professional level.

"Substitute the term 'ophthalmologist' with 'physician' when indicated. When asked if you use drops, negative."

In other words, you are not to say "As a non-medical man, I can't use them."

"Positive." "Your refractive needs can be evaluated more efficiently without drops and drops have bad carry-over effects at times."

"Avoid the term 'non-medical' like the plague." And again I am quoting and that was a quote.

"It is a weapon of our adversaries. Are they non-optometrists?"

He again continues: "When asked how much are your frames and lenses, negative. 'Our prices are as cheap as any place in town.'" In other words, don't say that.

"Positive. It really is impossible to answer this. Lenses in particular vary for the needs of each case. Alternative answer to shift emphasis: 'What is your visual condition?'"

I submit that this demonstrates why optometry, organized optometry, is here so concerned about advertising, including truthful informational advertising. I believe, as the facts will later show, that they are concerned about the public knowing the limitations of their training and knowing the extent to which they profiteer in the sale of eyeglasses.

Now, incidentally, when we talk about the use of the word "Doctor," I refer to a specific provision of the bill, 1283, which has not heretofore been referred to, and particularly page 15, line 6-11, which confers upon optometrists, whether or not they have a doctorate degree, the right to use the title "Doctor," provided only they follow it with the letters "O.D." I can't imagine in dealing with patients they are going to introduce themselves as "Dr. Warren, O.D."

I submit this confers upon the optometrists the ability—optometrists