

COLSTON OPTICAL CO.,
Cleveland, Ohio, May 12, 1959.

Dr. A. R. JOHNSON,
Fort Wayne, Ind.

DEAR DR. JOHNSON: I have your letter of May 8th., and will attempt to answer your queries.

1. The terms of the lease are very flexible. The length of time the lease will run can be mutually arranged however the lease we get from Sears has a 60 day cancellation clause in it. Which incidentally they have never used in practice.

2. The anticipated opening date would be at least two months away—however the certain date cannot be determined until the manager of the store returns from his vacation two weeks from now.

3. The Salary guarantee would exist as long as you are associated with us.

4. Names of O.D.'s and locations follow and are all in Sears Roebuck and company stores. Myron Chalfin, E. 86th. and Carnegie, Cleveland., O. Arthur Gore, W. 110th. U Lorain St., Cleveland, O., Frank Berger, 21000 Libby Road, Maple Hts. o., Herman Raines, Adams & Whitaker St., Philadelphia, Pa., Nathan Burnthal, 515 Sandusky St., Pittsburgh, Pa. Other stores are located in Baltimore and Buffalo.

5. In our advertising we never mention the O.D.'s name. In your state we cannot mention that examinations are available. *However, by mentioning complete optical department the general public assumes that such a service is available.*

It is entirely possible that some of the eye-ware salesmen who call on you are familiar with us and from them you can learn something about us.

Bear in mind that most of our advertising is done on radio and television and hence samples are not available.

I trust that this is the information you desire.

Very truly yours,

MAURICE STONEHILL.

Mr. SISK. The gentleman from Maryland?

Mr. GUDE. I have several questions that I would like to ask, Mr. Sisk.

Did your Association have any requirement, so far as your members are concerned, as to the technical or professional qualifications of optometrists or opticians employed by you?

Dr. ROWE. The optometrists and the opticians employed must be qualified by licensing where it is required or they must have gone through an apprenticeship. If they have not had the proper apprenticeship, we place them in a training program of apprenticeship, because in ever state, as to the optometrists, he must be licensed, and, of course, we require that he have his license, because, otherwise, he cannot practice without it. Where opticians are required to have a license we also hire licensed opticians. But they are not licensed in all states, and they achieve their skills through a process of apprenticeship.

Mr. GUDE. Over and above what is required by local law, you do not have any problem as to qualification?

Dr. ROWE. We feel that the law establishes the standards by which we can operate. They have to be at that level. That is a part of the law. Beyond that point, we simply attempt to secure the best personnel available as the situation requires.

Mr. GUDE. Do you have any code or requirements so far as the member firms of your Association are concerned as to the procedure they must follow in the examination of customers or clients who come to those firms? For example, if a certain state permitted a member firm to have an optometrist on the payroll, do you have requirements that he must perform certain examinations when an individual comes in for an eye examination?