

Dr. ROWE. If we did that, Mr. Congressman, we would be dictating to the optometrist as to what his professional judgment tells him he should do, and we do not attempt to dictate to the optometrist as to what he should do. If he has become licensed, then he should be able to perform these functions without being told by someone else how to perform them. By establishing standards, in effect it would be telling him that he must do certain things. We do not think that is proper, that an optometrist should be told to do certain things. We tell him that he should do the best job that is necessary in his professional judgment.

Mr. GUDE. In other words, your Association does not have a standard or ethic so far as being an optometrist is concerned?

Dr. ROWE. We have ethics. I do not have them with me. It is a part of our bylaws, and if you would like I can send you a copy of the bylaws and indicate the standards by which our members operate; but I thought you were referring to the fact that we tell the optometrist what he must do. We do not attempt to do that, because this can work both ways. If we have the right to dictate to him to operate under certain standards, then we will have the right to dictate to him how much time he must do this in and how much time he must do that in. We do not feel that we should do that. He is licensed to do that. He has had training and has qualified himself to do this work, in the eyes of the public and in the eyes of the State government, to do that. We tell him to use his judgment, and his judgment is his own. We do not interfere with his right to do that.

So far as the ethics of our members are concerned, we have established an ethical code. I am sorry that I do not have it with me. I think that the best way to give you this evidence is to send it to you.

(The information requested was not furnished.)

Mr. GUDE. Does this ethical code require that they should perform their job in a certain manner or to do certain things or merely to be governed by the ethics of their profession?

Dr. ROWE. By the ethics of their profession, to be so governed.

Mr. GUDE. Thank you. That is all.

Mr. SISK. Dr. Rowe, you said earlier that the King Optical Company was a member of your Association?

Dr. ROWE. Yes.

Mr. SISK. Are you familiar with a Mr. Driscoll of Ritholz Company?

Dr. ROWE. There are three Ritholz's; Dr. Ben, Mr. Don, and Mr. Julius Ritholz.

Mr. SISK. They are all major stockholders in King Optical Company.

Dr. ROWE. Mr. Don is a stockholder; I do not believe that Julius Ritholz is a stockholder.

Mr. SISK. I ask this question, Dr. Rowe, in connection with the ethical standards required of the members of your Association. Are you familiar with the situation where a Mr. Ritholz went to prison for attempting to bribe a member of the Michigan Board of Optometric Examiners?

Dr. ROWE. Yes, I am.

Mr. SISK. You are familiar with that case?

Dr. ROWE. Yes.

Mr. SISK. I wanted to establish this for the record, to indicate a trend. One of the things we are concerned about is the so-called corporate practice where, after all, the dollar profit of course has to be