

Mr. SISK. Why would Sears Roebuck make this space available on these very liberal terms?

Dr. ROWE. They provide this space—they do not receive any rental on their space in the first place.

Mr. SISK. They do not receive any rental on this space?

Dr. ROWE. Not from the optometrist. We pay them.

Mr. SISK. That is, the Colston Company or the Marsten Company in this case pays the rental?

Dr. ROWE. They do not get anything from the optometrists.

Of course, Sears is a commercial enterprise. They serve a lot of customers. They attempt to provide as much as they can to their customers, as much in their stores, as they possibly can, and they feel that this is a service, one that is basic, and that it helps to bring people in from the outside, and when people are there, they have opportunity to see the store and perhaps to buy other merchandise. It is a part of the total image projection that they provide, as to their stores, to get people into their stores.

Mr. SISK. Who provides the optometric and ophthalmic materials for the optometrist located in the Sears Roebuck Company store in Fort Wayne, Indiana, under this arrangement?

Dr. ROWE. I do not know. That is up to him.

Mr. SISK. Marsten Company and the parent company, the Cole National, place no requirements whatsoever upon him. What does Marsten Company get out of this arrangement?

Dr. ROWE. We have an optical department in the Sears store.

Mr. SISK. You have an optical department in the Sears store?

Dr. ROWE. Yes.

Mr. SISK. This is what I am trying to develop.

What is the interest of the Marsten Company with this optometrist? As I understand the laws of the State of Indiana, you would not say that this is a surreptitious attempt to evade the laws of the state of Indiana?

Why don't you do it the same way in Indiana, as you do everywhere else? Is it because the law in Indiana is different?

Would you recruit in Indiana as you do in Ohio, if the laws were the same?

Dr. ROWE. I would do what?

Mr. SISK. Actually, the optometrist in Indiana there would become an employee of Sears Roebuck. He is actually a corporate employee if the same operation was in Ohio.

Dr. ROWE. In Ohio, we cannot hire an optometrist either.

Mr. SISK. Is that operation possible, if it were here in the District of Columbia?

Dr. ROWE. Then, we would handle it.

Mr. SISK. Then why do you go through this procedure in Indiana? Is it because of the law? Is it an attempt to sell ophthalmic and optometric supplies for a profit? Isn't that the only interest of your company?

Dr. ROWE. We are in the business of doing that, in the state of Indiana, based upon the prescriptions of the ophthalmologists and optometrists in the same manner that an optician's location, his office, is as close to the ophthalmologist as it is, very often in the same building. He can be there for the convenience of the patient. He can bring