

HOLD THE FORT

I wonder if you have all noted the fact that Optometry seems to be fighting as hard today for its right to exist as at any time in its history? Perhaps you don't see the evidence of it as you did when you were helping to have your law placed on the statute books. Just note the optometric press articles, or talk to your state officers and you will see that there is a real war going on.

Several forces are opposing the right of professionally minded optometrists to their field. Without going into great details about it all, it is perfectly clear to us that the optometrist who renders a distinctive service, is not selling "glasses", but is practicing according to his knowledge of physiology, biology and kindred the sciences. Such an optometrist rises above all the turmoil involving optometry today. If this group of optometrists practicing in this way is strong enough, if it persists enough, the refractive and functional field will belong to it as the final outcome.

Neither the oculist, nor the layman in indirectly practicing Optometry, nor the incompetent optometrist can exist if he doesn't have the good will, confidence and respect of the public. "He who makes a better mouse trap," etc. so the saying goes.

Syntonic Optometrists are in a strategic position, BUT they must realize their obligations both to their patients and to their profession. They must eliminate all commercial methods as being "competitive" and therefore not professional. They must give such a complete service that their patients will never even consider going to any other type of eye practitioner.

So Syntonists have a job and a duty. Participation in the College and its works is the easiest way to perform both. Here is a matter for your serious consideration. Where we go, depends on where YOU go.

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