

comes for relief, especially the optician who combines the optical business with some other? How many are even fairly equipped to conduct this branch of their interests yielding such a margin of profit and yet hope to see it grow in public favor? A trial case and a test card or two are usually found, with possibly an ophthalmoscope, to use which he invites the patient to call after dark, when he manages to secure an approximate conjunction below the rays from an ordinary non-adjustable lamp and the eye that is under examination.

Think it over impartially; isn't a well-equipped dark room essential to the optician who hopes to do the best both for his customer and himself, as is the operating chair to the surgeon, or the case to lawyer? Not a 2x4 makeshift, but a room devoted to the sole purpose of eye examination. Such a room, twenty feet long and four feet wide, finished in dead black and artificially lighted throughout, can be conducted at a nominal cost and the confidence inspired in the mind of the customer at even the appearance is well worth the outlay, while the advantage to the optician in making his examinations is too apparent to be commented upon.

I have taken the liberty of handing out a few photographs of a dark room which partially fulfils the needs of the optician. Not quite four feet in width, the refracting table is placed parallel with the sides of the room. When the refractometer or prismometer is in use a shelf lowers in front of patient, thus economizing space. The adjustable lamp for internal examinations is seen at the right of the picture, and in using this the patient and operator exchange places. Half way down the room is the ophthalmometer, and at the further end the V. test cards. The electric lights, including a 2 C.P. storage-battery lamp for heterophorin tests, are all operated by the switches at the right of the optician, while the gas is adjusted electrically to avoid smoke. Every practitioner will have his own ideas as to the arrangement of the lights in such a room and in general as to quality. Welsbach mantles for gas, and incandescent electrics, with sectional mirror reflectors, furnish the best illumination, while the essential equipments may be governed by what the optician deems his own need and the extent of his practice.

Among the minor details which are of practical assistance to the optician and also produce further impressions on the

patient, may be mentioned the case of stock lenses, method of making and keeping ophthalmic records and a system of appointments. Stock lenses should be kept separated from each other, different eye sizes and qualities together, in one of the cabinets manufactured for that purpose, and when convenient taken from the compartments and fitted to the frames in the presence of the customer. This evidence of care, accompanied by a few words on the results of contact between the polished surfaces of the lenses, cannot fail to convince the patient of the actual merit of the goods received, as evidenced in the care shown in their handling. This feature would have more value in the eyes of some people who believe more in what they see than the most expert examination. It is also an effectual answer to the party who wishes to exchange old lenses with well-scratched surfaces for new ones.

Regarding ophthalmic records, it may safely be said that no record the optician may make is too complete. Every detail in the case, carefully tabulated, is an aid in arriving at the final conclusion and consequent satisfaction of the patient. It has been my practice for some time past to have printed and blocked up a complete form arranged in the order the examination is usually conducted. After this is completed the filled blank is torn off and copied in a record book, "The Keystone Record Book of Optometric Examinations" being my preference, as going further into detail. After this observations which may be of future use are added.

With the glasses a numbered card is given, stating that exact duplicates of either lenses or frames can be furnished at any time on its presentation. It was at first a question whether these cards would be preserved, but after having them brought and sent in from all directions, I am more than ever convinced of their value. The same card system can be applied to the repair department, a one-line record of lenses and frame dimensions being kept and the numbered card referring to this record being delivered with the glasses.

MAKING APPOINTMENTS WITH CLIENTS.

To what extent the idea of making optical examinations by appointment is being utilized in the smaller cities I am not prepared to state, the number of instances having come to my notice being comparatively few; but to the optician who does not devote all his time to this

branch of his business, the system is especially useful. The dental profession has used it for years, and there is no reason why we cannot adopt it in a greater or less degree. True, the practitioner must have something of a local reputation and his merit recognized, and assuming this to be the case, arranging his time by appointment is an economical method in more ways than one. The public becomes aware in a very short time that he is using appointments, and if he happens to be busy in the optical room when another patient arrives, a moment's time suffices to reach a satisfactory understanding; or if his arrangements are such as to immediately attend to the wants of every sufferer from an eye-strain who enters the door would seriously encumber him, an appointment is the best thing for him and the customer.

Again, you lose nothing in the opinion of some people by informing them that your business is such that it will be necessary for them to call again and that an hour will be at their disposal on such a date. There are those in this great American public who are the most desirous of those things which cannot be had on a moment's notice.

Finally, to successfully conduct and increase an optical business, the optician must act as an individual. If he owns the establishment or is merely employed to conduct this branch of the business—there being diversified interest—the optical room must be his domain exclusively and the public thoroughly informed of the fact. Just as soon as the clerk, or any other person not fully competent and generally known to be such, attempts to assume a portion of the work, just so soon there will be a clash, a retrograde movement and an accompanying loss of confidence.

Again, the optician should practice without the everlasting thought of financial profit uppermost. First should come the real desire and aptitude for the profession, and in *this profession* ingenuity and judgment go far toward bringing success if coupled with a resolve to become just as proficient as time and ability will permit. An optician of this character is not content to see the days and weeks pass without a particle of progress on his part, but he constantly adds to his stock of knowledge, confident in the belief that this will better enable him to meet the one coming to him for relief in such a way as to stamp him a thorough master of this field of science.—*Keystone*.