

Optical Department

In charge of W. E. HAMILL, M.D.

Through a typographical error last month, this column was headed "In charge of J. S. Leo." It should have been "In charge of Dr. W. E. Hamill."

We again explain, as in last issue, what is necessary in asking questions in this department.

Correspondents should note that for an intelligent answer to be given to their inquiries, it is necessary in every case to give the following information relative to their patient: (1) Sex, (2) age, (3) occupation, (4) near point of distinct vision for small type with each eye alone, (5) how their eyes trouble them, *i.e.*, their asthenopic symptoms, (6) vision of each eye alone without glasses, (7) best vision obtainable with glasses, naming correction.

Example—J.S., male; age 18; book-keeper; can read small type to within five inches of each eye; complains of much headache through the day and evening; eyes feel sore and water a good deal, look red and inflamed, etc., etc.

R.E.V. $\frac{20}{20}$ with + 1.50 = $\frac{20}{20}$
 L.E.V. $\frac{20}{20}$ with + 1.50 = $\frac{20}{20}$

The above example is taken to illustrate about how we desire inquiries to be made and also to answer a correspondent who asks, "Would glasses do this customer any good—because he can see as well with the eye alone as with any glass?"

Answer.—A vision of $\frac{20}{20}$ indicates emmetropia or hyperopia; and the ability to see through a convex glass at 20 feet, as well or better than with the naked eye, shows hyperopia is present, and the strongest convex glass with which a patient can see as well or better than he did with the naked eye at 20 feet is the glass which represents his manifest hyperopia, which in the above example is + 1.50.

This customer, then, was using accommodation to see objects at a distance; the emmetrope does not use any. To read or write at 13 inches the emmetrope would use 3.00 dioptries of accommodation; the hyperope will have to use as much more than the emmetrope as he has hyperopia. Accommodation is simply muscular action; hence the hyperope must use much more muscular strain to do the same work at the same distance than would the emmetrope.

This extra strain explains all the symptoms complained of above, and placing + 1.50 glasses before the eyes of this patient will relieve this strain and all trouble will disappear at once. These glasses will require changing to stronger ones later on if the headache returns. The glasses should be worn for all near work, but would not be required for street use, although no objection could be found against wearing them constantly.

R.M., Winnipeg: A gentleman aged 48 asked for glasses for reading, writing, etc.

R.E.V. $\frac{30}{20}$ with + 75 sph \ominus + 0.75 cyl.
 ax. 90 = $\frac{20}{20}$
 L.E.V. $\frac{30}{20}$ with + 1.00 sph \ominus + 0.50 cyl. ax. 90 = $\frac{20}{20}$

The above with + 1.00 added were given him which appeared to suit beautifully but he returned next day saying he could only use them for a few minutes at a time. I am sure of the correction and without the cylinders he cannot get down to $\frac{20}{20}$. What would you advise in this case as the gentleman says his sight was always good until recently and never pained him?

Ans.—This is a case of hyperopic presbyopia complicated with astigmatism and the correction found above is the proper one to give which in time would prove satisfactory, although much persistence might be necessary before they became entirely comfortable. In astigmatic presbyopes who seek glasses for the first time and were unaware that they had any astigmatism, simply because their eyes never troubled them. It is good practice simply to correct the presbyopia without reference to the astigmatism at all, for if the astigmatism has not previously interfered with this comfort it is not likely it will do so. After having worn the correction for the presbyopia only for a few weeks it will be found the cylinders (an, if desired), be added with much less annoyance than if the whole correction was ordered at first. In astigmatism whether presbyopic or not the retinae have become used to distorted images and any sudden change produced in those images although even in the right direction is badly borne by the retinae at first and in high astigmatism the full correction will often—in fact generally—be rejected, and hence it is often necessary to give weaker cylinders at first and by changes every few months gradually work up to the full correction. It may be interesting to cite the following case which presented to us for advice recently: A young man 20 years of age, R.E.V. $\frac{20}{20}$ with + 6.00 cylinder ax. 90 = $\frac{20}{20}$. The left eye was found about the same as the right and with the above correction before both eyes at the same time most of $\frac{20}{20}$ could be correctly named. This case was a student at the optical institute and hence had an intelligent view of his own case, but his eyes at first would not tolerate a higher correction than + 2.00 cyl. ax. 90 and he was let go with this and the advice to add + 0.50 more of cylinder from time to time as rapidly as possible. It would be impossible to say at the present time how near full correction he can attain.

First Oculist—"I had the most interesting case yesterday that I ever had the pleasure of attending to." Second Oculist—"What was it?" First Oculist—"A young lady called who, instead of a common pupil, has a college student in her eye."

Advertising.

Practical Hints on Advertising.

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A correspondent complains that a quotation used in somebody's ad was credited to Shakespeare, when it belonged to Solomon. It is rather amusing to notice that the quotation spoken of was "And there is no new thing under the sun."

I do not know whether Shakespeare ever said it or not. It doesn't make any difference whether he did or not. He could have said it if he had wanted to. Probably if the matter were taken some distance back of Solomon's time it would be found that he was not original, but merely quoted somebody else. Originality is a myth. A man who says he is original is digging pitfalls and setting snares for himself. To be sure it is just as well to be correct when one is making a quotation, but it doesn't amount to very much after all. The thing that is said is important, and not the man who said it.

This continual howl and disturbance about originality is a thing well calculated to fangue any man of experience in the advertising business. Originality would be a first class thing if it existed. But I am beginning to believe that there is no such thing. A man can't be original if he wants to, and he would be foolish if he tried. If a man is going to dig out all of his ideas from the time he is born, without gaining anything from anybody else, he has a pretty hard job before him. He would probably learn to talk about the time he was ready to die.

What on earth are all the books for if they are not to help people learn something? If we can't make use of the knowledge of other people, how are we going to get ahead very much in the world? Of what use would the telephone be if everybody refused to use it because he didn't originate it? Must I or any other sane man refuse to be benefited by the works of Shakespeare because we didn't write them? Must we refuse to receive ideas and suggestions from these wonderful pages just because those ideas wouldn't be original? I would like to meet just one man who has original ideas. I would like to know the man who doesn't depend on others for suggestions, and who doesn't get help from other brains than his own. The man who depends wholly on himself isn't going to know very much or do very much in this world.

One of the first things to be striven for in the appearance of an advertisement is distinctiveness. Some one particular style of type and display should be adopted, and carried consistently through the whole advertisement and all of the