

# ALL WE HAVE TO SELL IS OUR TIME, OUR SKILLS, AND OUR KNOWLEDGE

Over 50 years ago I had my first eye and vision examination by Paul D. Randolph of DeKalb, Illinois. He prescribed my first glasses, and later when I was in college, he fit me with contact lenses. Adjusting to polymethylmethacrylate (PMMA) contact lenses required several visits. Finding myself becoming inspired by Dr. Randolph and increasingly interested in the eye and vision as a result of those visits, I decided to pursue a career in optometry.

Years later I realized what a good example that practice set. Don A. Frantz established the practice in the 1940s, and it grew to be a professional corporation with five optometrists and a large staff. Randolph joined the practice in the 1950s. Frantz was president of the American Optometric Association in 1961-62, and Randolph was president of the Illinois Optometric Association in 1982-84.

Their practice was well-run, highly professional, and provided good vision care. One of the things that I particularly remember about it is that in the exam rooms there was a little sign that stated, "All we have

to sell is our time, our skills, and our knowledge." That principle is consistent with the standards discussed by R. Norman Bailey in his excellent four-part paper on the history of ethics and professionalism in American optometry published in the four 2016 issues of *Hindsight*.<sup>1</sup>

The sentence that I first read decades ago and the concepts documented in Bailey's paper may provide guidance for some of the challenges optometrists face today. Some of the most reliable strategies for charting a path through the present and the future can come from a careful study of history.

### Reference

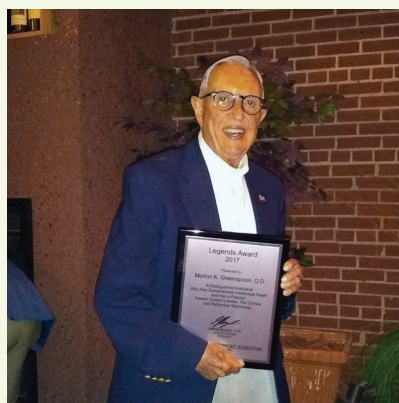
1. Bailey RN. The history of ethics and professionalism within optometry in the United States of America 1898-2015. *Hindsight: J Optom Hist* 2016; 47:14-31, 52-71, 78-95, 112-133.

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### Remembering a Legend in Contact Lenses



The Optometric Historical Society is sad to announce the death of a longtime member and officer, Morton Greenspoon, OD on

April 2, 2018. Dr. Greenspoon and his father, Reuben, were pioneers in the field of costume contact lenses. Known as the "optometrist to the stars," Dr. Greenspoon worked with film and music legends such as Elvis Presley, Audrey Hepburn, Yul Brenner and Michael Jackson. In 2016, Dr. Greenspoon received his own "Legends Award" from the American Optometric Association's Contact Lens and Cornea Section. As a frequent contributor to *Hindsight: The Journal of Optometry History* and a supporter of the The Archives & Museum of Optometry, Dr. Greenspoon will be missed!