

THE BUSINESS SIDE OF OPTICS

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The Business Side of Optics by Roe Fulkerson

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ROE FULKERSON

**THE BUSINESS
SIDE OF OPTICS**



"D. C. WASHINGTON"
(ROE FULKERSON)

THE BUSINESS SIDE OF OPTICS

BY

"D. C. WASHINGTON"
(ROE FULKERSON)

WORK intended to give
the young man starting in
the optical business, or the old
man already in, some plain and
common-sense views gained from
an optical experience of twenty
years. :: :: :: ::

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CHICAGO

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OPTOMETRY

To the
CASH REGISTER.

The tintinnabulation of its bell makes music, the sweetness of which the author never hopes to hear equaled till he hears the chorus of the golden haired angels who sing in Paradise. So to it this little book is affectionately

DEDICATED.

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1913

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OPTO

FOREWORD.

The optometrist who goes in for professionalism; who is in the business for the good of humanity; whose sole desire is to use the public for the demonstration of his pet theories of refraction will find little in this small volume to interest him and would better drop it now.

It is written by a man who is of the earth earthy, who is frankly in the business for the money there is in it and because out of it he has been able to lay away enough surplus to take care of his old age and yet has been able to say: "This one is on me" when good fellows get together.

The matter herein contained is not all new; some of it the author has written before; some of it other fellows have written before; but it is still good for the cash register.

The author recently passed through his own kitchen and saw Mirandy, the cook, washing the contents of a large basket of spinach. Upon inquiring what she expected to do with a peck of the stuff for a family of three, she replied: "Jest you wait till I bile her down." The following pages are "biled down" experience of twenty years and if some man in the profession is enabled by it to make more money out of his optical establishment than he did before, the author will be satisfied.

The book makes no pretensions to be a literary work at all; being simply plain facts put down in a plain way.

The author makes no apology for the frequent appearance of the perpendicular pronoun "I" as this is not literature, but a plain record of personal experiences in the optical business.

Boe Fulkerson

Washington, D. C.
1913.

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