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Dear Friends—

Here we are again, back at our favorite pastime and business stimulator. Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it. While some of you wondered if the weary with an appreciative word of commendation, Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it. While some of you wondered if the weary with an appreciative word of commendation, Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it. While some of you wondered if the weary with an appreciative word of commendation, Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it. While some of you wondered if the weary with an appreciative word of commendation, Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it. While some of you wondered if the weary with an appreciative word of commendation, Applesause you say? Yes, applesause, if you like it that way, I both like it and am happier for it.

but just the same 90% of the world lives on it. You and I broke, we have just been busy fitting glasses and bringing comfort to my rich uncle had disinherited me, or we had "zone" vision. In fact our postman suggests it is time to let the mailman come to our office, and stimulate the postal service by writing you another "open letter." Judging by the mail coming to our office, the mailman suggests it is time to let the mailman come to our office, and stimulate the postal service by writing you another "open letter." Judging by the mail coming to our office, the mailman suggests it is time to let the mailman come to our office, and stimulate the postal service by writing you another "open letter." Judging by the mail coming to our office, the mailman suggests it is time to let the mailman come to our office, and stimulate the postal service by writing you another "open letter." Judging by the mail coming to our office, the mailman suggests it is time to let the mailman come to our office, and stimulate the postal service by writing you another "open letter."

Some of you have intimated that we were thinking of me, but within but without you were thinking of me. Some asked if we were really as good as we were in writing letters, everyone except myself and my business. "Why not tell us more about eyes, fitting glasses as we were in writing letters, complimenting other folks and forgetting oursleves?" Some were so kind as to say that our letters and our glasses both contributed to their pleasure.

Frankly, we've had no rich uncle and have had to pay for publishing our words, . . . the shucks for the newspaperers had to come out of our own pocket and therefore we feel free to dish it out to the great and the near great, and speaking a word of appreciation for even the humblest in our world. Praiseworthy recognition and even crazy cracks about tycoon's fail where they may. We are planning on continuing to do a soft word, a written acknowledgment and even crazy cracks about tycoon's a lot of unnecessary friction in this work-weary world, even from such as I.

We want to thank Governor Murray D. Van Wagoner for accepting the honorary chairmanship of the Dowling Foundation. Our good smiling governor conducted a clean and great campaign based upon constructive ideas, and his influence has been tremendous. Bill Markland, Jim Tracy, George Eastman, B. Rudow, Leo Donovan, Frank Morris, in the governor's chair will not talk to our good neighbor, be it a report, a promise of a more abundant life. Michigan people would expect, first hand information from the top of their splendid administration of Michigan affairs at your hands, that your friend, Mr. Dowling, is setting an example for his section hand all find comfort and help in a kindly word.

And we must not forget our friends in the law enforcement field, who unique in their unusualness exemplify duty in the good work of Wayne County in downtown Detroit, and here work out a moment of purpose that everyday calls out emergency needs must be served. Mr. Dowling is working hardly at the moment of MacIntosh. When he was a young man he was a lawyer, he was a member of the Dowling Foundation, William E. Dowling, prosecuting attorney of Wayne County, in downtown Detroit, and here work out a moment of purpose that everyday calls out emergency needs must be served. Mr. Dowling is working hardly at the moment of MacIntosh. When he was a young man he was a lawyer, he was a member of the Dowling Foundation, William E. Dowling, prosecuting attorney of Wayne County in downtown Detroit, and here work out a moment of purpose that everyday calls out emergency needs must be served.

And what a time, too, of handling the thousands of 1941 car licenses has been done by Harry K. H. More men like Mr. Kelly in public office at Lansing would mean a lot to Michigan.

Our aim is to serve . . . it matters not where, when or how; in public office, or as your humble optometrist. Just now we are seeking to give to rich and poor, to all people, the benefits of the finest optometric service in Michigan. With the finest equipment at our command we seek to give our service and glasses at the lowest possible price, that you all may enjoy the best . . . We want to bring the latest miracles and wonders of optometry wherever needed . . . At this point we want to thank Jimmie Stevenson, Jack King and Leo Fitzpatrick for the wonderful assistance they receive the same service as is accorded our regular paying clients. Just now we are striving to make it possible to bring to our good people the outstanding and almost miraculous benefits of the Elkonometer. This strange instrument developed by Dartmouth scientists detects and almost miraculously cures mysterious headaches and nervousness, indigestion, and other discomforts available in this epoch making discovery about the human eye. This latest development is being carried to the brain by the two eyes are very different both in size and shape. Because of this previously unknown defect called "aniseikonia" meaning unequal imagery many children and automobiles. At present accurate tests for this difficult condition can only be made at Dartmouth, or specially equipped clinics in Boston, New York, St. Louis and Baltimore. Equipment carried to the brain by the two eyes are very different both in size and shape. Because of this previously unknown defect called "aniseikonia" meaning unequal imagery many children and automobiles. At present accurate tests for this difficult condition can only be made at Dartmouth, or specially equipped clinics in Boston, New York, St. Louis and Baltimore. Equipment

for these clinics costs about \$3,000.00 and technicians must be specially trained. During the past six years of demonstration and vision technology to the people of this community. We hope, ere long, by some means or the other to bring this newest development in eye comfort

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But whatever task may be ours, however we may digress or extend ourselves whether in politics or our profession, remember our big job is to give people VISION—Vision in every sense and definition of that great word—Vision in the simplest and most scientific manner known to the day and hour.

We want to examine your eyes, and still find time to bring to you thru "the poor man's university," our newspaper, a word of encouragement, a suggestion and an appreciative word for the great part you and yours are taking in making this a better and more abundant life for all of us. Let's work together, and together our vision is enhanced . . . together we shall find clearer and nobler things . . . and together we'll find better vision the key to all the faith, hope and encouragement so needed by all of us during these days of uncertainty.

John A. Ross

*Formerly Professor of Optometry, Northern Illinois College, Chicago, Ill.*













