

A special section of the Canadian Journal reserved for expressions of opinions by our readers on controversial topics or for putting forward new thoughts or philosophies to provoke discussion among members of the profession.

The Editorial Board reserves the right to select such papers and realizes that these papers *may not* always have the scientific tenure of an academic or research paper.

The Board considers these papers to be more than "letters to the editor". However, the opinions expressed are solely those of the author. Acceptance for publication does not imply endorsement of these opinions by the Editorial Board and the Canadian Association of Optometrists. We invite your comments on this, or any other article in the Journal.

Overview of the "Elizabeth Arden Eyewear Selector"*

This selector uses three variable parameters to determine a choice of frames for a patient; these parameters being face shape, hair colour, and wardrobe colour. By determining these variables, a three-digit number is found, and by cross-reference, three frames are indicated as possible choices.

For purposes of a trial, rejection or acceptance of the "computed" choice was based on patient reaction to the appearance, and suitability of the prescription. All high prescriptions were, of necessity, rejected from the trial because of the rela-

tively large size of the frames.

A random sampling of 30 female subjects was used; these consisting of University personnel, optometric interns, optometrists and "naive" subjects. Of these subjects, six satisfied the above mentioned criteria for acceptance giving a rejection or failure of 80% of the trials.

The display and its selector generated a great deal of interest among all interns—both male and female.

The high failure rate could be attributed partly to the limited selection of the parameters and criteria for fitting. There was a limited size

variation of the frames, wardrobe colour choice was insufficient for many of the subjects, and although face shape was considered, it was within rigid bounds.

Although the display does seem to be a clever marketing item, this selector cannot help an inexperienced fitter, nor is it any substitute for experience. This type of advertising novelty should not have a place in a professional optometric office.

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W.G. MAYBEE MEMORIAL TRUST FUND

A Final Report

The W.G. Maybee Memorial Trust Fund was established in June, 1945. It had four primary objectives: (a) rehabilitation of veterans into optometry, (b) assistance to new graduates in establishing practices, (c) establishing scholarships or interest-free loans to under graduate students, (d) promotion of research scholarships, grants or loans.

The name was established as a memorial to W.G. Maybee who gave leadership in the passing of the Manitoba and the Ontario Optometry Acts in 1907 and 1919 respectively. He served as the first chairman of the Board of Examiners in Optometry in Ontario until his death in 1925. W.G. Maybee also conducted training programs across Canada for those who wished to be or were engaged in the practice of Optometry. He was one of the instructors in the

first formal program of optometrical education at the Central Technical School in Toronto.

The amount of \$15,183 was collected for basic capital. Some of this was invested and interest accrued. Since the fund was established, a total of \$30,600 was loaned interest free to 77 different individuals. Some of these loans were for assistance in starting practices while others were made to undergraduate students. In addition outright grants for research projects and support of graduate education were made to 9 individuals in the total amount of \$11,789.

Over the years, the trustees of the fund have been: Dr. E.F. Attridge, Dr. G.M. Bosnell (deceased), Dr. J.W. Dee (deceased), Dr. E.J. Fisher, Dr. J.M. Graham present Secretary-Treasurer, Dr. E. Lindo

(deceased), Dr. R.D. Pellowe, Dr. G.W. Keevil (deceased), Dr. H.A. Stein (deceased), Dr. G.S. Stemp (present chairman).

Requests for assistance have dwindled in recent years, and the trustees felt it would be wise to devote the balance of the fund to optometrical education. The matter was discussed with legal counsel and in March 1979 the Ontario Association of Optometrists approved the transfer of the entire residue (\$18,483.52) to the University of Waterloo's fund established to provide endowment for a Chair in Physiological Optics.

The Board of Directors of the Ontario Association of Optometrists along with all those who were assisted over the years, join in saying "thank you" to the aforementioned, for a job "well done."