

Buying Eyeglasses

Knowing A Good Deal When You See One

For those of us burdened with less than perfect eyesight -- and that includes almost half the American population -- purchasing a pair of eyeglasses may be an occasional necessity. The Better Business Bureau advises consumers to comparison shop for an eye examination and for the buying and fitting of glasses or, if you prefer, for contact lenses.

First of all, it is important to know with whom you are dealing. There are three types of specialists who deal with problems of the eye. Eye "doctors" are ophthalmologists and optometrists. Each may perform eye examinations and prescribe glasses, but only the ophthalmologist is a medical doctor who also is professionally qualified to treat eye diseases and related conditions.

An optician, on the other hand, is a lens specialist. They do not perform examinations, and are concerned with the making and fitting of glasses themselves. Optometrists and ophthalmologists may dispense glasses out of their own offices or, in some cases, may provide patients with names of qualified local opticians. (Only 19 states require the licensing of opticians).

It is advisable to ask several eye doctors to itemize their charges for an examination, the prescription and making and fitting of the lenses, and check-up visits. Ask if there is an additional charge to obtain a copy of the prescription. Also compare prices of insurance on glasses in case of loss or breakage.

Price Variables
Once the actual cost of eyeglasses is being considered, the aware of the many variables involved. Are the frames of the same style and brand-name? Sometimes, look-alikes may not be of the same quality. Be sure to compare the same types of lenses -- glass or plastic,

single vision or bi-focal. Ask about special features such as non-scratch coatings. Also, look into guarantees and warranties that may be available.

While style is important in choosing a pair of eyeglasses, it should not be a person's primary concern. Ask your optician or eye doctor to assist in selecting frames best suited for your prescription as well as your appearance and personality.

Comparison shopping for eyeglasses takes a little time, because unrestricted advertising is legal only in a few states. Some have partial restrictions on this type of advertising, while some have complete prohibitions. The Federal Trade

Commission is considering a proposal which would lift all restrictions, and would also require that all patients be unconditionally given a free copy of their prescription. Studies have shown, says the Better Business

Bureau, that throughout the country prices for eyeglasses can vary as high as 300%. Yet, comparison shopping for this important product can save even more than money -- it can save your eyesight as well.



Black women should have lovely hair and skin. Pam is a perfect example.

New Products for Skin Care

by Diana Roberts

What can I do with my hair? Why is my skin so dry? I would like to have a new cut, but where? How? Who?

You may have asked yourself these very same questions before. But help has come for today's Black Women. No more buying make-up in a store that is three shades too light or three shades too dark. No more buying hair products that are not made for the Black Woman's type of hair and no more trying to find hair cuts or styles that are not made for you.

Today's Black Woman has her very own line of Cosmetics. She has Libra, Flora Roberts, Fashion Flair and Holiday Magic. All of these cosmetics are designed for black women especially. All colors are contoured for the difference in shades of color of black women. Moisture lotions, Cleansing creams, and toning lotions are available. Most of us don't know what skin types we are, but we have answers to that, also.

Minnie Ervin, of Ervins Modern Ways of Beauty, offers skin analysis and make-up techniques. She also has a very good line of the Holiday Magic products. To find your skin type just visit one of the beauty shops in town and find out what type, kind and colors you should be wearing.

Barb's Beauty Salon also offers skin analysis and beauty consulting. This is a first for black women.

Deep smouldering eyes and lips, a burnished face with rosy cheeks blend to give you the soft wispy look that is in this Christmas. Gold and shades of gold give the eyes the look of glitter and can add a sparkle to any outfit.

Hair should be kept in any easy to manage style. Barb of Barbi Beauty Salon recommends a good cut and conditioner. She has had the experience and has very good ideas about hair styling.

Minnie Ervin also has and can give professional

advice on style and care of hair. Stop in and see what your skin and hair should be.

You can make any occasion a moodmaking one by being at your best and looking your best.

This Holiday, be what you want to be: Beautiful, Unique, Classy, and Yourself!

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| S-M-L | \$1 10 |
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