

OPTOMETRISTS

VIEWES



Dr. Bynum

Eye Doctor Gets Rolls Royce As Gift

It's not everyday an optometrist gets a call to pick up a shiny Rolls Royce as a gift from a grateful patient. But it happened to Harrisburg, Pa. optometrist Robert Jay Morrison. He also has received several priceless Persian rugs, expensive jewelry, paintings and other gifts from various patients.

If you think Dr. Morrison has a rather unique clientele, you're right. His patients include the Shah of Iran, Princess Grace of Monaco, Queen Juliana and Prince Bernard of the Netherlands, King Badouin and Queen Fabiola of Belgium, the Grand Duchess of Luxembourg, and many other well-known royal figures.

In addition, he treats a number of American celebrities including Bill Cosby, Barbara Walters, Billie Jean King, Mike Douglas, Arlene Francis, Carol Channing and Rex Reed, as well as politicians and other prominent figures from Pennsylvania and other states.

One of the world's leading authorities on contact lenses, Dr. Morrison fits numerous celebrities, politicians and members of royalty with contacts. At the same time, however, he fits many of them and other patients with corrective eyewear. More than half of the eyewear dispensed by the doctor are fitted with optical plastic lenses.

How did he get started treating royalty and "big name celebrities?" "I guess I was just lucky," says the doctor. There's more to his success, however, than luck.

The doctor's career began to "take off" after he authored a research paper on contact lenses and myopia that was published by the American Academy of Optometry in 1957. In the early 1960s, Dr. Morrison's reputation was further enhanced when he helped Czech scientists develop soft contact lenses, and was granted exclusive rights to develop and market the new lens in the Western Hemisphere.

In 1967, Dr. Morrison fitted Princess Maria-Christina of the Netherlands with special contact lenses that helped correct her vision problem. The Rolls Royce that the doctor was called to pick up at the dock in Baltimore was a gift of gratitude from the princess' mother.

"No matter how many people wear contact lenses, there will still be a need for regular eyewear," he notes. "When my patients come to me for glasses, I tell them the advantages of optical plastic lenses as well as glass lenses and let them decide which they want - unless there's a special reason why one or the other should be prescribed."

He added that his use of optical plastic lenses also has increased in

recent years. "About 20 percent of the spectacle lenses I prescribed five years ago were made of optical plastic. Now they constitute well over 50 percent. "The best thing about optical plastic lenses is their light weight," he said.

The doctor noted that glass cannot be used in some of the large-size frames that are popular today simply because the eyewear would be too heavy. Glass lenses generally weigh about twice as much as plastic lenses of the same prescription.

"When cataracts are removed, a patient must generally be fitted with special prescription eyewear. Frames with glass lenses tend to be too heavy. Plastic lenses, on the other hand, are much easier for the patient to adjust to."

Another advantage of optical plastic lenses is their impact resistance, the doctor noted. "I recommend them for children and also for athletes," he said. The doctor said he also believes that scratching is not really much of a problem today with plastic lenses. However, people don't wear spectacles for four or five years anymore. They change them more often."

He added that most people now have their eyes examined annually or every two years. "If you take care of your lenses during that time, they won't scratch whether they're plastic or glass."

For ethical reasons, Dr. Morrison does not like to discuss which of his more famous patients wear contact lenses. "some people just would not like that information made public," he explained. "On the other hand, I have celebrity patients whom I fit with both contact lenses and spectacles, and they talk about it openly. Bill Cosby is one such fellow."

Dr. Morrison didn't become the optometrist of celebrities and royalty overnight. He became what he is through hard work and dedication. "It makes all of us who work in the eye care fields feel good when we help someone," said the doctor. "Especially if we can help him see better the world he lives in."

SOS Band's "Take Your Time" Certified Gold

"Take Your Time (Do It Right) Part 1," the first single from Tabu-CBS recording artists the SOS BAND has just been certified gold by the RIAA for sales in excess of 500,000. "Take Your Time" is bulleted on the Pop Charts in all three music trades for the week of July 5 with the following positions, No. 23 "Billboard, No. 29 "Cash Box" and No. 30 "Record World." On the Soul charts the single has been holding the Number One position across the country and is rapidly being added to more and more stations throughout the U.S. Their fast-selling self-titled debut LP has so far reached bulleting chart positions of No. 60 "Billboard", No. 42 "Cash Box," and No. 34 "Record World," and was also "Salesmaker of the

Week" in the July 5 issue of "Record World."

SOS Band is currently in the midst of a successful national tour with fellow CBS artists The Isley's, performing for audiences in 10,000-20,000 seat arenas and coliseums. Receiving strong, positive notices on their performances, the 8-piece,

Atlanta-based SOS BAND has accomplished quite a feat for a debut band and LP. The band's previous performing history included playing mostly club dates, their first concert appearance being the SRO June 6 date at Madison Square Garden, kicking off the 20-plus city tour with The Isley's.

Top O' The Day

Broadcasts From

Biltmore House

"Top O' The Day" will be microwaved live from Asheville's spectacular Biltmore House, Tuesday, July 22 from 12 noon til 1 p.m. on WBTV, Channel 3...unless it's a foggy day.

The show will be transmitted by way of three microwave lengths from the Biltmore House to

WBTV's Creative Television Unit to be located some 15 miles away on the Blue Ridge Parkway, plus another microwave length to the top of Charlotte's NCNB tower.

And in that case, the show will be taped earlier and flown to the station in the WBTV Ranger 3 helicopter in time to air at noon.

Clyde McLean will be hosting the show in front of the mansion. Horticulturist Ted Caudle will give gardening tips from Biltmore's beautiful gardens. Barbara Stutts will prepare a "Brunch Casserole" in the same large kitchen where servants used to make sumptuous meals for the Vanderbilt family.

Lynne Bradley will talk with Rick King, House Manager, about the history of Biltmore House. And, Vivian Harris and Sandy Rhea, nationally-known hair stylist, will show turn-of-the-century hair-do's that the ladies of the Vanderbilt clan may have worn.

These and other special features will be enhanced by views of the magnificent Biltmore House and grounds.

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