



## NORTHERN ILLINOIS COLLEGE OF OPTOMETRY

DREXEL BOULEVARD AT FORTY-SECOND PLACE

CHICAGO

DR. WILLIAM B. NEEDLES  
PRESIDENT

August 4, 1941.

Dr. H. L. Allen  
%Alton Clinic,  
Alton, Illinois.

Dear Hub:

I must apologize for my delay in replying to your inquiry regarding the matter of the Spencer microscope. The letter was forwarded to me up in Douglas at the cottage and as I just came in yesterday, this was my first opportunity to make an investigation.

My immediate reaction on reading the letter was that I could make a very considerable saving on this outfit for your Uncle Phog, and I must confess that this was because I had forgotten a great many facts that I formerly knew. I have just finished a conversation with the manager of the American Optical Company branch here in Chicago, who is a friend of long standing and of whom we buy upwards of ten thousand dollars worth a year not including the equipment orders. You understand that American Optical Company now owns the Spencer Company and their headquarters here are all in the same suite of offices. After talking to the manager of the microscope division, he called me back and gave me this information. No microscopes of the number which you specified in your letter are available in this branch nor will be before November. They have been promised for that date the delivery of about half the number for which they have orders. The orders which they accept come exclusively from laboratories in the various colleges; they do not place any business through jobbers. He tells me that the discounts allowed are very small, but they usually sell them to the colleges at a figure which permits them to give the student a discount of about ten percent. When we introduced our basic science courses some few years ago, we installed about a hundred microscopes which are loaned to the students. I recall now that we were a little surprised to discover that we could not obtain from either Bausch & Lomb or Spencer more than 15 percent discount on this large order, although we were accustomed to receiving much higher discounts on all other types of merchandise. This means that the microscope business is practically unlike any other. I am assured that practically all of the colleges which buy microscopes for sale to