


IN SIGHT

DIFFERENT FRAMES OF MIND
An Optical Shop

Where the FOCUS is on YOU !

How much is YOUR image worth? by Cheryl D. Coni, L.O., F.N.A.O.

Everyone LOVES a BARGAIN! Whenever we make a purchase we all want the best price. As adults, we also realize that value is often directly related to price. "You get what you pay for" is indeed one of the Great Truths. And when it comes to eyewear, the urge to seek a bargain is great. But is this the time to be blinded by the promise of something for nothing? Most people wear their glasses every day. All day long. They wear them to important meetings with clients or with the boss. They wear them to interviews, weddings, social events of all kinds.. And they wear them on their FACE. And most people wear them for TWO years. Some more, some less. If you were faced with wearing the SAME set of clothing every day to every event for only one year, (Ok, let's be real. Two identical sets ... one for the wash) how careful would you be about your

purchase? The "Bargain" or "Quality" for you, your children, or your spouse? Your eyewear should be able to look good and to feel good for the entire time of service. Your lenses should be to your doctor's EXACT specifications. Those of us in the "Eyewear Business" know perfectly well that NO-ONE can furnish GOOD-QUALITY, ACCURATELY PROCESSED LENSES in a frame of even moderate quality at any of those bargain prices (ex. "Complete eyeglasses \$69.00" or "Buy one, Get one Free"). With all the available options today, you should have your eyewear as you want them. In style. Comfortable. And able to have more than one function if desired. Bring your prescription to DIFFERENT FRAMES OF MIND and see that "Old Fashioned Service" and "Guaranteed Satisfaction" equals Unsurpassed VALUE and the comfort you deserve.

397 E. Central St., Franklin, (508) 520-6939