

**ACT 87**

A Bill for an Act Relating to Advertising by Optometrists and Amending Chapter 68, Revised Laws of Hawaii 1955, as Amended.

*Be it Enacted by the Legislature of the State of Hawaii:*

SECTION 1. Section 68-9, Revised Laws of Hawaii 1955, is hereby amended by adding thereto a new subsection to be lettered "(k)" and to read as follows:

"(k) Using or displaying cards, public media for advertising and signs in the following manner: (1) using professional cards containing other than his name, profession, address, telephone numbers, specialties, office hours, and words indicating examination by appointment. Such cards when used shall not be larger in size than 2 inches by 3½ inches. (2) using any public media such as newspaper of general circulation, directory (other than annual listing in directories), magazine, radio, television, slide or film, for any advertising. Provided, however, an optometrist may announce in the newspapers only, not to exceed 2 column width by 3 inches height, for a period not to

exceed three (3) consecutive weeks for any one occasion, the opening, removal or closing of an office, or resumption of practice after an absence, or any change in address or telephone number. (3) displaying any sign containing other than his name, profession, address, telephone numbers, specialties, office hours, and the words "eyes examined" or "eye examinations." Such signs when used shall not be luminous or illuminated and the letters shall not be more than 4 inches in height when used at street level and not more than 7 inches in height when used above street level."

**SECTION 2.** This Act shall take effect upon its approval.  
(Approved May 14, 1965.) **H.B. 1102.**