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"Dr. Stanley Pearle: A Man of Vision"

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"Dr. Stanley Pearle: A Man of Vision" Pearle Vision
A WHOLE NEW VISION. He personified the American dream and revolutionized the way corporations relate to and serve their customers. The legacy left by Dr. Stanley Pearle on business, healthcare and fashion will last for generations to come. From humble beginnings in a working class Pittsburgh neighborhood during the Great Depression to Boy Scout adventures with his twin brother Merle, the wholesome values upon which Dr. Pearle founded Pearle Vision are illuminated. His business acumen was demonstrated when as a jewelry salesman, he had the foresight to enter optometry school. But that was just the beginning of Dr. Pearle s story. A man of character, Stanley Pearle married his sweetheart from back home and defied all sound business advice by breaking out on his own to open the first Pearle Vision. The secret to his success was offering customers what none of his competitors had convenient locations, expanded hours, professional exams, a large selection, fair prices and friendly service. The now world-famous jingle, Nobody cares for eyes more than Pearle, was more than just a catchy slogan. To Dr. Pearle, it was foundation upon which he built his business. Combining quality eye care with a savvy marketing strategy led Dr. Pearle to become a nationally recognized brand name and the first optical retailer in America to sell eyewear coast to coast. Moreover, they brought eyewear into the fashion era. Indeed, Dr. Stanley Pearle is a man of vision that was never limited to overseeing the success of the eye centers that bear his name. His philanthropic efforts as a leader in the United Way, the Jewish Welfare Federation and the Pearle Vision Foundation reveal him to be so much more than a giant of American business. Portrayed here is Dr. Stanley Pearle the family man, the innovator, the community leader, the consumer advocate and as always, the visionary.

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