

# LEADER IN MODERN DENTISTRY

**F**EW PEOPLE fully realize the great strides made in Modern Dentistry and only a few dentists have kept abreast of the advance. It is easier to follow along the old beaten paths and much less expensive. Modern Dentistry calls for Modern Appliances backed by constant study and supplemented by the highest grade of skill. Modern Dentistry has robbed the practice of its most disagreeable features. The torture and nerve-racking methods so much feared by the general public are things of the past at this office and only encountered at offices where the practice is not strictly modern and scientific. Will it pay you to experiment when the most scientific treatment is at your disposal at the same price charged for inferior work elsewhere?



DR. B. E. WRIGHT

**I**NFERIOR WORK is dear at any price. It is only a question of a short time when the work will have to be done over by a man possessing the requisite skill. It is much better for half a dozen reasons to have it done right at first. Some of my patients are from the best known families in Portland, who entrusted me with their work when I commenced the practice of my profession in this city 14 years ago and are still my patrons. Today I enjoy the largest dental practice in the Northwest, which in itself is sufficient guarantee that I fulfill all of my promises. All of my work is conducted with skill, gentleness and a thorough regard for your feelings and nerves.



## Porcelain Work

A missing tooth will spoil the appearance of the prettiest mouth, as shown in the illustration to the left. Now, some people don't like the appearance of gold crowns. So, in that case, I supply a porcelain crown, which looks as well as your natural teeth, with the result shown in the illustration on the right. Where patients object to the yellow metal, porcelain inlays make an excellent substitute, and are favored by a great number of people, especially women. It is almost impossible to detect porcelain crowns or inlays.



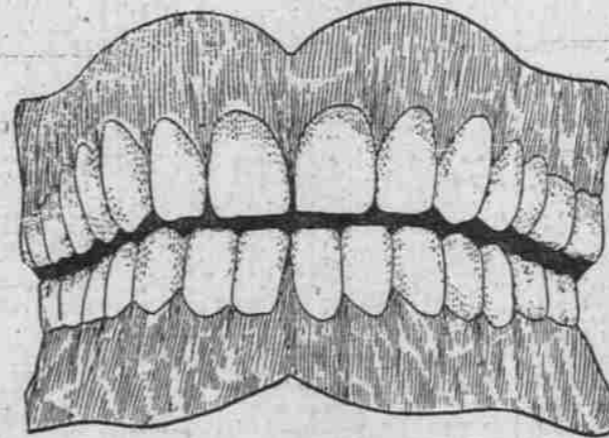
## Bridge Work

The immense advantages and possibilities of bridge-work in the hands of a skilled dentist are not fully understood by the general public. It is generally supposed that where most of the teeth are missing a plate is the only recourse. Nothing is further from the truth. If you have two firm teeth we can attach a bridge, without a plate, that will be perfectly firm, look as well as natural teeth and chew your food to your entire satisfaction. Nothing looks worse than missing teeth, not to speak of the injury to your health. Delay makes matters worse, so you had better decide to have that bridge made at once. It won't take long.



## Plate Work

If your plate is fitted well it will perform its work satisfactorily, fill out those sunken cheeks and improve your appearance a thou-



sandfold. I guarantee every plate to fit perfectly. Badly-fitted plates drop out and cause untold annoyance. Avoid trouble by having your plate made here.

## Fair Prices

While I don't wish to be classed with the cheap members of the dental profession, my prices will be found extremely reasonable—no higher than the average dentist charges. In return for a moderate fee, I give you everything that is best in the practice of high-class modern dentistry. Perhaps I would be justified in asking higher prices, but I prefer to live and let live, and am satisfied so long as my patients are. Call and I will tell you what work is needed—you can have it done at your convenience.

- Gold Crowns ..... \$5.00
- Bridge Work, per tooth ..... \$5.00
- Full Set of Teeth ..... \$5.00 to \$25.00
- Painless Extractions ..... 50c

OTHER WORK IN PROPORTION

People from out of town within a radius of 100 miles from Portland and having work done to amount of \$25, I will pay their fare one way. If work amounts to \$50 I will pay fare both ways

# DR. B. E. WRIGHT PAINLESS DENTIST

OFFICE HOURS: 8 A. M. TO 9 P. M.—SUNDAYS, 9 A. M. TO 1 P. M.

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FOURTEEN YEARS IN PORTLAND