



My New Book on the Care of Teeth Sent Free by Mail.

A Candid Statement by Painless Parker

I wish to announce that I have opened my New Portland Office at Sixth and Washington Streets

Largest and Finest Dental Establishment in the Pacific Northwest

As a National character, performing a great public service, I am known from the Atlantic to the Pacific as the founder and chief surgeon of the largest and most successful organization of dental specialists—a man who originated an idea that is revolutionizing dentistry for both dentist and patient.

I appeal to thinking men and women—those capable of absorbing an idea even if it is new. I ask nothing more, and shall be satisfied with nothing less, than a careful and comprehensive consideration of this subject, which affects you individually, the public health and suffering humanity.

I do not blame you if prejudiced against a dentist who advertises, because I once held that prejudice myself. But I have thought much about this, and I am going to ask you in all fairness if you believe that this advertisement in The Oregonian today can in any way impair my skill as a dentist? An advertisement cannot make a good dentist out of a poor one, nor a good dentist into a poor one. This paper today contains advertisements of merchants, bankers, colleges and even churches. Does advertising make these men incompetent or dishonest in their business? Do you honestly believe that simply because I selected dentistry as my vocation in life I am deprived of any legitimate rights I would have had if I had become a merchant or a banker?

I have no admiration for customs simply because they are hoary and bewildered. I do not appeal to your prejudices; I appeal to your intelligence and your sense of fairness. I ask you to lay aside any prejudice you may have against me because I advertise my business like other successful men, and think over this proposition for yourself. In all justice, why should the Ethical Dental Trust be permitted to brand me a "quack" because I advertise?

I come to Oregon from the neighboring state of California, where, in a successful practice of ten years, I have built up the largest dental business in that state. I came because I believe Portland is destined to be one of the leading cities of America, and because I like the looks of the people I see here on the streets and feel they will appreciate my kind of dentistry. I have taken a five-year lease on the second floor of the Merchants Trust Building, corner of Sixth and Washington streets, and invested more than \$15,000 in remodeling and equipping my offices. I have brought here graduated, licensed dentists of experience who will make their homes and rear their families in this city.

In this, my opening announcement to the people of Oregon, candor and fairness demand a plain statement of facts about Painless Parker dentistry:



A trained nurse is always in attendance in each operating room in my offices as a protection and assistance to women patients. Children requiring attention are looked after by a nurse while mothers are in the operating chairs.

one branch. The "old school" way is for one man to run an office and attempt all six branches, charging the same price for the poor as for the good work. And right here is the cause of so much poor dentistry, because five-sixths of his work is necessarily poor or indifferently done. In my offices there is a specialist in each branch of dentistry. Men do those things best which they like to do, and when a dentist shows skill at extraction work, he does nothing but take out teeth in a Painless Parker office; if skillful at filling and inlaying he does nothing else. Specialization is the modern way in all arts, sciences and trades. Why not in dentistry? Specialization means efficiency. The specialist is surer and more rapid than the "old school hit-and-miss" dentist.

In this way each case is given careful, personal attention. A record is kept of each case so that if you ever have any trouble with work done in any Painless Parker office, you can go into any of my offices—the nearest one to you, even if you have removed across the continent to New York—the original chart of your mouth is looked up and the work made right without charge. Is not such a guaranty worth something?

We make no charge for consultation and examination. It is a dishonest practice for any dentist to do so. The temptation is too great to do much talking over a simple case in order to get a big fee. We do not work by

I do not belong to the Ethical Dental Trust. I was educated as an ethical dentist, but my honor would not permit me to belong to a secret organization, whose object is to take advantage of humanity when suffering with the toothache, and also to keep people in ignorance of tooth knowledge, so they would surely have toothache and be forced to consult a dentist, who could then charge big fees for telling them what the people should already know.

I believe in preventative dentistry, and have spent 25 years trying to educate the people against the dangers of tooth neglect. Because I do this contrary to the Ethical Dental Combine, in every city where I establish an office, the anvil chorus starts up. But evidently the public appreciates my kind of dentistry, for while these ethical dentists have been swinging their hammers, I have built up the largest dental business in the world—this they must admit.

Every Operation in My Offices is Performed Without Pain

To do this I originated a local anaesthetic, which is made and used exclusively in my offices. It is perfectly harmless to the most delicate of health because it is not injected into the gums and leaves no bad after effects, but permits us to do our work better and more rapidly than under the "old school" methods. We do not use cocaine or arsenic in any form.

I do dentistry by specialization. There are six distinct branches to dentistry, each requiring a different kind of skill. It is impossible for one man to be superlatively skillful in more than

the hour, nor do we regulate our fees by the patient's bank account. We have a fixed price for all work done in the same way. We tell you what should be done with the affected teeth and how much we will charge to do the work in a certain way. We are not "cut-rate" dentists. Cheap dentistry is never good; good dentistry is always cheapest. We use only the best materials, including 22k gold, which has a fixed value like a \$5 gold piece.

Office hours are from 8:30 to 6 o'clock week days; closed Sundays. Long hours at the operating chair every day in the week and on Sunday is responsible for much poor dentistry.

Dentistry, as I practice it, is a serious profession, involving skill, education and experience—and most of all old-fashioned honesty. There is no profession in the world in which deception and dishonesty are so easily practiced. I have built up my large practice by giving the public real, painless dentistry at prices within the reach of all. The names of over 700,000 persons in all parts of this country are on my dental register. I have convinced these patients that I can do what I advertise—good, painless dentistry—and I can convince you.

Sixth and Washington Streets, Portland, Ore.

Dr. V. A. FitzGerald
PORTLAND
MANAGER



Merchants Trust Building, Sixth and Washington streets, where my office is located on the second floor. You are invited to inspect a modern dental office, different from any you have ever seen before. Dentists and Physicians are always welcome and specially invited.

- Bakersfield Office** 20th and Chester Ave.
- Oakland Office** 12th and Broadway
- Los Angeles Office** 618 S. Broadway
- San Francisco Office** Stockton and Ellis
- San Diego Office** Fifth and F
- Brooklyn, N. Y., Office** 124 Flatbush Ave.

HURLBURT MEN ACTIVE

CANDIDATE FOR SHERIFF OPENS CAMPAIGN HEADQUARTERS.

Friends of Aspirant Will Make Every Effort to Bring Out Full Registration of Republicans.

T. M. Hurlburt, Republican candidate for the nomination of Sheriff, has opened his permanent campaign headquarters at 317 Platt building, corner of Park and Washington streets. The new headquarters will afford a meeting place for the Hurlburt committee, and will be in charge of persons closely connected and familiar with the details of the campaign.

An auxiliary movement has been started for the purpose of inducing all those who have not registered to register before the closing of the books on May 1. In support of this movement the committee has delegated parties to make a thorough canvass of the registration records and induce and persuade all those who have not registered to do so at once. Inspired by the possibility of developing and solving some of the problems presented to the candidate by public-spirited citizens, the committee will form a permanent organization and increase its personnel by two or three hundred. The first meeting will be called some time the latter part of the week, and at that time it is expected that persons representing every interest and class in Portland will respond to the invitations to become members of the Hurlburt campaign committee. While primarily the purpose of the

committee will be to promote the Hurlburt campaign, yet when the permanent organization is effected and officers are elected it will also become one of the purposes of the committee to discuss numerous public questions that will occupy the attention of the voters at the next election.

MANY COMING TO FESTIVAL

Out-of-Town Delegations Planning to Attend Rose Carnival.

Reports from other cities indicate that a great number of organized bodies will be in Portland during the Rose Festival as guests of the Royal Rosarians, official hosts of the Festival. The Royal Oaks, who were here last year, have announced that they will come in uniform 100 strong, and the Tillamucks, of Seattle, will probably also send a big delegation. The Royal Cherrilans, of Salem, and the Radicators, of Eugene, will come in force, and on June 5, 99 members of the Jobbers' and Manufacturers' Association, of Milwaukee, will be in Portland.

A meeting of the Rosarians has been called for Monday, May 4, at the Commercial Club, to consider plans for the reception of the visitors.

Churches Reunited Today.

The Grace and Taylor-street branches of the First Methodist Church, which reunited after a separation of several months a short time ago, will hold their first joint service today at the Taylor-street building at Third and Taylor streets. This church is to be used while a new Sunday school is being built to Grace Church, Twelfth and Taylor streets.

As-Cap-So promptly relieves headache.—Adv.

PENSION BOARD CALLED

REASONS FOR NOT RETIRING B. BRANCH WILL BE EXPLAINED.

Members Cited to Appear Before Supreme Court, Following Action Taken to Test 1913 Act.

Citations were served on Mayor Albee, Chief of Police Clark and City Treasurer Adams yesterday, directing them to appear before the Supreme Court and show cause why they should not pension Benjamin Branch in conformity with the provisions of the statute passed by the 1913 Legislature. This action followed the filing of mandamus proceedings in the Supreme Court Friday by Attorney Loring E. Adams.

Friendly proceedings to test the constitutionality of the act were instituted after City Attorney LaRoche has intimated that he would rather have an opinion from the Supreme Court before expressing an opinion on the legality of the measure. Associated with Mr. Adams in bringing the proceedings are Attorneys Roger Sinnott and Ralph Moody.

The defendants in the action are the members of the Board of Police Pension and Relief, created by the act in question.

Benjamin Branch, in whose name the proceedings are brought, is city jailor, and under the terms of the act is entitled to be pensioned on half pay. The qualifications for a pension are that the applicant is 60 years old and that he has been in the service 20 years. Branch is past 60 and entered

the department in 1877. Two other employees, Detective Joe Day and Officer John Quinton, are eligible for pensions, and will be affected by the ruling of the Supreme Court.

Couple Divorced Twice.

For the second time in the last four years Mrs. Clara Letimer and Robert L. Letimer were divorced yesterday. The last decree was signed by Circuit Judge Gagens on grounds of cruelty, drunkenness and desertion. The couple was married first in 1902 and divorced in November, 1910. Three months later they were married a second time. Mrs. Laura Lutes was divorced from A. J. Lutes on grounds of desertion.

\$100,000 Firm Incorporates.

Articles of incorporation of the National Specialty Company, capitalized at \$100,000, were filed for record yesterday in County Clerk Coffey's office. The incorporators of the new company, which will conduct a general novelty mercantile business, are Henry L. Lyons, L. A. May and Arthur Cotzhausen.

Neighbors Save Furniture.

Fire of unknown origin destroyed the home of P. E. La Mar at 6136 Fortieth avenue, Southeast, yesterday shortly after noon. The damage was about \$1000 and was partly covered by insurance. Neighbors saved most of the household furniture.

Illinois Folk to Entertain.

The Illinois Society of Oregon will meet at Cottillon Hall, Fourteenth and Stark streets, on Wednesday, April 29, at 8 P. M. A splendid programme of vocal and instrumental music, readings and dancing has been arranged. All former residents of Illinois are invited.

NICOLAI PAVING URGED

PROCEEDINGS ARE PLANNED AND SURVEYS ARE BEING MADE.

Property Owners to Start Action This Week to Make Thoroughfare Entrance to Linton Road.

Proceedings will be started probably this week for the paving of Nicolai street, from Linton Road eastward to Twenty-fourth street, an improvement which will make a new and attractive entrance to Linton Road near the old Lewis & Clark fairgrounds. The proceedings will be started by petition of property owners and will be hurried by the city engineering department. Surveys are being made and will be completed by the time the petitions are filed, so that there will be no delay. Property owners hope to obtain the improvement this Summer.

Nicolai street is paved from Sherlock avenue westward to Twenty-fourth street, but is in such condition from Twenty-fourth to Linton Road that traffic cannot go that way. If the improvement is made, the grade of Nicolai will be changed to a maximum of 3 per cent. Nicolai will become a main artery leading into a number of paved streets extending to the heart of the West Side and to the waterfront and the docks.

Traffic on Linton Road gains entrance to that thoroughfare by way of a steep road west of the Forestry building. This road leads into Thurman street, which is paved. Nicolai street, it is believed by property own-

ers, would furnish a much more desirable entrance to Linton Road, not only for large vehicles but for automobiles.



HOW TO GET IT ALMOST FREE

Clip out and present six coupons like the above, bearing consecutive dates, together with our special price of 98c. The books are on display at

THE OREGONIAN

APRIL 26

6 COUPONS AND 98c Secure the \$2.50 Volume

beautifully bound in rich Maroon—cover stamped in gold, artistic inlay design, with 16 full-page portraits of the world's most famous singers, and complete dictionary of musical terms. OUT-OF-TOWN READERS WILL ADD 14c EXTRA FOR POSTAGE AND HANDLING.

"HEART SONGS" The song book with a soul! 400 of the song-treasures of the world in one volume of 500 pages. Chosen by 20,000 music lovers. Four years to complete the book. More than 100,000 of this unique volume have already gone into the homes at the retail price of \$2.50 per volume. Every song a gem of melody.