USE VEFY CLEVEA METHOOS


Ethical and Unethical


They say I am "unethical"" Let's
see what the dictionary says about
Ethics. The science or doctrine
of the sources, principles, sanc-
tions and ideals of human con-
duct and character;
of the morally right
That's a mouthful all right. B
note the words "ideals of human conduct and character," and "the mor-
ally right." Do you think my conally right." Do you think my con-
duct squares up with that definition when, as a result of my efforts, thousands of people are made happier
and healthier-people who would not otherwise know the benefits and Every dentist knows that 77 per cent of the people have soldom or never sat in a
dentists chair, eether because they don't
lenow tnand know enough or are afraid. by honest dental advertising backed up
this appalling state of fiffairs, ismrect it more pearly "Ethical"-according to tho defnition above than the silent "dignity"
and do-nothing attitude of the so-called
"ethical" dentists?
I leave it to you
I dont claim on a philanthr opist. Rut
my educatiomat a dvertising is benefing
thousands of people and so 1 am happy in the thousht peopte anm able to renter a
tubtic atervice while aman able to Yet, because 1 am trying to do singlehanded what the profession as a whole
should we doing $p$ and
ail sorts of ofstructive lhe liws and and regular an sorts of obstructive laws and regula-
tions fostered by dental associations and
boards. What oo

## Painless Parker Dentist

Thirty years ago I founded the
E. R. PARKER SYSTEM of Dentistry
There are now 26 Pacific Coast cities having Parker Systemin offices.
State \& Liberty Streets, Salem


## NW HERT M MOD <br> MY HISSAMO

Adele Garrison's New Phase of
REVELATIONS OF. A WIFE

 my drive
meet Dick.
The Brass I selectec-an em-
broidered blue linen, which had
had
 a closely fitting smal hat or
brown with the cornlowers trim-
ming it. Brown orfords., hose and
a brown light-weight gweater com-
a bre
 with a
nounced
The erac
boasted


## 1

## Clearance of Women's Coats

Every remaining coat and suit must go. The quickest way to do this is to offer these high grade coats at low prices. So here are coats at prices that are in every case actually below former factory prices.

Not coats bought for "sale" purposes but all high grade coats including plushes, velours, breadcloths, etc.

Prices $\$ 9.75, \$ 12.90$ and $\$ 19.75$
Our Prices Always The Lowest

## GALE \& COMPANY

Commercial and Court Streets

In high spirits, which were not
lesjened by sense of satety
telt fin having the stury
Mirs. Ticer beside me tigure of
Mrs. Ticer beside me.
With the memory ly nondescript fishing costumes
betore my mind
pared tor hal been pre-
pared for almost any freak of at-
tire.
$\qquad$
$\qquad$
 big knitting bags so prevalent dur-
ing the war, which I deduced had
been iven to her by some summer
resident who no longer used er
Isom been g
residen
Yron
brom
brough



## Chenansict

## Visit Our Grocery Bargain Counte

LOW PRICES, Not Worde, telle the atory

All silk velviet Colors are light and dark,
blue. Oorange, black, brown and
others. Spectal at, $\$ 1.29$
33 L8. switcuen cogtos Donble bed satze, $70 \times 90$; pure
white sanitary $v$ cotton fose
Each 89c MEN'S BLIE BIB OVERALIS Extra heary weight, 2at
weight dentm; full cut elautie
back. Pair 98c
eax8ocotron blankets


## $\$ 1.49$

Leatherpage canvas
gloves GLoves
Extraordinary weight can vas with leather face. Special 25 c
these are mere instances of price reductions thru-

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| :---: |
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