

Dr. Semler to Open Beautiful new Dental Offices Tomorrow



DR. HARRY SEMLER
Credit Dentist

Public Is Invited to Visit Clinic At Commercial and State Street

Well Known Northwestern Firm to Offer Liberal Credit Policy Here

In announcing the opening of his new Salem dental offices tomorrow at 9 a. m., Dr. Harry Semler brings to this community a dental service well-known to thousands of patients throughout the northwest. The new offices occupy the entire second floor of the Adolph building, and are dominated by a large, bright reception room, luxuriously furnished in the cheerful manner of a pleasant home.

Branching from the reception room are nine dental operating rooms, in which many pieces of the latest scientific equipment known to the dental profession have been installed. Special attention has been given to the X-ray department in which photographic records of hidden infection may be secured instantly, and the teeth which may offer special problems be made plain to the dentist at a moment's notice.

Has Own Laboratories
Dr. Semler also maintains his own laboratories in connection with his dental offices, so he may personally supervise the production of all his plate and bridge work. It is estimated that more than 50,000 patients are now wearing dental plates that were made in Dr. Semler's laboratories.

Dr. Semler is a native son, born in Portland and educated in the Portland schools. A graduate of the North Pacific College of Dentistry in 1918, he has spent the past 20 years in building his present practice.

During the first few years of his practice, Dr. Semler made an extensive study of the care of teeth among working people. He discovered that many were neglecting their teeth because they could not afford a dental service on a cash basis. This led him to formulate a credit plan by which people could obtain a dental service commensurate with their small incomes. Today Dr. Semler looks with pride to the fact that he was one of the first dentists in America to offer all branches of dental work on credit, without additional cost.

This liberal policy has earned for him a clientele that numbers thousands of patients. Today, because of Dr. Semler's liberal credit plan, many of the community's smallest wage earners are able to afford themselves a timely and needed dental service.

Pleased With Salem
Commenting on his new Salem dental offices, Dr. Semler said: "I am grateful for the privilege of being able to locate in this fast-growing community. I have always regarded Salem and its environs as one of the most progressive sections of the state, and for many years have been seeking a desirable location here."

"My records disclose that I have served hundreds of families in this community, and I hope the opening of these new offices will prove an added convenience to them and to their friends."

In further discussion of his practice, Dr. Semler said: "Yes, it is true, more than a hundred thousand patients have been served in my Portland dental offices, but what I am exceptionally proud of is the fact that more than 65 per cent of them came recommended by my previous patients."

"I have never permitted anyone but licensed graduate dentists to become associated with me, and it is my purpose to render a dental service that conforms with the high standards of the profession at all times."

"My credit plan offers such liberal and extended terms I can truthfully state no honest person need leave my office without dental service."

Dr. Semler is a member of many leading fraternal orders including the American Legion, Elks, Masons, Shriners, Scabbard and Bow, Odd Fellows, Eagles, Yeomen and Alpha Omega Dental Fraternity, and plans to become active in local organizations. He cordially invites his many patients and their friends to visit his new Salem dental offices.

All Types Dental Plates Available

Individually Made Within Semler's Laboratories; Advance Is Noted

Dr. Semler offers his patients a selection of many of today's latest styles of dental plates, including those made from the new DuPont material which is being acclaimed for its amazing resemblance to nature's own gums. These plates are individually made within Dr. Semler's own laboratories to conform with the patient's personal requirements, and particular care is exercised to select the exact coloring to blend with the patient's own gums. In discussing this important phase of the work, Dr. Semler said:

"By extending liberal credit terms I strive to enable the patient to select whichever type of plate is preferred. These credit payments can be extended over any reasonable length of time, and the patient may enjoy wearing the plates while paying for them. Like other dentists, I exercise painstaking care in fitting the plates to plump out hollow cheeks, lift up sagging muscles, avoid drooping mouths, and in many other ways im-

prove the facial features. Today's dental plates go beyond the need of utility insofar as they are a distinct aid to the personal appearance."

Right now Dr. Semler is showing dental plates made from the new transparent material that reflects the beautiful, natural color of the patient's own gums. He invites inspection of the many beautiful samples of today's dental plates.

News Flashes to Be Broadcast on KSLM by Semler

Arrangements have been made by Dr. Semler to broadcast his popular news flashes over station KSLM in Salem. Dr. Semler has sponsored news programs for the past five years, and has an estimated listening audience of several hundred thousand.

These news flashes are broadcast at intervals throughout the daytime and evening hours. A schedule of the exact time of each broadcast will be mailed to those making written requests to Dr. Semler's offices.

Dr. Semler will also sponsor an additional radio program in the future and wants to find out the type of entertainment his listeners in this community would prefer. Any suggestions you wish to submit will be given proper consideration.

Optical Services Will Be Provided

Dr. Pageler and Frazee Will Conduct Offices in Adolph Block

One of the west's finest optical services is being provided for residents of Salem and vicinity by Dr. Harry Semler, whose new optical department is opening this week in the Adolph building, corner Commercial and State, Salem, adjoining the Dr. Semler dental offices.

The finest of modern scientific optical equipment has been installed, including the latest devices for the refracting and correction of eyes.

In charge of the new optical department will be Dr. Fred Pageler and Dr. W. W. Frazee, both of whom are registered optometrists of wide experience and acquaintanceship.

Dr. Pageler is a graduate of the DeKeyser School of Optometry and the Oregon College of Ocular Science. He has practiced optometry for 20 years and has been associated with many of the leading optical firms in the northwest. Dr. Frazee is a graduate of the Northern Illinois College of Ophthalmology and Otolaryngology, in Chicago, and holds licenses to practice in Oregon, Washington and California.

Examination Free
In explaining the services of his optical department, Dr. Semler stated:

"Modern living has put tremendous strain upon the eyes

Where new Semler Clinic Will Open Monday



The new Salem Dr. Semler dental offices, located at one of the main corners of the business section, at Commercial and State streets, will open tomorrow at 9 a. m. The public is invited to visit these attractive new offices, which will house both the dental and optical departments.

of people. This is reflected in headaches, nervousness and other physical impairments. For this reason the utmost care has been taken to provide a scientific optical service.

"I am happy to state that in both equipment and personnel my Salem optical department is on a par with the finest the nation offers."

"Furthermore, I am happy to provide the same liberal credit terms that are available in my dental office. No honest person needing glasses will be denied credit.

"Anyone with any questions concerning his eyes or the wearing of glasses is invited to call at our new offices. Examination is free, and glasses are never prescribed unless necessary."

Office Hours 8-6

Opening at 8 a. m. each week day and rendering service until 6 p. m., Dr. Semler's new Salem offices afford special convenience to a vast number of busy people.

Salem Builders Install Offices

The general construction, the plumbing, heating and ventilating systems, as well as the electric wiring and fixtures in the new Dr. Semler dental and optical offices are all the work of Salem firms. The office, which is entered through an archway of cream-colored Carrara structural glass, is a beautiful example of modern clinic designing and is finished in blue and white.

Liberal Credit Will Be Featured in New Semler Dental Offices in Salem

Hundreds of families are now enjoying good health because they were able to avail themselves of Dr. Semler's Liberal and Convenient Easy Payment Plan. This plan is available for all branches of dental work, and does not cost the patient one extra penny.

All the work is completed immediately, and arrangements can be made to pay later, weekly or monthly.

All arrangements for credit are made within Dr. Semler's own office, without the embarrassment of dealing with any

third party or finance company, and Dr. Semler invites his patients to make their own terms for payment, within reason of course.

Visit the New DR. SEMLER Optical Department

Please note: My Optical Department is on the same floor adjoining my dental offices. If desirable, one account can be opened for both services.

In Charge of Dr. Fred Pageler and Dr. W. W. Frazee Registered Optometrists



Dr. Harry Semler Dentist

Dr. Semler's Optical Department offers you a complete and correct optometrical service, at Low Prices Within Your Means. In addition we gladly extend credit without any additional cost. Come here with the assurance of being able to save with safety. No matter how little you pay we do not hesitate to fully guarantee all work.

Small Down Payment Balance as low as 50¢ a Week

Consistent LOW PRICES ALL WORK Fully Guaranteed

FREE Examination

FREE Replacement of broken lenses within one year (frameless glasses excepted)

Dr. Semler's Low Prices and Liberal Credit enable you to have an IMMEDIATE optical service.

DR. HARRY SEMLER Dentist OPTICAL DEPARTMENT 2ND FLOOR-ADOLPH BLDG. STATE AND COMMERCIAL DIAL 3311

Dr. Semler's Portland Office is Located in the Alisky Bldg.—Third & Morrison

OPENS TOMORROW (Monday) at 9 a. m.

Dr. SEMLER'S NEW DENTAL OFFICES at STATE and COMMERCIAL St. SALEM

DON'T PAY One Penny EXTRA for

Credit DENTISTRY

BRIDGEWORK CROWNS PLATES EXTRACTIONS FILLINGS INLAIS

Liberal Credit Terms Make it Easy for You to Obtain Dental Plates at Dr. Semler's . . .

Easy Credit Terms, spread over a long-time period, will enable you to obtain your dental plates without financial difficulty. Come in and let me explain how you can take advantage of my Liberal 5-10-15 Easy Payment Plan without extra charge. Remember, you can enjoy wearing your plates while paying. There is no longer any need to fear detection of artificial teeth because today's dental plates are so "Naturally Beautiful" your closest friends will never know you are wearing them. Their Beautiful, All-Pink Color is blended to harmonize with your own gums. Like all other dentists, we exercise painstaking care when fitting your plates to fill out hollow cheeks, lift up sagging muscles, help avoid drooping mouths, and in many other ways improve your facial features. It can truly be said that today's dental plates go beyond the need of utility insofar as they are also a distinct aid to your beauty. Wear them without fear of embarrassment.

Beautiful All-Pink DENTAL PLATES

I offer for your selection all styles and types of dental plates, including upper, lower, partials and rootless dental plates. I invite you to see dental plates made from the new translucent material, which reflects the Beautiful, Natural Color of your own gums.

Enjoy WEARING YOUR DENTAL PLATES While Paying

My Liberal 5-10-15 Easy Payment Plan enables you to come in and take your choice of any of my very best dental plates and pay for them in such a way you will never miss the money. There is positively no interest or any extra charge, and you may enjoy wearing your plates while paying.

DR. SEMLER'S Portland Office is located in the Alisky Bldg. 3rd & Morrison Streets



DR. HARRY SEMLER Credit Dentists 2nd Floor Adolph Bldg.—Phone 3311 Corner State and Commercial -- SALEM