

BEFORE THE ARKANSAS STATE BOARD OF DENTAL EXAMINERS

IN THE MATTER OF:

DR. RICHARD GORE, D.D.S.

ORDER

On the 28th of October, 1988, comes on for hearing the matter of DR. RICHARD GORE, D.D.S. A quorum of the Arkansas State Board of Dental Examiners appeared together with its attorney, William H. Trice, III, and DR. RICHARD GORE appeared together with his attorney, Gary Corum. From the pleadings, testimony of the witnesses, evidence introduced, and statement of counsel, the Board finds that:

1. DR. RICHARD GORE is a licensed dentist, licensed in the State of Arkansas under the provision of the Dental Practice Act as codified in Ark. Code Ann. §25-15-201, et seq.

2. DR. RICHARD GORE has caused to be placed an ad in the Southwestern Bell telephone book advertising his practice, a copy of which is attached hereto as Exhibit "A".

3. The phrase "Smile Center Lab" on the advertisement, Exhibit "A", has not been authorized or approved as a fictitious name pursuant to Rule IV B 1 of the advertising rules and regulations of the Board.

WHEREFORE, IT IS CONSIDERED, ORDERED AND ADJUDGED that the advertising of DR. RICHARD GORE is false and misleading, more especially that he is violating Ark. Code Ann. §17-82-316D, in that he has not complied with the rules and regulations of the Board, more especially Rule IV B 1, in that he is practicing dentistry under the name the "Smile Center Lab".

IT IS FURTHER ORDERED AND ADJUDGED that he will be fined \$500.00 and that said fine will be suspended.

IT IS SO ORDERED.

ARKANSAS STATE BOARD OF DENTAL EXAMINERS

By: *Louie Allred*
Dr. H. Louie Allred, Secretary-Treasurer

APPROVED:

William H. Trice, III
William H. Trice, III