

Service is Business Keynote Eyesight is His Main Object

Day & Zosel Make This Discovery and Apply Principles to Repair and Tire Establishments

The entire industrial world is in the midst of an evolution of methods tending towards employing trained specialists in every department. As this idea gains support it results in every line of business being scientifically separated into departments to which are assigned certain classes of operations and processes. The basic principle on which this tendency to departmentalize all lines of business rests is SERVICE. It has been demonstrated to the satisfaction of the public that a workman devoting his entire time and talent to the perfecting of some one operation or class of work is on a par with an expert in that line and is able to render a class of service beyond the power of an amateur, or a workman whose energies and skill must be scattered among a multitude of operations.

Every line of business and industry must first pass through an experimental stage during which the using public is allied upon to pay the bill for bungling and unskilled service. This has been especially true of the automobile and motor truck industry. The rapid growth of the industry and the rather complicated mechanism of the machines resulted in frequent repairs as a result of unskilled operators and this in turn made an unprecedented demand for mechanics in the thousands of garages over the country. There was a tendency for every man who knew the difference between a monkey wrench and a screw driver to pose as an automobile mechanic. Gradually the public demand for skilled expert service has not only elevated the quality of service but has also separated the automobile repair business into several well defined departments. The volume of business being such that entire establishments now devote themselves exclusively to single departments and qualify themselves as experts in that line.

Such a firm is Day & Zosel who have made a special study of tires, their scientific care and repair. They have two shops in Salem, one at the northwest corner of Commercial and Ferry which will move across the street to use Car Corner early in January; the other at the corner of Commercial and Chemeketa streets. These shops are equipped with the latest and best tools and machines obtainable for expert tire work. They are

claimed to be the best equipped tire shops on the coast, outside of Portland. Their workmen are not only skilled and experienced mechanics in their lines but they are versed in the scientific knowledge of tire construction so that their work is placed on the market as the best obtainable any place.

Tire repairing, like every other line of automobile problems, passed through an experimental stage where it was handled by amateurs and unskilled workmen until the public began to conclude that the cheapest way to dispose of a damaged tire was to throw it away. But all this is now changed. A tire repaired by Day & Zosel's workmen is made as good as new. A tire offered for retreading is first carefully inspected for possible defects in the body. If found in good condition it may be retreaded by Day & Zosel and made to deliver as many miles of satisfactory service as a new tire. If the body of the tire is found to have been damaged so as to make its retreading of doubtful value, the expert so informs the customer and saves him a useless expense—that is one factor in EXPERT SERVICE.

Another valuable feature of the Day & Zosel firm is its "DRIVE IN SERVICE." This means quick service to the auto owner who is in need of prompt and immediate service—that is the "DRIVE IN SERVICE" of Day & Zosel.

This firm also carries a large stock of standard accessories in addition to its stock of Goodyear and Seiberling tires. Both pneumatic and solid tires of all sizes are carried in stock ready for instant service. The company is also prepared to do re-grooving for solid tires. They are the exclusive dealers in Waverly oils for this territory. In addition they carry a full line of Vedol oils, Alemite greases and runs. Wood tire chains, automobile robes, gloves and in fact everything in the accessory line calculated to make their place a TOURIST'S DELIGHT as well as a source of supplies for the local automobile owner who desires and appreciates prompt and satisfactory service.

Salem is the filbert center, and will be, because this is the only section of the United States where the industry can be made commercially successful.

Dr. M. P. Mendelsohn Devotes Third of Century to Perfecting Himself Along This Activity



Dr. M. P. Mendelsohn

For more than a third of a century Dr. M. P. Mendelsohn has devoted his time and energy to the problems of correcting the eyesight of those who have defective vision. He has attained a reputation as a specialist in the care of children's eyes and since this is one of the most important lines of the work has many friends among the parents for his work.

Basing his conclusion on the merit of his work, Dr. Mendelsohn says that since the eyes are the two most delicate organs of the body it behooves one who has trouble to consult a specialist regarding treatment and ways in which they may be more effectively cared for.

Dr. Mendelsohn has been in Sa-

lem for 17 years with the exception of two years when he was in Eugene. He returned to Salem within the last three years and is again devoting his time to the correction of eye trouble and vision defects.

Dr. Mendelsohn is located since his return to Salem on the second floor of the United States National bank building, rooms 210 and 211.

Coming to these rooms for advice and assistance with their eye troubles are not only many Salem folk but many from surrounding towns and communities who have known him for such a long time and who trust his opinion in the important matter of that all important sense, that of sight.

Diagnosis Dictates Healing

Neurocalometer is Delicate Machine Used in Chiropractic Work by Dr. O. L. Scott Here

(By Edward T. Barber)

The most difficult problem in the art of healing has been that of diagnosis, or determining the exact cause of the disease from the symptoms. Symptoms are merely the effects of the underlying cause but they are always so prominently obvious as to often be misleading to the physician, whatever school of the healing arts he practiced. Until recently, the element of human fallibility and error of judgment entered into the diagnosis of the practitioner. Chiropractic science has mastered the problem and produced a mechanical device which enables the practitioner to locate the cause with a delicacy and mechanical exactness far beyond the possibility of human effort.

This delicate machine is called a NEUROCALOMETER. The name is a combination of three root words which fully interpreted mean "A measurer of heat or temperature, of a nerve."

Chiropractic healing, as is well known, is based upon the demonstrated principle that diseased conditions are due to compression of some one or more of the 24 pairs of spinal nerves by a mal-adjustment of the vertebra at the point where the nerve leaves the spinal column for distribution to the parts of the body which it serves. The art of the Chiropractic physician is to locate this mal-adjustment and then to re-adjust it to its normal position. This leaves nature free to act unhampered in the portion of the body where the result of the mal-adjustment had caused disease. Chiropractic principles and methods have been so amply demon-

strated by practical results as to need no further explanation or argument here. This is written to inform the public of the great step forward in Chiropractic history the new instrument is.

This machine is based upon the fact that at the point in the spinal column where the particular nerve affected is compressed or pinched, the normal temperature of the body is affected locally. Without the Neurocalometer the practitioner could only locate this affected area by his sense of touch. A carefully trained and super-sensitive sense of temperature in his finger tips was his sole guide. The Neurocalometer is adjusted to record changes of temperature as small as the one hundredth of a degree. Furthermore it makes a record of its findings which are mechanically exact and correct. No human hand can attain such a degree of sensitivity or accuracy. This machine, furthermore, operates a needle something on the order of the needle of the sphygmometer of an automobile which shows, charge, discharge and zero. The Neurocalometer indicates its delicate differences in temperature and locates the place to the right or left of the spinal column and points to zero when the proper adjustment has been made and the stricture of the nerve fiber removed.

As stated before in this article, the Neurocalometer eliminates the element of human fallibility and error in judgment of the practitioner.

A diagnosis by this instrument may indicate a mal-adjustment existing on the right side. The practitioner may proceed to make the necessary adjustment. Again the machine is asked for its decision as to results. It may record a reduction of temperature indicating the adjustment was not sufficient, although it was in the right direction. The degree of temperature indicating the degree of adjustment necessary. Again the practitioner makes an adjustment and applies the Neurocalometer. It records an excess of adjustment, or the needle points to the opposite side of the zero mark from the original diagnosis. Again the practitioner applies his skill and a zero, or normal, condition is recorded. There is no longer a doubt in the mind of either patient or practitioner. Both know to an absolute certainty that is the correct adjustment. They also know that the correct location of the disturbance was located beyond any power of human judgment to dispute or hesitate.

Do you now understand why the development of this super-sensi-

tive machine is said to mark the greatest forward step in Chiropractic history?

Do you understand how the activities of the scientific world in the field of wireless and radio activity and along other electrical lines has contributed its wonderful advancement in the developing delicate instruments to the cause of suffering humanity? Without these activities the Neurocalometer would not have been possible.

Dr. O. L. Scott, occupying rooms 414 to 419 in the U. S. National Bank building has added a Neurocalometer to his already extensive equipment and laboratories. Dr. Scott is a Chiropractic physician of the Palmer school. He has had fourteen years successful practice in his profession and is well and favorably known all over the Willamette valley. His interest in keeping abreast of the times, as shown by his securing the Neurocalometer as a scientific aid and check up of his already acquired skill in the art of healing places him well in the ranks of the leading physicians of Oregon.

TURNER, OREGON

The H. L. Earl hardware store in Turner, is one of the oldest and most successful business institutions in the town. Mr. Earl carries a fine well-selected stock of staple hardware besides automobile accessories, stock remedies and poultry supplies. His place fills a distinct and useful position in supplying the community with such a wide variety of merchandise all well selected and sold at reasonable prices.

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crease the value of telephone service to the individual subscriber. Not only has it been made possible to hear clearly over the telephone, and at far greater distances, but also to be promptly connected with a larger number of subscribers—for the telephone serves by growing.

The number of Bell System telephones is growing at the rate of about three quarters of a million a year—a fact which at once illustrates the increasing value of telephone service to existing subscribers and its increasing acceptance by the public as indispensable to modern life.



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Photographer is True Artist

Earl Kennell Has Natural Talent for Lights and Lines; Opens Fine Studio Here Late Last Fall

The development of the photographic art is by no means the least of the wonderful achievements of modern science. Like everything else it began in a crude and experimental way but today it has advanced to the point where the successful photographer must also be an artist of high order.

The term "Artist" is used here in its highest sense, to apply to an individual having a natural talent for skillful combinations of harmonious lines, lights and shadows as true to nature as possible; an individual whose soul is stirred by contact with the beautiful things in every line of human activity, music, painting, sculpture, architecture, the sky, the clouds, the landscape, the rivers and mountains, the plains and valleys. To such a one the harmonies of line, form, color, light and shadow, sound and silence appeal as a stimulant to mental and physical action and become the characteristics of the product of the skill or handwork of such an individual. That is your true artist, whether he paints or plows, whether he sings or plays, whether he writes or speaks. He may be a workman in a very humble position but there will be about his work a personal artistic characteristic which marks it as distinct from that of his fellow workmen.

Salem secured such an artist last October when Earl Kennell decided to locate here and engage in the work of Portrait Photography. The firm name is Kennell-Ellis Company.

This company had been operating a portrait photograph studio at Eugene for some time but they liked Salem so well they decided to open a studio here as well. Mr. Kennell having charge of the Salem studio and Mr. Ellis remaining at Eugene.

A visit to their studio at once impresses one that there is an artistic factor prevailing in the place which is far beyond mere mechanical photography. You have entered an art studio operated by one who understands the psychology and art of portraiture as well as the art of photography.

An interview with Mr. Kennell reveals that his father was an artist before him, being gifted in

painting picture art discarded many of the old established rules and practices of photography and the almost miraculous popularity of the moving picture gave the public an education along the newer lines. Mr. Kennell worked in the Hollywood studios two years and for several years afterwards was connected with the moving picture business, all the while perfecting and developing within himself the wonderful artistic talents in portraiture he is now offering the people of Salem.

The Kennell-Ellis studio was opened in Salem, in the Oregon building, Oct. 1, 1924. Almost from the first day it has been swamped with orders for its artistic portraits.

Mr. Kennell is an artistic student of human nature and his vast knowledge of artistic portraiture enables him to give to each patron a service which is distinctive individual and characteristic

of the subject of the portrait—that is supreme art in portraiture photography.

When asked as to the effect the kodak, and amateur photography has upon high art portraiture photography Mr. Kennell said that the kodak had been a great benefit to his line of art. That it had developed in the people a taste for photographs and a desire for better ones than they could make as amateurs. That many of his best patrons were great kodak fans and lost no occasion to kodak a picture. The small unskilled photographer who could turn out no better work than the kodak owner himself, had been put out of business. The kodak man wants more and better pictures than he can make himself and is willing to pay for such work when it is obtainable, for that reason the kodak has been a friend to all high class artistic photographers.

PORTRAIT PHOTOGRAPHY

HAS BEEN REVOLUTIONIZED THE PAST FEW YEARS BY THE DEMANDS OF THE MOVING PICTURE PRODUCERS

The Kennell-Ellis Studio

Brings all of these newer methods of producing better portraits directly to its Salem patrons

A visit to our studio will convince the most skeptical of the superiority of this system of portraiture

While we are as yet new in Salem we are a permanent member of Salem's business circle. In other words, we did not intend to come here for the Christmas rush and then leave, but will remain here to merit your further patronage.

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