

The Daily Times-Echo
Spring Time Number

"ON TOP OF THE OZARKS"

Eureka
Springs

The Daily Times-Echo in publishing its First Annual Spring Number was actuated by a desire to annually portray the lure of the Ozarks in a graphic manner. This edition, our first attempt is quite illustrative of Eureka Springs and the surrounding country..

In the compilation of this number, we have endeavored to edit, an edition that would cover the main features of Carroll County.

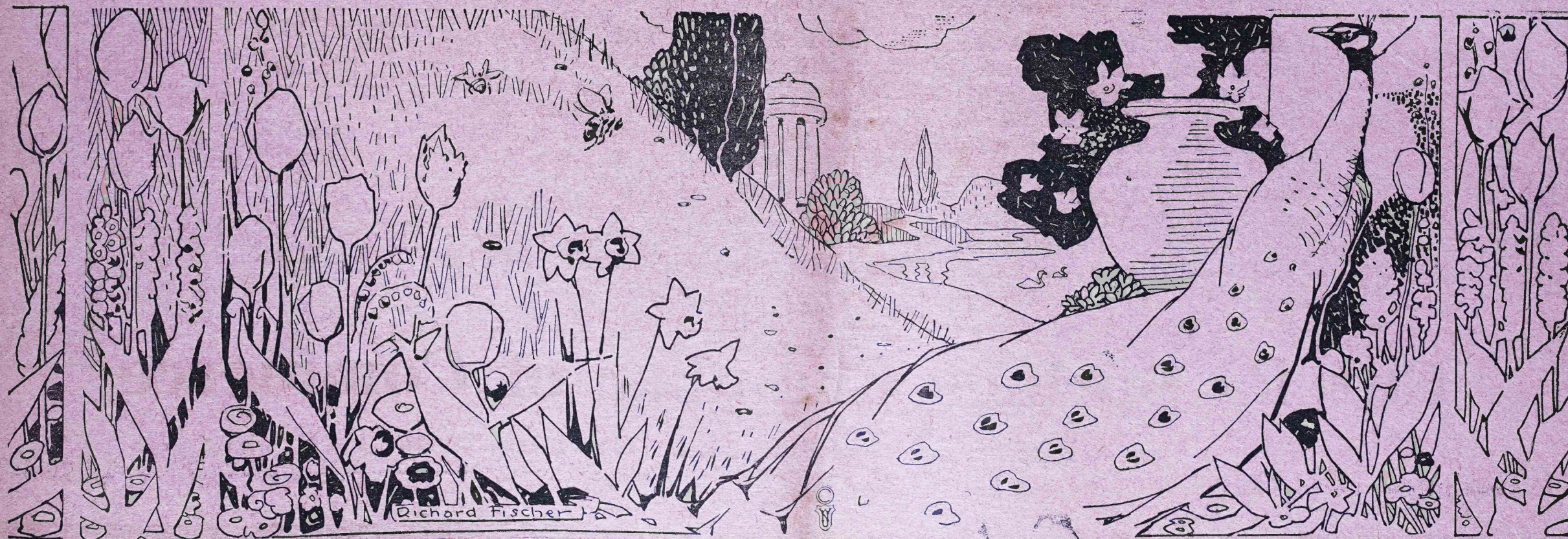
Arkansas.

IF I WERE PAN

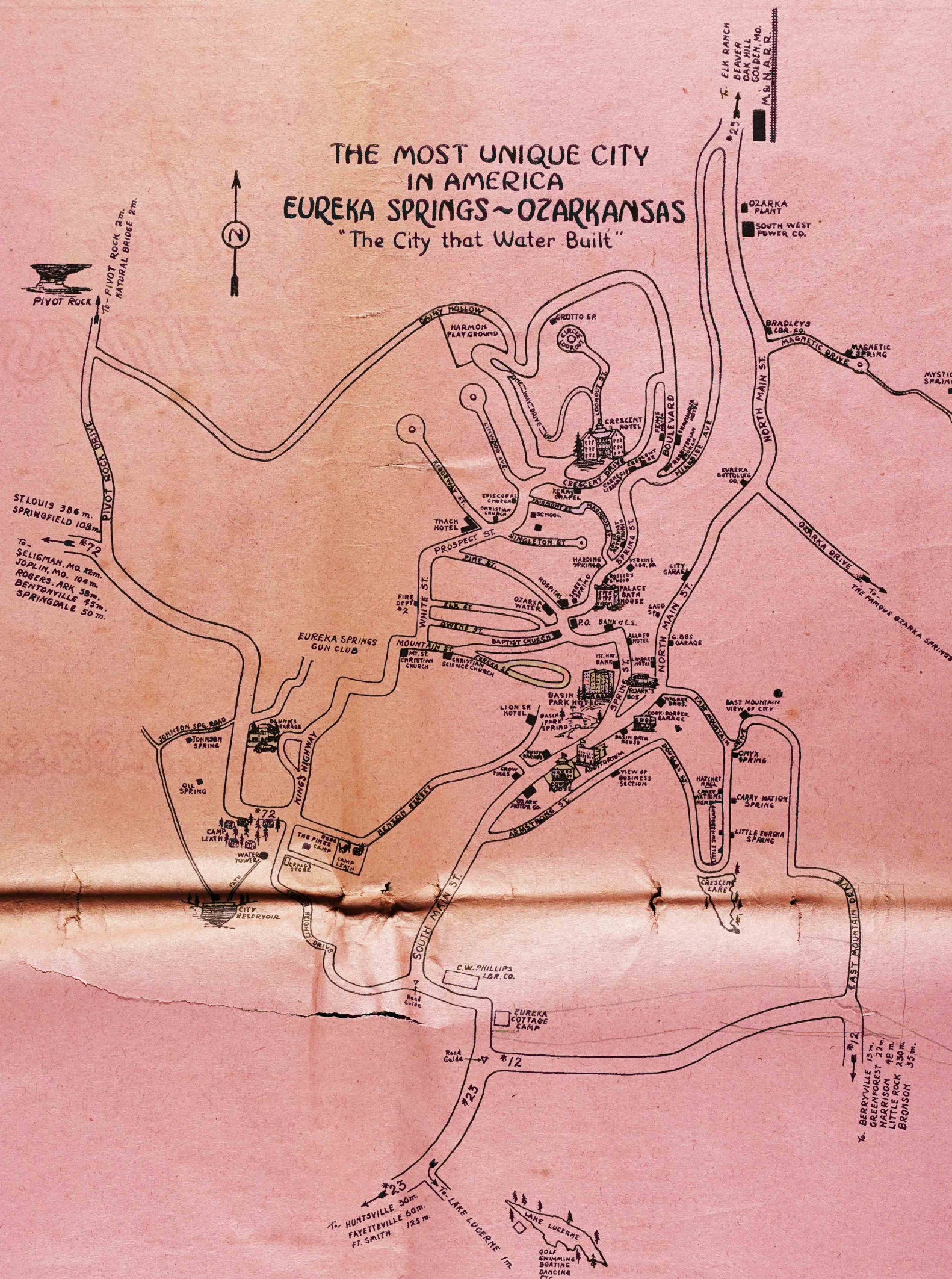
IF I WERE PAN UPON A DAWN SPRING,
IN SOME REMOTE RAVINE AMONG THE HILLS,
WHEN THE FIRST FLUSH OF GOLD WAS IN THE SKY
AND ALL THE PURPLE PEAKS BEGAN TO FADE,
AS GLAD AND SOLEMN AS THE RISING SUN,
TOUCHING THE SOMBRE HEMLOCKS SPIRE BY SPIRE
I WOULD EMERGE AND TAKE ON FORM AND VOICE,
AND BE MYSELF THE DREAMER AND THE DREAM.

I WOULD GO DOWN BESIDES THE WHITENING BROOKS
THAT LEAP FROM SOARING LEDGES DARK AND WILD,
SHAKING THE MOUNTAIN ASH IN SHEETS OF SPRAY
TO THUNDER ON THE BOULDERS FAR BELOW,
FILLING THE CANON WITH REVERBRANT SOUND.
AND IN THAT RUSHING MURMUR I WOULD HEAR
A HIDDEN THROB OF MUSIC LARGE AND SLOW,
THE RYTHM WHERE TO FROM CHAOS ROSE THE WORLD
TO POWER AND MEANING AND MAJESTIC FORM.

THE GREENING EARTH, THE VIOLET CHANGING SEA,
THE SILVERED PLAIN, AND THE TRIUMPHANT SUN,
THE TISSUE AND FABRIC OF THE UNIVERSE,—
THE VEIL THAT HIDES WHAT MEN CALL MYSTERY,—
THESE FOR A ROBE OF GLORY SHOULD BE MINE,
THE OUTWARD VESTURE OF THE HAUNTING SOUL,
THE FRAGRANT FLOATING GARMENTS OF THE SPRING.



FEATURING



THINK

THINK OF THE THOUSANDS OF TOWNS AND CITIES THAT DOT THIS VAST UNITED STATES, THE MAJORITY OF THEM SIMILAR. THERE IS THE CUSTOMARY BUSINESS CENTER WITH THE RESIDENTIAL SECTION STRETCHING AWAY ON EITHER SIDE. THE SMALL TOWNS PATTERNED UPON THE SAME PLAN AS THE BIGGER CITIES, THE ONLY DIFFERENCE BEING THE SIZE.

THEN THINK OF EUREKA SPRINGS, BUILT RIGHT IN THE HEART OF THE OZARK MOUNTAINS, THE WINDING CLIMBING TERRACED STREETS. AND THE BUILDINGS SETTING IN NICHES CARVED IN THE MOUNTAINSIDES. NO WONDER PEOPLE COME FROM FAR AND WIDE TO SEE THIS CITY. NO WONDER THEY EXCLAIM, "I HAVE NEVER SEEN A PLACE LIKE THIS BEFORE" AND IT IS TRULY A CITY THAT WATER BUILT. THE DISCOVERY THAT WATER FROM A SPRING, KNOWN TODAY AS THE BASIN SPRING, WAS HEALING AND BENEFICIAL IN MANY AILMENTS, STARTED PEOPLE TO CONGREGATE. MORE SPRINGS WERE DISCOVERED AND MORE PEOPLE CAME. A TOWN WAS INCORPORATED AND GRADUALLY GREW UNTIL WE HAVE THE MODERN RESORT OF TODAY, CATERING TO HEALTH AND PLEASURE SEEKERS. THE YEAR AROUND

Eureka Springs Chamber of Commerce

WRITE FOR A BOOKLET TELLING OF THIS UNIQUE CITY, AND THE HEALING WATERS.

EUREKA SPRINGS

IN THE OZARK HIGHLANDS OF ARKANSAS

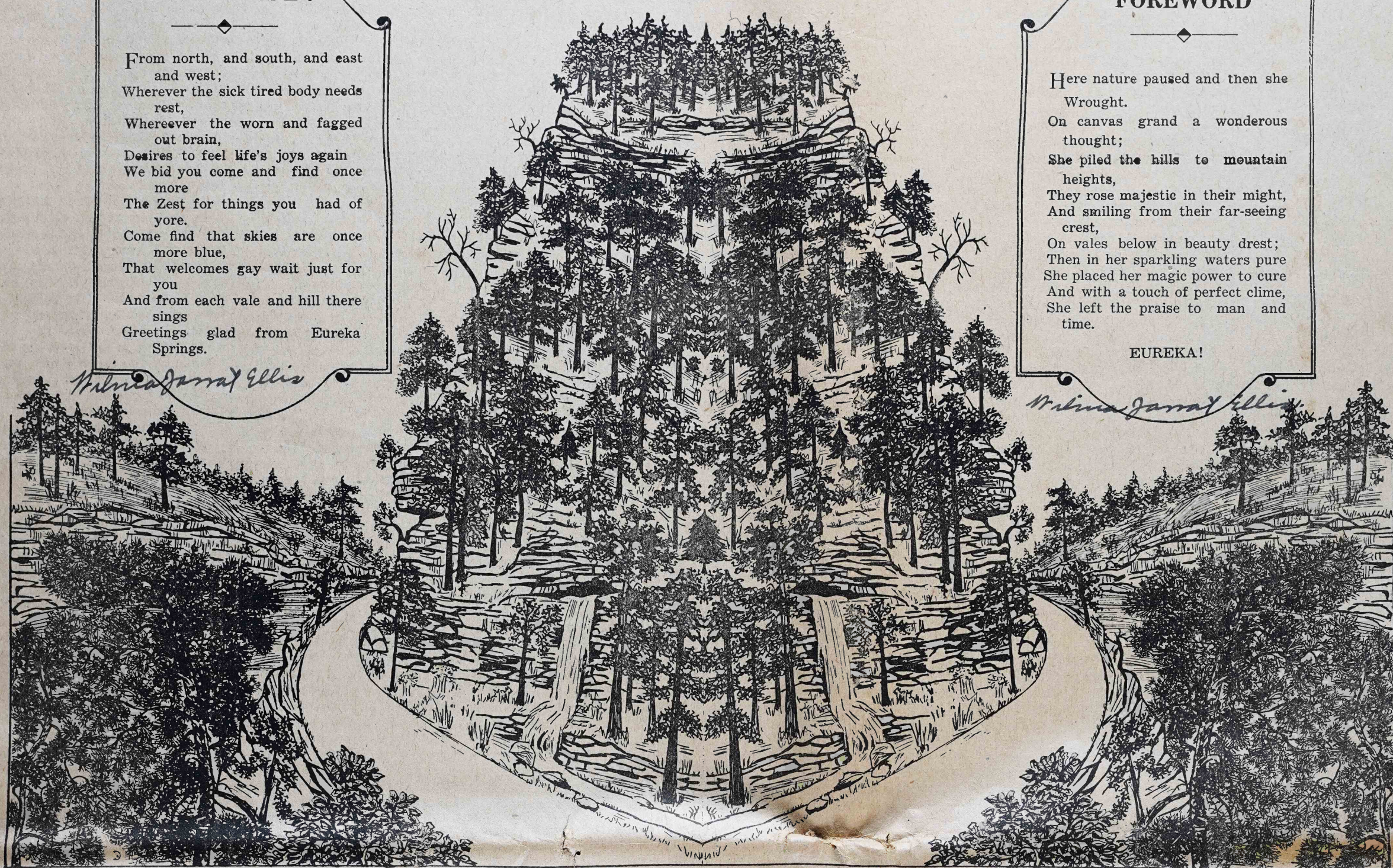
WELCOME!

From north, and south, and east
and west;
Wherever the sick tired body needs
rest,
Wherever the worn and fagged
out brain,
Desires to feel life's joys again
We bid you come and find once
more
The Zest for things you had of
yore.
Come find that skies are once
more blue,
That welcomes gay wait just for
you
And from each vale and hill there
sings
Greetings glad from Eureka
Springs.

FOREWORD

Here nature paused and then she
Wrought.
On canvas grand a wondrous
thought;
She piled the hills to mountain
heights,
They rose majestic in their might,
And smiling from their far-seeing
crest,
On vales below in beauty drest;
Then in her sparkling waters pure
She placed her magic power to cure
And with a touch of perfect clime,
She left the praise to man and
time.

EUREKA!



The All Year-Round Resort

Tennis

Tennis is also a popular sport here and there are good hard dirt courts available. Sprinkle in a bit of tennis with your other sports.

Swimming

Swimming every day in the summer-time. There's Lake Lucerne and Lake Crescent with bath houses and complete facilities; there are also the rivers and streams with an abundance of cool crystalline waters that you will delight to dip in. Swimming galore!

Motoring

The roads are good here in the Ozarks and one may take many scenic drives, visiting nearby towns and returning in a short time, making trips to the numerous points of interest.

Dancing

Those who enjoy dancing have ample opportunity to indulge in it. A dance is given every night during the week, except Sunday, alternately at the hotels and at Lake Lucerne. Not a dull evening to be found.

Concerts and Theatres

During the summer months, two concerts are given daily at Basin Park by a noted orchestra. Hundreds attend these concerts listening to the music, drinking water and enjoying social converse.

Those who enjoy the latest in sound moving pictures, may daily see the latest productions at Eureka Springs skillfully shown in pleasant surroundings. There are also other shows, lectures, exhibitions, vaudeville, etc., frequently.

For Health and Pleasure

Here's a resort for health, for play, for rest, for diversion. A summer resort without mosquitoes; a winter resort without exorbitant prices. Indeed Eureka Springs is an all year round resort—it knows no special season. It's hospitality of the old South is apparent. Come and find a welcome awaiting you.

Spring

The spring months are beautiful here in the Ozarks. The delicate light green foliage is making its appearance, peeping out from the winter's dress of the mountains. It's the beginning of things again—the first of Nature's cycle of the seasons when she is yawning and stretching and awakening to the delightful summer months. You'll enjoy the Ozarks in their Spring dress.

Summer

With greenery everywhere, the trees in full foliage, the wooded mountains and the sunshine, summer is in its glory at Eureka Springs. Nature has had its full awakening and is ready for a plunge in the pools of limpid water. The fish are jumping in the streams and lake; the game is browsing on the hillsides; the golf links are beckoning the mountains are calling.

The day opens with a clear sky and delightful sunshine. Late in the afternoon, the distant hills take a purple haze and after long hours of daylight, the crimson sun sets; leaving a world of refreshing darkness, with sufficient cool breeze to lull one to a peaceful sleep with no mosquitoes to bother you. You'll truly enjoy the summers here.

Horseback Riding

Horseback riding is a healthy and pleasurable recreation that young and old enjoy. Daily, large parties ride to some point of interest. The stables which provide the horses keep on hand a supply of riding habits for the use of persons who are unprovided with such outfits. Hundreds of miles of trails await your pleasure.

Hiking

So many people like to hike and especially where there is an interesting objective. There's a new point of interest to be seen every day, besides the mountains which make fascinating but not difficult climbing. This is most healthful and you'll enjoy such a diversion. The spirit of the Alps prevail in our mountain scenes.

Hunting

Hunting is a pastime here and there is an abundance of small game. Larger game is found secluded among the untrampled nooks and knolls of the surroundings Ozarks.

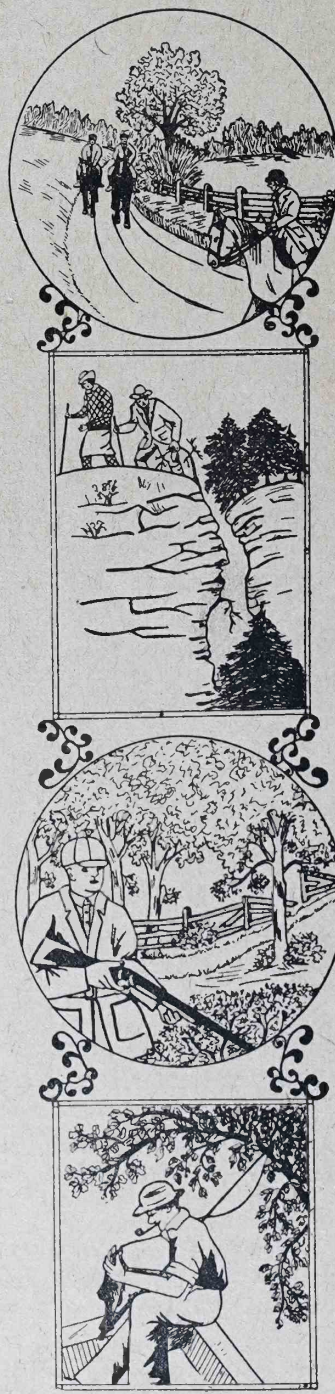
The Gun Club

The Eureka Springs Gun Club is a prominent organization composed of expert shots. The club has its own shooting park and has weekly meets.

Fishing

Beautiful White River and Kings Rivers are each only about 6 miles distance from Eureka Springs, where fishing may be enjoyed. The railroad operates a motor car service, which makes eight trips daily from and to Eureka Springs and Beaver on White River. There is also a good auto road between the two places.

HEALTH KNOWS NO SEASON HERE



INDIAN TRAILS, TRADITIONS, AND LEGENDS



(By Sam A. Leath,
Eureka Springs, Ark.)
Copyrighted 1930

A detailed depiction of the countless trails, legends and traditional data, relative to the various Indian tribes and nomadic groups, that once visited, lived and hunted in this section of the Ozarks, would require far more space than is possible to be allotted here.

Therefore, I shall treat more particularly with the Indians, Spaniards, French and English, who came here, especially for the benefit of the "Magic Healing Springs" that the Indians claimed would cure all the ills that the Great Spirit intended to be cured."

Traditionally, we learn, that old Newadaha, chief of the Dakotas, brought his invalid daughter (Minnehaha) to these springs after hearing from other Indians, about the curative powers of these waters (if used for bathing and drinking) in the treatment of blindness, chronic sores (arrow poisoned wounds) and "pain-in-the-bones." Red Eagle, also came here with arrow sores and likewise, brought his daughter, "Silver Star," who was partially paralyzed and al-

most blind, when they reached this territory from the Great Lakes Region (in 1493)

Legends show, that both of these Indian maids recovered and grew to womanhood and married young bucks of enemy tribes, while encamped in "Happy Hollow" (near the Ozarka Spring.)

Old Chief Newadaha (father of Laughing Water) with his remnant tribe of Dakotas, were driven away from their former home, near the Great Lakes and while engaged in bloody conflict with his arch enemies, the Ojibways, Newadaha was wounded and fled to these Ozark mountains, to use these magic healing waters for bathing and drinking with the hope of recovery and likewise, to shun the cold winters of the north and also make his arrows from the flint-rocks of these Ozark mountain streams.

A few "Moons" after his arrival in this section, old Newadaha's recovery and that of Laughing Water, was spread from camp to camp, of the various tribes, from the head to the mouth of the "Big River"; that resulted in hundreds of Indians searching for health and homes here in these mountains, where game was plentiful. We learn, that Indians who lived down on the southern tip of Florida, told the uncle of Ponce de Leon about the "Magic Healing Springs" and later, piloted Ponce de Leon up in to the Ozarks, on three distinct occasions, but was fought back by Indians of an enemy tribe, to those of his guides, De Leon, being wounded in the conflict, dying later.

In 1541, when De Soto's Expedition appeared on the bank of the "Big River" (Mississippi) near Chickasaw Bluff No. 4 (near Memphis, Tenn) they were met and greeted by the Chiefs of five different tribes. These Indians told De Soto and his men, about the "Magic Healing Springs" and offered to guide them across and up into the Ozarks where the springs, caves and mountain streams contained wealth. De Soto accepted the invitation of the Chickasaws and crossed the Mississippi and St. Francis Rivers, then came up the White River and gathered numerous mother pearls. Several weeks

were spent here in this section and large quantities of treasure were gathered from these bluffs and caves. Finally, after getting overburdened with their collection of gems and onyx formations, all of the heavier articles were put in a cave, near this very resort and the cave sealed for safe keeping.

De Soto then moved southward and after crossing the Arkansas River, near the present town of Ozark, he went into winter quarters in the Ouachita mountains and dying soon afterwards from result of his extensive campaigning. De Tonti and Marquette, followed De Soto and they too, were met and greeted by the chiefs of several tribes; all of whom, were eager to pilot these explorers up into these Ozark mountains and show them these healing water springs and caves of beauty and wealth. Indians helped De Soto's men build the first boat, that was built in North America, in the winter of 1541—down on the Ouachita—Indians helped De Tonti to build the first log house, (in the Ozarks, too if you please) that was erected in America.

Fourteen various tribes of Indians were living in this section when the French first came over in 1683; and, the name "Arkansas" was the French contribution to this state and the Quapaw Indians that were down on the river near the present towns of Ozark, Dardanelle and Little Rock. The name Arkansas, means "Handsome Men" a name used by the Quapaw Indians, as interpreted by the French under Marquette.

For many years the Little Osages, who came here from St. Louis claimed all the land north of the Arkansas River and their chief village was on the high point above Blue Spring. Another Osage village was on Grindstone Mountain, still another was near the Crescent Hotel; extending around the ridge by the water tower and on thru new town. The two basins carved out in the rocks at the Basin Spring was the work of the Osages and under orders from old Chief "White Har". Another Osage camp was near the Little Eureka Spring, but up on top of the mountain, toward the whispering pines.

The Osages had five bathhouses here in the early part of 1803, one of them was down near the oil spring, another was at the Basin another one was near the Minnehaha spring and another one was near the Adam and Eve cave and one was out near Blue Spring. These bath houses were covered with bark and air tight, for the purpose of taking sits-baths, by covering up the nude body with mud then keeping the mud moist (from the spring nearby.) Another large Osage village was on Butler creek, above Beaver and on the ridge between Butler creek and Roaring River. The Delaware, Dakotas, Sacs and Fox, Shawnees and Iowas, always preferred to camp up in the "Happy Hollow." On one occasion, the Osages and Delaware had a one day fight and several of the Osages were kept in the Delaware camp, just above the Ozarka Spring and about where the Parker House now stands.

The Cherokees, Creeks, Choctaws and the Seminoles were moved to Arkansas by Government treaties and contracts. Many of these same tribes had been coming in here to hunt and recover from some ailment, but they never had chance to claim any rights here until after 1817. Our U. S. Government treated with the Osages to accept lands to the west, as early as 1818 and in 1819 when this section was declared a territory and detached from Missouri, a treaty was started with the Cherokees and they were given the western fringe, that still bears the name of the "Cherokee Strip" just west of the present state line and reaching almost to Muskogee on the west. Our Government was not able to remove all the tribes out of this section till after Arkansas became a state.

Many of the old tribal and hunting trails, are yet visible. During the winter of 1813, a young Sac and Fox buck tried to elope with a young Osage girl that resulted in the death of both, near Harding Spring. Rather than surrender to the Sac and Fox Boy, the Osage girl humored the kidnapping stunt, until just above the rockledge then she thrust her knife in the heart of the boy and leaped off, only to be followed by the

bleeding warrior, who was hotly pursued by the girls real sweetheart—who likewise jumped off the bluff and thrust his knife in to the enemy, but all too late to save the girl of his tribe. Another little bit of romance was enacted up in the vicinity of the former Pendergrass home (now the Ozarka property) in Happy Hollow, when Hiawatha, made famous in Longfellow's poem, came here and treated with old Chief Newadaha for his daughter "Laughing Water" by offering to forever restore peace between his people (the Ojibways) and the Dakotas. Old Newadaha was old, crippled and battle-scarred, so an agreement was reached whereby "Laughing Water" was to become the wife of Hiawatha and should return with him to the Great Lakes camps of the Ojibways as evidence of the peace pact.

Just as the young couple reached the cliff (near the Little Ozarka Spring) several of old Newadaha's pickets spied them and thought he was kidnapping "Laughing Water" so without asking any questions they jumped on Hiawatha and tried to kill him, but for the quick and effective fighting ability of the Indian girl, who plunged a knife into the heart of her own tribesmen, in order to release her lover with whom she escaped, to spend their lives together on the shores of the northern waters—the home of his people, the Ojibways. The love song and the wooing of Hiawatha, by our beloved poet—Longfellow, could have no better setting, or background, than to be collected from the picturesque and scenic grandeur of Happy Hollow. Many more love feasts and Legends are to be constant and pleasant reminders of the first settlers in, this, our beloved Ozarks.

Indian Trails, Traditions and Legends, covering my Travelogue of thirty seven years travels thru thirty eight states, Old Mexico and Canada, visits to forty six Indian Reservations and many Nomadic and Sporadic groups thruout the nation, reveals much of interest to those who are true lovers of Indian Lore and especially so, on account of so many Tribes having once lived and visited this section from the time the Delawares,

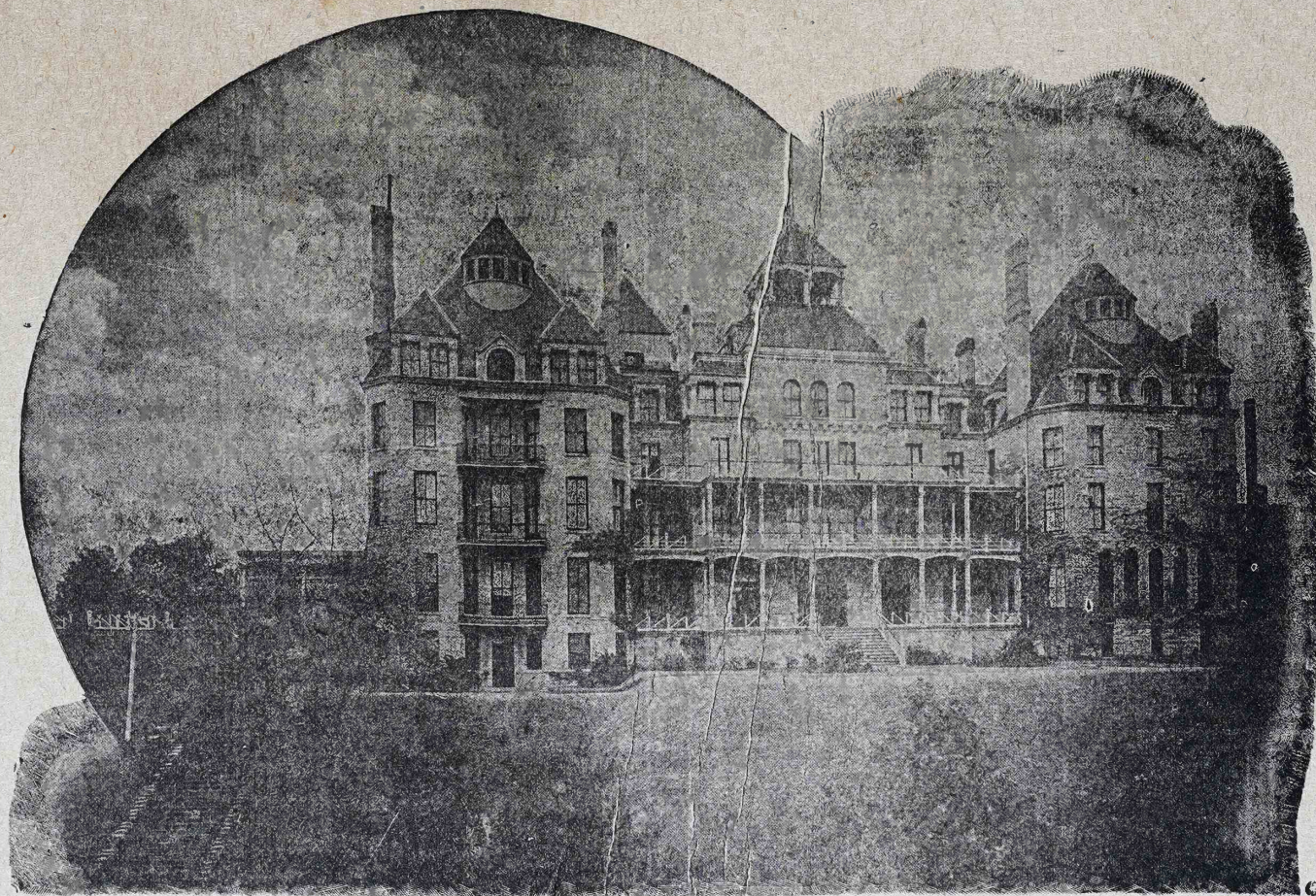
Dakotas, Sioux, Sacs and Fox, Osages, Iowas, Missourians, Omahas, Cherokees, Creeks, Chickasaws, Choctaws, Shawnees, Cheyennes, Seminoles and innumerable groups of Nomadic and Sporadic Indians learned of the curative powers of these "Magic Healing Springs," we find, that every time they met with any Foreign explorer, these Indians would tell them the story of cures, and restoration of health by drinking and bathing her at these springs.

Never once do we learn of any attempt to prevent the "Pale face" visitors from using these waters, but to the contrary, we find that these various tribes of "True Americans" were always willing and anxious to tell the story of "Magic Healing" by the use of these waters. Several times (from 1683 to 1819) we find that various Tribes undertook to monopolize these waters and also the flint beds, that resulted in one day battles and absorption of the weaker tribes at the sun dawn on the day of the battle. The thirty odd caves in this and adjoining counties, were looked upon by all the Tribes, as bear dens, panther lairs and store houses for rare treasure, that were being formed in the caves, as they thought by the Great Spirit, as so many of the onyx formations, took on the very shape and features of the many wild animals, that inhabited these underground caverns.

One thing of especial interest to us of today, is the fact that every spring in this Ozark area, has its source, in an underground lake or river, that is associated with a cave, some of which are very large and interesting. Every tribe of Indians and even the villages of the Nomadic groups of the western coast, with whom we met from 1884 to 1893, would tell us of the "Magic Healing Springs" that entered into a creek that flowed about 8 miles in a general northern direction and emptied into a river that had three prongs at its head (White River). Since 1817 White River, is known by the various Indians as the "Trail of Tears", due to so many having died on the march (under Government orders and contract, while being removed from Georgia, Alabama and Mississippi, from 1817 to 1828.)

Eureka Springs, while frequented the year round by health and pleasure seekers is especially, a popular place in the summer among those who seek the Ozarks for recreation and rest. These summer visitors who usually stay a week or two seek the liveliest spots and prefer the hotel life.

At that time the Crescent is open and caters largely to the summer tourists. This large, spacious building of 120 rooms is on the very top of the mountain, and one may observe from its verandas or tower the country for miles beyond and into two states. In fact, there is an entrancing mountain view from any window.



CRESCENT HOTEL

"Where the conveniences of modern life are stressed with the atmosphere of home."

This hotel is the largest in the Ozarks, and is usually sought by those who want all the comforts of living while touring or on a vacation. Many spend their entire vacations here and some regularly each year.

There is dancing each evening, concerts and dance music by our own orchestra, tennis, bowling and all the summer sports. Guests swim in Lake Crescent and Lake Lucerne both not far distant, play golf on the Eureka Springs Golf Course, ride horseback, shoot at the Gun Club, hike, fish, motor and tour the Ozarks each day, letting the Crescent be their starting and returning point and their gathering point each evening.

Card parties are held at the Hotel each afternoon and evening.

PRIVILEGES OF A
SPORTY NINE HOLE
GOLF COURSE

An American
Plan Hotel

Open June to September

A large lounging lobby, with an enormous, alluring fireplace, a huge dining room that seats 500 and allows for dinner dances each evening, large comfortable rooms, etc., all add to the popularity of the Crescent.

Even on the summer evenings when people of other cities are sweltering from heat, those at Crescent, and in fact almost the entire population and visitors of Eureka Springs, are sleeping under blankets. It is just delightfully cool! This is an American plan hotel. The meals are beyond expectation, being prepared by experienced chefs who know the "why" and "how" of Southern cuisine. Plan your vacation in the Ozarks with Eureka Springs as your destination and the Crescent Hotel as your Eureka Springs address.

A DESCRIPTIVE
BOOKLET MAILED TO
YOU UPON REQUEST

"atop the hill"
at eureka springs

BERRYVILLE, ARKANSAS

A SPOT THAT OFFERS OPPORTUNITIES
TO ALL



DAIRIES AND THEIR PRODUCTS ARE FEATURES OF IN-
COME AROUND BERRYVILLE

Berryville, the county seat of Carroll county, Arkansas, since 1875, was laid out and some thirteen lots sold, in the autumn of 1850. The land on which the town is located, was a part of the form of B. H. Berry—hence the name, Berryville. Mr. Berry owned and operated the first store on the public square. The postoffice was established on July 13, 1852, with Mr. Isaac Plumlee, postmaster.

The original town is situated on a hill that slopes gradually in all directions to small streams that drain into Osage creek, this part of the town being roughly in the form of a circle a mile in diameter. Berryville is built up on all sides of the public square, which has for its center a small park. The hills that rise from the streams surrounding the oldest part of the town, to the north, east and west are also a part of the town of Berryville now and are thickly settled, the high school and the grade school buildings on the hill that rises to the northwest. The hills on which Berryville is built, rise more or less abruptly at the higher hills northeast of Berryville known as Saunders Heights, Brushy and Sister Knob, to the north the land lies in a rolling prairie for many miles, to the south and west, the land is a more rugged until it reaches Osage creek about two miles away when it is broken by ranges of the Ozark mountains.

When the Civil War began, the

citizens of Berryville numbered some two hundred. Many of these early citizens owned slaves and with their help cultivated the land on which they lived, raising almost everything they used, including cotton for the making of their clothes. Little cotton is raised in the vicinity of Berryville now.

Much of the merchandise sold in the stores before the war consisted of gunpowder, dye materials parts of the looms and farming implements that could not be made at home, salt and sugar, and was brought from New Orleans by boat to Maccabee landing on White river in Marion county, whence it was hauled in ox wagons to Berryville.

During the war Berryville was the rendezvous of the military forces formed on both sides in the county. Young men joined the sides with which they sympathized. Older men who could, took their families to Springfield or to Texas, others stayed and suffered the consequences of warfare. When the conflict ended, only two old men were left in the town, Jacob A. Meeks, father-in-law of J. W. Freeman and Rev. Martin Tranham, and but two or three houses remained.

Berryville began to re-build. Dr. A. A. Baker, who had moved to Berryville in 1850 from Carrollton, Arkansas, but who had gone to Springfield at the outbreak of the war, was among the first to

return and re-build his home.

Almost from its beginning Berryville has been a school center for northwest Arkansas. A building known as Ray's Academy in which a Mr. Ray from near Springfield, Missouri, held school being among the building burned during the war. The Clarke Academy was founded by I. A. Clarke, a young man who as a boy had come to this section with his mother from Overton Co., Tennessee. This school opened January 14, 1867, 1867 and continued until until Prof. Clarke's health failed in 1905.

Many of the boys and girls who graduate from the Berryville high school each year, are from the rural communities, and while a large part of the graduates enter schools of higher learnings, many go at once into the business world either here or elsewhere.

Berryville has a canning factory with branches in various parts of the county, the manager of the canning company contracting for an immense acreage of tomatoes, besides buying for his company large quantities of apples.

The Berryville Wholesale Grocer Company, which has a branch in Eureka Springs, renders helpful service to a wide territory.

The planing mill and lumber yard in Berryville, supplies building material for a large part of Northwest Arkansas.

Berryville has a firstclass hotel and except for size it compares favorably with the good hotels of larger places.

While many of the homes of Berryville are not modern, each year sees more houses wired for lights and equipped with hot and cold water facilities.

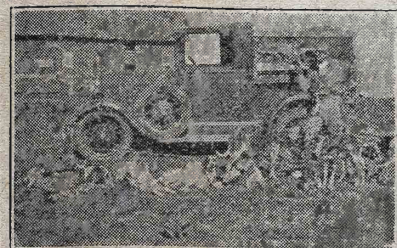
Berryville has two banks—the First National established in 1889 and the Peoples, established in 1904. These banks have adequate capital and surplus and serve a large territory.

Berryville is a ready market for farm produce and since diversified farming is the practice in this county, few farmers ever come to

town without bringing something which they can convert into cash. The raising of stock, chickens, and fruit constitutes the major part of the farmer's endeavor; fruit including apples, grapes and strawberries for shipping as well as for the local market; while peaches, pears and all sorts of small fruit local consumption.

The Arkansas Power & Light Company of Berryville has adequate cold storage room for the keeping of fruit and many of the farmers avail themselves of this convenience, and are able thus to save from waste, a large amount of fruit until it can be absorbed by the local market.

Berryville is located on the Mo. & No. Arkansas Railroad, has five churches, a newspaper, telephone and telegraph service, two drug stores, the usual number of grocery stores, filling stations, hotels, restaurants and other conveniences that are found of a town of two thousand inhabitants. Besides, Berryville boasts of the largest collection of guns, ancient and modern, in the world, this collection being owned by C. Burton Saunders, and kept on display in his home here. Hundreds of tourists visit Mr. Saunders' home each year to inspect his firearms, and to view other interesting souvenirs which he has collected from all parts of the world.



Carroll County offers the fox hunter lots of excitement. Both red and gray fox inhabit the country in good numbers.

By means of a secret process an English firm is making furniture from cotton.

Defying superstition and walking under a ladder, James Riordan of New York then saw a dollar bill on the sidewalk, stopped to pick it up, slipped and broke his neck.

EUREKA SPRINGS

Radio Schedule

Monday—
KGKO—6:40 p. m.—570kc
Tuesday—
KVOO—7:45 p. m.—114\$kc
KMBC—5:50 p. m.—9:50kc
KFH—7:45 p. m.—1300kc
Wednesday—

KMOX—5:20 p. m.—1090kc
KGKO—6:40 p. m.—570kc.
Thursday—
KVOO—7:45 to 8 a. m.—1140kc.
Friday—
KRDL—6:53 p. m.—1040kc.
EGKO—6:40 p. m.—570kc.
KFH—7:45 p. m.—1300kc.
Saturday—
KVOO—7:45 to 8 a. m.—1140kc.
WOWO—7:52 p. m.—1160kc.

Health . . . Character . . . Scholarship

CRESCENT COLLEGE

On top of the Ozarks
Eureka Springs, Arkansas

100 girls . . Junior College . . College Preparatory

Fine Arts . . Household Arts . . Teaching

Every room an outside room . . Every

room with bath . . Outdoor sports all year

One reasonable fee . . no extra

Viewbook on request

Dr. A. Q. Burns, President



SCENIC SPOTS LIKE THIS ARE NUMEROUS AROUND
GREEN FOREST

Berryville, Arkansas

“WHERE LIFE'S WORTH WHILE”

SURROUNDED BY BEAUTIFUL HILLS, NESTLES THE LITTLE CITY OF BERRYVILLE,
COUNTY SEAT OF CARROLL COUNTY, ARKANSAS.

A POPULATION OF 2000 CONTENTED AND HAPPY PEOPLE.

GOOD ROADS — GOOD SCHOOLS — GOOD CHURCHES, AND ECONOMIC CONDITIONS
EXCELLENT BUSINESS, SAFE AND SOUND HERE UNEXCELLED FRUIT, DAIRY AND
TRUCK LANDS MAY BE HAD AT REASONABLE PRICES, AND A STRICTLY AMERICAN
CITIZENSHIP WELCOMES YOU.

IF SEEKING AN UNSURPASSED CLIMATE, WHERE WINTERS ARE SHORT AND SUM-
MERS COOL AND DELIGHTFUL, COMMUNICATE WITH THE SECRETARY OF CHAMBER
OF COMMERCE — BERRYVILLE, ARKANSAS

COMMUNICATE WITH THE
SECRETARY

CHAMBER OF COMMERCE

Berryville, Arkansas

DAILY TIMES-ECHO AND WEEKLY FLASHLIGHT

Serving the Interests of Eureka Springs and Carroll County
50TH YEAR BOTH PAPERS Established in 1881
EUREKA SPRINGS, ARKANSAS

A. G. INGALLS, Publisher DARSIE ELLINGTON, Editor
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OUR SPRING NUMBER — ITS PURPOSE

It is with a great deal of pride that we are able to present to the public of Eureka Springs, Carroll County and the Ozarks, possibly the greatest newspaper achievement ever attempted in Northwest Arkansas. With this issue of the Daily Times Echo and the Eureka Springs Flashlight, we are offering you something that is of value, alive and teeming with information and celebrating the 50th year of this paper. There are few newspapers west of the Mississippi River today that can boast of their Golden Anniversary.

On January 1st when the publication of this paper was taken over, it was done largely with a view of furnishing to this section of the country an outstanding Daily and Weekly paper handle din as nearly as possible all the news of a local nature and enough general news to keep abreast of the times. Our greatest ambition in the newspaper field is to mold a citizenship that will awaken the progressive and forward-going spirit in our community, our County, our State and the Ozarks as a region, to awaken not only the interest of our own people but to plant into the minds of others the desirability of this section as a place to live, as a health resort and as a progressive community.

Expression of appreciation of our efforts can hardly be numbered and to say that we are gratified with the results would hardly be sufficient to express thanks to our splendid supporters everywhere. While it may be that we have made improvement, yet we feel that we are only beginning in our ambition to give you the best. A newspaper in the community is a wielder of great influence and if this paper can, in a small way, awaken within the breasts of our citizenship a pride in our city, a desire for the better things of life and a yearning for the beautiful, then we have succeeded.

Too long have our people been content to use the luxuries of the past as the necessities of today. As a city we are dependent largely upon visitors and health seekers, each of us realizing this, should spare nothing to please and satisfy these guests; realizing that a satisfied customer is the greatest asset and a dissatisfied one can do untold injury. Visitors of today demand something out of the ordinary, they are no more content to put up with discomfort and if we expect to continue to invite the world to partake of our beauties, we must then do our part in serving to the utmost. The opportunities of our country are almost unlimited and in our town we hear the complaint that there are no opportunities here and yet there are dozens of the finest opportunities in the world to offer here, so often our eyes are closed to the jewels in our own hands only seeing the glitter of those beyond. There is not a town in Northwest Arkansas that is being more discussed today than Eureka Springs, in looking about us we can see our achievements and we can feel justly proud and this should inspire us to go forward in a greater degree than ever before. The last two years have given us the paving, the beautiful City Auditorium, a Hospital that ranks among the best in the United States, Crscent College, that is second to none in the country, many new business enterprises, and above all a body of united, forward looking citizens who are squarely behind the community and every worthy enterprise, a group of citizens who possibly have put more into the budget of the Chamber of Commerce than any other city of its size in the United States, having raised nearly \$20,000 for the advancement of our city, and a Chamber of Commerce that is really functioning and achieving.

With all of this going through our minds, while gazing over the beauties of our hills and valleys, we should feel proud that we are numbered among the citizens of this community and that we can have a small part in moving forward with such splendid men and women as we have here. It is the desire of this paper to convey to you in as great a degree as possible, our since thanks for your cooperation and to those who have gone before in preparing so wonderful a place and congenial fellowship in which to live and serve.

GOATS' MILK

For

Tuberculosis, Eczema, Indigestion,
Underweight, Diabetes, Anemia,
Ulcers of Stomach, Baby Food.

GOOD HEALTH

To Retain It; Or Regain It

The mosat perfect food that is
known. Digests in twenty minutes
Alkaline in Reaction. Rich in Iron.

—For Sale By—

MRS. FLORENCE ROSS

20 Norris St.,

Eureka, Springs, Arkansas

H. T. Pendergrass DRUG CO.

Established 1885

On The
CORNER, 60 SPRING St. TEL. 82

FARMERS and MERCHANTS BANK GREEN FOREST ARKANSAS

A Good Institution in a Good Town

OFFICERS AND DIRECTORS

LUM ANDERSON, President
F. O. BUTT, Vice President
RAY ANDERSON, Cashier

J. C. STAFFORD, Director
LOGAN STAFFORD, Director

A NEW STORE IN A GROWING CITY

A Complete Line of Gentlemen's

Wear—

Nationally Known Products

"WE BELIEVE IN EUREKA

SPRINGS FUTURE"

HEMBREE'S

On Spring Street

EUREKA SPRINGS

THE DELPHIAN SOCIETY

The Delphian Society is a national organization with headquarters in Chicago. It is organized in the interests of social progress, higher education and personal improvement. Its members are expected to work for community, state and national uplift and to be ready to take concerted action upon matters fundamental to national welfare.

It is non-political and non-sectarian. The membership fee is at present, \$85.00 which includes supplies. Application for membership implies a serious desire for wider knowledge, broader outlook higher civic standard.

The course of study covers a period of six years.

The Delphian idea is "that we are not living in a dying world, over the ashes of a dead past, but in an intensely live one, where we are in our own persons, the living link between the deathless past and the endless future. We know that every age is a time of crisis and our appointed task is to perceive the one that is before us. The crisis we must face is the question of whether we are fit for the democracy we have won. It is not like a Kingdom which can be trusted to a wise ruler. Its only hope is in wise citizens. So, aside from the personal benefit and pleasure derived from learning to observe, read and think for oneself, such a habit improves the quality of public action. Well informed thinkers are the very best of defenders of democracy, and improvers of government. The Delphian Chapter work is designed to develop such citizens.

The Eureka Springs Chapter of the Delphian Society was organized by Miss Countess in October, 1920 and began its work the first of November. The charter was signed in April at a public meeting with the president, Mrs. Ella Marsden Stephens. There were sixteen charter members. Some have been added since, and many have been lost by death or removed from town. The chapter now enrolls seven.

First National Bank

Berryville, Arkansas

ESTABLISHED 1889

Capital and Surplus

\$100,000.00

A GOOD BANK

IN A GOOD TOWN

Poynor's Drug Store

The *Rexall* Store



OUR FOUNTAIN WILL

MAKE YOU GLAD YOU

WERE THIRSTY

PRESCRIPTIONS

Artstyle Candy

Sheaffer's
Pens—Pencils

KLEN-DENT

A Cleansing Healing DENTRIFICE for the
TEETH AND GUMS

An Unexcelled Tooth Powder
Originated and Manufactured

in

Eureka Springs, Arkansas

BY

The Klen-Dent Co., Inc.

THIS POWDER CAN BE PURCHASED FROM
YOUR DRUGGIST OR POSTPAID FROM
THE MANUFACTURERS AT 50c per BOTTLE

PLANES AND GOLF STICKS

(By H. A. Muzellus, M. D.)

Come! Oh wandering brother,
Cease your seeking and your sighing!
Sit beside our murmuring waters
Drop by drop distilled for you.

Rest your mind and heart and soul
Love for brother-man our goal
Open wide our playground door
Come and play, and oh, play more.

Alpine clouds o'er Alpine hills,
Rills and frills your ball will know,
Thrills you'll get, elsewhere not felt,
For true sport alone can show
How to drive your ball to go.

For your pleasure to your credit
Hazards great to over-master
As in their orbits your little spheres speed on
Goals they reach fast and faster.

Settling planes and gliders mirror
In waters green of Lake Lucerne
Come from near, come from far
Come from North and South and East and West

Spring and Summer, Fall and Winter
Beauty rest and joy and friends are here,
Naught to mar your peace nor ought to jar
Come from near. Come from far.

EDITOR'S NOTE— This contribution is by one of those who came to Eureka Springs to enjoy its climate and scenic grandeur. In appreciation of the beautiful scenic Lake Lucerne and its alluring hazards of adjoining golf course, the above lines are dedicated.

PEA RIDGE COW
MAKES EXCELLENT
PRODUCTION RECORD

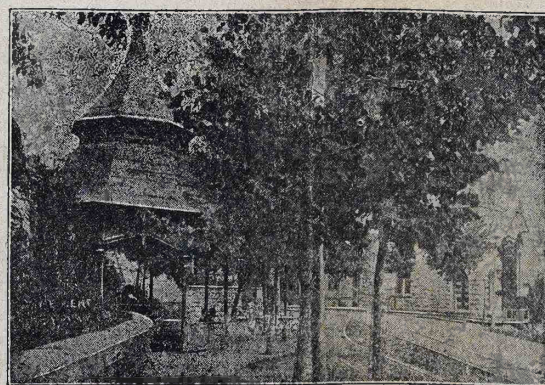
(Special to Daily Times-Echo)
Pea Ridge, March 18.—With a total production of 686.90 lbs. of butterfat and 11,190 lbs. of milk in 365 days, the purebred Jersey cow, Perl's Nettie 445339, completed her first official test. The outstanding producer is owned and

was tested by Ed. Young of Pea Ridge, Arkansas. She was started on this test at the age of 11 years and 2 months, and made her splendid record on two milking per day. Nettie's total yield for the 365 days is equal to 858 lbs. of butter and 5,205 quarts of milk. To maintain this high record her yield of butterfat was uniformly high throughout the year, the last complete month being her highest, in

which she produced 62.60 lbs. of butterfat. Perl's Nettie is but one of the excellent herd of purebred Jerseys maintained by Mr. Young on his farm here. Two other Jerseys of the Young herd are now on official test.



Eureka Springs is one of the most centrally located pleasure and health resorts in the great central southern states: It is within one days journey of many metropolitan cities



Crescent Spring on Spring Street, one of the many springs that abound in Eureka Springs.

That the world's greatest selling power is advertising.

Advertising is the spirit of progress of the business world. Steadily it gives a complete victory over all obstacles, because it is dependable.

Year after year advertising makes its successful appeal to the world on behalf of worthy business.

No power or influence can hinder or retard the growth of a business that is being built with the aid of steady truthful advertising.

Business men who make a practice of studying the advertising and editorial pages of the newspapers and trade journals keep up-to-date and are better fortified to engage in the battle for better business.

Spasmodic advertising never brings as good results as continuous advertising.

Advertising and better business go hand in hand.

CHAMBER
REPORTS HI-WAY
MEETING SOON

W. G. JONES, PRESIDENT, ARKOMA HIGHWAY ASS'N ANNOUNCES 3RD ANNUAL MEETING OF ASS'N TO BE HELD AT COTTER

President Jones believes that because of the vast amount of improvements made during the past year and still in progress along the Arkoma Highway, that the association should be proud of its accomplishments since its organization a few years past.

He also believes we are entering the coming tourist season surrounded by conditions extremely favorable, and one of the chief accomplishments he hopes will come from the meeting April 12 is that a program will be worked out that will materially increase traffic along the route.

The Arkoma Highway enters Eureka Springs on Highway No. 12 and goes out on No. 72. It extends from Oklahoma City to Cairo, Ill.

Publicity for Eureka Springs

The Chamber of Commerce has furnished H. B. Guthrey, publicity agent for the Arkoma Highway Association with a brief story of what Eureka Springs offers the health and pleasure seeker, to be used on sample blotters which will be gotten out by the highway association to advertise towns along the route. Guthrey says plans are to distribute approximately 100,000 blotters through Oklahoma, Western Texas, and east of Cairo, Ill.

WHY NOT A PLANT
FOR EUREKA SPRINGS?

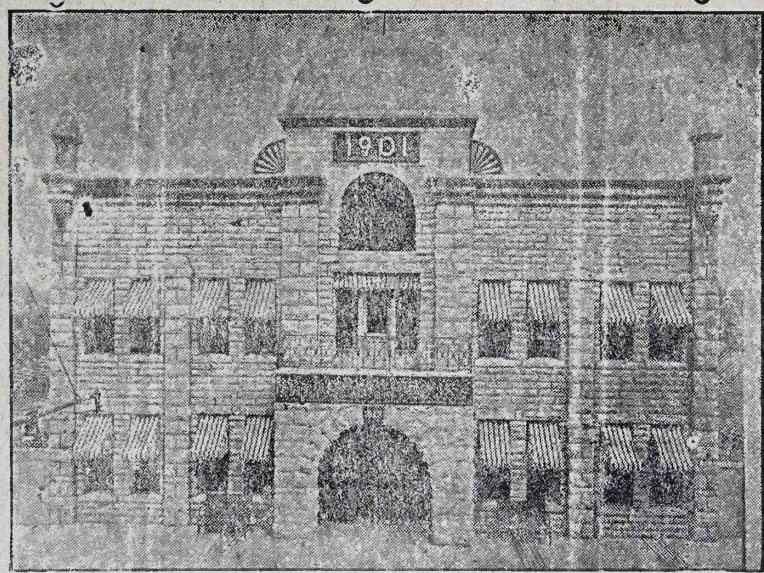
The local plant of Armour and Company at Bentonville, has shipped a carload, 24,000 pounds of cheese to outside markets. Cheese packing cases for two carloads have been received. The Armour plant recently shipped 17,000 pounds of live poultry, heavy hens and broilers to the New York market, and these shipments will be continued with eggs also on the list.

the palace bath house
the haven of health

The "water cure" is older than Hippocrates, the father of medicine. The dipping in the River Jordan and the Pool of Siloam was more than faith cure.

In the modern sanitarium treatment of chronic ailments, no means is ranked higher than hydopathy (water treatment) except, perhaps, diet. The application of hot and cold water, in various ways, has a wide application in the treatment of both chronic and acute ailments. In many conditions, the effects of the appropriate water treatment are immediate and largely helpful.

In all ailments of the kidneys, baths have a most beneficial application. For Bright's Disease it may be safely asserted that no treatment is more effective than the Eureka baths, as well as the drinking of the cold spring water—frequently referred to as "the purest water in the world."



Front view of the Palace, "American's Medicine Tepee." Built of Native Stone

Here in Eureka Springs, right in the very heart of things and close to hospitals and hotels, is the PALACE BATH HOUSE, now "America's Medicine Tepee," the popular place to bathe in the health-giving waters of the "magic springs." This bath house is unique, even in its modernity. When one enters it, he is immediately impressed with the "homeyness" of it all. Here in this comfortable "home" one finds people with whom to talk, sympathetic in each other's ailments, nearly all on the same successful quest of health. The lobby itself and the two adjoining parlors of comfort breathe forth a spirit of hospitality and friendliness and comfort that the health-seeker needs.

There are sixteen rooms, as neatly and well furnished as any hotel, and the bathers may secure these rooms for their entire stay, or just for the course of baths. Thus bathing, resting and living in the same building, at the same time.

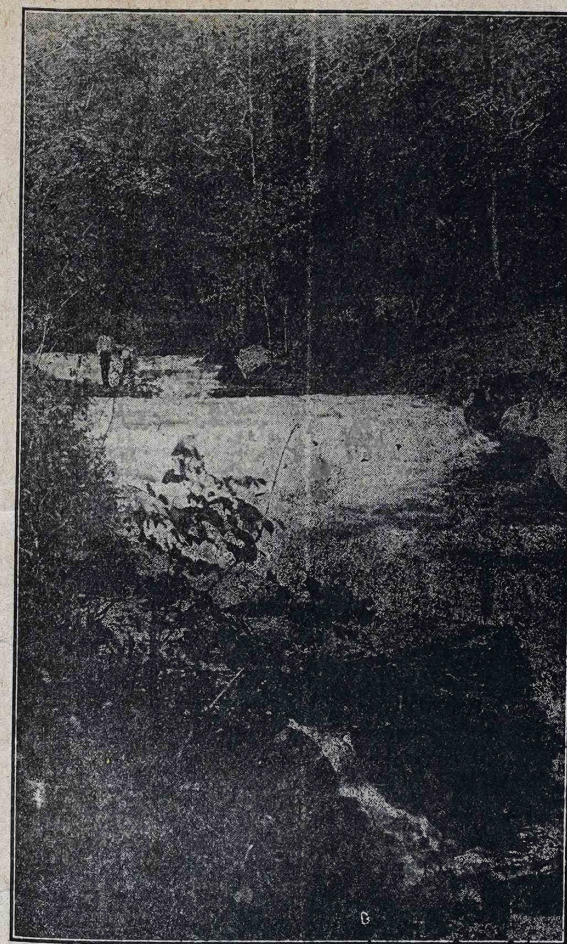
The Palace Bath House

Eureka Springs

"Close to every activity"

ON SPRING STREET

TELEPHONE 300



The mountain streams and rivers afford real pleasure to fishermen, this is a glimpse of one such stream near Eureka Springs.

SPRING TIME STATIONERY NEEDS

The press work of The Daily Times-Echo plant offers to the socially inclined, a varied selection of choice stationery in which individual taste may be distinctively shown.

Our Job Department in conjunction with our Engraving Department can supply every need of the stationery line. Pay us a visit, we will be glad to submit samples and outline designs for your cards, stationery, etc.

THE DAILY TIMES-ECHO PRESS

PHONE 19

HIGHWAYS

Eureka Springs was the pioneer in promoting highways through out of the Ozark region by building the scenic highway to the Missouri state line, where it connects with the Missouri State highway system and by way of Rogers, and Gravette with the Oklahoma highways. Or by way of Hindsville Fayetteville, and Fort Smith, with western Arkansas and Oklahoma highways.

The main line of the great Jefferson Highway, extends by way of Eureka Springs to Little Rock Shreveport and New Orleans, La., This highway starts at Manitoba, Canada, and intersects the western states. It is recognized by the marker "JH" on white field with blue strip on top and bottom.

The White river trail from Tulsa Okla., to Branson and Springfield, Mo., extends by way of Eureka Springs. Two secondary highways to Beaver, Ark., and Golden, Mo., are under construction.

Distance to Eureka Springs By Road.

St. Louis	360 miles
Wichita	287 "
Oklahoma City	306 "
Tulsa	168 "
Dallas	404 "
Memphis	337 "
Little Rock	186 "

HOSPITAL SERVICE

The Don Sawyer Memorial hospital is prominent institution, fully equipped to care for the sick that require hospital service and the attendance of trained nurses.

GOAT'S MILK

Goat's milk is considered helpful to the anemic and sufferers from general debility. Goat dairies supply such milk at Eureka Springs, obtained from high grade herds of milk goats.

FRESH VEGETABLES**AND FRUITS**

One who is seeking health needs fresh green vegetables and good ripe fruit. These are grown within the environs of Eureka Springs and such supplies are available the year round.

It Is Easy to Plant Shrubs

Dig generous sized holes with perpendicular sides (never saucer)

shape. Put the good dirt in one side so that you can use it around the roots. Loosen up the soil in the bottom of the hole.

Set the shrubs at about the same depth they stood in the nursery or slightly deeper. Spread roots out naturally and work soil over good dirt until the hole is nearly and around them. Keep putting in full, tramping the dirt firmly about the roots. If the ground is dry pour in a bucket of water. Finally fill up the hole with loose dirt, which should not be tramped.

At planting time all trees and plants must be pruned if best results are to be expected the first year. Cut back shrubs one-third to one-half as indicated by black lines. If shrubs are heavily branched, cut out a few branches at the base.

ARKANSAS MAY FIND MARKET FOR SWEET GUM

Through the medium of Earl Page, state commissioner of agriculture, Arkansas may find a market for a hitherto unmarketable product—the succulent and elastic sap of sweet gum trees.

Commissioner Page is in receipt of a request from the M. F. Neal Company, Richmond, Va., which is in the market for vast quantities of sweet gum, and has asked the department to place the company in touch with people thru out Arkansas who can supply liberal quantities of the native gum for use in a manufacturing process, which the company has not fully explained.

The inquiry has aroused the curiosity of Mr. Page to learn more of the commercial uses and value of Arkansas sweet gum which may contain virtues and values unknown to local people who for years have seen it exude in copious quantities from sweet gum trees which dot the hills and valleys of the state, only to go to waste.

According to the letter from the Richmond company, it will pay good prices for collection of the gum, and those interested in the possibilities of a steady market are asked to write for further details.

Delving into history of sweet gum and its wide use as a con-

fection before the advent of Wrigleyized "store bought" chewing in nickel packages, Commissioner Page recounted these facts: "According to recollections of those who are old enough to remember pioneer days, sweet gum is the oldest chewing gum gathered from sweet gum trees that had been deadened in new ground. It was very common before the manufactured chewing gum became so universal in distribution and use. The trees were deadened in the spring of the year, and the large quantities of sap dripping from the cuts formed a gum that was popular with school children and boys and girls of the community.

"It seems that one of the most pleasant occupations would be that of tapping sweet gum trees and waiting for the sap to exude and the gum to collect. We are sure many citizens of our state would be well adapted to an occupation involving no greater effort or responsibility."

DEAN GRIFFIN HAS ARTICLE ACCEPTED BY ED. JOURNAL

Dr. Harold Sugg, Teacher's College, Columbia University, New York City, Editor of the Journal of Educational Psychology, has notified Dr. H. D. Griffin, Dean of Crescent College of this city, that his monograph "On Partial Correlation versus Partial Regression for Obtaining the Multiple Regression Equation" has been accepted for publication in the December issue of the Journal.

Dr. Griffin, a native of New York, finished his undergraduate work at Bethany College, Virginia, taught six years on the staff of William Woods College for Girls at Fulton, Mo., and in 1929 finished his Ph. D. work at the University of Missouri, writing his thesis on "Charts and Tables for Prediction in Psychology and Education.

"Imagine my embarrassment," said Aunt Emma, "when, according to my usual custom, I looked under the bed before retiring. I had forgotten I was in an upper berth."

He had a heavy role to play,
In the second act he found,
He had to lift an office stool,
And turn the piano around.

I CARRY A FULL LINE OF

Gold Medal Products**KITCHEN TESTED FLOUR****FARM TESTED FEED**

Which has proven Equal to any. Superior to most.

FEED YOUR BABY CHICKS**GOLD MEDAL FLOCK TESTED FEEDS**

ASK YOUR GROCERMAN FOR

GOLD MEDAL KITCHEN TESTED

—OR—

THE OLD RELIABLE BLUE RIBBON**"Our Motto, Carry On;****Our Slogan, Better Service"**

BE SOCIABLE, COME DOWN AND LOOK US OVER

E. C. DAVIS**SAME OLD STAND FOR 29 YEARS**

Roofing
Shingles
Cement

Building
Material
High Grade
Paints

**Clean Up and Paint Up****W. O. PERKINS & SON****Telephone 288****Eureka Springs**

STANDARD OIL TO MAKE BOW HERE IN MAY

W. D. WEAVER STATES THAT
SUPER SERVICE STATION
NOW UNDER CONSTRUCTION
WILL OPEN IN
ABOUT SEVEN
WEEKS

Eureka Springs about May 15 or June 1 will welcome the entry of the Standard Oil Company into its trade territory when the super service station of W. D. Weaver opens. Mr. Weaver gave out a statement to the press this morning that he expected to open on one of the dates mentioned above with a fully equipped service station, to handle repair work on tires and automobiles; operate a station with Standard Oil products and in general serve the needs of the traveling public.

After several weeks of excavating along the hillside fronting the auditorium has made the available space for such a station that will occupy a strategic point in the traveled streets of Eureka Springs. Mr. Weaver has given considerable thought to the erection of his plant and he states that everything in modern auto service will be the keynote of his entry into the auto service station line.

The entry of the Standard Oil Company into the northwestern section of Arkansas is a forerunner of their widening scope of serving the autoists needs. They will make a formal bow to this section of the state with Mr. Weavers official opening.

GREET THE VISITOR RIGHT

First, to beautify any town it must be made clean. Cleanliness itself is beauty. Therefore if you want to beautify Eureka Springs or any town you may do so by making the land surrounding your home clean, or in the more proper sense, make it look neat. Tin cans are the breeding places

of mosquitoes and are ugly in any place except the junk yard. Then make your lawn look regular and systematic. A clean-cut lawn, devoid of sticks, rocks, and so forth is a sign of industry. Industry is the sign of prosperity and prosperity brings additional population.

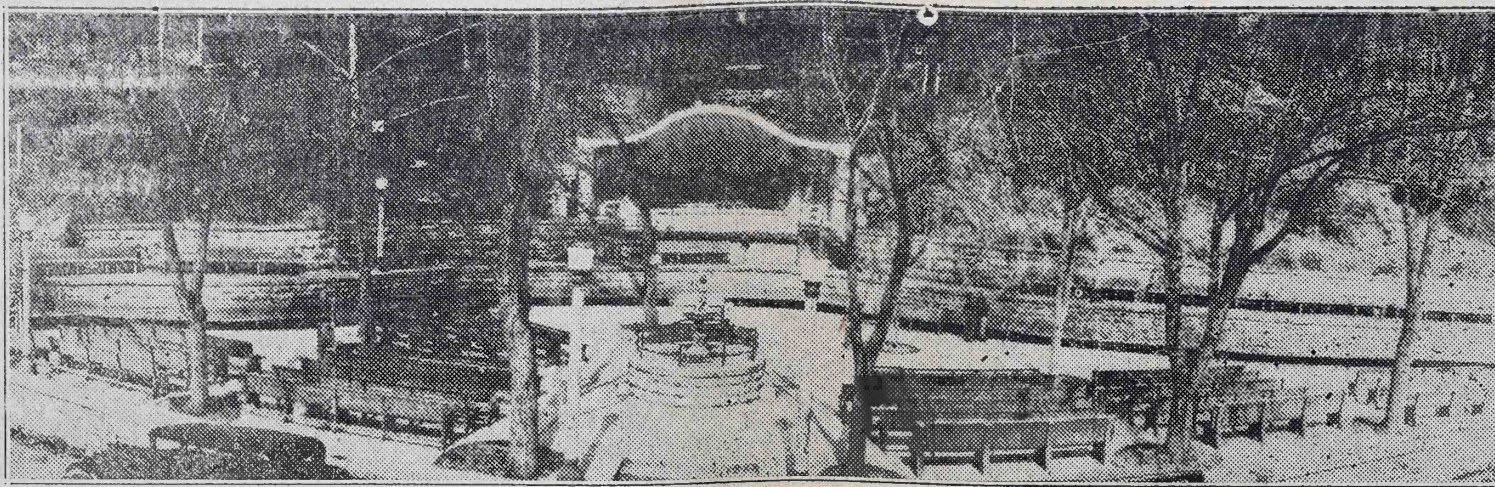
Then a beautiful town generally has trees and unusually has systematically planted flowers. The labor, however small, that you expend in planting trees and flowers will more than repay you for itself. Trees that are set out by a road or street are beautiful and add to the beauty of the street. By way of example Napoleon III, wishing to beautify Paris, spent millions of dollars in straightening out the streets and having shade trees set along side that made beautiful streets and boulevards. Paris is considered the most beautiful of the major cities of today. Trees which are well trimmed, symbolize a beautiful town. Then flowers add beauty and color to any lawn. Also we should want to plant flowers because they reproduce more flowers grow.

"What are you looking for?"

"A piece of taffy."

"A piece of taffy? Why a piece of taffy? Its no good to you."

"Oh, yes, it is; it has my teeth in it."



BASIN SPRING PARK COMPRISING 28 ACRES, IS IN THE HEART OF THE CITY; BASIN PARK HOTEL ADJOINS THIS PARK.

FACTS ABOUT EUREKA SPRINGS AND THE OZARKS

PUBLIC LIBRARY

Eureka Springs has a splendid public library, containing over 5000 selected books of all kinds and hundreds of magazines and pamphlets of all sorts. The books are available to visitors either at the library or to take to their homes.

CHURCHES

Eureka Springs is well provided for the spiritual, as well as the physical, well being of the individual. The following denominations have churches: Methodist, Baptist, Presbyterian, Christian, Episcopalian, Pentecostal, Apostolic, Catholic and Christian Science. You will find a warm welcome at which ever church you may attend.

LIVING ACCOMODATIONS

There is about everything here that a person would ordinarily expect or want in the way of living accommodations. Cottages and apartments, completely furnished for light-housekeeping, with and without private baths. Single rooms, good boarding houses and fine modern hotels. Prominent mercantile establishments where all sorts of supplies may be bought at a reasonable cost.

BASIN PARK HOTEL

The Basin Park Hotel, ranks among the very best hotels in the

Ozark region. It is modern in all its appointments. An eight-story stone building with each floor leading off to the mountain at its rear, a short cut for that daily climb. The entire eighth floor is a very handsome roof garden, used for dancing and special affairs. The hotel is conveniently located adjoining the Basin Spring, and commands a large patronage. Operated in European plan.

THE THACH

The Thach is located on top of West Mountain. This hostelry is greatly favored by visitors from the south in particular. Its commanding location offers a most attractive view of a large part of the city and surrounding hills.

OTHER HOTELS

Those who prefer the smaller and less expensive places, will find satisfactory accommodations in either of the following hotels: The Pence, the Chautaugua, and Palace located on Spring Street. The Grand Central and Landaker on Main street and the Lion Spring on Benton Avenue.

In addition to the hotels, several good boarding houses are available. Many furnished flats and cottages fully equipped for light house keeping including baths, and furnished rooms in

private families.

CRESCENT HOTEL

The Crescent hotel is located in a commanding position on top of West Mountain. It is an exceptionally beautiful building. The broad verandas and the charming surroundings invite repose and bespeak comfort. Recently the hotel has been completely refitted by its new management, making it more attractive than it ever was, and first class in every respect. Operated on American plan.

THE ALLRED

The Allred is located on Spring street, in the heart of the most active business part of the city, and within easy reach of the principal springs. The hotel enjoys a fine reputation for its roomy well kept accommodations.

There is also a number of restaurants where good meals may be obtained at reasonable costs. Living expenses in Eureka Springs are by far more reasonable than common as a rule in health resorts.

AN IDEAL PLACE FOR A PERMANENT HOME

Many make their home in Eureka Springs who have retired from active business and desire to live their remaining years at the most favored spot, where they may live in ease and comfort and their lives prolonged. They decided to make their home in Eureka Springs because they found

that the conditions which go to make the best climate, such as medium altitude, average temperature, rainfall, sunshine and drainage are so well blended in this nature favored spot. But above all, because Eureka Springs has the most essential element to good health, incomparable pure water in unfailing abundance. Living expenses are also moderate. There is a plentiful supply of fine flavored vegetables, fruits and other food available from the neighboring farms.

EDUCATIONAL

The Eureka Springs Public Schools have for years held a high standing among educational institutions for efficiency. All grades are comprised in the curriculum, including special instructions of bookkeeping, stenography, normal training, home economics for girls and manual training for boys. Athletics are also encouraged and supervised by a capable instructor. The health record of the children attending the public schools bears out the slogan—

"Eureka Springs has the lowest death rate among the young. The highest age rate among the old."

Out of an average annual enrollment of 600 children during the past 35 years, only twelve have died. A mortality per cent so small, that it seems almost incredible. Furthermore during the 35 years the schools were suspended only five days of fear from contagious disease. Very few schools elsewhere can parallel this remarkable record, which speaks louder than does anything else for the unsurpassed healthful conditions at Eureka Springs.

A spinster went to have her picture taken and the photographer noticed her tying a piece of clothes line around the bottom of her skirt.

"What's the idea of that?" he asked. "Can't take your picture that way."

"You can't fool me, young man," said the old girl, "I know you see me upside in that camera."

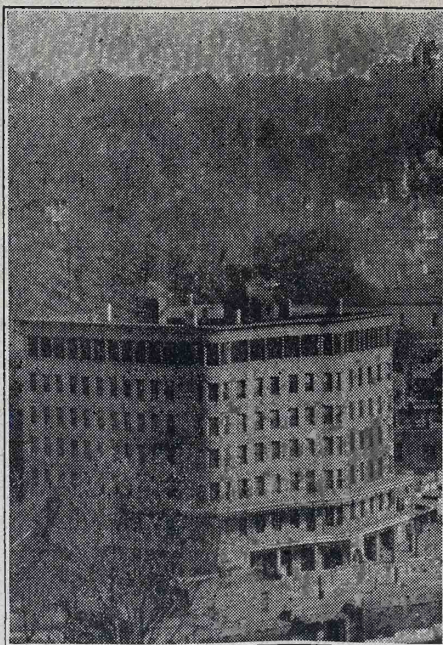
High up in the Ozarks with nature at its best, Eureka Springs.

the BASIN PARK

hotel

A Hotel
of COMFORT
For A Day
or
For A Year

European
Plan
Eureka Springs,
Arkansas



The most wonderful Health Resort of our country—a city of 5000 people—in the center of the "LAND OF THE BIG RED APPLE" is the mecca of the invalid. More marvelous cures of Stomach, Kidney and Liver Troubles, Rheumatism, Skin Disease, Nervous Prostration, etc., have been performed by the use of these waters than by any others. An ideal winter resort for people from the North and East, where they can escape the rigors of a Northern Winter—enjoy bright days—with outdoor air and exercise, without the enervating effect of more Southern climates. Water clear as a crystal! Air pure from the pine clad hills. Our guests will find the Basin Park Hotel, a hotel of excellence, situated downtown, near to every activity. Every effort to please is one of our prime efforts.

This modern Hotel occupies a central position, adjoining the famous Basin Spring. From the top story wide bridges extend to Basin Park Reservation of twenty-eight acres. It is equipped with all modern conveniences, including an electric elevator with every known safety appliance. Steam heat, electric lights, hot and cold water and telephone in each room. One hundred bed rooms, fifty with private bath. Guests' bath room on each floor. Two large windows in each bed room. Two fire escapes from each floor. Lounge Room on the entresol floor. Barber shop joins the lobby. Office and lobby on ground floor. The entire top story of the Hotel is devoted to comfort and pleasure, the north wing being a ball room, the east front being a reception room.

FOR YOUR HEALTH AND RECREATION

When planning your trip, either for vacation or health, you should not overlook the wonderful Ozarks and Eureka Springs with this magnificent Hotel and facilities for giving you every comfort. It is the oldest resort in the Ozark Mountains and is styled "The Capitol Resort of the Ozarks, located on the top of the mountains in the "Land of a Million Smiles." Thousands of visitors have found health and pleasure in Eureka Springs where there is positively no malaria, no mosquitoes and you will sleep under blankets every night.

For Further Information Write

Clarence Thompson, Manager

Eureka Springs, Arkansas

ATHLETICS AT EUREKA SPRINGS
HIGH SCHOOL

WYLIE G. KEY,

Athletic Director, Eureka Springs
High School.

Key of Fordyce and Hendrix College, Conway, has coached three years in this area, two at Green Forest and one here. His teams have scalped 53 victories out of 75 games played, participating in eight tournaments, winning one first, three seconds and never placing below the quarter finals.

One of these eight tournaments was the State Tournament at Batesville in 1928, and during the eight tournaments, 12 of his men made the all-tournament teams.

Basket Ball Activities

On Sept. 9, 1929, Wylie G. Key of Hendrix college and formerly coach at Green Forest took up the work of coaching the Eureka Springs Bull Dogs. At Eureka Springs he found an inexperienced bunch of boys but boys that were willing to work. Not having any foot ball team due to the fact that no athletic field was obtainable, basket ball training got under way early, beginning Oct. 7, the boys were put through a period of five weeks of drill in fundamentals. The first game found the boys not quite ready to go so it was lost to Hollister, Mo. The second game showed improvement and the Bull Dogs won from Seligman. The next game was won also. From then on the team improved. They were at their best when they won their own Invitational Tournament Jan 18.

The following was the 1929-30 roster.

JACK BUTT

Capt Jack Butt, who had seen duty as forward in other seasons was shifted to stationary guard, a position which he handled capably. Butt was placed on the all-State team at the Invitational Tournament and the Second all-star team at the District Tournament. He is a senior.

LAWRENCE TYLER

Tyler, six foot blond forward was dreaded by every team met this season. Tyler averaged approximately ten points per game. Not once during the entire season was he removed from the game on account of personal fouls.

He made the all-star team at the Invitational and the District Tournament. Tyler has another year.

GEO. MURRAY

Murray, from Jasper, was Tyler's running mate at forward. Murray was a dependable forward and also made good running guard when shifted to that place in the absence of Southall who became ill in the latter part of the season. Murray will be with the team next year.

WEBSTER SOUTHALL

Southall who came to Eureka Springs from South Arkansas was Butts' running mate at guard. He was a very dependable man, he usually counted five or six points per game but his main value was in taking the ball of the opponents back stop. Southall was lost to the team in the district tournament on account of illness. He is a senior.

BILL BARTLEY

Bartley got the call at center, a position which he held the entire season. Bill was one of the fastest men on the team, his work aided materially in winning the tournaments. He will be with the team next year.

ROY HUSK

Husk was taken off the Junior team in the mid-season and placed on the first squad. His work was good, especially in the last few games. Husk has three more years to play with the team and should be heard from in that time. He plays forward and guard.

GERALD TYLER

Gerald Tyler, forward, was not out all the season but in the last few games proved that he will be a valuable man next year. Tyler is a Junior.

JUNIOR KAPPEN

Cap was not able to win a regular berth on the team but served as a dependable utility man. He has another year to make the team.

BILL REID

Reid saw a little service this year but in his next three years should prove a valuable man to the team.

Basketball Strong in Dis. 2.

District No. 2 proved to be the fastest in the state this year. Western Grove easily walked away with the State Tournament at Pine Bluff even though they had only won second place at their own district meet at Harrison. Harrison who won first place in the district meet ran rough shod over Fort Smith but were eliminated from competition by Jonesboro.

Both Harrison and Western Grove were in the Invitational held in Eureka Springs. Western Grove was defeated by Anderson, Mo., Eureka Springs defeated both Anderson and Harrison in the drive for the Championship.

Western Grove, Harrison, and Eureka Springs were all top notch performers in the Arkansas circle.

This was the third trip for Western Grove to the State tournament. The writer thinks that each year their team was right up in the class with the best there but the inferiority complex seemed to have a hold on them and they did not perform up to standard.

Some of the performers in this circuit that would look good on almost any body's basketball team are, Carl Benton, Clark Benton, and Featherstone. All three are star men of western Grove. Capp Lynch and Wallace of Harrison also Butt and Tyler of Eureka Springs. There were several other stellar performers in the district the names of which the writer is unfamiliar.

EUREKA SPRINGS ANNUAL INVITATIONAL TOURNAMENT

On January 16, 17, 18, Eureka Springs held its first annual Invitational Tournament, being the first tournament ever held in the city. R. L. Smith, Supt. of Schools W. G. Key, Athletic Director of the High School, Leonard Holloway, chairman of the Entertainment committee had other enthusiastic citizens left no stone unturned in their effort to make the tournament successful.

Headquarters were maintained at the Basin Park Hotel here the coaches and players registered and were always able to obtain official tournament information. Fred C. Thomsen, head coach, University of Arkansas, was the Referee for the Tournament. Joe Butt, sports reporter for "High Ideals" was scorer, and Fred Porter, circulation manager Daily Times-Echo was timer.

Thirteen of the strongest teams of the Northwest Arkansas and Southwest Missouri assembled here to compete for supremacy of this section. Pre-Tournament dope favored Western Grove, who later became champions of Arkansas by running rough shod over opponents at the State Tournament at Pine Bluff over Anderson, Mo., Marionville, Mo., and Harrison, to cop the honor.

The Eureka Springs Bull Dogs who in previous years had been "Lap Dogs", athletically speaking, were never once considered by the dopsters. Harrison and Western Grove both had defeated them earlier in the season.

The Bull Dogs anxious to cooperate with the citizens of the town in really making the tournament a success took upon themselves the herculean task of winning first place and incidentally the full size Silver mounted basketball. Hindsville, Ark., Seligman, Mo., Anderson, Mo., and Harrison, Ark., each met defeat at the hands of the vicious Bull Dogs. Western Grove after being defeated in their first game by Anderson, Mo., came back strong and won second place.

The hardest fought and possibly the most interesting game of the tournament was the semi-finals between the Eureka Springs Bull Dogs and the highly touted lads from Anderson, Mo. The final score was 22-18 in favor of the Bull Dogs, but this was after 32 minutes of the fastest and most furious basket ball playing seen

THE LURE OF THE OZARKS

(By Adelaide Wayland, Dean of Women, Crescent College)

I stand upon the heights

I gaze out o'er the hills

The everlasting hills of Ozark fame.

Thoughts swirl about my soul

Rushing, rampant, tempestuous thoughts,—

They engulf me like a flood tide.

How did the Almighty mind conceive these mountains,

High up the slopes, the boulder rocks, in every form

Of line and curve, throw up their masses

And far above these marbled tables, domes and pinnacles,

Rise wooded stretches

As Moses, by the magic of his rod, brough water

From the unyielding rock,

So, at the slightest touch, a thousand springs gush from these Ozark Hills

A thousand times ten thousand years have poured

Their wealth of water froth—

Their sparkling, singing waters, each spring a store of

Bouyant health.

The eye of God alights on this fair land, and

Quickening life is felt in every leaf and twig,

His finger tips caress the earth with gentle touch,

Straightway it leaps with joy, and offers up its

thanks with flowers,

Flowers blood red and gold and lavender—

Blue as the skies and mauve and violet

And over all this wondrous whole—these mighty rocks—

These singing rills, the verdant forest and the

Radiant fields,

Floats such an ether as gave life imortal to the Gods.

Oh, glorious, friendly Ozark hills

I love, to adoration, all the majesty and beauty of

thine infinite variety.

RED BRICK, THE HIGH SCHOOL BUILDING, OVERLOOKING
THE CITY

on the local court.

The final game with Harrison which the Bull Dogs won 14 to 13, was also fast and cleverly played. Each team was heyed up so highly that many shots were missed that could have been made. It was a good clean game and the outcome was doubtful to the last whistle.

Each year Eureka Springs High School hopes to bring more and better teams to this annual affair. With her new \$60,000 municipal auditorium and gymnasium, no better or more desirable place for the tournament could be found than Eureka Springs, "The Capitol Resort of the Ozarks."

Orlando, Fla.—The magnitude

of the operation of the Mediterranean fruit fly in this state may be understood when it is known that these pesky little critters have cost Florida citrus growers fifty millions of dollars.

BRANHAM'S DAIRY, ONE
OF CARROLL COUNTY'S BEST

Branham's Dairy located eight miles from Eureka Springs on state highway 12 is one of Carroll's leading dairies, both in the point of dairy head and for up to date modern dairy facilities. There are twenty seven milk cows in the herd, which is made up of the Holstein, Jersey and Guernsey, strain. This dairy is located on 160 acres of fine pasture land, which is rolling and which is fed by four active natural springs. Natural gravity from one spring alone has sufficient strength to throw a stream thirty feet high. The Branham Dairy supplies a great portion of the population of Eureka Springs with its dairy product.

Indianapolis, Ind.—Rev. Edward J. Jones stated in his address here that the chain store idea is getting into religion, and he prophesied the time when all of Protestantism will be united under one head.

THE PUBLIC SCHOOLS
OF EUREKA SPRINGS

The public school, the pride of Eureka Springs, is as unique as the town itself. While conforming to state standards for A class schools, it has developed along distinctively original lines.

Of necessity, its development has been slow, but it has been steady.

The hillside on which is located the school yards and buildings was not changed overnight, from a rock-strewn incline to the attractively envired community known as Red Brick Hill. The Red Brick building in which is housed the Senior and the Junior high school and the Elementary grades was erected in 1891. It may be of interest to add that the Red Brick is the one building of the group that now serves the purpose for which it was originally intended. Both the primary and the vocational buildings were originally, residences, and were acquired, and incorporated into the school plan, only after the Red Brick had been enlarged as far as space would permit.

But the combination of home and school has resulted happily and it probably holds the explanation of why visitors so often comment on the homelike atmosphere of the school.

Terracing the hillside to provide for shade trees, flower beds, walks basket ball courts, swings, giant strides, and other play facilities, and drawing into this setting, building of diverse types so as to produce a harmonious whole, required rare artistry and unusual executive ability. It is due to C. S. Barnett, superintendent of schools for thirty-eight years to say that he was both artist and executive. Red Brick Hill is his dream come true.

The high school organized in 1889, with a three-year academic course has enlarged its curriculum from time to time to meet state requirements and local needs—now it has five well organized departments from which students may choose the sixteen units required for graduation.

The Science Department is outstanding, for several reasons, among which are: Mr. McCall, head of the department is a very efficient teacher, the laboratory is unusually well equipped; science makes a strong appeal to the youth of today.

Another popular department is the Commercial, with Miss Bush-

man at the head. The efficiency of this department is demonstrated by the large number of young men and women, trained in it, who are holding responsible positions in Eureka Springs, in Washington, City and in other large cities.

The remaining departments are presided over by efficient teachers and they enjoy their share of the prestige accorded the school.

The library has kept pace with the growth of the school. In 1928, through the effort of Mr. R. L. Smith, the superintendent, the library was greatly enlarged, the books were classified by the State Librarian, and the card-index system was inaugurated.

The same year the grades acquired room libraries.

It has always been the policy of the school to encourage beneficial student activities.

The school paper, Hi Ideals is now in its tenth year.

Two years ago, the Senior Class sponsored an annual, Top O The Hill, which has furnished ideas to other annuals ever since its publication.

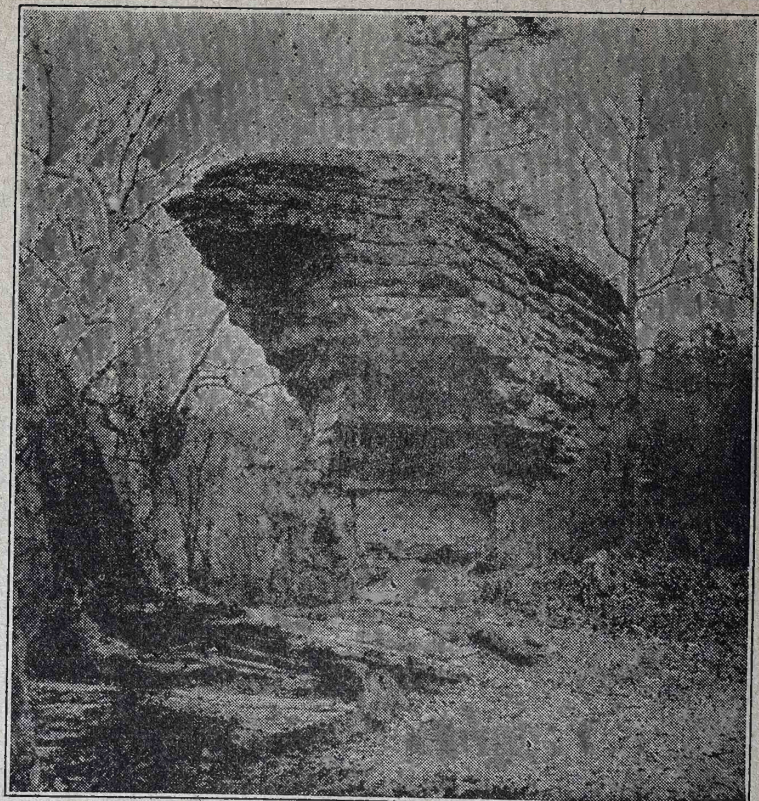
This year unusual interest has been shown in both debating and basketball. Doubtless, the interest is largely due to the highly efficient coaches provided for these activities.

The Sophomore debating team, with Miss Milum as coach, has won the district championship which puts it in line for the state championship.

The basket ball team, with Mr. Keys as coach, have won honor upon honor this season. Their climatic achievement was the winning of the silver cup at the Inter-State Invitational Tournament, held in the Auditorium Gymnasium in February.

Mr. Smith, the superintendent, is in line with present-day movements in education. No opportunities to advance the best interests of the school escapes him. It is due to his efforts that the school has had the assistance of members of Crescent College Faculty both in class room instruction and in extra curricular activities this year.

Through the Schoolmates Reunion and the Alumni Association, which is the second oldest in the state, the school keeps in touch with ex-students, both graduates and undergraduates and holds them loyal to the Red Brick, their alma mater.



PIVOTT ROCK, ONE OF EUREKA SPRINGS POINTS OF INTEREST

The scenic North
Spring Street of the
City should be continued to Camp
Leath. Trees make
beauty.



PERRY C. MARK
INSURANCE



ALL BRANCHES

A
RATED
AND
BONDED
OFFICE
GUARANTEEING
YOUR
PROTECTION

BASIN BLOCK

TELEPHONE 67

EUREKA SPRINGS,
ARKANSAS

DON'T BE A FISH HOG!

Be Reasonable and Perpetuate
Your Sport

Arkansas has had better fishing the past three seasons than many anglers have ever experienced in the state and the supply should increase with each succeeding year if hoggishness is avoided

and condemned, restrictive measures taken and proper sportmanship displayed.

The average fisherman experiences extreme difficulty in "stopping" when they are biting good and no police officer in sight. The greater the supply of fish the stronger the desire to ignore bag limits and display lack of sports-

manship. When we have plenty, we usually forget to save and are prone to feel that there will never be a shortage.

Another fishing season will soon be in full sway and thousands of men, women and children of the state will be out in quest of the finny specimens, hence we deem highly appropriate an urgent appeal for taking within reason and a strict observance of all protective laws. Special attention is directed to the following legislative enactments which every fisherman should strive to observe.

Dynamiting of fish is contrary to good sportmanship, is destructive and is, prohibited by statute. Artificial bait cannot be used from March 15 to May 15 inclusive. Artificial bait with more than three hooks or points is prohibited at any time. Fishing in any manner within 100 yards below any dam or other obstruction across any stream, is not permitted from March 15 to May 15. Fish cannot be shot at any time. Game fish (except trout shipped in from another state) cannot be sold at any time.

Minnow seines, four feet or less in depth and not exceeding fifteen feet in length, may be used in catching true species of minnows except from March 1 to May 15. Game fish cannot be gilled or speared from March 1 to June 30, and no fish can be hogged or grabbed from March 1 to August 31. The daily bag limit on black bass and crappie is 15 each per day. Fish traps, wire baskets, etc., are unlawful. Trammel and gill nets cannot be used. Picnic seines of specified dimensions may be possessed and used in certain counties from June 15 to September 30.

All persons, regardless of age, using artificial bait must first procure a license. All non-residents desiring to fish in any manner, must first procure a license. Either a trip license, good for two weeks which costs \$1.10, or an annual license which costs \$5.00. A person is entitled to only one trip license during the year.

Be reasonable - Play Fair - don't rob your streams and fellow sportmen. Think of the future.

Sterling Store

EUREKA SPRINGS

5c to \$1.00

ARKANSAS

Formerly HEWITT-DAVIS STORE

THIS IS AN ARKANSAS CONCERN, OWNED BY ARKANSAS PEOPLE, OPERATED BY ARKANSAS CAPITAL AND EMPLOYING OVER 1000 ARKANSANS.

—OUR AIM—

TO MAKE EVERY TRANSACTION IN OUR STORE PLEASANT AS WELL AS PROFITABLE AND SATISFACTORY TO ALL CUSTOMERS.

—A FACT—

MANY ADDED COMFORTS MAY BE HAD WITH THE SAVINGS YOU MAKE ON PURCHASES AT STERLING STORES.

All a Board

THE ROARK'S TRANSPORTATION COMPANY, INC.

All a Board

(Cities)
Time Schedule

THE SCENIC
WONDERLAND

Two hundred and fifty miles scenic drive through the heart of the Ozarks reveals scenic wonderland, the peaceful beauty of the Ozark mountains, alluring beyond power of description, the mountain range immortalized in Harold Bell Wright's book, "Shepherd of the Hills" Every turn uncovering some new and charming vista of forest, glimpse of streams, lakes or villages.

A person cannot be well educated until he has traveled; nor can he be considered well traveled until he has seen Eureka Springs the greatest and most unique pleasure and health resort in the Ozarks.

READ DOWN

1:45 P. M.
2:10 P. M.
2:25 P. M.
2:35 P. M.
2:45 P. M.
2:50 P. M.
3:05 P. M.
3:15 P. M.
3:45 P. M.
4:10 P. M.
4:45 P. M.
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5:40 P. M.
6:00 P. M.
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6:35 P. M.

READ DOWN

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12:55 P. M.
2:00 P. M.

Fayetteville
Springdale
Lowell
Rogers
Avoca
Bestwater
Garfield
Seligman
Clatonsville
Busch
Eureka Springs
Berryville
Green Forest
Alpena
Batavia
Harrison
Bellfonte
Valley Springs
Western Grove
Pindall
St. Joe
Buffalo River
Marshall
Leslie
Clinton
Bee Branch
Damascus
Bertonville
Wooster
Conway
Mayflower
Palarm
Little Rock

READ UP

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7:00 A. M.
6:40 A. M.

A FEW
REPRESENTATIVE FARES

Fayetteville to Little Rock, Ark	\$9.35
Rogers to Little Rock	9.35
Seligman Mo to Little Rock	9.35
Eureka Springs to Little Rock	8.45
Berryville to Little Rock	7.85
Green Forest to Little Rock	7.45
Alpena to Little Rock	7.05
Harrison to Little Rock	6.45
Marshall to Little Rock	4.75
Leslie to Little Rock	4.40
Little Rock to Joplin, Mo.	11.95
Little Rock to Tulsa, Okla.	14.35
Little Rock to Muskogee	13.10
Little Rock to Springfield, Mo	10.50
Little Rock to Branson, Mo.	8.25

CONNECTIONS

At Seligman, Mo., and Rogers, Ark., for Monett, Joplin and Springfield Mo., At Fayetteville for Fort Smith, Ark., Tulsa, Muskogee, Oklahoma City, Okla., and Dallas, Texas. All points in Oklahoma, Texas and Missouri.

At Little Rock, Ark., for Hot Springs, Memphis, Tenn., Texarkana, Tex., At Harrison, Ark., for Russellville, Hollister, Branson and Springfield, Missouri.

ROUND TRIP FARES

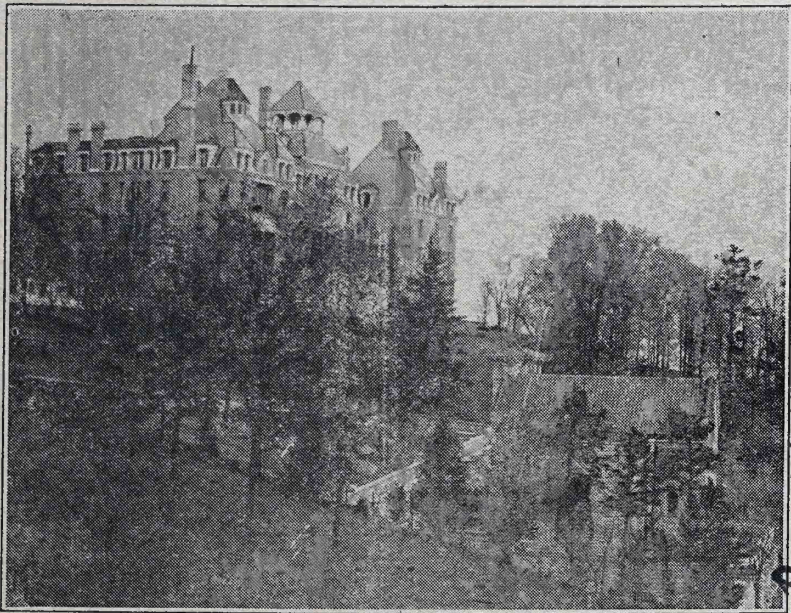
90 per cent of the one way fare doubled, increased where necessary to make same end in 0 or 5.

L. G. ROARK, President and General Manager
General Office, Eureka Springs, Ark., Phone 37
(THIS SCHEDULE EFFECTIVE MAY 1ST, 1930)

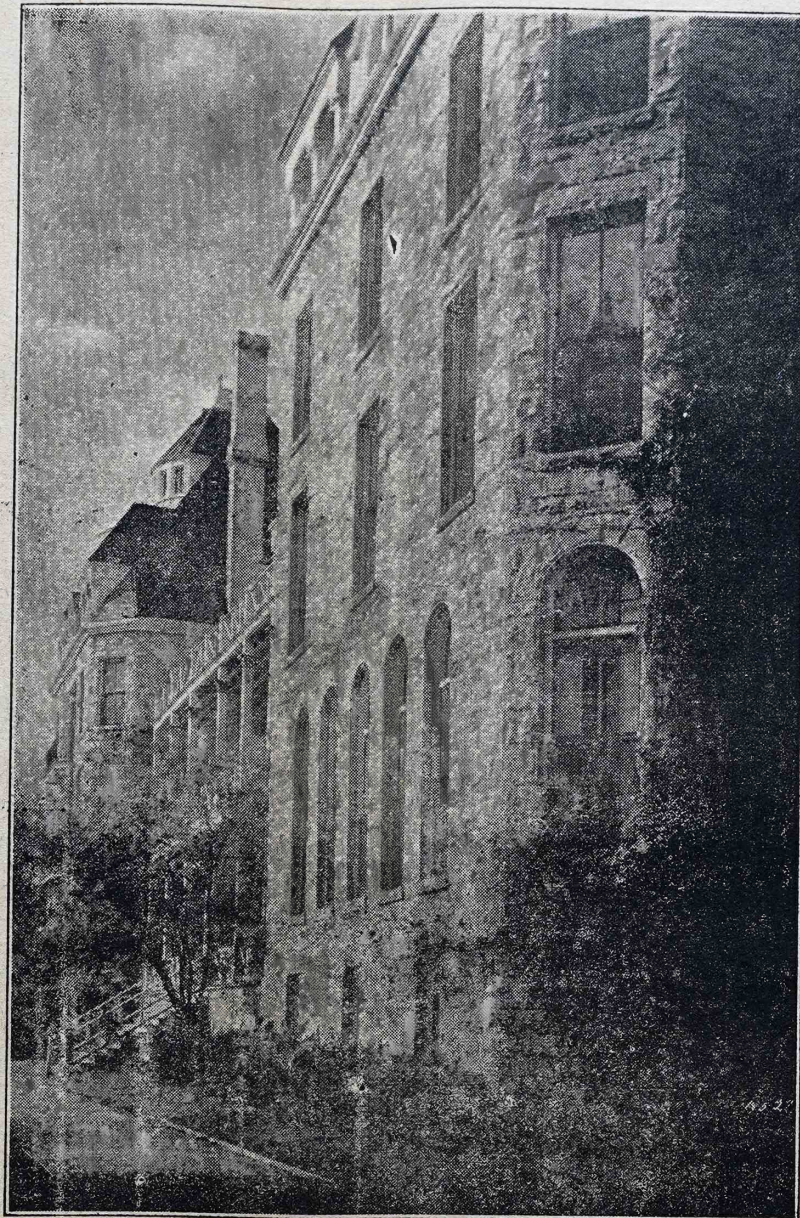
ABOVE FARES AND SCHEDULES SUBJECT TO CHANGE WITHOUT NOTICE

CRESCENT COLLEGE FOR GIRLS

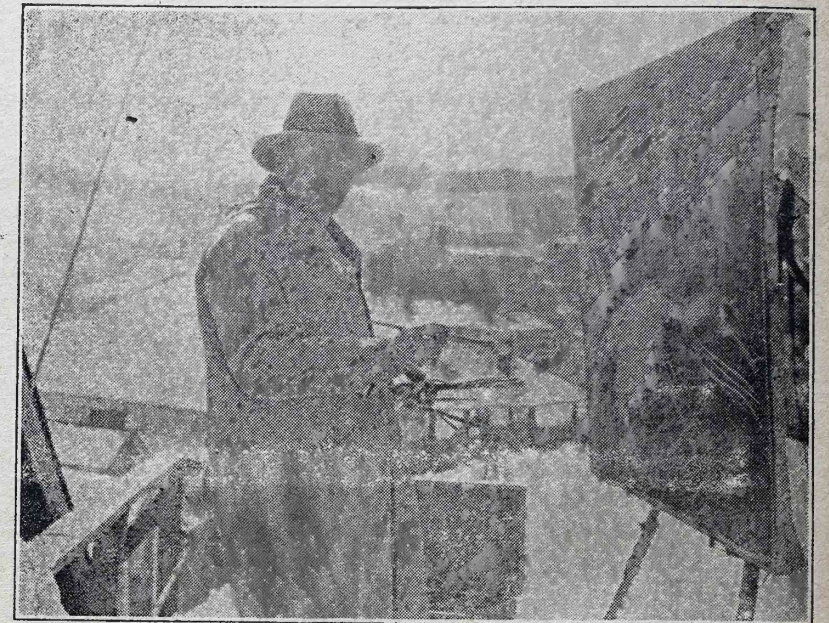
Eureka Springs, Arkansas



Crescent College "On Top of the Ozarks" dominates the sky line for miles.



The eastern view where hope and ambition are new each Morning. Mid-morning on the sunward side of Crescent Castle.



C. Harry Allis of New York City, Director of Art, caught by the camera beginning an Ozark sketch for which he is nationally famous.

Strong Courses

A standard junior college with college preparatory courses, music, art, and expression. Fifteen instructors, more than half of them with foreign travel and study, every college instructor with a master's or doctor's degree. One all-inclusive fee, reasonable in amount, definitely stipulated in advance—no hidden "extras." Correspondence invited.

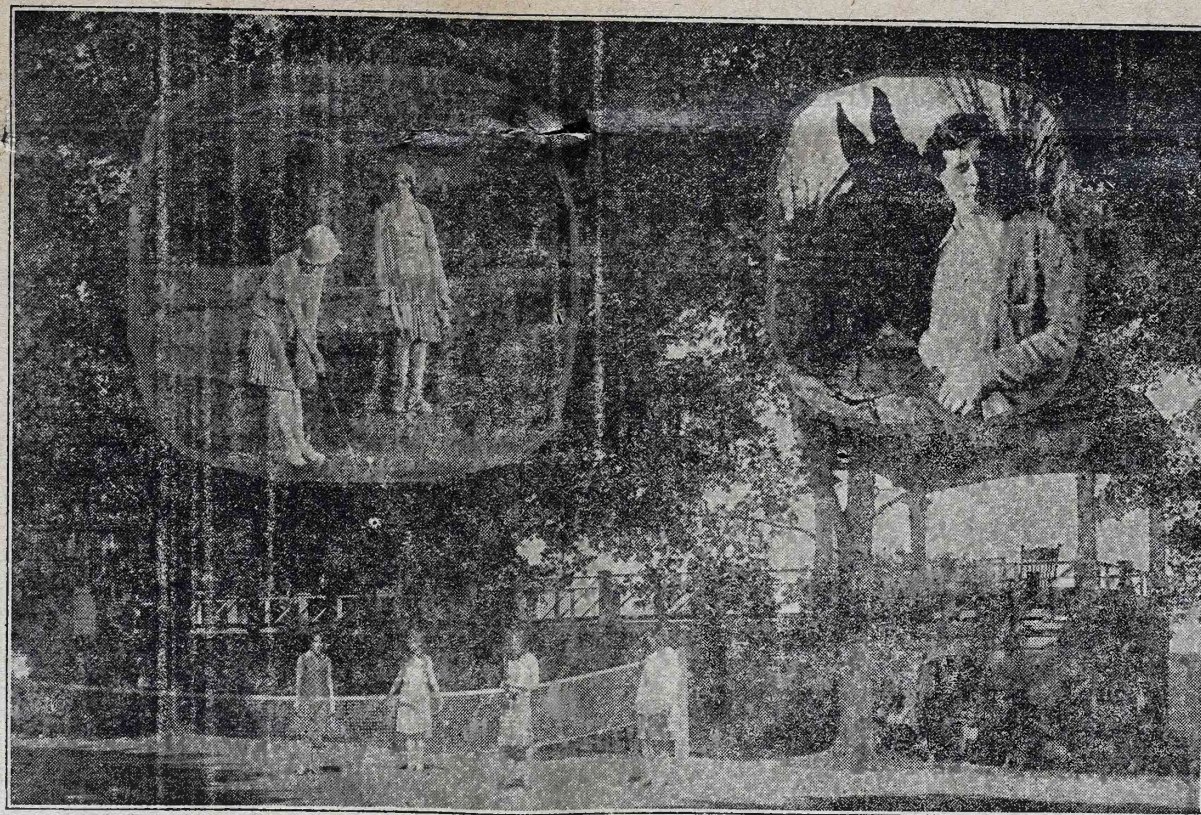
Dr. A. Q. Burns, President

Health Emphasis

The fetish of this region since the Indians discovered these health giving radio-active spring waters, has been health. Outdoor sports are possible all year, due to our mild and equable climate. Horse-back riding through mountain trails is the most popular all-year sport, followed by hiking, tennis, golf, and indoor gymnastics. We have the change of seasons without the rigors of northern winters and we have no debilitating results such as are found in the lower south country. Health comes first in our slogan of Health, Character and Scholarship.

Living Conditions

Private bath, or bath connecting with every room, telephone in every room and elevator service to each floor. Crescent College is on Crescent Mountain, every room is an outside room, and every window, as one student phrases it, "frames one of Nature's masterpieces of art." Dining room, reception hall, drawing rooms, sun parlors, reading rooms and class rooms, are all spacious, adequate and conducive to study, rest and relaxation. Discipline is maintained through few rules, and these are co-operatively formulated and jointly supported. The aim is self-control on the part of the student. The sanctity of each personality, the right of each girl to her own individual development—these primal considerations guide character training in our living together, faculty and students.

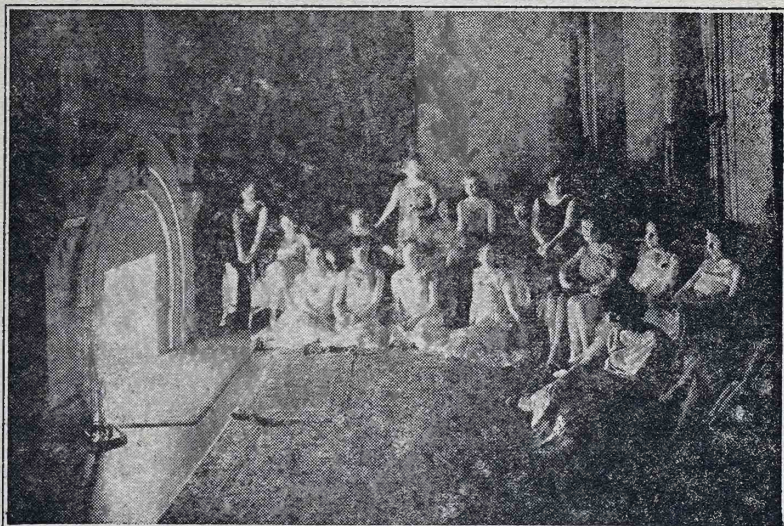


Health, Character, Scholarship—Health first, sun shine and fun, hiking, riding or golfing, where pine laden breezes give tonic to life. The purest water in the world, mild climate all year.

Recent Improvements

One hundred and fifty thousand dollars has been recently expended on this magnificent gray stone castle to beautify and improve its usefulness. Laboratories, library, and class rooms have been made completely modern, and no pains have been spared to make the institution the most attractive and useful college of its kind west of the Alleghenies. Natural beauty has been enhanced by skilful landscaping with choice shrubs, trees, and extensive hedges. A charming miniature golf course with eighteen holes, unique hazards, and highly developed setting, add to the beauty of the campus.

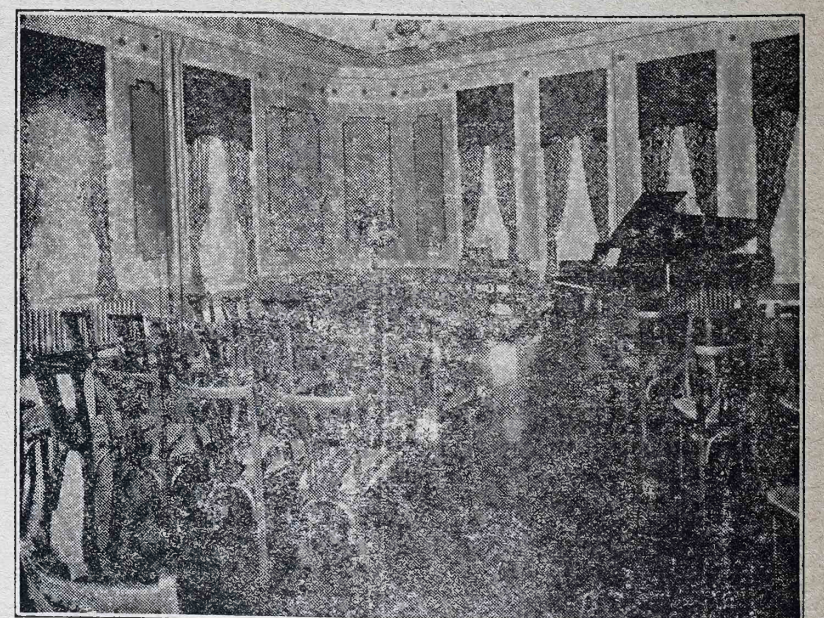
Nationally known artists seek this Ozarkland because of its natural settings and native beauty. Under our C. Harry Allis, of New York, Crescent College, as improved, will become the mecca of American artists in an Ozark American Art Colony.



Beautiful memories that never die.



A trinity of beauties, first, natural grandeur of Ozarkland; second, architecture's contribution; and third, the priceless personality of young womanhood.



Chapel in repose, dedicated three mornings a week to group contemplation of spiritual ideals.



November in the Ozarks



An October Day

WOMAN'S CLUB OF EUREKA SPRINGS

It's Organization and Functions

The present organization of the Woman's Club with a membership of near one hundred included in its classes, Active, Associate and honorary. Had it's inception in 1906.

A few cultured women with vision under the leadership of Mrs. M. R. Regan now of Mena, Ark., formed the Magazine Club.

The chief object of the club as the name implies was for social and cultured purposes.

During the years of its existence a number of books were turned over to the Library Association upon its organization and became the nucleus of our present library.

As the club grew in members and increased its scope of usefulness the name was changed in 1919 to the Woman's Club.

The club became affiliated with the State and General Federation of Women's Clubs in 1921, and is now classed as one of the leading clubs of the state.

While the club continues to be a social and cultural organization it has been closely identified with the civic affairs of the city the past few years. A number of worth while accomplishments may be enumerated to its credit. The successful sponsoring of a high class Lyceum course of entertainment for four seasons, contributing to the culinary life of the city, was the outstanding work soon after federation.

The management and maintenance of a city rest room was undertaken about 10 years ago and is still continued.

At the request of the Chamber of Commerce the club sponsored the participation of Eureka Springs at the Springdale Grape Festival in 1926.

First honors were won on the beautiful float prepared by a few of the members and entered upon that occasion.

One hundred dollars of the prize money being contributed to the School Board to make possible the retaining of the Domestic Science department in the city school.

The Club rendered valuable assistance upon the occasion of the participation of Eureka Springs in the Apple Blossom Festival in preparing floats, etc.

Through the efforts of the club several hundred dollars has been secured from the Harmon Foundation of New York City toward securing and developing a playground for children. To this sum thus secured the club expended a substantial amount last year in adding equipment, a wading pool, and providing a director for the playgrounds for one half day for three months.

Under the sponsorship of the club and the ten contributions of large club donations, the Sweet Springs steps were constructed a few years ago. Benefit entertainments of high order have been arranged from time to time for disaster relief. Liberal contributions are made yearly to the Carnegie Library, Red Cross, United Charities and other causes.

What is now the Civic Club was organized and for some time sponsored by the club under the name of the "Advertising Fives". Dur-

ing this time a very substantial part of the \$1000 supplied in building the new hospital was raised. The club has recently furnished a room in the hospital, has entertained state, district and county conventions upon different occasions. They are now planning a public entertainment in which they are inviting the cooperation of other clubs and organizations to raise a sum to apply upon the purchase price of a concert grand piano at the auditorium.

A junior auxiliary was sponsored and active for a time and known as the Business and Professional Woman's Club.

The accomplishments of this group of splendid young women were noteworthy and meritorious during the months of their activities. It is hoped they soon revive their organization as an independent or an auxiliary club.

Space forbids further enumeration of the complete list of the clubs during its existence or an enumeration of the personnel of the faithful and earnest women who have made this possible as officers and members. The record is one that in which all those who are connected as well as the citizenship at large should take a just pride.

EUREKA HIGH DEBATERS WIN DISTRICT HONORS



MISS MARY C. MILUM
Member of School Faculty

Debating, once that chronic invalid among activities, has been rescued from its dry formalism by those who are as interested in the subject matter as the technique of public speaking. Students have become interested in forensics, not as a process of sowing the air with careful measured gestures and of displaying a bundle of lawyers' tricks, but rather as a means of arriving at the truth of problems that vitally interest the contestants.

This year Eureka High has established a formidable debating reputation throughout the northwestern part of the state. A spirit of loyalty and interest has been instituted in the student body. Debating has developed rapidly into one of the foremost of extra curricular activities and will remain so as long as the student recognizes its real educational value in familiarizing the debater with the vital problems of the country.

Debating in the high school has been in a state of quietude and dormancy until this year. The first step to awaken debate interest was the organization of a club, Domini Verborum. Twice a month this club of twelve members met and engaged in debate.

Forensic activities received their formal start before the public, December 19 in the high school auditorium with the holding of the annual debate tryout. Eleven contestants vied with each other for the honor of representing their school. The team selected by the judges was Beatrice Burris and Joe Butt, affirmative, and Richard Barrett and George Nicholds, negative.

Springdale was the first school to bow to the Eureka debaters at a contest here March 5. The question, "Resolved that Installment Buying of Personal Property as now Practiced in the United States is both Socially and Economically Desirable" is being used in all the debates. As Springdale had defeated Fayetteville, the winning of this debate for Eureka was quite an honor.

The debating season reached its climax March 21 when Eureka won the district championship at Harrison. The Eureka affirmative, Beatrice Burris and Joe Butt, defeated Yellville 2 to 1; while the Eureka negative George Nicholds and Richard Barrett defeated St. Joe 3 to 0. It was a hard fought battle from the very beginning as each debater was forced to do his utmost to combat the oratory of the others.

This debate team coached by Miss Mary Milum, has made for its Alma Mater a reputation which is looked upon with respect and awe by their opponents. They have played a large part in the rejuvenation of an activity which has lost its prestige in school activities, a broader insight into the many problems which confront the national government has been attained through the research work which is necessary in preparing a debate.

Two more debates, the University meet at Fayetteville where Eureka will represent this district, and the North Arkansas Meet at Harrison, will complete the season of successful debating.

"Here and There in the Ozark Playgrounds"

Ozark Colony will again be the scene of a summer school of music, according to announcement made by Walter Eaton, president of the colony. The Clarence Burg School of Music will open its sixth season at the colony July 1 and continue until August 9. The school will occupy the Eagle Nest Club and will be directed by Prof. Burg, who is dean of the college of fine arts at the Oklahoma City university and a pianist of wide reputation.

The Ozark region was host during the past week to 125 Kansas City business and professional men who are enroute from a good will tour through the south.

Folders recently issued by the Prize Drive Association will be distributed to tourists in the Ozarks this summer. This association is sponsoring a contest for the most appropriate name for the drive, and the winner will be given two weeks' vacation in the Ozarks with all expenses paid.



NOTED ARTIST MAKES OZARKS HIS HEADQUARTERS

C. HARRY ALLIS, Director
Crescent College Conservatory of Art, Crescent College.

Mr. Allis began his art career at the early age of 6 years. He modeled many things in wax and clay and showed marked ability. He was brought up in an atmosphere of dramatic art. His mother Sarah Camille Compton sang much in New York City and in Opera in London under the name of Madam Camille.

Mr. Allis time was much divided between art and music. He was boy soprano in the Medbury Memorial church, Detroit, Mich. Later, he was baritone in Christ church, Detroit. He first studied with his mother, then with Marshall Pease and Maurice Devries of the Metropolitan Opera Co., in New York.

He returned to Paris to paint and while there studied Jean De Reszke, and upon his return was soloist with the Detroit Philharmonic society under the direction of Alfred Hoffman. His career as a painter took so much of his time that he devoted all his time to it. About three years ago he interested himself in his vocal work again and was made chairman of the music committee of the National Art Club of New York City.

As a painter he has an international reputation, a native born American, born in Ohio, with his tional reputation, a native born American, born in Ohio, with his earlier studies done at Detroit Museum of Art where he was a pupil of Harry Eaton of New York. He was for a time an instructor in drawing and painting in the Detroit Museum and at Bay View Academy, as well as Vice President of the Detroit Water color Club.

He is particularly the artist-poet of the out-of-doors. During his ten years' residence in Paris and Barbizon in the forests of Fontainebleau, his brush revealed in the French village scenes. Autumn and Springtime appear on his canvases with a vigor and tone unsurpassed. He still maintains his studio in New York City and is much interested in the near future of art in the Ozarks.

An International Exhibitor

Merely to itemize the galleries where he has exhibited with distinction is to compass the art world.

Paris Salon
Munich Academy
Royal Society of Arts, London
National Academy of Design, New York City
Exposition at Rome (by invitation)

Corcoran Gallery, Washington
Carnegie Institute, Pittsburgh
St. Louis Exposition
Museum of Fine Arts, Cincinnati.

Museum of Fine Arts, Buffalo
John Herron Institute, Indianapolis

Detroit Institute of Fine Arts
San Francisco Worlds Fair
Toledo Museum of Art
Thurka Galleries, Chicago.

Kansas City, Youngston, Ohio
Dallas, Texas, etc.

Honors and Awards

A partial list will reflect the world-wide field competing for the honors awarded Mr. Allis:

Gold Medal, Le Touquet, France
Silver Medal, International Exposition in Bruges

Silver Medal, Exposition of American Art at Detroit.

Where to Find His Work

Specimens of the work of this artist are to be found in many famous galleries and private collections, notably the following:

Hazeltown Gallery, London
Muses des Beaux Arts, Nemours Gallery Modern in Munich
University of Oregon
Ackerman Collection of Calif.
Ackerman Collection of California

L. A. Chubb Collection, Minneapolis

The Helen Gould Collection, Lyndhurst, New Jersey

Annual Exhibit National Academy of Design, New York

Detroit Institute of Fine Arts, permanent collection.

Some of His Masterpieces

Reflect definitely the striking influence which this marvelous Ozark region has had upon Mr. Allis himself. "November in the Ozarks" exhibited at the one hundredth exhibition of the National Academy was designated as one of the five great paintings of the year and was reproduced on the front page of "The Art News" New York City, June 6th, 1925. This was painted near Eureka Springs.

Another canvas from the artistic atmosphere of the Ozarks is "An Ozark Town" which was shown in the National Academy of Design, New York City, Spring 1928, and is now in the private collection of Mrs. Winifred Scripps Ellis, Detroit, Michigan. This was painted at Eureka Springs and shows Crescent College in the distance on top of Crescent Mountain. *also our home*

Still another bold product from Mr. Allis' brush is "The Covered Bridge" exhibited in the National Academy of Design, New York in 1926 and 1929, now in the permanent collection of the Detroit Institute of Fine Arts.

In the World of Art

Here again the presence of this master artist so all-pervasive that a mere listing of the Clubs which honor him with membership must suffice to show his standing among the masters in his own field:

Federation of American Artists
The Bohemian Club of London
The Munich Society of American Painters
The Painters' Club of London
Honary member, Scarab Club, Detroit
National Arts Club, New York
Allied Artists of America N Y
Salmagundi Club, New York
Lime Rock Art Association, Connecticut.

PUTTING GREENS UNIQUE FEATURE

ATOP THE HILL BOASTS OF
AN UNMATCHED PUTTING
COURSE FOR CAREFULLY
CONSTRUCTED
LAY-OUT

(By Regac)

Mrs. Nancy Moore will soon open an added recreational feature to the lovers of outdoor sports when the Little Crescent Putting Greens are thrown open for play within the next few days. The ingenious arrangement of these links are certainly worth the visit to the half acre or more now being built into a very extraordinary miniature golf course for play of the hotel guests and lovers of golf who may wish to perfect their putt.

On a tour of inspection yesterday of Ozark attractions, we chanced upon this beehive of activity and after meeting Mr. J. L. Moore of Houston, Texas and Nashville, Tennessee, who was superintending the construction of the miniature eighteen hole golf course, we learned of Mrs. Nancy Moore's interest in providing Eureka Springs with an outstanding feature for lovers of golf as well as those who have expressed a desire to learn the game.

The eighteen hole course is a regular series of intricate golf play that straightway makes one an addict to the game after they have made several strokes with a putter. The "greens" are carpeted with cotton seed hulls which make them velvety to the feet with all the semblance of a heavy carpet of grass as usually found on the most expensively constructed golf courses. We tried several shots at some of the holes and straightway became a follower of this fascinating pastime.

We were told that considerable thought had been given the laying out of these links; the result certainly speak for itself. Anyone who may chance to visit the Little Crescent Golf Links will become enamored with the sport and we predict when members of the family may be missing, they will in all probability be "puttin" around.

HOTEL AND CAMP

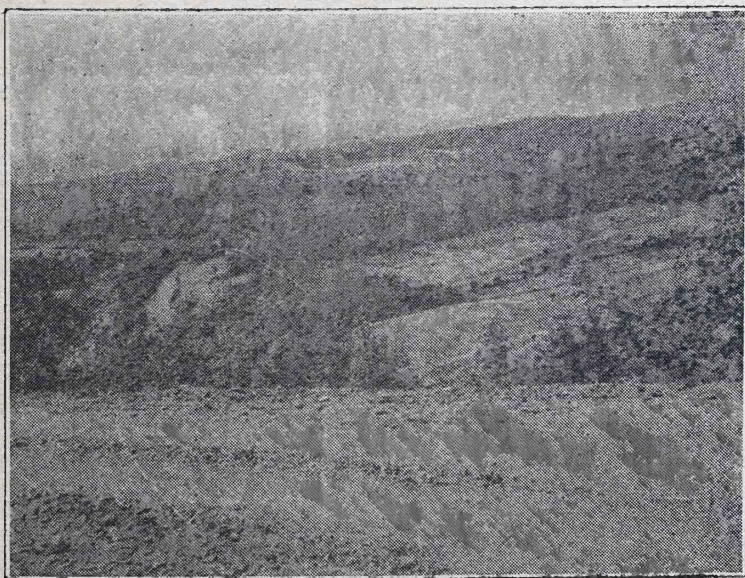
SURVEY TO BE MADE

Within the next few days the Ozark Playground Association will mail out a questionnaire to all towns and resorts within the area with a view toward making a survey of hotel and resort accommodations.

Resorts and hotels which are open only for the summer tourist season will be asked to give the date of opening, whether any special formal opening is planned and date of closing.

Other hotels, large and small, will be asked to file a report on their rates, number of rooms, type of accommodations, and information which will be of service to tourists.

This data will be kept on file at the Tourist Bureau, used in answering requests for reservations and will also be sent to the information and touring bureaus of automobile clubs in the larger cities near the Ozarks.



HILLS AND VALLEYS OF THE OZARKS ARE BEGINNING TO TAKE ON THEIR GREEN DRESS

OZARKS TO BE EXPLOITED BY NEW BOOKLET

A busy vacation season is in store for the Ozarks visitor who follows the guidebook now being prepared by Keith McCanse, former state game and fish commissioner, who lists more than 1,000 resorts, vacation spots and natural attractions of the Ozark region.

Mr. McCanse stopped at the Basin Park Hotel here Saturday gathering additional data for his new book, "Where to go in the Ozarks," which will be ready for publication May 1.

Will be Accurate

"This book" said Mr. McCanse, "will be an accurate account of what the Ozarks have to offer the vacationist, the tourist, and those interested in the future of this region, whether they are attracted here for recreation or for permanent residence."

"Few people realize how accessible this vast playground of 50,000 square miles is to the country. By taking a map and drawing a circle around this immediate territory the advantageous position is at once apparent. Bounded on the north by the corn belt states, on the south by the cotton and oil

producing states, on the west by the wheat states, and on the east by the coal regions, the Ozarks are seen to lie like an oasis of pleasure, surrounding on all sides by states abounding in natural resources, intensive cultivation, and industries, but lacking the natural facilities for recreation. A glance at the map will show the thick network of railroads which cut through the bounding territory, but which leave this region almost unmarked except for a few trunk lines. This gives us all the advantages of rapid communication without spoiling the natural beauty of the country."

Many Are Nearby

"Further investigation will show that the Ozarks are within a single day's automobile journey of 324 towns of over 4,000 population in the adjacent territory making a total of more than 20 million people who are within a day's traactions of the Ozarks."

A section of the volume will be devoted to fish and game in which the author will reveal the favorite haunts of native bass, trout, crappie, and the wide variety of both

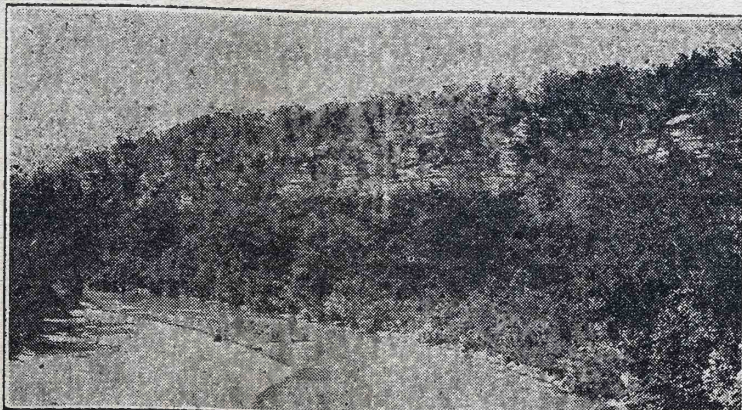
A cat burglar in Surbiton, Eng, climbed 125 feet up different water pipes to steal \$16,000 worth of jewelry from three rooms in the same house.

—KNOW YOUR OZARKS

To my mind "The Ozarks" stand out pre-eminently as America's principal playground East of the Rockies. Indeed, Nature was lavish in her gifts to the highly picturesque section.

One of the unique spots I recall is the old Denney cave through which a river flows and into and out of which canoes have passed if it was located in California all the world would know of it.

The region composed of the Know your Ozarks



PICTURESQUE RIVER SCENE NEAR EUREKA SPRINGS

small and large game animals. Widely Experienced

Mr. McCanse with his wide experience as state fish and game commissioner, which has taken him into every nook and corner of this region, and later as Ozark Publicity Director of radio station KMOX at St. Louis, is well equipped to edit this guide to the Ozarks so that it will be a credit to this region and a helpful agency to the prospective visitor.

"Where to go in the Ozarks" is being edited and published solely by Mr. McCanse and is not sponsored by any publicity organization, Chamber of Commerce, or resort association. With the natural beauty and colorful romance of the Ozark hills, streams and forests, as its background, and a

thorough and unbiased presentation of its subject matter, this book should stand apart as an index to the Ozarks, and a really worthwhile bluebook of this region.

In the picturesque scenery of the Ozarks lies a potential wealth of Millions of dollars in the way of tourist revenue for Northwest Arkansas, if properly capitalized. Adequately advertised the Ozarks will become the summer Mecca for thousands.

In all America there are few health resorts comparable to Eureka Springs. Were they in California the world would not be allowed to forget their beauty and curative powers.

One of these days, however, Madison, Washington, Benton, and Carroll counties will constitute "The Dairy Land of the Ozarks" and with dairy herds of from fifteen to twenty cows, each, the farmers will be on "Eesy Street" and every line of business will take on greater prosperity.

North of Huntsville and still north of the Withrow ford of the War Eagle is a bluff of solid marble extending a number of miles in length, comparable to the marble of Vermont and other marble producing states. Sometime in the future this natural asset is going to be capitalized.

And now corn stalks are being manufactured into paper through the process of scientific development. Well—here is another source of revenue for Arkansas.

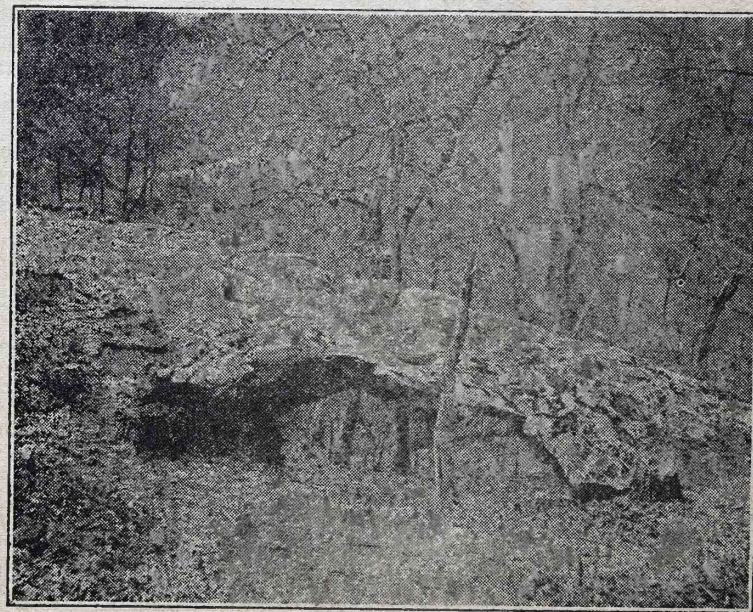
Three thousand acres of farmland tributary to Fayetteville, will, we are told, be set to tomatoes this year and the revenue from the crop will amount to many thousand dollars. Citizens of the Ozarks throw out your chests. Great is Arkansas. Let every newspaper in the state

Ready Market For Sweet Gum Offered State
Virginia Firm Will Pay \$1.50 Per Pound for Arkansas Product

Following up recent inquiries regarding the proposed marketing of Arkansas sweet gum in commercial quantities, Earl Page, state commissioner of mines, manufactures and agriculture, has learned from the M. F. Neal Company of Richmond, Va., that the company will pay \$1.50 per pound, f. o. b. shipping point for the gum in quantities from five pounds up. propiped the product is clean and prepared according to directions before shipment.

carry a column "Arkansas Tells The World," or a similar column broadcasting the state's potentialities. It will be productive of results.

Boost. Don't knock. Knocking is suicidal. If you have a hammer throw it away. Believe in Arkansas. Talk Arkansas. Boost Arkansas.

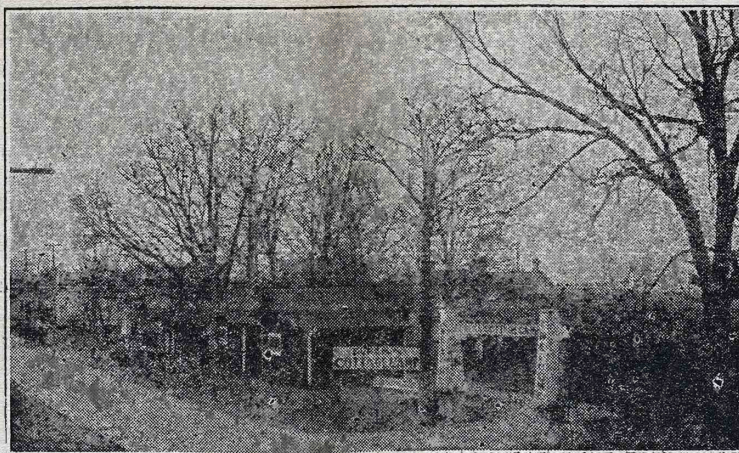


NATURAL BRIDGE NEAR EUREKA SPRINGS ALWAYS ATTRACTS THE VISITOR

The Home of the Tourists While in the Ozarks

MODERN

PRIVATE
GARAGES
BATH
NICE SHADE
NICE LAWN
CONCRETE CHECKER BOARD
CAMP AND PLAY CHECKERS



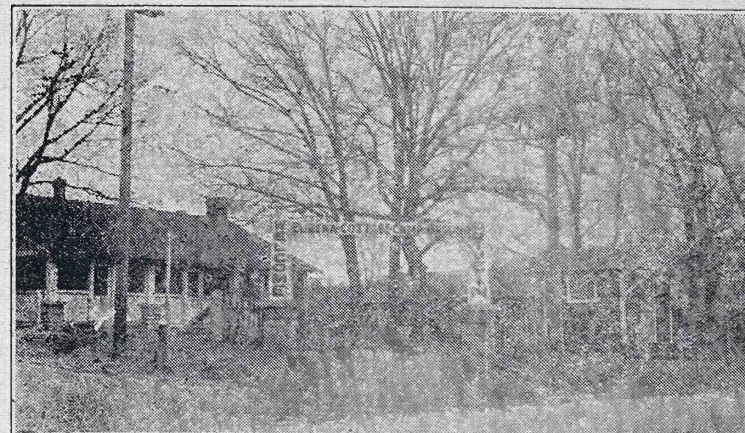
COOL NITES

NO MOSQUITOES
GOOD FISHING
AN IDEAL SPOT
FOR YOUR VACATION
"IN THE LAND OF A
MILLION SMILES"



ON
HIGHWAYS
12 — 23 — 72

Close To Every
Activity



EUREKA COTTAGE CAMP

O. F. JOHNSON, Prop.

EUREKA SPRINGS,

ARKANSAS

ARBOR VITAE BECKONS

(By H. A. M.)

Lift you scarred faces, oh, out-
raged hills,
See in our hearts the stirrings of
love,
Awe-full awakening our sense o'er
filled
That to greed and gold your beau-
ty paid toll.

Amends would we make,
Aid whisperings so soothing from
you,
Aid your billowing form polliws to
Call eyes whose many hearts wan-
der.

Yield us the privilege, oh, earth
mother bosom,
To fill in you scars with tender
Young trees.
Thus all love-pulsing berathings,
Tender love croonings give peace
and give rest
To life battling hearts, aweary,
with strain

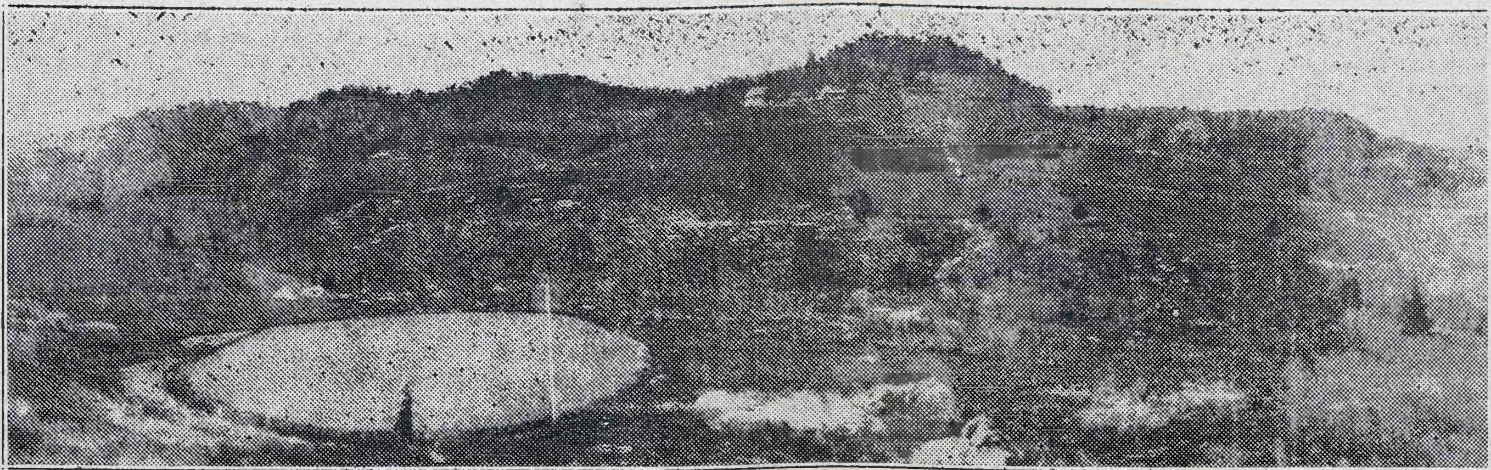
Into streams, distilled heartthrobs
you pour,
Parched lips to refresh
And restore those you beckon
To lie in the moss at your feet.

Trees, to second your offerings
so tender
Would we place for your silent
tutoring,
Your sons and your daughters de-
sire to give
To show you our penance and sor-
row,
For your scarred, cruelly scarred
bosom.

Call gently, call loudly
Mother hills of our land
To our hearts for our offerings,
For your outraged beauty and love
Ever brooding so gently
To refresh weary toilers from far

Trees and flowers would we scat-
ter
Health and brightness point o'er
hills
To be caught and glinted
In steramlets in your dales and
dells
Where birds with joyous music
happiness fortells.

Teacher: "According to Ein-
stein, everything even space, is
curved."
Pupil: "Huh, you ought to have
seen my sweetie after she got
through her eighteen day diet!"



LUCERNE GOLF COURSE, ONE OF EUREKA SPRING S' ATTRACTIONS WITH IT'S NATURAL HAZARDS

SEASON ON
WILD TURKEYS
REOPENS

THIRD ANNUAL PERIOD
OPENS TODAY; OPEN
TO APRIL 30.

The third annual period for the
legal shooting of wild turkey opened
Tuesday April 1, and will con-
tinue to April 30, inclusive, Gay
Amsler, secretary of the Arkansas
Game and Fish Commission, an-
nounced.

Under the law conserving the
supply of wild turkey in Arkansas
persons killing these fowls out
of season are subject to a fine of
from \$50 to \$500 for the first of-
fence and a fine of \$500 and not
more than 60 days in jail for the
second offence.

The bag limit is two gobblers
each season, and not for each
period. Turkey hens are protected
by law from being killed at any
season of the year. Fines for kill-
ing turkey hens range from \$10
to \$200.

Persons hunting wild turkeys
cannot establish camp more than
24 hours before any hunting sea-
son and must break camp within
24 hours after the period closes.
Penalties for violations of this
law carry fines of from \$50 to
\$500 Secretary Amsler said.

Dick: "Is your new auto a five pas-
senger car?"

Joe: "Yes but we can get 11 in
it if they know each other well
enough."

CRESCENT PROSPECTS GROW

Thursday morning Crescent col-
lege students and faculty initiat-
ed a "Choose Your Own Comrade"
Campaign. Each member selected
three to five names from the lists
of 250 girls who have expressed
a desire to come to Crescent next
fall, and each Crestonian will be-
come responsible for winning her
proposed comrades to full mem-
bership in the student body. Plans
are being considered. President
Burns announced, for securing a
suitable Faculty annex in case the
college becomes overcrowded so
certain faculty members may be
reside off the campus making
room for more students in the dor-
mitory. Fifteen present students
planning to return next year in-
dicated their first choice of rooms.
Six students will graduate this
spring.

Local Eureka Springs citizens
are urged to write interesting
friends about Crescent and to give
names of prospective students to
the college office so suitable des-
criptive literature may be sent.

For the cooperation already dis-
played in this direction President
Burns expresses high gratifica-
tion.

Miami, Fla.—Nineteen men were
gathered about a green table here
engaged in the illegal pastime of
exchanging greenbacks through
games other than drop the hand-
kerchief or postoffice; in strode
some rude policemen and raked in
the neat sum of \$73,575.00 that lay
upon the table. The players it ap-
peared took one too many chances.

NEW PASTOR WELCOMED

Tuesday night the First Baptist
church was host to acitywide meet-
ing welcoming Rev. Warren P.
Clark, as pastor of the church. Dr.
A. Q. Burns, chairman of the Pul-
pit committee and Supt. of the
Sunday School, presided. The pro-
gram included musical numbers by
Miss Viva Phillips who sang
"Trusting" accompanied by Miss
Sallie May Shannon, the church
pianist. Miss Elizabeth Davidson
gave a piano selection, and Miss
Mary Jo Smith, a violin selection,
these being contributions from
the Crescent College Conservatory
of Music.

The speakers included Rev. Nor-
ris Greer, pastor of the Metho-
dist church; R. L. Smith Supt. of
City Schools; Rev. I. H. Burgess
pastor Mountain Street Christian
church; Rev. Charles Pepper, pas-
tor Assembly of God church Rev.
R. A. McCorkle, late pastor of the
First Christian church, Mrs. Mor-
ris Sparkman for the Women of
the church and city, and Mayor
A. G. Ingalls.

Responses by Rev. Clark and
Mrs. Clark were warmly received.
For Rev. Clark's first Sunday
night the Methodist church and
the Mountain Street Christian
church volunteered to dismiss
their services in order that Rev.
Clark's first Sunday evening ser-
mon might be shared.

After the program refreshments
of ice cream, cake and grape juice
were served by the ladies of the
church.

H. D. Free, representing S. W.
Noggle and Co., of Kansas City,
is calling on local tradetoday.

DON SAWYER
HOSPITAL GETS
HIGH HONORS

SPECIAL DISPATCH TO TIMES-
ECHO STATES LOCAL HOS-
PITAL AWARDED HIGH-
EST STANDING BY
NT'L COUNCIL

Eureka Springs may boast of
other things besides its health giv-
ing waters and secnic beauty with
the announcement this morning
from Baltimore, Md., of the en-
dorsement of the Don Sawyer hos-
pital by the National Hospital
Council with "superior standing
highest awarded rating."

This is indeed a signal honor
conferred upon the Don Sawyer
Hospital which under the capable
management of Dr. J. R. Parker,
has brought such national recog-
nition. Eureka Springs may well
feel proud of this outstanding de-
gree conferred upon one of its in-
stitutions, which is now recogniz-
ed as one of the finest equipped
in the entire state.

Dr. J. R. Parker, has during
his regime as head surgeon of Don
Sawyer Memorial, performed some
very intricate operations and his
fame as an eminent authority in
such cases is attracting attention
from those who reside in cities
and town of Northwestern Arkan-
sas. Eureka Springs people who
were responsible for the erection
of the hospital and its equipment
should be elated over the degree of
efficiency as conferred by the Na-
tional Hospital Council at Balti-
more.

FARMERS BANQUET
THIS MONTH

BIG GET-TO-GETHER MEETING
PLANNED; DINE AT BA-
SIN PARK HOTEL

Tentative arrangements were
made at the directors meeting of
the chamber of commerce last
night for another farmers free ban-
quet, similar to the one given by
L. E. Holloway last April, while
he was connected with the cham-
ber of commerec as farm repre-
sentative.

The banquet will be held at the
Basin Park hotel, Thursday, April
17th, beginning at 6:30 p. m. and
this year will differ slightly from
the one held last year, in that it
will be more of a get-together
meeting of farmers and Eureka
Springs business men and resi-
dents.

Only local men will be on the
program this year and it is hop-
ed to have a few farmers. The
following men have been placed
in charge of arrangements. L. E.
Holloway, E. M. Bare, Digby Wal-
ker and Floyd Dotson.

Complimentary tickets will be
issued farmers who will be invit-
ed guests of local business men
and firms, and of the chamber of
commerce. A charge of 50c will be
asked Eureka Springs residents
for a ticket.

Rate Sheet to be Printed
Tomorrow is the last day to list
you accomodations with the cham-
ber of commerce if you desire
them to be included in the new
accomodation sheets to be printed.
If those who already have their
accomodations listed desire any
correction or change, they should
notify the chamber of commerce
by tomorrow. Phone 137.

Evanston, Ill.—Police here stop-
ped an automobile and learned
from the driver that a jug in the
rear seat contained "varnish" re-
mover. They took it and the driver
to the station house where "var-
nish" removed varnish on the sar-
geant's desk. So they concluded
that it was poor "moonshine" and
locked up its maker.

Eureka Springs, the city of
Healing Waters. Come be with us.

The
FIRST NATIONAL
Bank

of Eureka Springs,
Arkansas

WITH THE RESOURCES OF MORE
THAN ONE-HALF MILLION DOLLARS

Invites you to the land of

a Million Smiles and

Extends its Greetings to you

A COMPLETE
TIRE REPAIR SHOP

VULCANIZING - PUNCTURES TIRE CHANGING

We Sell the Famous

Firestone

TIRES and TUBES and BATTERIES

A COMPLETE LINE

—OF—

WALKER HYDRAULIC and

MECHANICAL JACKS

"YOUR CAR WILL HAVE RUBBER TO
ROLL ON WHEN IT IS SERVICED BY US"

CROW Tire SERVICE

Tele-
phone

for quick relief from tire trouble

Phone 83

On Hiway 23

Just as you

Enter Eureka Springs

Why Not Make Eureka Springs The Switzerland of America

When I first came to Eureka Springs in 1925, having been on an exhibition and painting tour of the middle west and southwest, I came from Tulsa, Oklahoma, to make a painting for the spring exhibition of the National Academy of Design, New York City. I wondered about the hills and kept thinking "this reminds me of something I have seen in the old world." And then came to me, "Why, Switzerland, of course." The formation of the hills and the way the houses clung to their sides.

Later on I saw a sign "Lake Lucerne" and a little later, another sign, "Little Switzerland."

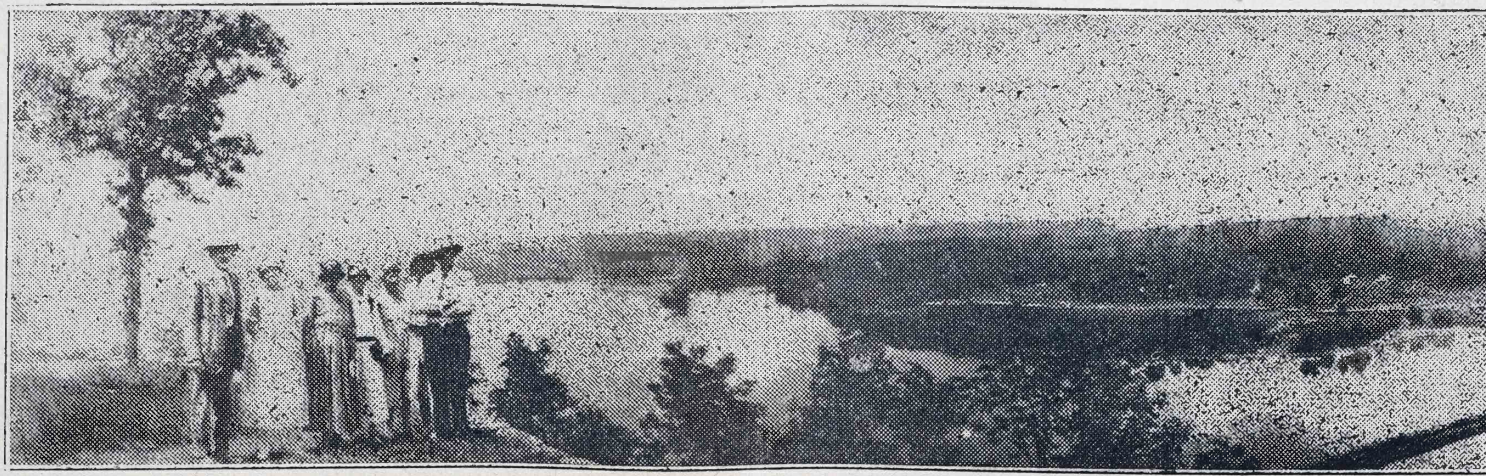
The beauty of this valley should make it one of the garden spots of our country. If it weren't for one feature—the houses. It is difficult some times to make out what some of them intended to be and their over-decoration in the way of ornamental indecision has certainly led to anything but the enhancing of an otherwise beautiful scene. In fact, to look into certain parts of the valley at Eureka Springs reminds one of an animated cartoon. One might almost think that some great pile of timber had been dumped into some certain spot in the valley and at a given moment some evil minded Fairy waved her wand and said "Let there be houses," and there were—maybe. The timber and woodwork made a grand rush to get-together. It didn't matter how, just as long as it got there. That was the principal idea. Those who had to suffer a diet at this time came off the best. But those who became gourmards and got over fed as far as their appetites for lumber is concerned, certainly have paid for it. They certainly look over-filled and somewhat frayed around the gills. If they have any feeling of their own they would certainly suffer especially if they ever saw a photo of themselves in their present condition. So you can well imagine how the tourist feels who is a lover of the beautiful.

I have painted much in this country and about the world and simplicity of design is always to be desired. The sculpture of Italy and Greece, once great became commonplace when it arrived at a state of over-decoration—"grave yard sculpture" as it has been called.

This country is well supplied with stones and rocks, both large and small and certainly plenty of them as any one can testify who has climbed the hills. Why not take advantage of Nature's offer and make something out of them. Other countries have done so. Why not do it here? Build your houses and your barns and fences of these colorful stones. The foundations of your homes and the first stories, depending upon the size of your place should utilize these stones. Carry the stone work higher if proportionately desirable and timber the rest. Make the roofs project well out over the sides and it would add protection to the wood work as well as beauty of line and make the town resemble more what it should. The Little Switzerland of America and this Swiss Chalet character of architecture would do much to enhance the beauty of this charming little valley an tourists would come to see them and talk about them when they returned to their home cities.

Europe has nothing on America when it comes to beauty of landscape but when it comes to architecture, that is another story. Hundreds of millions of dollars are spent every year by a traveling public to gaze upon the beautiful and historical buildings of Europe. We here in Eureka Springs cannot expect to build a Notre Dame or a Palais de Fontainebleau or a thousand other things as beautiful, but the traveling public of our America does not confine itself to cities of Europe alone. I have traveled from Africa to Russia and many other places and speak from experience. THE QUIET LITTLE TOWNS GET THEM! Why? Because they love to look upon the unique and colorful. Memories of these fascinating little villages of Holland, Belgium, Germany and Austria, still linger in my mind.

To build houses such as I have mentioned would not cost much. Nature has furnished a grand start. Why not take advantage of it? They don't have to be tall or grand to be beautiful. Nature has



WHITE RIVER SCENE IN THE OZARKS FROM THE CLIFF HOUSE NEAR
EUREKA SPRINGS.

PIONEER TALES

By Eureka Springs Author Soon
To Come Off Press

(By Regac)



Mrs. Cora Pinkley Call, was born on April 28, 1892 on a farm nine miles from Eureka Springs, Ark.

"The first desire of my life that I can recall was to be a writer, and that ambition was fired by the author's in the old McGuffey's readers. I washed dishes and swept floors, automatically, as I committed to memory the poems of William Cullen Bryant, Longfellow, Tennyson and John Greenleaf Whittier, as they were my best loved poets. Many times would I stop and quote them to the objects of their inspiration, I was often inspired to quote the "Death of the Flowers" by Bryant, to the wayside flowers, and to Kings River, I would quote Tennyson's, "To the River St. Charles" and now as I wander back to the loved scenes of my childhood, it strikes me a fresh as most aptly describing my own sentiment as I stand by its brink and lose myself in the bygone days, once more I repeat "Where yon shadowy woodlands hide thee, and thy water's disappear, friends I loved have dwelt besides thee and have made thy margin dear."

Kings River has played a very important part in my early life and has ever remained an inspiration to me, it was beside its sparkling depths that I have lived some of my happiest moments, and some of my saddest. It was here at the age of twelve, the school room door was forever barred to me, and I was told to seek health in the freedom of the hills. I do not believe any child living wanted knowledge more than I, or was more heart hungry for understanding.

It seemed that the world had crashed upon me, for what could I do without an education? With pencil and paper, seated on a stump that grew out over the river, I found the answer, as I would lose myself in the flights of imagination and romance that had the power to lift me out of my suffering and despondency.

This gave me encouragement and I submitted some of my work to other editors which was accepted, or enough of it anyway, to

made the violet more beautiful than the sunflower, and certainly some simple little house built along the lines I have suggested would be much more pleasing to look upon whether it be by an artist or tourist, or the residents of the town.

Certainly much more so than the spider web from of architecture that is a blot on any landscape in any locality.

Now this is an idea for the architects and home builders of the very near future. The Ozarks are rapidly coming into their own. Nature has offered us her willing hand with a smile. Why not meet her half way, at least, and help her out by doing our bit? Think it over and let's get together on this.

C. Harry Allis.

'Know Your Arkansas'

The highest point in Arkansas is Mount Magazine, 2,823 feet above sea level and reputed to be the highest point between the Rocky and Alleghany Mountains.

There are seventy manufacturing plants of soft drinks, with manufactured products of approximately \$3,000,000 per year.

The State flower for the State of Arkansas is the apple blossom, adopted by joint resolution of the General Assembly in 1901. This adoption was in recognition of the delicate beauty of the apple blossom, and of the rank the Arkansas apple had taken when placed in competitive exhibits in National Expositions.

The Mocking Bird has by legislative enactment, been declared the State bird.

The possibilities in peach production in Arkansas was exemplified in 1929, when G. W. Hamilton of St. Francis county sold his crop of six acres from four year old trees for \$3,000, cash.

The population in proportion to area in Arkansas will average 35 persons to the square mile.

There are approximately 225,000 farms in the 75 counties in Arkansas.

Union county is the largest county in the State, having 1,048 square miles. The next in size is White with 1,037 square miles. The smallest county is LaFayette, with 525 square miles in area.

The mineral production in Arkansas is approximately \$75,000,000 annually, of which oil and gas constitute approximately \$50,000,000.

The foremost industry in Arkansas is lumber manufacturing, which approximates \$60,000,000 annually.

A new textile mill located at Malvern manufactures shoe linings exclusively. Their annual output is approximately 6,000 miles of shoe linings, a strip of cloth three-fourths as long as the combined roads embraced in the State highway system.

Arkansas has elected twenty United States Senators, of whom only three are at present living—Senators Joe T. Robinson, W. F. Kirby and T. H. Caraway, now serving, and ex-Senator W. F. Kirby, now an associate Justice of the Supreme Court.

All told, Arkansas has had almost 100 Congressmen since admitted to the Union, of whom only sixteen are now living, including the seven now serving.

The smallest political sub-division

me a "scribbler," for life. I have written bird and nature stories, adventure and some fiction. My first book, "Pioneer Tales" is on the press now, and I am a breathless to know its fate; it deals with early bird life and history of Carroll County and Eureka Springs, dating back to 1824.

My hobbies are birds, flowers, and people. I love everything good or beautiful. I believe in God and that he rewards the faithful and punishes evil. I am first, last and always, just a Hill-Billy.

I lived in a dream world, and wove the furred and feathered things of the hills into my stories which was carefully hidden away as no one seemed in sympathy with them, at times I would try to suppress the desire to write, by telling myself there was no future with my limited education, but the desire refused to be suppressed, so I kept on writing.

I tried several careers, only to give it all up on the account of ill health. It was thru a friend, Mrs. M. A. Hughes that I finally broke into print.

One morning at Sunday school I wrote a few lines on a blotter, which to my surprise, many years later was printed in an Indiana paper, and sent to me.

sion in population in Arkansas is Omega township, in Perry county, with a population of thirty-seven as shown by the last U. S. Census.

History records that Hernando DeSoto was the first white man to invade the territory now embraced in Arkansas having spent several weeks at what is now known as Hot Springs National Park. Presumably he discovered the Hot Springs.

The largest production of zinc and lead in Arkansas was in the year 1927, when the shipments aggregated 22,458 tons of concentrates. The production was in the counties of Marion, Searcy, Newton and Boone.

The first zinc and lead mined in Arkansas was at Calamine, in Sharp county, in 1856.

Silver, gold and copper ores were taken from the Kellogg mines a few miles north of Little Rock in 1856-58.

There was a gold rush into Montgomery county, Arkansas, in 1887 and 1888, and the flourishing towns of Bear City and Silver City sprang up as central points of activity. The presence of gold and silver in paying quantities was shown to be false claims by Dr. John C. Branner, State Geologist, in 1888, and the rush was at an end and the towns and mining camps passed away.

During the year 1928 the deaths recorded in Arkansas were 20,008, of which thirty-nine were more than 100 years old. The death rate was at the rate of ten per thousand

and population.

There are 1,146 industrial plants in Arkansas with an annual payroll of \$35,288,168, and manufactured products of the value of \$182,750,871.

Arkansas was the first state to elect her United States Senators by the popular direct vote of the people, and one of the first of the states to adopt the initiative and referendum in legislation.

Arkansas had state-wide prohibition before the adoption of the eighteenth amendment to the Federal Constitution.

Arkansas has seventy-five counties and eighty-eight county seats. Twelve counties have two county seats, and one county has three county seats.

Arkansas ranks thirtieth in exports. The exports for 1928 amounted to \$25,000,000,00.

In 1928, Arkansas by the adoption of a constitutional amendment exempted cotton mills from taxation for a period of seven years.

There is reported to be 44,319 native born Arkansans now living in the various thirty-one cities outside of Arkansas in the United States of 300,000 population or more, of whom about 8,000 are in St. Louis, the same in Los Angeles and about 7,000 in Kansas City. There are possibly as many more native Arkansans in the smaller cities and towns away from home.

Of the fifteen Chief Justices of the Supreme Court that Arkansas has had, only three are now

OZARK SCENES IN EASTERN EXHIBITIONS

Arkansas. Painting. Welcomed
At New York Art
Exhibitions

The National Academy of Design, New York City, is showing two large paintings of Eureka Springs by C. Harry Allis, director of Crescent College Conservatory of Art of this city. While Mr. Allis has been an exhibitor at the National Academy for a number of years it is a rare occasion when more than one painting by any member is shown unless they are rather small canvases.

Mr. Allis has shown six paintings of Eureka Springs in prominent New York exhibitions this year and is sending a large Eureka Springs canvas to the Allied Artists of America for their exhibition at New York City next week.

TIMBER LAND SOLD TO NON-RESIDENTS

The enterprising firm of Bare & Swett, report the sale of a valuable tract of timber land located several miles south of Eureka Springs.

We learn from them that non-residents are becoming interested to such an extent that many inquiries are being received and that indications point to more activity in real estate.

The villagers, listening to a show band, understood everything except the trombone, so they asked the opinion of the oldest settler. He watched the player a while and exclaimed: "Don't notice him, there's a trick in it, he ain't really swallering it."

living—Judge Joseph M. Hill, a practicing attorney of Fort Smith Judge E. A. McCulloch of the Federal Trade Commission, and the present Chief Justice, Judge Jesse C. Hart.

GOLD BOND SILVER BOND

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QUALITY IN EVERY PACKAGE

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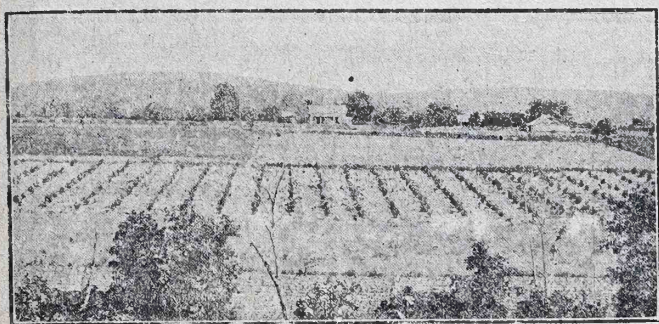
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IN NORTH ARKANSAS

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Grocery Company**

EUREKA SPRINGS, MADE FAMOUS BY ITS HEALING WATERS AND RECREATIONAL FEATURES



The Ozarks are famous for their fruits.

WATER

The Greatest Remedy

So long as the body can properly eliminate the used up products of its maintenance, health and life continue. But retained in the body they poison and obstruct the function of the different organs, bringing on weakness, disease, decay and death.

Chemists have demonstrated that the greatest solvent, is naturally pure water, and the experience of physicians has established that such pure water drunk regularly in abundance, dissolves the poisonous products of bodily waste, and expels it through the bowels, the kidneys and pores of the skin, thereby the normal activity of all the organs of the body is reestablished, thus curing disease and maintaining good health.

Physicians assert that man's physical age is not due to the number of years lived, but to the condition of his arteries. When the walls of the arteries become coated with retained mineral matter causing them to become hardened inelastic and obstructive to the circulation of the blood, like a water pipe which has become coated with the mineral water it carries the body is no longer sustained as it should be, because the blood is the life current.

Premature old age symptoms therefore then appear regardless of the actual years lived. Moreover a greater burden is placed on the heart, because of its effort to overcome the obstruction to the circulation and it therefore becomes weakened, resulting in heart failure.

Water of the kind is available in Eureka Springs, dissolves these mineral deposits and carries them from the system. This is the reason Eureka Springs has a larger

number of citizens above the age of eighty, than perhaps any other place of the same population. The WATER DOES IT.

BATHS

Next to drinking the water and proper diet, bathing under the direction of a physician contributes largely to the cures accomplished at Eureka Springs. The Palace and Basin Springs bath houses are well equipped to give all manner of baths and massage treatments under the care of efficient attendants.

AILMENTS CURED

In addition to the ailments mentioned, Eureka Springs water, combined with the favorable altitude and climate, has been found remarkably effective in curing the diseases named below, frequently when they were of long standing, of chronic condition and considered beyond medical aid. Such former invalids one meets every day on the streets of Eureka Springs with smiling faces instead of the distressing expression with which they came here.

*This is a word that is often misused but in this instance it is properly used, for there is ample irrefutable proof that the waters of Eureka Springs do cure.

EUREKA SPRINGS WATERS

Curative or helpful for:

Kidney Troubles, General Debility, Bladder Troubles, Diseases of Women, Liver Complaints, Scrofula, Stomach Ailments, Granulated Eye Lids, Diseases of Intestinal Tract, Eczema, Skin Disease, Hay Fever, Bright's Disease, Asthma, Rheumatism, Catarrhal Troubles, Rheumatic Gout, Insomnia, Paralysis, Dropsy, Diabetes, Nervous Prostration, Epilepsy, Etc.

CLIMATE

The climate of Eureka Springs is on the average, genial the whole year round. The summers are never hot and oppressive, for remember, Eureka Springs is located on the highest Ozark mountains, where a cool breeze always blows.

The winters are ordinarily dry and mild. Long and severely cold winters are rare. The air is just brisk and invigorating and not a bit too cold.

Spring and autumn are the transitional months between summer and winter climate with an ideal temperature and weather conditions—A beautiful spring and a delightful Indian Summer.

RADIO - ACTIVITY

Within recent years radium has become known as a most powerful healing agent, Helpless sufferers formerly considered incurable, have been benefitted by being subjected to its influence, but its use has been confined to local applications. No method has been found whereby it may be applied to all parts of a diseased body at the same time. Its great cost and scarcity have precluded experiments along that line. Nature has however, solved the problem effectively at Eureka Springs. Here the water is radio-active. By drinking it and bathing in it, rheumatic joints, ailing kidneys and other diseased conditions and infections are not only reached and cleansed of poisonous impurities, but a healthy normal activity is reestablished under the influence of that marvelous curative agent known as radium emanations.

Lieutenant George W. Chase of the United States Army, who was cured at Eureka Springs of Bright's Disease was first in establishing the radio-activity of the water, by repeated tests. These tests were subsequently confirmed by the tests of Dr. Albert Allenman, United States Army and Navy Museum, and Dr. L. F. Miller, Professor of Physics, Colorado School of Mines. The tests demonstrated that the Beta Rays predominate which are considered the most effective in curing diseases of the kidneys.

Water Does Not Become Stale

The Eureka Springs water does not become stale, but the radio-active property disappears within a short while after the water leaves the spring. Therefore to obtain the benefit from that parti-

cular quality of the water it should be fresh from the spring.

PROTECTING THE PURITY OF THE SPRINGS

All springs wherever located, are more or less subject after heavy rains, to the influx of surface water, carrying organic matter which the water has absorbed from the surface soil. To protect the springs from possible contamination, the city has installed, and maintains, night and day, at great expense, an Ultra Violet Ray Sterilizer at all the principal springs. The ultra violet ray acts upon the water at the mouth of the spring instantly sterilizing it, and effectively destroys any organic matter whatsoever, which may by any means may have reached the water. This protective measure forever insures the purity of the water and in no way lessens its remedial quality. On the contrary, since the violet ray has the most potent influence upon life, as it comes to us from the sun, it may add to the curative effect upon the water, and help to give it that exceptional, satisfying taste, never forgotten by those who drink it for a time.

KIDNEY, HEART AND ARTERIAL DISEASES 55 PER CENT

While surgery and better knowledge of sanitation has increased the average duration of life, statistics, gathered by life insurance companies, show that diseases of the kidneys, heart and arteries have greatly increased in recent years, and that fifty-five per cent of the deaths in America each year are due to these ailments, caused by our mode of living.

The water at Eureka Springs seldom fails to benefit and often cures Bright's disease. In fact it may be considered a specific for the purpose, if the kidneys are not too badly damaged, and has been so recognized by physicians who specialize in treating diseases of the kidney. It is not uncommon experience of sufferers from Bright's disease, who come to Eureka Springs, drink the water copiously and bathe under the advice of a physician, to find a marked decline of albumen and uræmia, within a few days after their arrival, even when the disease has so far advanced that dropsical conditions have set in.

A prominent physician once remarked: "If it were more generally known that an effective cure these springs are for Bright's di-

sease, and other ailments of the kidneys and bladder. Eureka Springs would be taxed beyond its present capacity to accommodate such sufferers alone."

LOW PRICED LANDS

Unimproved land near Eureka Springs, may still be bought, all the way from \$5.00 to \$15.00 per acre in good locations. The timber on it, will as a rule contribute a large part the clearing cost. For grapes, berries, fruit and the products mentioned, the land is better than some land in adjoining counties which sells for a hundred and two hundred dollars an acre and where mature vineyard, or orchards, brings good value to an acre. The land around Eureka Springs therefore offers to the industrious man of limited means especially, a golden opportunity to secure a home and independent existence, in a health, congenial climate.

INDUSTRIES OF

EUREKA SPRINGS

Eureka Springs has two banks with aggregate resources close to \$700,000. A daily and two weekly newspapers. A prominent Life Insurance company. A large department store and seventy other business establishments. Four lumber manufacturing plants a bottling works. Under the trade name "Ozarka" Eureka Springs water is extensively shipped in glass lined tank cars. This water is sold in large quantities in St. Louis, Tulsa, Dallas, Little Rock, and many other cities.

While at the present the main support of the town is supplying the needs of the health and pleasure seekers, and the many residents of independent means, the products is yearly increasing in value of the surrounding farm portance as a resource.

The production of poultry is also greatly favored by the climate and altitude. It's already quite extensive and constantly increasing product. Dairying likewise promises to reach large proportions in the near future. Sheep, goats, hogs, and stock in general do well. The soil responds well to tame grass of different kinds, including alfalfa, clover and timothy, especially on bench and bottom lands.

Eureka Springs has one of the best canning factories in the Ozark region. Tomatoes canned by the factory command a premium because of their fine quality.

The tomato, like the grape,

seems to be indigenous to the soil and brings a net sum of fifty to one hundred dollars an acre.

INDUSTRIAL OPPORTUNITIES

Besides the commercial possibilities, Eureka Springs offers opportunities for canning factories, woodworking plants making small parts, guilds for the making of novelties and souvenirs, etc., from onyx and other native stones.

The cream shipped from here last year brought \$65,000; eggs \$60,000; turkeys, \$42,000; tomatoes, \$20,000 and a large increase in value of these shipments is expected for the coming year.

Address the Commercial Club for data as to raw materials, factory sites, railroad facilities, power and labor conditions, etc.

EXCELLENT OPPORTUNITIES

IN SURROUNDING LAND

While the soil in the vicinity of Eureka Springs, as a rule, more or less gravelly and not well adapted for small grain, (except the bench and bottom lands) it is fine soil for the production of fruit, berries, grapes, vegetables and pasture. The wild grape which abounds here in the woods and along fences has led to the planting of an experiment vineyard, which demonstrated, not only prolific production but that the grapes have a finer flavor, 5 per cent larger sugar content, and that they mature thirty days earlier for shipment, than the grapes produced in other grape growing localities outside of California.

The average net return from a vineyard three years old, when well tended, will reliably amount to \$120.00 per acre and more. A net income of even \$300.00 per acre is not infrequent from more mature vineyards. Moreover the production of grapes is the safest and surest crop.

The grape seldom fails. Should a late frost happen to kill the blooms, the vines bloom again. It is an interesting crop that the whole family may help in, with enjoyment. A ten acre vineyard well taken care of, insures a good independent income. At this writing over 1000 acres are planted in vineyards in the neighborhood of Eureka Springs, which will be materially increased the coming fall and spring.

The cost of planting an acre of vines is only about \$45.00 exclusive of labor. This includes the vines, posts and wire, for the vines to spread on.

IT'S MAGNOLIA TIME in the OZARKS

THESE STATIONS
SERVE
MAGNOLIA PRODUCTS

S. A. YOUNG'S SERVICE STATION
Corner, Spring St. & Hillside Ave.
Across From Crescent Spring

J. D. CRAIG SERVICE STATION
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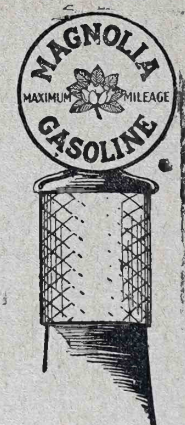
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SPRING COMES TO THE OZARKS

Pungent Odor of Burning Brush and Leaves in Air as Annual Seasonal Cleanup Occurs.

Long ribbons of flame are racing across the Ozark hills, there is the pungent odor of burning leaves in the fresh spring air, but these forest fires do not portend danger. Closely guarded, they have been set purposely to sweep the forests clean of dead leaves and debris accumulated through the winter. This annual spring cleanup of the Ozark country removes obstructions for a fresh growth of grass and flowers.

The first call of Spring in the Ozarks is not the clarion chorus of the red-breasted robin. It is not the redbird who perches in the highest treetop to send a note across to its mate on the adjacent ridge, nor the skimming thrush on the ground, nor even the bare-foot boy who goes down the winding road with fishing pole and bucket of worms, that foretell the coming of spring in the Ozark hills.

The Ozarkian goes in for more spectacular things to announce the return of green grass and growing things; of dogwood trees bursting white on the steep slopes, and red-buds coloring the hills and hollows, fading out the cedars and pines that stood out so prominently in otherwise naked winter forests.

Travelers along the Ozark highways in March and April are provided with an inspiring view of a great outdoor ritual—this annual burning of leaves and undergrowth. It is an event shared by every man, woman and child who lives in the hills. To them it is a work of love. It is a message they send to the outside world that another season the ridges and hollows have their usefulness, and masters of this domain aim to see that it is duly and truly performed.

In the autumn, when the oaks are covered with their fiery leaves and the forests are alive with brilliant hues, it would seem a pity that such splashes of color should pass from view. But leaves will fall and limbs will clutter up the ground, and grass will not grow unless the barriers are burned away.

So by a mutual agreement, a time is set when the first winds from the south sweep across these low-lying hills for fires to be set on ridges and in valleys; for families to assemble to guard these lines of rapid moving flames protecting houses, barns and livestock by fighting fire with fire. And only after the country has been seared and blackened has the job been finished.

Often these fires will be miles in length and hundreds of men and women armed with wet sacks, pitchforks, and other crude fire fighting equipment will follow behind these walls of flame. Wild animals of the forest have a hard time of it making their escape, more especially the rabbits who live in old logs and under low hanging cedar bushes. Foxes and coons make for the river bottoms and hide close to the water's edge; birds leave the country for a time. And livestock must be kept in a barn lot and fed.

But then the spring rains will come, flowers will burst forth in the forests and grass will then have no obstructions to grow tall and lush for the grazing herd. When this great outdoor ritual is over and the balmy air from the south fans the log cabin settlements; then comes the Johnny-jump-up, sweet Williams, buttercups and hundred other kindred wild flowers; then blooms the alabaster white dogwood and the purple redbud backed up by a field of green from oak leaves just putting out their summer's growth. Here one stands amid a riot of colors, beneath the dome of a deep blue sky. Everywhere are winding clear streams. Nightly over a dozen or more Ozark counties the sky is lighted as in celebration of some wonderful event. The Ozarks are broadcasting to the world the coming of another spring—St. Louis Post-Dispatch, Sunday, Mar. 23, 1930.)

THE SWITZERLAND OF AMERICA

Eureka Springs has been called America's Switzerland, for the entire city is situated in an Alpine fashion built on mountain sides and tops. There's a tier of streets, some several feet above each other at places. The city has hugged the mountain and may rightfully be termed "The Switzerland of America."

REST AND RELAXATION

Your health may be failing or you may simply be worn out from your years of toil. Besides the health feature, come to Eureka Springs for rest and relaxation. You'll forget your cares here and rest your weary body and overtaxed mind.

When you breathe the pure Ozark Ozone, the air that's so invigorating; when you drink of the waters that actually put health in you; when you take brisk walks or delightful rides over the hills and see the inspiring views, you'll get that rest, relaxation and diversion that your body needs and your mind craves.

ATOP THE SCENIC OZARKS

Eureka Springs is truly on the summit of the Ozarks—built on a mountain top, and right in the heart of these historic and romantic mountains, abounding in legend and folk lore.

It's just as though Nature had selected this site for her favorite city, bedecking it with beauty, lavishing it with the health-giving waters and gracing it with a delightful year-round climate.

DIVERSION AND PLAY

Whether you are a seeker of health or pleasure, there are recreations aplenty in this resort. You can divert your mind from your worries and cares, and actually play as you did in your younger days.

Life is truly worth living here and you'll enjoy it at the same time you are resting and recuperating. Yes, come—come play at Eureka Springs.

THE PLEASURE AN RECREATION AFFORDED

There are just about all the sports and recreation you would desire, at Eureka Springs. There's golf, horseback riding, hiking, hunting, fishing, swimming, etc.

Besides the whole country immediately surrounding Eureka Springs, is a delight to the lover of natural conditions and scenery. Day by day for a month or longer, a new place of interest may be made the objective point. Walking and climbing the hills is the most healthful exercise and is much in vogue, especially by health seekers. You may enjoy the days and nights with no mosquitoes to disturb your pleasure and sleep.

THE GOLF COURSE

The Eureka Golf Course, situated two miles from town, is unique. It possesses perhaps the most unusual hazards of any golf course in America. Some of the greens, are extremely hazardous on the sides of mountains and the golfer experiences thrills and sensations which he is unable to obtain on the ordinary golf course. Built in 1923 it already has developed an excellent turf, and the greens which are of sand, and excellent. The golf course has proved to be a very attractive feature to visitors to whom it is open at moderate green fees.

AUTUMN

The hills at Eureka Springs are never bleak. In October and early November, artists of national reputation have come here to transfer to canvas, with brush and paint the gorgeous coloring of woods and sky. But no artist can fully catch the enchanting riot of variegated color. The golden hues, the crimson reds, the soft browns, intermingled with the green of the pine and cedar. It is a sublime picture which confronts the vision, each hill is a gigantic bouquet set against a hazy blue sky. It is a picture of transcendent beauty, filling with rapture all who sense the matchless handiwork of nature. A song in colors on the eve of Nature's winter sleep.

At no other time are the conditions so favorable in Eureka Springs for the sick. There is an invigorating tonic in the balmy air of the Indian summer. Wherever the eyes roam a restful picture is presented, soothing tired irritated nerves and giving restful repose.

WINTER

The winter months are as a rule short and mild in Eureka Springs. If snow happens to fall, it does not remain long and cold spells are of short duration. The air is invigorating and invites one to the great out of doors. The winters are usually short lived, simply cool days under the clear blue sky, to walk, to play golf, or to enjoy some other healthful outdoor recreation.

LINCOLN SECURITY
LIFE'S OFFICE ONE
OF CITY'S BEST

EUREKA SPRINGS' NEW LOCATION FOR GENERAL OFFICES OF BIG INSURANCE COMPANY

Eureka Springs boasts today of having one of the strongest insurance companies in the entire state permanently located in its midst. The Lincoln Security Life Insurance Company of Arkansas with former Governor Charles H. Brough as its president and E. E. Randel as secretary is bringing to the city of Eureka Springs over a quarter million dollars in premiums annually from its thousands of policy holders.

This institution is one of the strongest in the entire state and is destined to eventually rank with any of the old line companies with Governor Brough at the helm in the entire central southern states.

This company was formerly located in Little Rock and the removal of their general offices to this city was mainly thru the influence of Eureka Springs' energetic mayor, Albert G. Ingalls, who foresaw what a beneficial effect its being based here would have in attracting the attention of thousands to our location in northwestern Arkansas.

The company has sub-offices located in principal cities of the south and middle west, among them being the offices at Little Rock, Montgomery, and Waco, Tex., and Mt. Grove, Mo., other offices being gradually added to the present line-up of subsidiary offices.

The bringing of this life insurance company to Eureka Springs has added quite an addition to the population. The general manager of the company is Lloyd T. Little, E. T. Randel, as secretary spends most of his time in the city; others located in the main offices are: H. F. Tigar, who is auditor and examiner for the company. Mr. and Mrs. S. E. Davis, Miss Bernice Hagaman and Miss Mella Burkhardt comprise the secretarial force.

The offices are located in the Odd Fellow Building adjoining the offices of the Albert G. Ingalls interests.

FISHING RESTRICTIONS
MARCH 15 TO MAY 15

There are three restrictions on fishing from March 15 to May 15 inclusive, as follows: Artificial bait and minnow seines cannot be used during this period and fishing in any other manner within 100 yards below any dam or similar construction is also prohibited. The term artificial bait includes any bait or lure that has been artificially made or treated such as pork rinds, flies, wooden minnows, spinners, etc.

The restrictions on minnow seines does not affect the use of

Know The Facts!

THE VICTOR RADIO MAKES NO COMPROMISE WITH PURITY OF TONE.

The exclusive Micro-synchronous Victor Radio, and the New Victor Electrola. Radio-record reproduction absolutely beyond comparison. New electro-dynamic reproducer, for both radio and record—exclusively Victor.

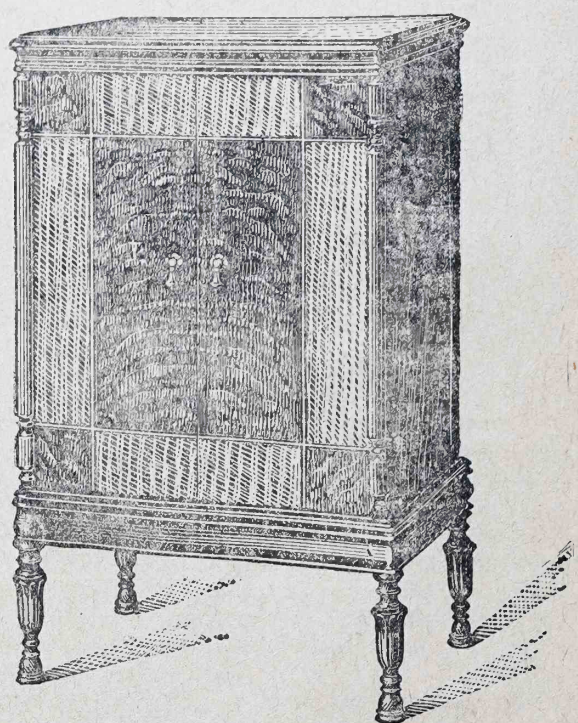
New one-motion, full-vision, instantaneous station selector, located most conveniently. Exclusively a Victor development.

Unparalleled sensitivity, selectivity, fidelity. All electric, A. C. operation on household current supply.

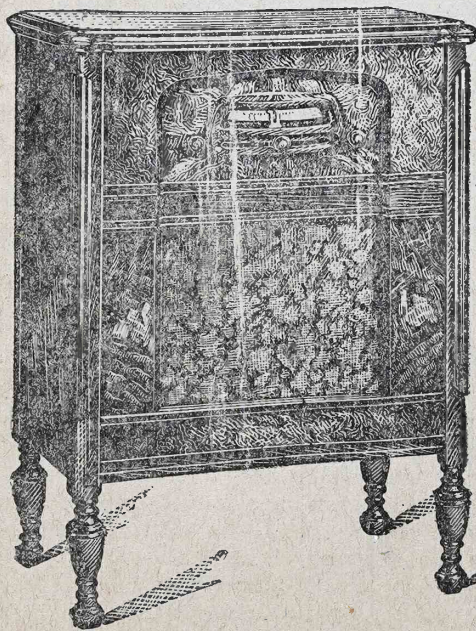
New type RCA Radiotrons. Ten Radiotrons in set.

Silent induction-disc electric motor—dependable!

Judge for yourself. Listen to music instead of sales arguments. Let your ears, and your common sense, convince you. And, if you doubt your ears; if you suspect your senses deceive you; if Victor Radio seems too good to be true, remember that it bears the Victor trade-mark. Remember that it embodies Victor's time-tested and time-proven standards of material, of workmanship, of quality throughout. Remember that it is the proudest achievement of Victor's thirty years of pioneering and leadership in sound-reproduction.....and you won't go wrong.



VICTOR RADIO ELECTROLA RE-45
\$298.00 Complete



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MISS BLAKELY, MEMBER
CRESCENT FACULTY
WINS HONORS

The next issue of the American Shorthand Teacher will announce the results of a nation wide contest among commercial teachers in which Miss Sarah Blakely, Instructor in Secretarial Courses at Crescent College of this city, won 8 places out of a possible 12, yielding her a cash award of \$165. The Gregg Shorthand Manual is

live minnows legally taken or the use of minnow jars or minnow nets in taking minnows.

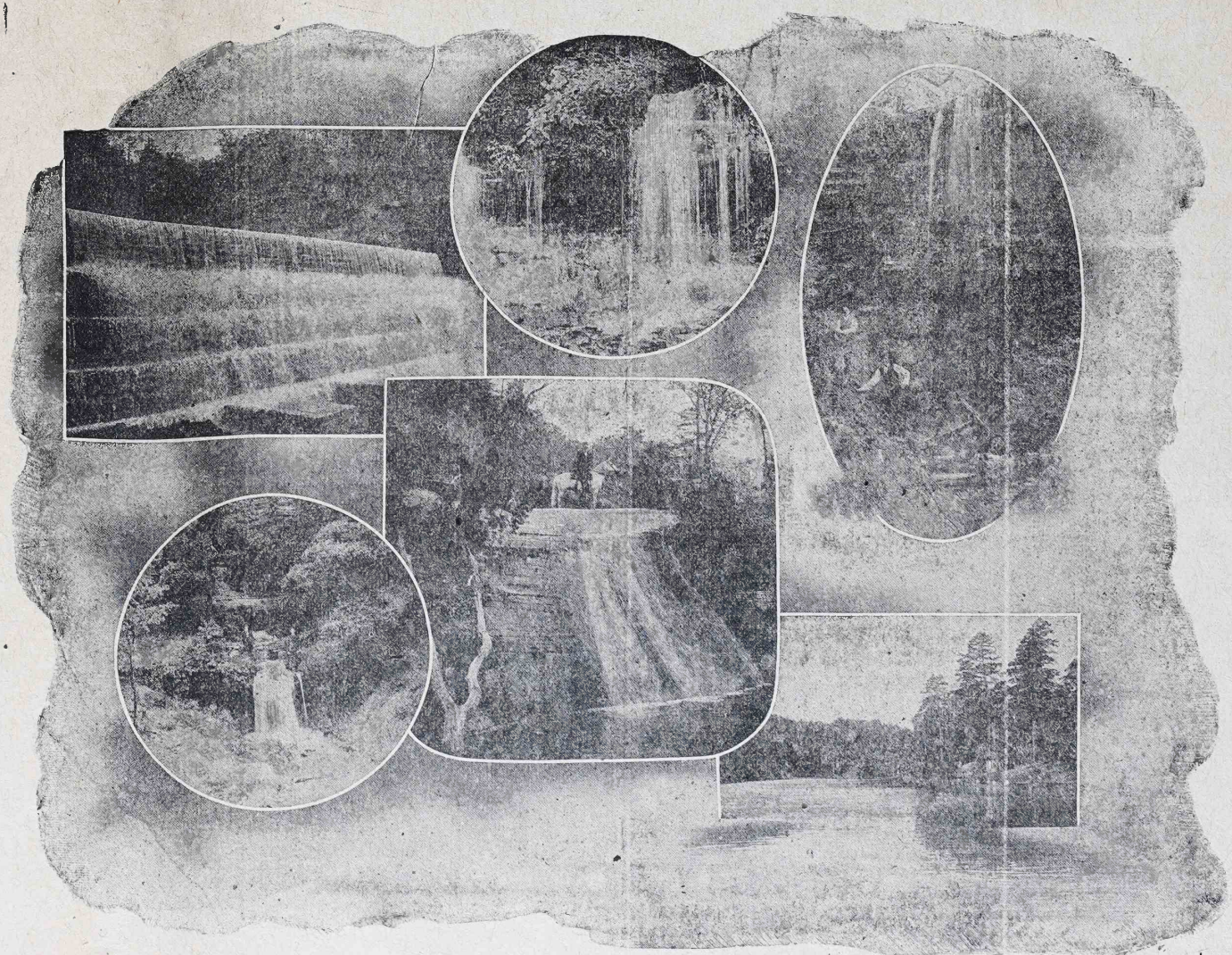
soon to publish its Anniversary edition and desired new material for the 12 supplementary lesson drills. Last September they announced a total contest award of \$1250 for the best materials submitted and Miss Blakely placed first for materials on Chapters 5 and 11. She won second place on Chapter 4, third place on Chapter 10, Fourth place on Chapter 6, and Fifth place on Chapters 7, 8, and 9.

Miss Blakely is a native of Tennessee and a graduate of Woman's College, Due West, S. C. She has served on the faculties of Bethel Woman's College, Hopkinsville, K., and Sullins College, Bristol, Virginia.

The Goofus Rooster Gentlemen,—the Goofus Rooster—The Greatest Living Goofus Booster!

He will speak to you today. On whether Goofus Hens should lay, Or whether they'd prove better mates. If they bought all their eggs in crates!

The smarter radio stations now put on bedtime stories for night watchmen at 7 A. M., and vaudeville theatres have performances starting at 6 P. M. which they call milkmen's matinees.—The American Magazine.



Eureka Springs and the Ozarks abound in many interesting scenes as shown in the above photographs, waterfalls, springs, lakes and wooded hills awaits the tourists.

T. S. McLAUGHLIN

PRESCRIPTION DRUGGIST

THE NYAL STORE

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EUREKA SPRINGS,

Arkansas

GREEN FOREST, ARKANSAS

IN THE MIDST OF GARDENS, ORCHARDS
AND PLENTY

Green Forest, a little town with a population of nearly 1,100 is located on the Missouri & North Arkansas railroad in Carroll County, 25 miles east of Eureka Springs.

From point of years, it is an old town with the majority of its population native born. There are no negroes nor foreigners. Most of the citizens own their own homes and take pride in their upkeep.

Both homes and business houses of the town are modern in design and substantial in structure some even elegant for a town of its size. Electricity is furnished by the Arkansas Power and Light Company.

The business section is laid out on the old style with a square in the center of which are two drinking fountains and a large elevated flower bed which is a gorgeous display of colors and fragrance all thru the summer. Large shade trees and seats complete the necessary requirements to make this spot ideal for one to loaf or wait.

Although the elevation is a little more than 1300 feet the town is comparatively level, and somewhat scattered. The mountains not far distant on the south furnish the proper background for a picturesque setting.

Highway No. 12 runs straight through east and west on Main street and Highway No. 103 leads in from the northwest.

Green Forest is surrounded by good farming territory and supported largely, by the farm products. Poultry, dairy products, live stock and fruits, are the principal cash crops of the farmers. Apple orchards and grape vineyards are numerous. Carloads of these fruits are shipped out each season. Tomato growing is a leading industry. There are three canning factories within the corporate limits.

More carloads of canned tomatoes than any other one product are shipped from here each year. Employment is furnished to great numbers of boys, girls, men and women by these factories. Contracts for acreage have already shown an increase for the coming season with an advance in

price over last year's quotations.

Other leading business establishments include a chicken hatchery, two banks, three hotels, two cafes, a bakery, meat market, printing office, two filling stations, two hardware stores, two filling stations, two garages, two drug stores, two doctor's offices, five grocery stores, three places of general merchandise, two mills, four produce houses, two insurance offices, and a telephone office.

Five rural mail routes and one star route are served by the post-office of the town.

Prominent among the leading features of Green Forest are her splendid schools. There are three attractive buildings, the grade, the high school and a Smith-Hughes Vocational. Plans are now under way for the construction of additional buildings before another school year. The demand for more room being occasioned by the consolidation of three more rural districts just recently, and the continued increase of boarding students.

There are four churches in the town with five church organizations, each with a good membership, and there is one theatre.

The mountains on the south not only furnish a scenic background but they afford hunting and fishing territory where sportsmen may gratify their longings. They are also the fountainhead for numerous springs, and the streams of clear sparkling water that flows through the city park. This park is open and welcomes tourists.

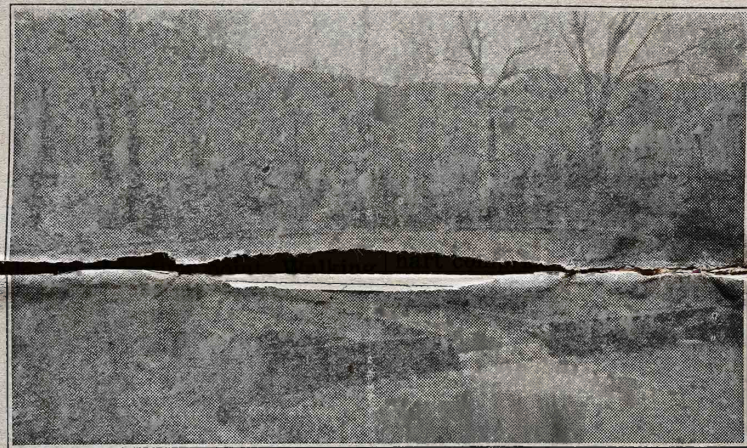
The social life of the town is well on par with any place of its size. The ladies Home Improvement Club is on the alert and do much toward all civic work of the town. The Community Club whose membership is made up of the business men and some of the nearby farmers promotes the general business interests.

Other organizations are: the church societies, the Parent-Teachers Association, the American Legion, the Boy Scout's, the Girl Scouts and the Boy Scout Band of which Green Forest is especially appreciative.

All in all—Green Forest is a good little town, surrounded by better country, one of the attractions of the Ozark Playgrounds, a delightful place to visit and a most delightful place to live.



Jach Schultz is one of Carroll County's active fox hunters



BLUE SPRINGS—JUST OFF THE SELIGMAN HIGHWAY IS ONE OF THE REAL WONDERS OF THE EUREKA SPRINGS

TOMATO ACREAGE REPORTED LARGER THAN LAST YEAR

CANNERS MEETING HERE DIS-
CUSS RATHER PESSIMIS-
TIC OUTLOOK; SELLING
FOR 80c DOZEN

Springfield, Mo., April 10.—

Tomato acreage contracted in the Ozarks so far this spring is greater than at this time last year, it was disclosed at a special meeting of the Ozark Cannery association yesterday afternoon in the chamber of commerce building at Springfield. So many factors affect the situation, however, that is virtually impossible to foretell what the actual planted acreage will be early in July. Last year's total was approximately 50,000 acres.

More than 75 members of the association attended the session, a large representation coming from Arkansas points where great

quantities of tomatoes, green beans and fruit are canned every year.

The meeting called by Tom Morris of Berryville, Ark., president of the association, gave members a much needed opportunity to exchange ideas and arrange for closer cooperation between canners.

The entire trend of the meeting which was attended by the most prominent cannery owners in this section was toward curtailing and reducing production in order to keep the industry in as sound a position as it is today.

W. A. Cain, secretary and traffic manager of the Ozark Packing Co at Fayetteville, Ark., and one of the principal speakers, urged the canners to pursue a safe and sane course in order to maintain their position.

There are very few tomatoes on hand canned last year, he said, very little spot stuff—I should say not more than 100 cars at the most.

Carroll County with its potential wealth, offers many wonderful opportunity.

3 Things That Mean HEALTH

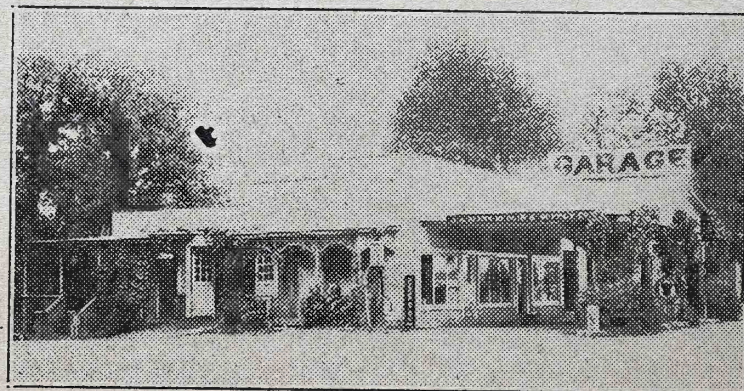
1. Ozarks
2. Eureka Springs
3. PALACE Baths

If you seek to regain or retain your health, you'll find this spot "a haven of health". Come to Eureka Springs, on top of the Ozarks. Drink the healing waters and bathe away your afflictions. Health is yours for the having—and you'll enjoy the rest and recreation afforded at "The City of Healing Waters."

FREE! Send for the beautiful new booklet about the history of Eureka Springs, the Indian Legend told in authentic Indian symbols, the healing waters, the baths, etc. Ask for Booklet "D". Address—

Palace Bath House and Hotel
"The Haven of Health"
Eureka Springs, Arkansas

Eureka Springs built by water on the hills.



WE WELCOME YOU TO THE OZARKS
"THE LAND OF A MILLION SMILES"
IT IS OUR SINCERE WISH THAT YOU
FIND YOUR "RAINBOWS END" IN OUR
LAND OF HILLS AND THRILLS AND
OPPORTUNITY.

J.A. BLUNK REPAIR & SUPPLY CO.

Eureka Springs, Ark.

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TO AND FROM THE OZARKS

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MAGAZINES — SHEET MUSIC

DRUGS, SUNDRIES, RADIOS

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Berryville — ARKANSAS — Green Forest

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OUR MOTTO, PROMPTNESS AND COURTESY

SPECIAL ON I. H. C.

TRACTORS AND FARM IMPLEMENTS

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F. H. WELLS, Vice President

C. C. O'NEAL, Cashier

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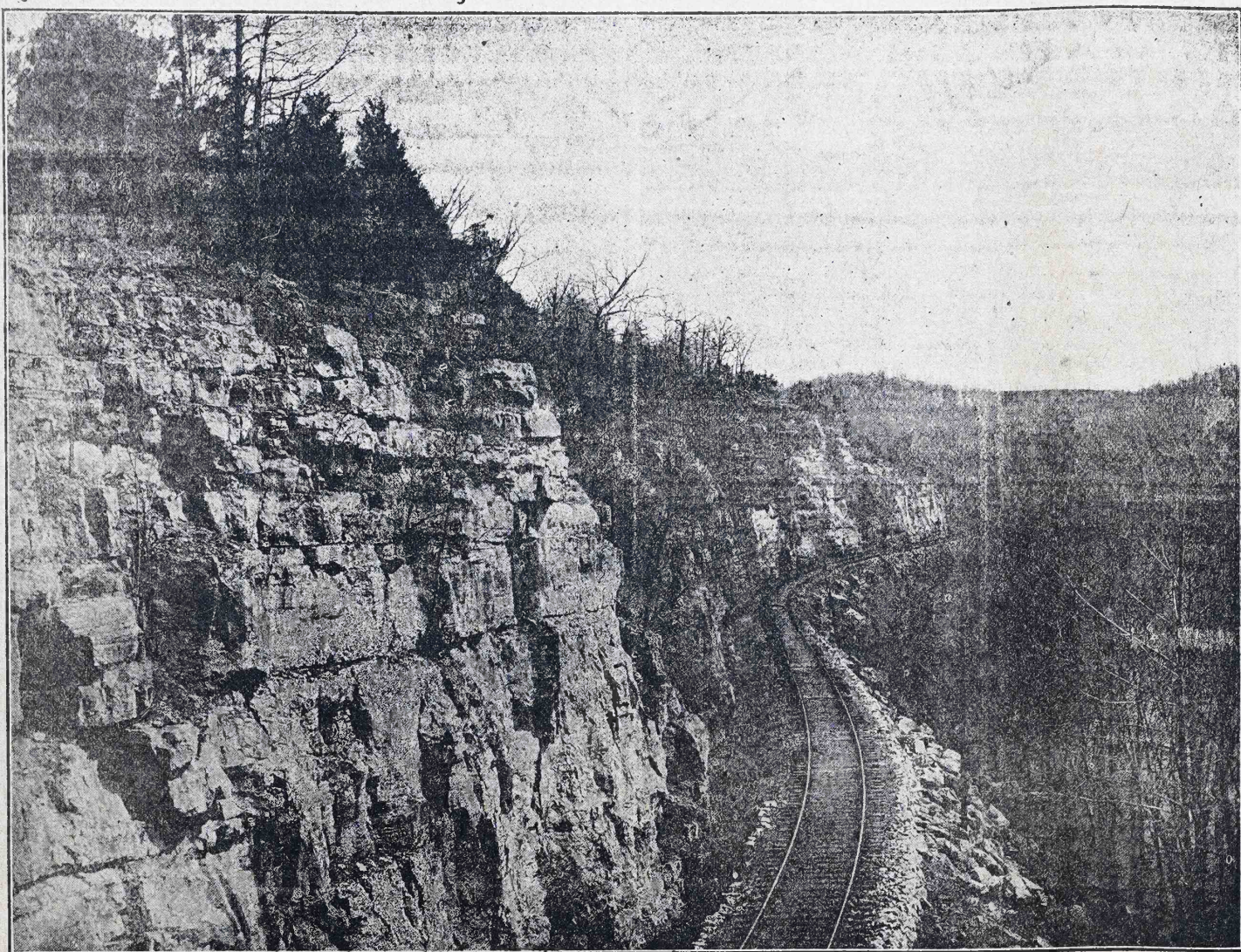
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"The Bank That Protects Its Customers"



Close to the Narrows near Beaver on the Missouri and North Arkansas Railway which enters Eureka Springs from the Northwest.

People Of Prominence In Eureka Springs



MARY LETHA COGGER
Head Dramatic Art Department,
Crescent College
(By Regac)

The celebrated Curry School of Expression of Boston, Mass., awarded Miss Cogger its Diploma for her foundational dramatic training. She had done previous work in American schools, at The School of the Ozarks and as a graduate student in expression with Mrs. Celia Brinson-Paul. These American studies were followed by European training, mainly in France where she did special work with Margaret Vaughn who was chosen by Ellen Terry to appear with her in many stage successes. She also studied with Edward Sterling in Paris, France, and was a student in the Paris School of Fine Arts under the patronage of the Sorbonne and L'École du Louvre.

Miss Cogger was taught in private studios at Boston, Mass., Huntsville, Ark., as well as on the staff of Mansfield College, Mansfield, La.

Member of Alpha Psi Omega
Miss Cogger came to Crescent highly recommended by Mrs. Paul, Dr. Thompson of the Curry School and Dr. Raulins, president of Mansfield College. Since coming here she has demonstrated her ability as a teacher and as a reader. She has appeared on several programs of various civic clubs here and in nearby towns. Crescent has received splendid reports from Curry School of Expression in regard to the excellent work of Margaret Poyner, one of Miss Cogger's graduates. The evening plays which her pupils gave at the auditorium in December received the highest praise from all who were fortunate enough to witness them.

Recently, Crescent Little Theatre, under the direction of Miss Cogger, the Arkansas Chapter of The Blackfriars National Fraternity, competed in the tournament of one act plays which they sponsor annually. Since only five companies in each division may compete and since entrance is by invitation only to groups who have received distinction in dramatic field, it is a notable honor for

AGAIN, THE SWISS VILLA APPEALS

A late editorial in your paper makes the admirable suggestion that in future building in our city there be some effort to conform the architecture to the immediate surroundings that there be as much harmony as possible in the resulting effect and that the villa is the type of architecture best suited to the background of the hills. Travelers have been quick to recognize the similarity of this part of the Ozarks to certain parts of Switzerland.

The Swiss are naturally a refined and discriminating people, and their sense of beauty long ago led to the development of the most artistic type of villa. This type of architecture lends itself readily to meet artistic and "different interior arrangements. If openings are so arranged as to give diagonal vistas a sense of spaciousness may be obtained, and unnoticed places make possible numbers of convenient closets which are a joy to the housewife.

We have in our city one example of the Swiss villa, and the view of the Crescent College on the summit of the hill, with this villa nestling on a bright southeast slope just below, is probably the most photographed spot in the city. Hundreds of people each year seek out this view, and drink in with delight its rare picturesque beauty.

Let us have more Swiss villas in Eureka Springs.
Emmett Davis Lytle
POPCORN TO BE GROWN
Will Arnold of Fayetteville has made arrangements for the production of 1,100 acres of popcorn near Fayetteville during this year. The crop will be marketed through Fayetteville, and will be ready for the market about Sept. 1. Arnold has handled the grain for seven years here.

It ain't the guns nor armament,
nor
Funds that they can pay
But its close cooperation that
Makes them win the day.
It ain't the individual, nor
The army as a whole
But the ever lastin' team work of
Every bloomin' soul.
—Kipling

Crescent and for Miss Cogger and her pupils to have been chosen as one of the contestants in the Junior division of this Tournament.

In addition to her regular private lessons, she has charge of the class lessons in expression which were recently organized. These classes are limited to six pupils in each class. In this work she is aided by several assistants.

"Miss Cogger has a well modulated speaking voice, and a charming stage presence."—Boston, Mass.
"Her humorous selection were especially interesting."—Shreveport, La.

"The Siege" a tense drama of Oriental life by Collins Campbell Clemants was read with great ability and proved her to be an outstanding exponent of the art of expression."—Mansfield, La.

THE TOMATO AND ITS VALUE

If any food is "a health food," the tomato has perhaps the best claim to that title—yes, even more than the apple, that is said to "keep the doctor away" and authority on foods and feeding says,

The consumption of tomatoes is increasing fast since the importance of vitamins has been learned, and the fact that the tomato supplies them all. In this issue is an interesting brief article on the food value of the value of the tomato, its importance as an Ozark crop, and the superiority of Ozark grown tomatoes.

More than two hundred dollars an acre have been netted from a tomato crop on a hillside close to Eureka Springs. Hundreds of acres in Carroll County can be profitably used for growing tomatoes of the highest quality.

An expert horticulturist told an audience at Springfield, Mo., last Monday evening that apples grown in that immediate neighborhood are better than those from Washington, and that the latter sell better only because they are "old". Advertise the superiority of the Ozark apples, he advised, and create a paying market and an extensive one.

The superior quality of the Ozark tomato is easily demonstrated. Let us create a better market for "the Ozark-quality" tomato and thus enlarge one of our best local industries.

Call for an Ozark brand when you order tomatoes of your grocer, because of its superior quality. Tell our tourists about "Ozark Quality" tomatoes.

PEOPLE OF PROMINENCE IN EUREKA SPRINGS



MRS. MARGARET COX
Popular Member of Crescent College Faculty
(By Regac)

Head of Voice Department
The early American training of Mrs. Cox comprises study at Tennessee College, Rollins College, three years with Dan Beddoe of the Cincinnati Conservatory of Music; two years in Chicago with Estelle Mandeville and Richard de Young. She has also done special work in public school music at the American Conservatory.

She has traveled and studied extensively abroad including one year with Louise Bachner of the Royal High School of Music, Berlin, Germany. Her summers are spent in Chicago, New York or some other recognized music center where she devotes her time to study, concerts and to the selection of new teaching materials. She is well known in the mid-west and south for her public concerts and her many appearances over the radio.

Her teaching experience includes private studio instructions at Oklahoma City, Rock Island-Moline-Davenport area, and Fernandina, Fla. Conservatory positions include membership on the teaching staffs of the Jacksonville College of Music, Jacksonville, Florida, Head of Voice Department, Central College, Conway, Arkansas and her present position as Head of the Voice Department of Crescent College. Crescent students of public school music expecting to make that field a career have a special advantage in the opportunity under the supervision of Mrs. Cox to do practical instruction first hand in the Eureka Springs Public Schools. Mrs. Cox is a member of the Mu Phi Epsilon and of the Arkansas State Music Teachers' Association.

She has been an active club woman having been a member of various clubs and organizations in

MY WONDERLAND

By George M. Moreland
Oh, Arkansas, my jewel rare,
Thy radiant charms glow ev'rywhere;
Thou art the fairest of the fair,
My Wonderland.
Thy rivers sing, thy valleys smile;
Thy mountains nooks sad hearts beguile;
What cowards wouldst thy name defile,
My Wonderland?
There's one glad echo—matchless thrills—
From Chicot's lake to Benton's hills,
Thy wealth my fondest dreams fulfill,
My Wonderland.
Upon thy soil have heroes trod—
Pat Cleburne! Herman Davis! Dodd!
Their ashes rest beneath thy sod,
My Wonderland.
In dreams, in fancy, do I draw,
A fairyland without a flaw;
It thy image, Arkansas,
My Wonderland.
So long as passion—noble, grand—
And love of country still shall stand,
I'll love thee still, my Wonderland,
My Arkansas.

THE DAILY TIMES-ECHO AN INSTITUTION

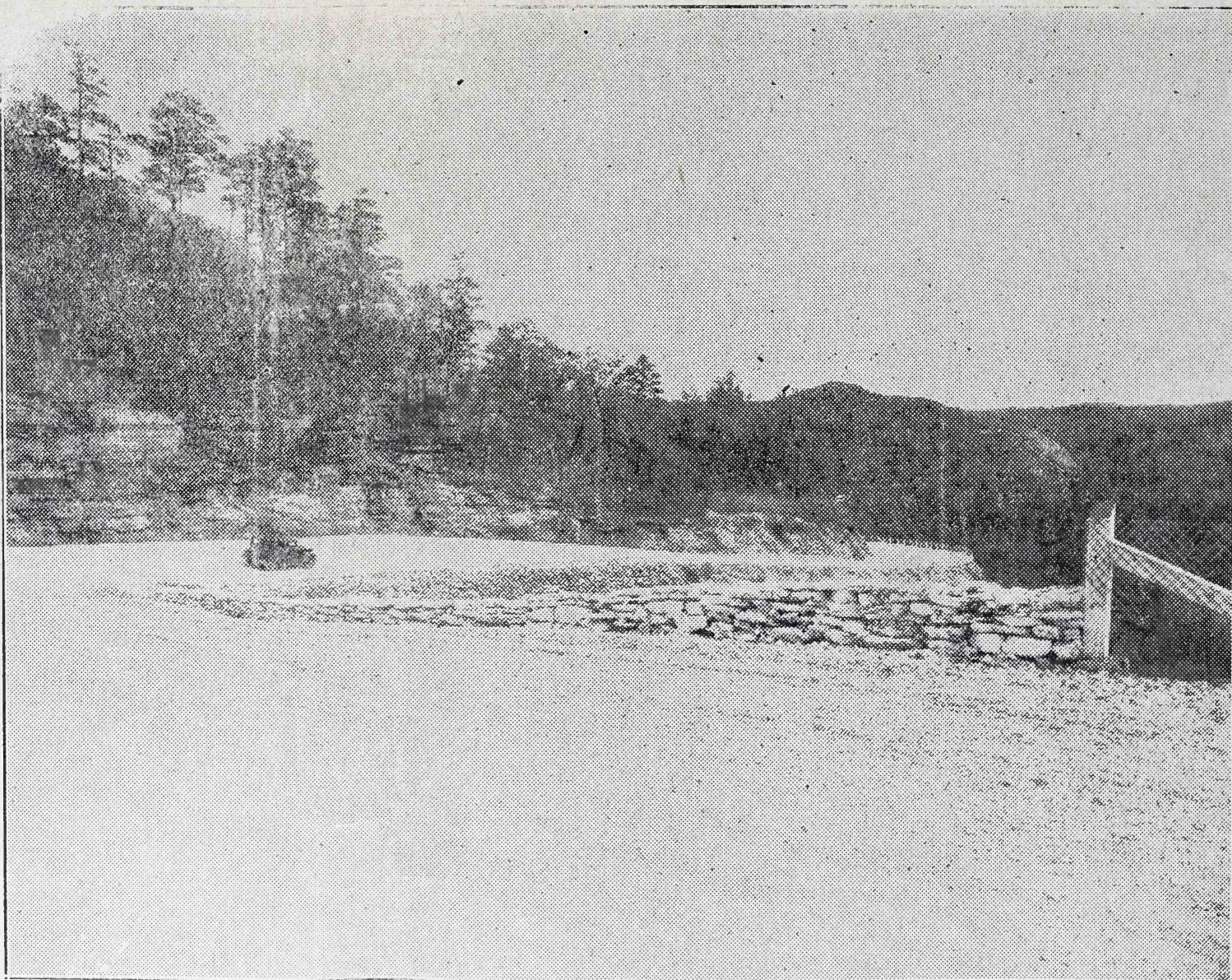
The Daily Times-Echo is doing its part in community building. Today it is on its forty-ninth year. It is one of Eureka Springs' oldest institutions, and if not the oldest, deserves the support of the citizens of the town in keeping alive the spirit of the pioneers who first settled in this part of Arkansas. On down through the years, The Daily Times-Echo has endeavored to preserve the spirit of journalism in furnishing news to its subscribers and with the beginning of this year 1930, we feel that we shall grow with the city of Eureka Springs to its rightful place as the All-Year Resort center of the Ozarks. We should bear this slogan in mind, impress it upon those you meet, as the All-Year Club of Southern California has made history with its slogan so should we coin this phrase and make it stick.

THE DAILY TIMES-ECHO Growing with the City of Eureka Springs

various localities. She was a member of the MacDowell Club of Oklahoma City; Tri-City Music Association, Rock Island, Ill.; Womans Club, Rock Island, Music Club, Kings Daughters, Moline, Ill.; Friday Musicales, Jacksonville, Fla.; Garden Club, Fernandina, Fla.

"Mrs. Cox has a mezzo-soprano voice of lovely quality, which she uses with excellent effect"—Fernandina, Fla.

"In the Alleluia of Mozart in the Aria from Nadeshda, Mrs. Cox displays a voice of fine texture which had flexibility and was of wide range and great power."—Davenport, Iowa.



Highway entering Eureka Springs and the Ozarks are scenic routes of interest. This picture shows a section of the famous Eureka Springs-Seligman Highway, State Highway No. 72.

HOLLOWAY PREDICTS BIG TOMATO CROP

MEMBER AGRICULTURAL COMMITTEE CHAMBER OF COMMERCE STATES CROP TO BE BUMPER

(By Regae)

Len O. Holloway is in an optimistic frame of mind concerning Carroll County's tomato prospects for this season. He issued a statement today that the acreage planted to tomatoes will show at least thirty three and a third more than last year. He cited one neighborhood alone that expects to harvest more than a hundred tons.

Carroll county should take the lead in bumper crops this year because of past weather conditions and little likelihood of drought as faced last year. With such optimistic reports there is a strong indication that the canning plant here will be running full time, which is of great interest to everyone in Eureka Springs and Carroll county.

OZARK PLAYGROUND OFFICIALS PLAN WORK

Joplin, Mo.—Officers and executive committee members of the Ozark Playground association today completed plans for attracting tourists into the Ozarks of southwest Missouri and northwest Arkansas during the summer season. An extensive campaign of newspaper advertising and issuance of an illustrated booklet will feature the 1930 program.

THEY ALL ADVERTISE

A hen is not supposed to have Much common sense or tact Yet every time she lays an egg— She cackles forth the fact.

A rooster hasn't got a lot Of intelligence to show — But none the less most roosters have Enough good sense to crow.

The mule, the most despised of beasts, Has a persistent way Of letting folks know when he's around, By his insistent bray.

But man, the greatest masterpiece That nature could devise, Will often stop and hesitate Before he'll advertise.

(Marco Morrow in Smith's Chicagans and reprinted in Richmond, Missouri.)

The Indians knew Eureka Springs as the spot where the "healing waters" bubbled forth from Mother Earth.

CIVIC BEAUTY CONTEST AGAIN THIS YEAR

MAYOR INGALLS ANNOUNCED YESTERDAY THAT PRIZES FOR BEAUTIFICATION OF PREMISES WILL BE AWARDED

Just prior to the departure of Mayor Albert G. Ingalls, a statement was issued by him relative to the "Clean Up and Paint Up" campaign to be started shortly in conjunction with the Daily Times-Echo. Gratifying news too, is that prizes of gold to those who win the best honors in home beautification, yards, houses and premises in general will be given this year. This will follow along the same rules as given in last year's contest.

Perry C. Mark, so Mayor Ingalls stated, would probably head the committee on arrangements and that first prize would be \$50, Second Prize \$25, Third Prize \$15 and Fourth Prize \$10, on prize yards, houses, etc., showing the greatest amount of improvement from Springtime to the latter part of the year.

This movement last year resulted in many beautiful gardens, spic and span homes, landscaping that enhanced the beauty of the city and a spirit of trying to see who could grow the largest and prettiest flowers. It is predicted that this year will have a greater number of contestants in the race for these civic prizes.

EAT AND GROW MORE TOMATOES

(By Dr. Thomas J. Allen) Originator of Daily Health Hints After reading that Associated Press interview with Henry Ford telling of his discovery that "fruit, proteins, and starches don't mix" and that he and others have benefited by avoiding bad combinations, the reader may ask, what fruits would be best for the fruit breakfast that he advises?

Few persons over 40 can eat a meal of fruit without prohibitive distress. This can be avoided by beginning with a little and gradually increasing and adding emulsified corn oil (Mazola or other) or cream. And what about vitamins? All the vitamins are in tomato, (fruit, properly speaking) and all in cream. Tomato also contains all the mineral elements very important too and figs which are a laxative. Tomato grows better in the Ozarks than anywhere else, with rich mineral soil and abundant sunshine and it withstands drought well. Do tell the world nad plant and use more tomato.

The Green Forest Canning Co., properly says on their tomato can label, "Ozark Quality" No tomato can equal the Ozark's quality. Advertise it and increase the output of the Eureka Springs Canning factory.

Black figs, cheaper than prunes and very much better, furnish nearly as substantial nutrition as bread and very much better than and "meat," and are much more acceptable to the cultivated taste than any flesh or fish. Pork is the most harmful of the "meats."

The Time to Smile

(By DR. THOMAS J. ALLEN)

(Dedicated to an old lady who was never happy but when she was miserable.)

I like to be an optimist, When everything is at its best But what's the use to smile, When smiling's surely not worth while.

When your path is lined with roses And no obstacle appears, Then is the time to smile a while, But not when all the world's arile.

They say you Fortune can beguile And gather you a heaping pile, If you will only smile, and smile, But, who wants to smile all the while?

My wife she says I smile less now Than when I made my marriage vow, But, that you see, is because she Is not just like she used to be.

The doctor says, to smile the while Will hurry down my liver bile, But, I'd like to see him try it, On smiles for a steady diet.

He says smiling makes life longer And much happier and stronger; But, I'd rather die some quicker, Than live with an all day snicker.

OZARK PRODUCTS WOULD MAKE TRAIN 94 MILES LONG

Fayetteville, Mar. 3.—Perishable products of the great Ozark country for one season, if mobilized at one point, would comprise a train 94 miles in length, drawn by 22 locomotives, manned by a crew of 1,100 and a cargo valued at \$18,891,540. An official bulletin by the Frisco lines describing this imaginary mobilization of Ozark products said that the big train would include 2,010 cars of apples, 1,927 cars of strawberries, 1,752 cars of canned goods, 1,937 cars of eggs, 786 cars of grapes, 736 cars of butter, and 1,292 cars of live and dressed poultry. The Frisco statement said that the Ozarks products are distributed in every state in the Union, Canada and Mexico.

OPIE READ'S BOOKS ON ARKANSAS IN U. A. LIBRARY

Fayetteville, Feb. 27.—The University of Arkansas library contains copies of nearly all books about Arkansas written by Opie Read. Mr. Read himself does not know for sure how many books he has written with plots laid in this state, according to a letter from the novelist to Dean V. L. Jones of the University. Read based the plots of about 75 of his stories in this state, but some of these books are out of print. The University library is making a special collection of all books pertaining to Arkansas.

Bill Introduced To Appropriate Money For Park

Rogers, April 5 — A bill was introduced February 6, in the house of representatives by United States Congressman Claude Fuller of Carroll county, representative of the third congressional district asking for an appropriation of \$30,000 for purchase and maintenance of a small tract of land included in the site of the Pea Ridge battlefield.

According to advices received by officers of the Pea Ridge National Park association, Fuller is hopeful that the bill will be passed. This information revives interest in the efforts that were made by the late congressman of this district, John N. Tillman of Fayetteville, who introduced the bill about six years ago for an appropriation to be used to have the location of the battlefield surveyed.

The bill was allowed and federal engineers, surveyed the land nad made a report. Later Tillman introduced a bill asking for an appropriation of \$50,000 to establish a national military park. The bill received considerable favorable comment from both the press and members of congress. The illness of Tillman and his subsequent death interrupted the plan and the bill was referred back to military affairs committee of the house of representatives with no decisive action taken.

SPRING

The violets are in blue dresses And dewdrops on the rose, While over the fields and meadows The breath of the jasmine blows.

Come my children out into the Brightness of the sweet spring light, And gather your hands full of daisies While the swallows sing with delight.

— M & F

SPRING

Spring has come. We know it by the feel of the air, and by the birds' early morning song, as they soar from branch to branch of trees that are beginning to bud. We know it by the flowers that are beginning to peep out of the ground and the grass that is making a green velvety coverlet for the earth.

We no longer think of the cold and dreary days of the past winter, the "Coldest winter in these here parts for many a long year," almost as far back as I can recollect. All that is forgotten in the joy of knowing that better days have come. But through those cold days we were not discouraged, but were looking forward with pleasure, for we knew that "If winter comes", can Spring be far behind? Anna Miller

MISS BURK ELECTED VICE-PRESIDENT JUNIOR CLASS CRESCENT COLLEGE

Miss Rebekah Burk, daughter of Mr. and Mrs. H. Burk., 401 W. Brown St., Ennis, Texas, has been elected vice-president of the Junior Class of Crescent College. Mr. H. Burk operates a Dallas factory for men's work clothes and a retail store at Ennis.

The president of the class is Miss Irene Coger, of Huntsville, and the secretary-treasurer, is Miss Elizabeth Taylor of Little Rock.

CRESCENT GOES ROTOGRAVURE

Pictures of some phase of college activity at Crescent College appeared in recent issues in the rotogravure sections of the Tennesseean at Nashville, the Times-Picayune, New Orleans, the Wichita Eagle, Wichita, Kansas The Commercial Appeal, Memphis, Tenn., while on the same day in the black and white sections of the Journal Post, Kansas City, and the Houston Chronicle, Houston, Tex., appeared pictures and stories relating to qualifications and needs for determining student attainment in Health, Character and Scholarship.

Since this is purely news material and not paid advertising it is indicative of a high and widespread interest in Crescent College. The same high interest is encountered by both Field Secretaries of the College, Mr. C. E. Ackley in Texas, and Mr. Warren C. Smith of Oklahoma.

FORUM

NEWS AND VIEWS OF EUREKA SPRINGS CITIZENS

Another letter received by the Chamber of Commerce in response to their request for those benefited at Eureka Springs, to write a letter telling their improvements and mail it to the Chamber of Commerce.

March 1, 1930.

Chamber of Commerce, Eureka Springs, Ark. Dear Sirs:—

I came to Eureka Springs with my parents in the year 1879 from Charleston, Ill., and at the time all of us had been sick at intervals while living at Charleston.

Personally, though only ten years old, I was suffering from rheumatism in my knees so bad that part of the time I was forced to bed.

After a short while here the rheumatism passed away and I became well and vigorous. We drank water from the Basin Spring, the main spring then.

Though I have left Eureka Springs several times in the years that have followed, it would only be about six months until I would be laid up in a hospital and would be forced to return to Eureka Springs again. Though well advanced in years I have been practically free from rheumatism while here, besides being in much better health otherwise. In fact, I can't live any place else but here and firmly believe I would not be alive today, had I not returned to Eureka Springs.

My brother Charlie, who is now past seventy, perhaps owes his life and certainly his health to Eureka Springs water and other health features.

When we came to Eureka Springs, he was in a very bad condition suffering with dropsy and unable to do a thing. He gradually got well and is still well.

I only mention these cures gentlemen because I wish others to know what Eureka Springs water will do.

Yours very truly, I. E. Stites, Rt. 1. Eureka Springs.

AN INTERESTING LETTER FROM MRS. ALICE HERMAN (Taken from "Peoples Banner" published at David City, Nebr.)

Mr. Runyon. I landed here January 23rd, it was cold all the way down, and not warm when I got here. but the snow on the ground soon melted, and the weather has been mild and nice ever since.

I want to tell you and your readers something about this city of Eureka Springs nestled as it is among the Ozark mountains of Arkansas, to begin with it is full of springs, there are over 60 within the city limits, and the water is of the best. Professor Barnett, who was at the head of the city school for more than 35 years, made this remark. "It is not what is in the water, but what is not in the water—it is just pure good water containing the lowest per cent of solids and no impurities. Some of the springs are thought to be especially good for different diseases, such as diabetes, others for stomach trouble. The main requirement being to drink plenty and to be happy among these good people.

Since I was last here three years ago, they have been making a number of improvements. They have completed five miles of pavement, built a large stone Community Auditorium, and erected and furnished a new brick hospital, that is well worth mentioning, it is so well fitted out with equipment and good nurses to take care of the sick.

Then there is Crescent College, a school for girls, with a competent corp of teachers. The building is used for hotel purposes during vacation time, situated as it is on the highest elevation in town it is a most popular place for those coming from the oil regions and other points to spend their vacation.

The Palace Hotel, recently redecorated and newly furnished has in connection a public bath house, with water piped from the Sweet Spring, just across the street. They have trained colored attendants to give baths to both men and women.

The Basin Park Hotel is also under the Ingalls management, they are prepared to give excellent service at reasonable prices. One of their distinguished features is a fire escape from every floor, directly out on the mountain side.

There are several well equipped Tourist Camps, on the Buena Vista Drive as you come from Seligman to Eureka Springs, Camp Leath of which Mr. Sam Leath is manager, has about 40 rustic log cabins, among tall beautiful pines, which vary in price, according to size. Here you find Murphy beds and the accompanying conveniences including private bathe, with shower attachments and cooking arrangements. They also have cottages for sleeping only, with platforms over which you may pitch your own tent and go to the Community Hall to cook, eat, wash and iron. Camp Joy is a delightful quiet clean retreat, where you receive most courteous treatment, as is also the case with Camp Monegan, across the road from Camp Leath. On the other side of the city is the Cottage Camp, another delightful stopping place.

Lake Lucerne, a summer resort under the management of Mr. R. R. Thompson of Ozark water fame, is about three miles from Eureka Springs out on Lake Road Drive. These cottages are also well equipped, electrically lighted, with dining hall under efficient management, where the hungry guest may order fresh caught fish, or beefsteak dinners, when they return from the nearby popular golf grounds, where many tournaments are held during the season. Lake Lucerne is an ideal place for bathing and swimming, and is very popular with tourist visitors, as is also Lake Crescent, which within the city limits. Lake Crescent is a newly developed feature and is near the Little Eureka Spring, whose waters by chemical analysis, are the purest in America.

Eureka Springs has good public schools, and churches of many different denominations. It is sometimes called the Switzerland of America.

I will close by saying that I am well and so are the Shotwells, although recently Mr. Eli Shotwell had an attack of flu.

I am respectfully your, Mrs. Alice Herman. Palace Hotel, Eureka Springs.

Editor Daily Times-Echo.

Your suggestion, published a few weeks ago, that we make an effort to secure a sanitarium, seems to have interested everybody. Complying with your suggestion, I have written several influential men who might use some influence for the project.

Ex-governor Brough says he will do anything he can when we are under way—and suggests that Mayor Ingalls with a few others are good for the "way" part.

Dr. M. A. Crane, who has successfully conducted two sanitariums in Chicago suburbs for many years, once spoke to me favorably of Eureka Springs as a location while I was physician-superintendent of his sanitarium at Elmhurst in 1924-25. We may interest Dr. Crane, who has ample means and has been very successful. However, as I said in a former letter we can have something better—better for Eureka Springs as well as for the institution's patrons—an autotarium.

An autotarium means, the health seeker learns how to build health for himself, by the use of especially designed exercises and health building games, class and individual, by better eating, according to instructions of better food that he is shown how to prepare for himself (temporarily at least) in a room requiring only a few conveniences, by auto-suggestion, according to instructions, and by bathing, swimming golf, and other successful means of health building, which soon learned while he is improving.

The autotarium meets much better the requirements of about eighty per cent of those who are going to the modern sanitarium (which uses little or no medicines) as indicated now by the fact that more than half the "sanitariums" advertise in Physical Culture are called "schools of health".

Those who need nursing or operations really belong in the hospital—and the autotarium health seeker may have outside hospital or individual treatment if necessary.

Eureka Springs has the best combination of health restoring factors to be found in America and is specially equipped otherwise for the autotarium work. The autotarium is no experiment. At Chicago, four years ago, at Joplin, and at Rogers last winter I demonstrated that with only the exercise and games part of the program, better results were secured than in the average sanitarium.

The cost for the entire program is about a third of the sanitarium cost, the results are much better.

Here is a report from the Rogers Daily News, showing that at the end of the first month, every member of a class of the Woman's Progressive Club reported improvement, other classes almost as good while at the end of the second month, the president of the Woman's Club voluntarily stated before the class that she was "better than ever before in her life, having over come distressing insomnia that had led to her joining the class at the beginning." At Joplin the absence for illness of a Globes's employee was reduced more than half, one young woman making a remarkable recovery from an illness that had made it necessary to change her employment.

The same can be demonstrated in Eureka Springs—better in proportion as we have better facilities for this work than any other place. Thousands need this opportunity and will come for it, if it is properly brought to their attention. Dr. Kellogg, head of the largest sanitarium, has been reported in Time, Jan. 1927 that his teaching applied science for many of its principles are drawn directly from the basic science of law, logic and psychology.

Debate, furthermore, may be regarded as a composite art, for many of its other principles are derived from the contributory arts of Rhetoric and Oratory.

is the most important part of the sanitarium's work. Many have told me what they learned was "the best part of it" Certainly Dr. Kellogg's teaching is the best of his sanitarium's program. Anybody, not needing hospital work can get well and stay well if he will learn how—for life too.

With the co-operation of a Chicago doctor. I have published "The Allen System for Health and Fitness" (for which Mr. Ingalls, Judge Thompson of Berryville and others are subscribers) I have now spent three years largely in working on a new edition including "The Fitting Five" exercises far superior to the "Daily Dozen" of which millions have been sold. Like my original Daily Health Hints, that had a circulation of seven million for twelve years, read for a long time with much interest and benefit, the distinguished editor of the Washington Post said, in his leading editorial of July 4, 1911. This is the autotarium manual sold for five dollars. The new edition, condensed, improved will sell for two. It can be published in a series of Saturday articles in the paper with great benefit for many readers and friends with interest for all, who can "tell the world."

Thomas J. Allen.

PROMINENT MEN OF OUR CITY



HON. Z. P. FREEMAN

One of Oldest Citizens in Arkansas 92 Years of age, and still hale and hearty.

Hon. Z. P. Freeman, was born in Prattville, N. Y. May 1838. Went to Michigan in '62 and enlisted in 26 Reg. Mich. Vol. Inf. Served as hospital steward until the end of the war. Went to Iowa in '65 and came to Arkansas in '78 and to Eureka Springs in '81. He at once identified himself with the progressive element of the city.

Opened a real estate and insurance office and took an active interest and spent his time and money freely in building up the city. Served as alderman, police judge and Mayor. Is a Republican but never let politics come between him and his friends. Is a prominent Odd Fellow. A past Grand Patrik and past Grand representative to the Sovereign lodge. His hobby is "Obey the Golden Rule and do all the good you can."

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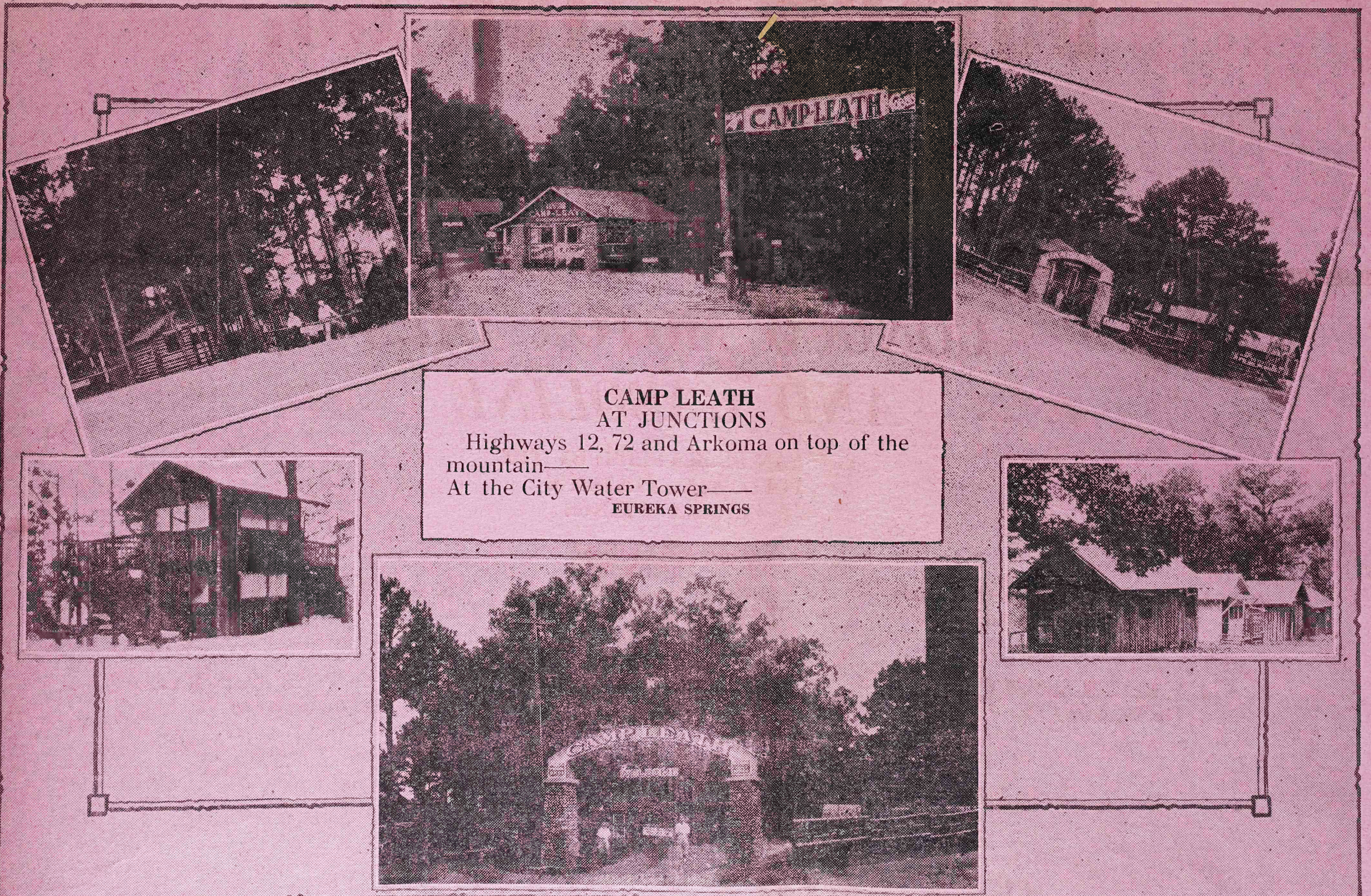
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