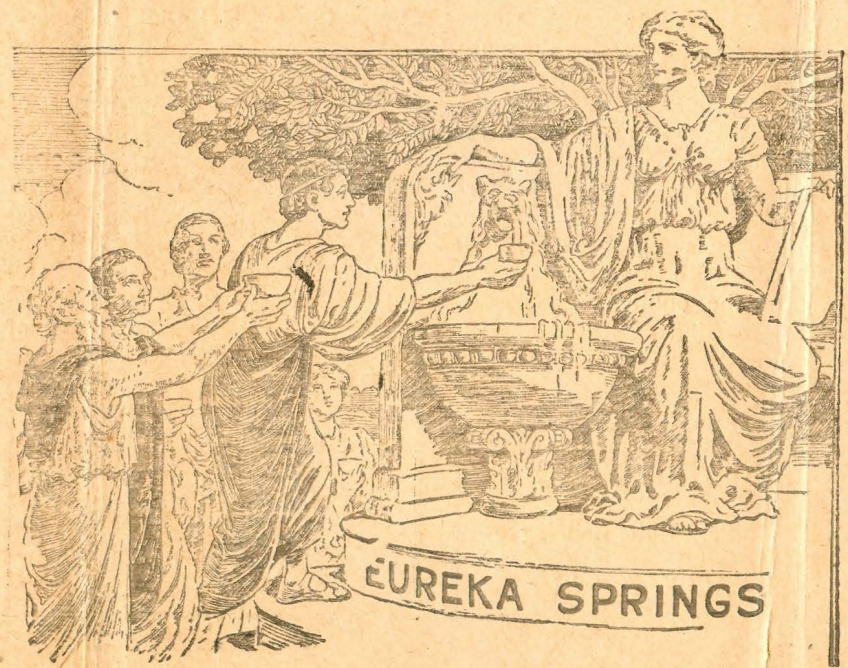


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The Commercial Club Directory

PUBLISHED BY THE COMMERCIAL CLUB, MARCH 20, 1924

EUREKA SPRINGS, ARKANSAS, THE "ALL-YEAR" RESORT



PRINTED AND
PUBLISHED BY
THE COMMERCIAL CLUB
EUREKA SPRINGS, ARK.

L. K. CHARLES, D. D. S.

Phone 284

64 1-2 Spring Street

Eureka Springs - - Arkansas

Crow's Butter-Nut Bread

"Rich as Butter

Sweet as a Nut"

Eureka Springs, Arkansas

DAILY TIMES-ECHO

15 cents per week by carrier

\$6.00 per year

WEEKLY FLASHLIGHT

\$1.50 per year

We print "Commercial Directory"

24 TAXI LINE

We make all trains at local depot and also on Frisco at Seligman, Mo.

EARL A. SPANGLER, Prop.

—SEE—

OSCAR BIRKS

FOR

Baggage and Transfer

Phone 110, Express Office

33 Spring Street

THE ROYAL

BARBER SHOP

Basin Park Hotel Building

J. P. COX, Proprietor

KAPPEN'S MARKET

On the Mountain

Phone 96

DR. W. S. MARTIN

Opposite Basin Spring

Office Phone 136

Residence Phone 338

Directory.

On motion, a contract with Mr Bud Aurand, of Oklahoma City, Okla., for music for the summer season was accepted, and signed by the contracting parties. This contract is for a period of twelve weeks, first concert to be played Saturday, June 7, at Basin circle, at 7:15 p. m. Mr. Aurand to provide a seven piece orchestra to play each afternoon at 3:30 and evening at 7:15 p. m.; concerts to last one and one-half hours, the Commercial Club to pay \$125.00 per week. After the regular afternoon and evening concerts for the Commercial Club have been played, the orchestra will play for dances at the Basin Park hotel, on Tuesday, Thursday, and Saturday evenings, the Basin Park to pay \$70 per week. On Monday, Wednesday, and Friday evenings, the orchestra to play for dances at Lake Lucerne, R. R. Thompson to pay \$55 per week. This arrangement assures the public good music for the summer season, as the Aurand Orchestra is one of the best in the country, and the Music Committee is to be complimented in securing the services of Mr. Aurand, and the committee feels sure their action will meet with the hearty approval of the public.

At the meeting of the Club next

able, but if he is boasting and you are knocking, he is on the road to success and riding in a De Havalind 4, while you are moving out in a wheel barrow, on tin can alley.

Mr. Knocker, bear this in mind. The Commercial Club has a board of directors (fifteen in number) that were chosen and elected by the paid up members of the Commercial Club at an open meeting. (Annual Banquet.)

These fifteen men represent twelve respective callings (or occupations) and not a one of them want the job of being a Commercial Club director. Not a cent do they get out of it—simply working for what they consider fair and essential equalization of individual assessments. Cultivate these men, talk with them, not about them, help them. Don't retard their efforts. These fifteen men have the moral and financial support of the Commercial Club members, the Rotarians, the American Legion, the Men's Uplift organization and all of the liberal element of enterprising citizens.

Think over this Mr. Knocker, We have all the advantage of you and this paper will be received and read by a thousand different families in far away towns and cities, that we trust may come here this coming summer and of

cial Club.

Information Bureau directly opposite the Basin Spring Circle: office on street level; Ladies' Rest Room, down steps, same building.

WILL GO IN A PULLMAN.

Rotarians met March 18, with 85 per cent attendance.

Jack Murray, of Harrison, general manager of the M. & N. A. railroad, was present and made a talk. The Rotarians have passed a resolution to foster the completion of the golf course, and the campaign will be put on shortly, to raise money to put the course in proper condition.

The Rotary Club has arranged for special Pullman in which about twenty Rotarians and Rotary Annes will go to the Parsons conference April 7-8.

SAYS RASTUS TO JEEMS.

"Say, Rastus, is it true yob wife died the other day?"

"Sho' it is."

"Was she insured?"

"She sho' was"

"What company was she in?"

"Why, de Phoenix Company."

"De Phoenix Company?"

"Man, dat's a fire insurance company."

"Sho' it is. Ah didn't know when she died whar she was gwine."

visit and patronage.

ANALYSIS OF BASIN SPRING.

Each gallon of 231 cubic inches contains:

	Grs.
Chloride sodium.....	0.19
Sulphate soda.....	0.09
Bicarbonate soda.....	0.15
Sulphate potash.....	0.13
Bicarbonate lime.....	4.43
Bicarbonate magnesia.....	0.47
Iron and alumina.....	0.08
Silica	0.31

Total 5.85
 Free ammonia--0.14 parts in million
 Albumenoid ammonia--.07 parts in million.

The gas contained is 28.42 cubic inches in each gallon of water. This is remarkable from the fact that there is a large proportion of nitrogen, which is also proof of a proportionately large amount of oxygen.

Some sixty-three springs are found in the corporate limits of the city, held in trust by the City of Eureka Springs for the free use of the public forever.

MAGNETIC SPRING ANALYSIS.

Department of Chemistry, University of Arkansas, Fayetteville, by Harrison Hale, Consulting Engineer. (Lab. No. 2021). Water

In his letter transmitting the record of this analysis, Prof. Crampton wrote the following:

"This analysis shows very great purity both as regards mineral matter in solution and the absence of organic contamination."

LAKE LUCERNE

Of all the attraction for the visitor to Eureka Springs we name Lake Lucerne and its encouraging development foremost. There is no denying that it affords the best swimming place in the entire Ozark Playgrounds region. Water in Lake Lucerne has been examined by the state bacteriologist right in the summer while it was used for swimming and found bacteriologically pure enough to drink with safety. This is due to the abundant flow of fresh spring water, estimated at a half million gallons daily. It is the recognized beauty spot for vacationists and it is small wonder that it is people who are looking for a permanent vacation home.

The residence of Fred H. Voils, mayor of Kaw City, Okla., is completed except for the plastering and final touches. It is situated on a high point about 1500 feet from the Lake front and the view from that point is wonderful. Cost \$2,000.

Work has begun on the resi-

ena, Ark.; Mr. Gotwals, and Ambrister, both of Muskogee. It is hoped that other cottages may be built by summer to accommodate the demand which has come so early.

MY RADIO, SHE

My radio's filled
 With sobs and groans:
 It's worth four dollars
 And cost "forty Lones,"
 And that's why it's "She" to me.

When I want it to work,
 It commences to fussin',
 And keeps gettin' worse
 'Til I give it a cussin',
 And that's why it's "She" to me.

It's chock full of stuff
 That's nifty and fine,
 But it always comes through
 With a howl and a whine,
 And that's why it's "She" to me.
 —Cactus Jack.

Historians tell us that modern man is much more active than his ancestors. He has to be or starve to death.

A scientist says that men are more open to conviction than women. They certainly are convicted more often.

ATLACH HOTEL

New Ownership
 New Management
 R. T. McCLINTON, Prop.
 Bright Sisters, Lessees

Davis and Mathews
 Feed, Flour, Fuel, Produce.
 Office, 39-41 South Main
 Main Street Office, Phone 70
 Depot Office, Phone 78

Magnetic Spring Water
 Company
 207 Hillside Ave. Phone 87
 This water has cured hundreds of cases of so-called hopeless cases of kidney and bladder trouble.

THE VINESTONE
 APARTMENTS
 Dormitory room and unfurnished cottage.
 165 Spring St. Phone 219

EUREKA DRUG CO.
 Headquarters for
 GOLF GOODS
 51-56 Spring Phone 251

BAILEY'S

Confectionery and Lunch
 Stand

COMMODORE BUILDING

OZARK MOTOR CO.

FRED MATTOCKS, Prop.

Sales Agents for Durant and
 Star Cars.

64 So. Main Phone 31

Hancock & Blair

Hardware and Furniture

Fishing Tackle

Next to Postoffice

PHONE 56

ekhan
 H. F. Wickham.
 Floyd L. Wright.
 Norvel Cunningham.
 Basil G. Cunningham.
 E. D. Rude.
 G. V. Snitzer.
 First National Bank.
 F. O. Butt.
 J. C. Hodges.
 Mrs. J. C. Hodges.
 Joe S. Riley.
 Ray Freeman
 P. F. Johnson.
 Wm. Kappen & Son.
 Walker Bros.
 J. B. Davis.
 Adelaide Wayland.
 H. B. Gill.
 Mrs. H. B. Gill.
 Elizabeth A. Russell.
 F. N. Sawyer.
 Hugo Lund.
 J. H. LeLano.
 Star Grocery.
 Ellen T. Strader.
 K. K. K.
 McKinley Hussey.
 C. S. Barnett.
 Mary Lena Barnes.

D. Eureka Drug Co.
 Ellis Murphy.
 Davis & Mathews.
 Bank of Eureka Springs.
 Cook & Border.
 Basin Park hotel.
 Blocksom-Newton.
 Henry A. Stroup.
 Margaret Millsaps.
 Dr. W. S. Martin.
 H. Goudelock.
 R. T. McClintou.
 Seth Beasley.
 Mrs. C. A. Stone.
 J. L. Henderson.
 Miss C. N. McKinley.
 Magnetic Spring Water Co.
 Dr. L. K. Charles.
 Al Feltz.
 Commodore theatre.
 W. F. Willis.
 H. R. Wright.
 Oscar Birks.
 Earle A. Spangler.
 Chas. E. Sweeney.
 J. A. Blunk.
 G. W. Blackman.
 W. S. Matney.
 Mrs. J. L. W. Baker.
 Southwestern Bell Telephone Co.

undertake an active campaign without a loyal bunch of live and co-operative citizens, and no prospective tourist care to consider visiting this, or any other resort, unless there is a real active Commercial Club that has the moral and financial backing of the more progressive and larger element of permanent inhabitants and business men.

You may have noticed the Commercial Club's report in Wednesday's Daily Times-Echo, wherein the directors have instructed me to confer with their secretary (just prior to going to press) and ascertain the accuracy of the list of members of the Commercial Club, that no mistake may appear in the membership list of the Commercial Club Directory.

Inasmuch as the Commercial Club Directory is purely a Commercial Club organ, no one is allowed to buy ad space, or have their name appear in the business directory, except those who have signed their pledges to the 1924 budget, therefore, I am explaining that

proper publicity as the Commercial Club Directory will go into every local home and also into 1,000 distant houses, if each of us will mail one paper to some one away from here.

Again, I repeat, that we should lay aside all malice, prejudice and jealousy, and view this matter from a three-sided standpoint—the progressive citizen, the tourist and the Commercial Club.

We are all full of faults. I have mine, to be sure, so have you. Let's compromise and leave it to the Commercial Club to referee our battles.

The Commercial Club directors feel quite certain that they have a fair solution that is calculated to solve these local problems, and I repeat that we should consider the citizen, the tourist, and the Commercial Club.

SAM A. LEATH.

Word to the Kicker: Think of the mule—the longer he kicks, the more unpopular he becomes and the more he is despised.

THE AMERICAN MUTUAL UNION

GENERAL OFFICES: EUREKA SPRINGS, ARK., AND MT. VERNON, ILL.

Life, Health and Accident Insurance

W. T. PATTERSON, President

A. G. INGALLS, Secretary

COOK & BORDER
 The Largest Garage in
 Northwest Arkansas
 Service and Storage
 Ford Dealers
 PHONE 85

P. F. JOHNSON
 Deputy Prosecuting Attorney
 59 1-2 Spring Phone 185W

**MODEL STEAM
 LAUNDRY**
 ALLIE AND ULAH PITTS, Owners
 69 Spring St. Phone 224

**WICKHAM'S
 BOOK STORE**
 51 SPRING ST. PHONE 69