## Balm renews fame of old Mount Clemens

Mount Clemens, which was famous in the 1920s and '30s for its mineral bath spas, is gettling back on the medical map.

A local entrepreneur is marketing a balm from chemicals extracted from the underwater brines that made the town famous nearly three generations ago.

Max Simon calls his arthritis pain-relieving balm Ache-Away. So far, Simon has accumulated dozens of letters from grateful users and plans a marketing and advertising program to begin early in 1987.

Simon also has plans for developing bath beads made from the same minerals, as well as a mineral water soap, both compounded using Mount Clemens natural mineral syning water. He calls his firm Mount Clemens

THE MOUNT Clemens spas went out of business with the advent of steroidal drugs as a treatment for arthritis. Patients received the benefits of three weeks of bath treatments often with a short course of steroid injections.

But Simon found that the second-ary effects pointed to the need to reactivate the natural benefits of the warm mineral water baths.

## How to resist smoking for day

Use the "Warm Pheasant" rather than the "Cold Turkey" method of glving up smoking, says the Ameri-can Institute for Preventive Medi-

cine.

The Southfield health organization, which conducts the Smokeless
program at companies and hospitals
nationwide, recommends a series of

wrist of your smoking band and snap program at companies and hospitals nationwide, recommends a series of techniques for smokers who want to quit for today's Great Americas Smokeout.

The Smokeout is a day when all smokers are asked to quit for 24 hours.

According to Dr. Don R. Powell, the institute's executive director. Smokers can quit for the day without climbing the walls if they use the Warm Pheasant approach rather than the more traditional Cold Town (Marm Pheasant hours as aeries of procedures that can effectively prevent and eliminate cigarctic urges."

WOULD-IB C QUITTERS should try these 12 techniques en the day of the Smokout — or any other day:

Simon decided that If he could acquire the rights to the wells, he could pump water to the surface, evaporate it, extract the minerals and reconstitute them into a halm that could be rubbed on the surface of the skin.

Upon waking, state that you will not smoke for the next 24 hours, 10 times in front of a mirror.
 Hide all eigarettes, ashtrays and matches.

and matches.

Place a rubber band on the wrist of your smoking hand and snap it every time you get a desire to light

Simon approached several univer-sitles and an independent laboratory in Boston and asked them to com-pound the powdered minerals into a balm. None could do it.

Finally, a retired chemistry pro-ssor, Richard Anderson, solved the

IN THE 1920s and 1930s, the little city of Mount Clemens was host to dozens of celebrities — Arthur Brisbane, Fannie Hurst, William Jennings Bryan, Sigmund Romberg and dozens of others.

For more than a century, thousands had benefited from the warm, mineral-laden waters far beneath the carth, industrial leaders, celebrites and the rich and famous from around the world sought relief from the pains of artiritis, rheumatism, skin disorders and muscular aches.

I started in 1865 when an oil prospector hoping to strike oil, found only brine. The well was abandoned.

Later attempts to extract slift from the brackish waters failed because of the other minerals had made it difficult to produce a good commercial quality of salt.

LEGEND IAAS it that a farmer turned his old, have horse out to die. The horse sought the shade of one of the abandoned tanks used to store the brine and stamped out a small basin that collected the drippings of the tanks. Apparently, after repeated exposure to the minerals contained in the drippings, the horse was rejuvenated.

In 1870, Dorr Kellogg, with a bad case of exczema, asked for permis-sion to use the waters for bathing and claimed a cure of his condition. In 1872, a physician began using

the waters for bathing his patients suffering from arthritic and rheumatic complaints.

And in 1873, a couple of other physicians formed a Mineral Springs Co. and erected a bath house that became the litest of many in Mount Clemens.

Soon other bath houses appeared. Hotels and rooming houses were built to house bathers for the recommended three weeks of bath treatments. Usitors compared the curative powers of the Mount Clemens waters to those of Baden-Baden, Karlsbad and Hot Springs.





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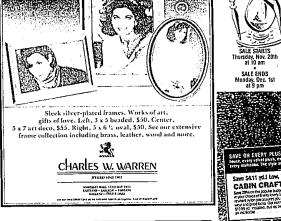
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