

Balm renews fame of old Mount Clemens

Mount Clemens, which was famous in the 1920s and '30s for its mineral bath spas, is getting 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 spring water. He calls his firm Mount Clemens

Mineral Ointment Co.

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 secondary effects pointed to the need to reactivate the natural benefits of the warm mineral water baths.

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 balm that could be rubbed on the surface of the skin.

Simon approached several universities and an independent laboratory in Boston and asked them to compound the powdered minerals into a balm. None could do it.

Finally, a retired chemistry professor, Richard Anderson, solved the problem.

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 earth. Industrial leaders, celebrities and the rich and famous from around the world sought relief from the pains of arthritis, rheumatism, skin disorders and muscular aches.

It started in 1855 when an oil prospector hoping to strike oil, found only brine. The well was abandoned.

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

LEGEND HAS IT that a farmer turned his old, lame 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 eczema, asked for permission 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 arthritis and rheumatic complaints.

And in 1873, a couple of other physicians formed a Mineral Springs Co. and erected a bath house that became the first 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. Visitors compared the curative powers of the Mount Clemens waters to those of Baden-Baden, Karlsbad and Hot Springs.

How to resist smoking for day

Use the "Warm Pheasant" rather than the "Cold Turkey" method of giving up smoking, says the American Institute for Preventive Medicine.

The Southfield health organization, which conducts the Smokeless program at companies and hospitals nationwide, recommends a series of techniques for smokers who want to quit for today's Great American 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 Turkey method. Warm Pheasant involves a series of procedures that can effectively prevent and eliminate cigarette urges."

WOULD-BE QUITTERS should try these 12 techniques on the day of the Smokeout — or any other day:

- Upon waking, state that you will not smoke for the next 24 hours, 10 times in front of a mirror.
- Hide all cigarettes, ashtrays and matches.
- Place a rubber band on the wrist of your smoking hand and snap it every time you get a desire to light up.
- Do smokeless inhalation by taking three deep breaths whenever you get a cigarette urge.
- Clean up psychological pollution by keeping a positive attitude about your ability to quit for the day.
- After eating, brush your teeth and rinse your mouth with a mouthwash.
- Drink eight glasses of water during the day.
- Don't get too HALT — hungry, angry, lonely and tired.
- Spend time with nonsmoking friends and doing activities that aren't related to smoking.
- Leave the scene of an urge and walk around.
- Reflect on the fact that no one ever died from quitting.

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