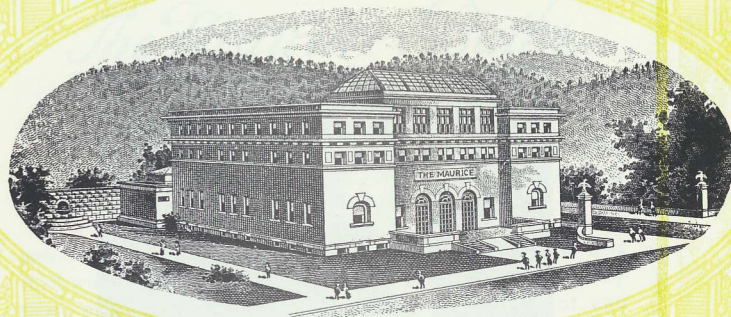


Hot Springs, Ark.



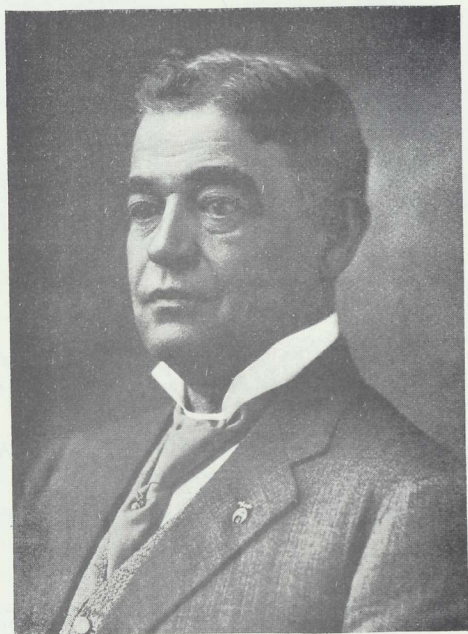
The Maurice Baths
OPERATED BY
The Maurice Bath Company
HOT SPRINGS, ARK.

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A. J. KEMPNER, SECRETARY
D. BURGAUER, TREASURER

W. G. MAURICE
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DIRECTORS
HERMAN JENKS

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W. G. MAURICE

The Maurice Baths

THE one thing that has made Hot Springs, Arkansas, famous throughout the world is its God-given medicinal waters, containing their miraculous healing properties for many of the ills that human flesh is heir to. These waters, however great and wonderful they may be, would lose half their value were they not administered scientifically and by those who best understand the giving of such treatment, and this brings one face to face with the most important industry of the beautiful resort that was designed by the Infinite and created to nestle snugly and secure amid the picturesque environments of the historic Ozarks—the *bath houses of Hot Springs*.

Hot Springs, Ark., has many establishments of this kind, but the leading and most important of them has, and will continue to be, owing to the progressiveness and stability of those interested in this institution, *The Maurice Bath House*. A new structure for this purpose has been erected on the site of the old Maurice Bath House. Its palatial features are really magnificent. Its appointments embody the very latest facilities that are requisite to a building of this nature. Money has been no object if in that expenditure there could be included the most minute detail to make it in the future, as it has been in the past, the peer of other establishments of this kind.

Give to imagination now a free rein and in fancy and by word picture view and note the things of interest to be found in the *New Maurice Baths*.

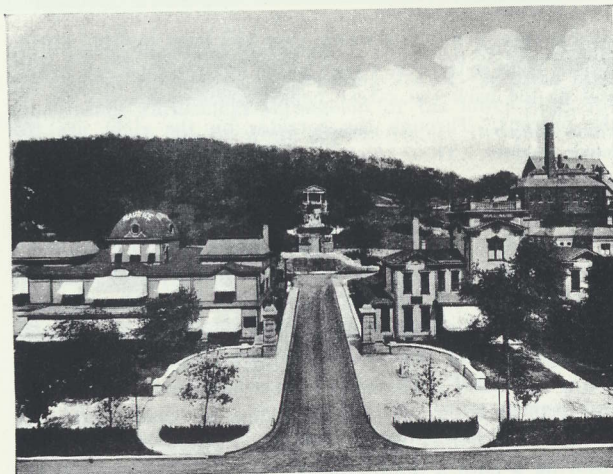
One observes immediately its Spanish architecture, massive and imposing. The building is three stories and a basement. The space covered is 100x100 feet. The construction is reinforced concrete, the exterior finish being in white marble stucco. The building is fireproof throughout, embodying all the very latest ideas in sanitation, ventilation and hygienic appointments.

THE BASEMENT.

Beginning the tour of the building in the basement, one cannot but be delighted to note that complete gymnasiums have been installed for both sexes. There, too, are the rest rooms and sanitary lockers, as well as toilets, lavatories and shower baths. Here one finds store rooms for the Bath House, pumps and compression tanks. The ventilating machinery, steam plant and thermostat system of heat regulation is also seen here. In another section has been placed the vacuum cleaning plant and the machinery that operates elevators for both the men's and women's apartments.

There is one feature in the basement that is as wonderful as the intricate machinery itself. It is that which drives away the last shade of lingering doubt, if any could possibly exist, and roars forth its joyous welcome from the bowels of the earth to come, partake and be cured.

This wonderful feature is the new hot spring that was discovered during the excavation for the magnificent new building. It is part of the great system of hot water that has been God's gift to mankind. When rock and dirt were being removed this new hot spring came to the surface with a roar of a thousand voices, as if in protest at having been kept hidden until man's progressiveness had brought it to light, and, figuratively speaking, demanding that it, too, be permitted to give to those who would partake, its proper-



ENTRANCE TO GOVERNMENT RESERVATION, SHOWING THE OLD "MAURICE" AT THE LEFT.

ties, that bring rejuvenation and a new spirit of a life worth living. Happy and important were the ceremonies that marked the christening of this new hot spring. It was named the "Harry Myers Spring," in honor of the Superintendent of the Government Reservation in Hot Springs, through whose instrumentality this beautiful and complete new building was erected.

THE FIRST FLOOR.

Coming to the first floor and entering the lobby, which is 46 by 24 feet, one notices that it has been attractively finished in oak of the early English style, containing beautiful columns and panels, and with a red Ludwicke tile floor and

marble base, giving it a warm, cosy and most inviting effect. On the right is the coat room; to the left the Cashier's office, and at the back the safety deposit lockers for the use of the patrons. Through the corridor on the right are the men's parlors. These consist of three large rooms, 26 by 20 feet in size, as well as roomy corridors leading to the baths proper. There are also twenty-five *Private Dressing Rooms for Invalids*. These rooms are finished with marble base-board and snow white hard walls that are absolutely sanitary. The *Bath Room* is 70 by 26 feet, finished in white tile with marble Tarrazo floors, and off from this room is the men's bathing lounge or *Rest Room* for the use of the bather after taking the bath. This room is also finished in white tiling and is 38 by 40 feet in size. One does not usually desire to go upon the street after bathing. There comes to those enjoying a bath a desire for rest and comfort, and it was the object of the men interested in the *New Maurice Baths* to so construct the *Rest Room* that those of the most nervous temperament might enjoy that absolute peace and quiet so essential to them. *The Rest Room* absolutely guarantees this. It is free from disturbing noises. Its walls are of white enamel tile and sound proof. The excitement on the street does not reach them. In every way its appointments constitute a haven of comfort and peacefulness.

A little off from the *Rest Room* one sees the *Hot Room*, *Hydropathic Bath Room* and *Toilets*. The partitions of the *Bath Rooms* are of white marble, and every room has its own *Vapor, Shower and Douche*. The bather does not have to leave his room until he has finished with his bath. The tubs are all of special make and are of solid porcelain enamel on a solid base, and weigh over 1,000 pounds each.

They are the very best money could buy. All of the plumbing fixtures throughout the building are of the same high grade. The furnishings throughout of the lower floor, inspection shows, are of white enameled steel, the most sanitary made.

THE LADIES' DEPARTMENT.

This important department occupies a space of 30 by 26 feet for their bathing, and is equipped in the same manner as the men's department. Here, too, in the corridor are found a number of private rooms for invalids, who desire to dress away from the others. The ladies' bathing lounge room is 26 by 20 feet, and they have two parlors of the same size. The elevators are convenient to the office and parlors, and are of sufficient size to accommodate wheel chairs, thus making every part of this new establishment accessible to the invalid. In all the parlors and bath rooms are sanitary drinking fountains of both hot and cold water. All floors and ceilings, one observes, are of sanitary cove or hospital style. The stairways are of steel and marble. The elevators are put in under the personal supervision of the Otis Company, and they have provided every device for safety.

THE SECOND FLOOR.

One large room occupies the entire front of the *New Maurice Baths* on the second floor. It has a width of 30 feet and contains 138 *Private Dressing Rooms*. These apartments are formed with enameled steel partitions, and there is one feature that is immediately noted after one steps into the rooms. It is this: *All windows are above the breathing line*. This prevents one coming in contact with any draft, and at the same time is a most valuable adjunct to the ventilating system. In the right wing one notices the *Reading*

Room, Massage and Electrical Departments, Mercury and Medical Rubbing Rooms. In the left wing there are fifty *Private Dressing Rooms* for the ladies, as well as *Hair Dressing Parlors, Massage and Electrical Departments.* In the rear of the cross section is to be found the *Manicure and Pedicure Departments* for both sexes.

THE THIRD FLOOR.

Towering above both ends of the building and situated in the front of the third floor, is the *Solaratorium, or Sun Parlor*, 46 by 26 feet in size, with glass and steel dome. The walls of this department are of French Cean Stone and the floor of red Ludiwicke tiling with marble Tarrazo base. All windows reach to the floor, and here the invalid can rest and enjoy the sun baths. The remainder of the third floor is taken up by fifty-five private rest rooms, forty being allotted to the men and fifteen for the women. These rooms are for the fastidious, who wish absolute privacy. In the cross section of the third floor is a wide corridor or Gentlemen's Lounge, giving one a beautiful view of the mountains in the rear. Here, too, as on the other floors, one finds drinking fountains of hot and cold water, with all their accompanying sanitary facilities. All floors throughout the building are either marble Tarrazo, Ceramic or red tiling. All windows, with the exception of those of the lobby and solaratorium, are at the breathing line. One cannot help but notice that all the furnishings are of white steel enamel or hard wood. *Nothing in the way of carpets or upholstery is used in this new bathing palace.* The most absolute privacy is accorded the ladies, and every feature necessary to the men's department has been provided.

SPECIAL VENTILATING FEATURES.

The ventilating plant is of the most modern and scientific design, approved by eminent authorities on sanitation and hygiene, and constitutes a most important factor and interesting feature that is sure to merit approbation. *The air throughout the entire building is changed every ten minutes, and all air for ventilation is washed and filtered before entering.* It will be tempered to the exact heat of the room, thus avoiding absolutely any hot or cold drafts, and at the same time insuring an adequate supply of *pure, fresh air.* The temperature in all parts of the building will be maintained with absolute uniformity by the Johnson System of Automatic Temperature Regulation.

ONE THOUSAND BATHS PER DAY.

The New Maurice Baths will have a bathing capacity of one thousand baths per day.

That number of persons can be accommodated without any crowding, as an entirely new system of bathing will be introduced, following as closely as possible the system in vogue and popular at Carlsbad, Germany. Still another pleasant, important and necessary feature to be found in the *New Maurice Baths* will be the Turkish Baths, and for this department experienced help in this particular line has been engaged.

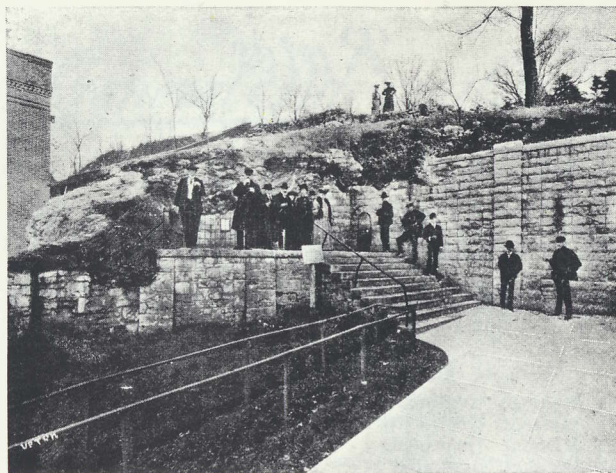
Only the most experienced attendants will be employed, and they will be under the direct supervision of intelligent white superintendents. The men who have passed the highest grade necessary to enable them to act in the capacity of bath house attendants are the ones who will carefully look after the comfort and care of those who enjoy the baths at

the *New Maurice Baths*, and examinations for such attendants are held under the direction of the *United States Government*.

MANAGEMENT.

For over twenty years Mr. W. G. Maurice has closely studied the needs of the bathing public, having devoted the greater part of that time in giving this subject his most thoughtful deliberation, and one of the chief reasons for his great success with the former establishment was due to the fact that he at all times was awake to the latest opportunities. He did not confine his study to this country alone, but has made several trips to Europe, visiting bathing resorts there, studying their systems and comparing them with those in vogue in the United States, with but one thought in view—giving to the patrons of the *New Maurice Baths* an *absolutely perfect* establishment of this kind. As it stands today it cannot be excelled in comfort, convenience, sanitation and hygienic appointments. The best evidence that he has succeeded is shown that when the architects and sanitary experts of the *United States Government*, appointed by the Department of the Interior for this purpose, looked over the plans and specifications that Mr. Maurice had provided, after a careful study of the same, and without suggesting *any changes*, pronounced it the *most perfect and complete plant of its kind in America*.

This palatial establishment will be operated by *The Maurice Bath Company*, of which Mr. Maurice is President, and he will give his personal attention to every feature and detail of the business. He is well and very favorably known to residents in every State in the Union, who have visited Hot Springs and enjoyed the *Maurice Baths* and who have had the pleasure of his acquaintance.



THE MAURICE SPRING.

The water supply for the *New Maurice Baths* will be the same as in the former establishment, and will come direct from the *Maurice Spring*, which is not alone the largest, but one of the hottest on the Government Reservation, and is situated only a few feet from the new building.

SEALED COOLING TANKS.

The cooling tanks are on the roof of the bathing department, and are erected on top of each other entirely of reinforced waterproofed concrete. They are all enclosed in such a secure manner that contamination from the outside is an utter impossibility.

Rates

21 Baths and attendance	\$12.00
10 Baths and attendance	6.00
1 Bath and attendance65

The bath and attendance include private dressing room, service of attendant, laundering towels, sheet and mitt, shower, douche, hot room, vapor and regular tub bath.

Turkish Bath	\$1.00
Slab Shampoo25

MASSAGE DEPARTMENT

21 Massage treatments	\$25.00
10 Massage treatments	12.50
5 Massage treatments	6.50
1 Massage treatment	1.50

MERCURY DEPARTMENT

13 Rubbings	\$4.00
6 Rubbings	2.00
Medicinal rubs alcohol, etc.50

MANICURE, PEDICURE AND HAIR DRESSING

Prices upon application.

PRIVATE REST ROOMS

Per week	\$2.00 to \$3.00
Per day50

Private rest rooms for use only during the daily bathing hours from 7 a. m. to 5 p. m.

General Information

HOT SPRINGS, ARKANSAS.

Population, 25,000.
 150,000 visitors last year; almost twice the number that visited Carlsbad, Germany, in the year 1910.
 1,000,000 baths given.
 Capacity Government bath house, 1,500 a day.
 Capacity Army and Navy bath house, 500 a day.
 Capacity other bath houses, 20,000 a day.
 48 hot and two cold springs on Hot Springs Mountain.
 27 bath houses, 600 tubs (privately owned).
 Hot water 102.2 to 147 degrees Fahrenheit.
 Daily flow, 1,000,000 gallons.
 Average temperature of water caught in reservoir, 135 degrees Fahrenheit.
 911.63 acres in reservation.
 Report of government chemist, just issued, shows water to possess radio-active gas to a marked degree.
 Water entirely free from organic matter.
 21 baths, \$5.00 to \$13.00.
 Government regulates bathing expenses.
 Army and Navy Hospital cost about \$1,000,000.
Maurice Spring is kept open, that visitors may see the water coming from the ground.
Harry H. Myers Spring in basement of Maurice Baths.
 Golf links as fine as any in the United States.
 Bath houses cost from \$25,000 to \$150,000 each.
 Water rentals, \$60.00 a tub per annum.
 Government receives from bath house \$36,000 a year.
 Reservation is a civil one, and Government has complete jurisdiction.
 Over a hundred physicians, some of the most eminent in America.

Four hotels with a capacity of 2,500, others will accommodate 30,000.

Cheapest living in the United States.

Lowest death rate of any city in the world.

Physicians' fees and drug bills most reasonable in United States.

Three daily papers, four weeklies, six theaters, auditorium seating 3,000.

Two of the finest race tracks in the world. The three best office buildings in the State. Three railroads, four banks. Twenty churches. Fifteen schools. One thousand feet above sea level; climate delightful, both summer and winter. No extremes of heat or cold. Splendid street railway system. Electric lights and waterworks and natural gas.

One of the most successful ostrich farms in America.

Alligator farm. Dog kennels.

Finest whetstone quarries in the world.

Hot Springs diamonds, ninth hardest stone in the world.

Miles of mountain drives that have been built by the Government at a cost of many thousands.

Bath House Row is pronounced by all who see it one of the garden spots of the world.

Six miles from Ouachita river.

Potash Sulphur, Mountain Valley, Spring Lake, White Sulphur and Ozark Lithia are suburban hotels with cold water famous the world over.

The following is the combined opinion of the leading medical practitioners of Hot Springs as to ailments that can be benefited and cured by the aid of the hot waters:

"Generally speaking, all diseases of the skin, blood, digestive and secretory organs, and nervous affections and ailments peculiar to women. Many physicians assert positively that all known diseases, but fevers and advanced lung troubles, are cured or benefited.

"Troubles that yield most readily to the hot water treatment are: Alcoholism, catarrh, chronic inflammation of the bladder, urethra, chronic ulcers, eczema, gout, hysteria, indigestion, insomnia, kidney and liver troubles, chronic diarrheea, malaria, nervous prostration, neuralgia, locomotor ataxia, paralysis, phthisis (early stages), psoriasis, rheumatism in

all forms, scrofula and all blood disorders, stomach diseases, tobacco poisoning, etc.

"Chronic rheumatism is cured here in from three to eight weeks on an average, though a cure has been known in ten days.

"The water of Hot Springs is superior to all others, either natural or prepared, as an aid in surgical treatment."

THE COST.

Board and lodging, per month.....	\$16.00 to \$150.00
Physician, if needed, per month	20.00 to 30.00
Medicine, if needed, per month	5.00 to 15.00
Bathing	5.00 to 10.00
Bath attendant	5.00

\$50.00 to \$210.00

THE MAURICE SPRING.

One of the largest and hottest springs upon the Reservation. This spring is just to the right, and only a few feet from The Maurice, and is the only spring left open to Bath House Row, where one can drink the water as it flows from the rocks.

Analysis of the waters of the Maurice Spring:

Constituents.	Grains per U. S. Gal.
Silica	2.58
Chloride of Soda.....	.57
Carbonate of Soda.....	.04
Carbonate of Magnesia.....	1.13
Carbonate of Lime.....	7.15
Sulphate of Soda.....	.41
Sulphate of Potash.....	.25
Sulphate of Iron.....	.05

Total Grains Solids..... 11.88

Free carbonic acid gas.

Active radio gas.

Organic matter, none.

Daily flow, 42,000 gallons. Temperature, 145 degrees.

Betz Delivers the Goods

Three carloads (almost 500 pieces) of the finest electrically welded all steel white enameled furniture made by us for the Maurice Baths.



Mr. W. G. Maurice personally purchased samples of all steel white enameled furniture from four other concerns for the purpose of giving the different makes six months' severe test before placing this order. Each manufacturer understood that quality was what he wanted — price was no object.

This is Why We Got the Order

No concern in the world can compete with us on all steel electrically welded white enameled hospital, sanitarium, office or bathroom furniture

FRANK S. BETZ COMPANY
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THE MAURICE BATHS ERECTED BY

Hugh McLennan & Co. GENERAL CONTRACTORS

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THE PLUMBING, HEATING AND VENTILATING
IN THE MAURICE BATHS WAS DONE BY

William Borman

Plumbing, Heating and Ventilating
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ALL TILE, TERRAZO AND MARBLE
IN THE MAURICE BATHS

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NEW ORLEANS, LA.

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LOUISVILLE, KY.

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EXTERIOR STUCCO A SPECIALTY

All Baths, Showers, Lavatories, Drinking Fountains, Closets,
Slop Sinks, Shampoo and Manicure Tables for the magnificent
Maurice Bath House were manufactured and furnished by the

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Established 1855

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Offices and Factory, 1919-1929 Clybourn Avenue
CHICAGO

Manufacturers of a Superior Line of

Mission or Arts and Crafts Furniture

*All Mission Furniture in Maurice Baths
manufactured by us*

The Johnson System of Heat Regulation

*Used extensively throughout the world to automatically control
temperatures in public buildings, school houses, office buildings,
hospitals, residences, hotels, churches, theatres, factories, prisons, &c*

The thoroughly modern heating and ventilating system installed in the New
Maurice Bath House is equipped with the Johnson System of Heat Regulation.
By means of thermostats the radiator valves and hot air dampers are opened
and closed automatically with compressed air. This insures a steady, uniform
heat of such temperature as may be desired. No modern heating plant is com-
plete without such control.

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*Interest paid on time deposits
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STOMACH, LIVER AND KIDNEYS

THE FINEST SPRING HOUSE IN AMERICA

HOT SPRINGS NATIONAL PARK



Bronze and Crystal Fountain

THE MAURICE

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First Reprinting

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