

**Soap Holes Found
Value in Disguise**

**Produce Magic Mud
With Multiple Uses**

Ever since Belle Fourche, S. D., won a Resolving cattle town at the end of the old Chisholm trail its residents have been denouncing the "soap holes" that plagued the area.

Fast-riding cowboys often took a easy tumble in the super-slippery mud and cattle were forever getting bogged down in them.

But now, like a man discovering his horses are really a blessing, Belle Fourche has found its soap holes are one of its biggest assets.

Every one of them is filled with a magic mud called bentonite. It's an odorless, tasteless, soapy mud with a thousand uses and scientists are thinking up new ones every day.

Most of us already are using it a half dozen times a day, but almost nobody has heard of it. Men use it in shoe polish and hand cleaners. Women use it in face



Bentonite is the most absorbent material found in nature. When moistened it swells to several times its normal size. This quality makes it useful in waterproofing housing foundations and many other industrial uses.

powder, lotions, beauty cream.

Bentonite also is found in many types of joint, plaster and cleaning agents. It's handy for filling holes in glass jars and for casting moulds for molten metal. Forced down thousands of feet into the earth, this magic mud lubricates the drills in oil wells and sends the debris up to the surface.

Its new uses and increasing popularity for its older uses all add up to a boom such as Belle Fourche hasn't seen since the gold rush.

In the past 10 years the population has practically doubled and bentonite now pours \$20,000 a year into the town in the form of additional purchasing power.

Fifteen years ago Belle Fourche shipped out three carloads of bentonite. Last year its production was 4,137 carloads and this year they expect carloading to go considerably higher.

Scientists say that bentonite, a strange mixture made up mostly of dust from prehistoric volcanoes, is found almost nowhere in the world except in the Black Hills of Wyoming and South Dakota.

It is the most absorbent material nature ever has devised, they say, and a half dozen teaspoonful will soak up a glass of water.

Bentonite: Magic In Disguise

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