

**BEAUTY CLAY IS CALLED 'GUMBO' BY CANADIANS**

Edmonton, Alta., July 12.—"A package of beauty clay, please," "Good lady, slipping into some drug store London, Paris, Chicago, Toronto, anywhere else on the face of the globe."

"Blank blank this yere gumbo, away!" swears the Alberta farmer as he urges his sweating team through a spring morass or mud and by that will, when it dries up again, a prairie "dirt road."

"Milady in her city finery, and the little farmer prepspring in his easy overalls, are both speaking of the same thing, though neither of them knows it. They will if they open to read this article, however. Every spring since the silent hulks of a hundred years ago roared to the shrieking wooden wheels of the Red river carts of the first settlers of the prairie. Instead, the hard and well packed dirt roads, when the rains set down upon them, "disintegrated," as friend Hamlet says, and the reason is—beauty clay.

**Call It a Harder Name.**

Only those early settlers didn't call it beauty clay, nor do their successors of the auto and the tractor call it that either. They call it just "gumbo," only they embellish the ugly name with a wealth of property suitable to the hard and dis-work entailed in plowing through a foot or more of soggy, sticky earth that once was a road.

One thing the early settlers did do, however. A handful of the dry-white, chalky substance from a dry roadside, softened in a pail of water, sucked up that water like a sponge and made a splendid hand-sanding material, rubbing out the dirt and oil of travel and leaving the beds soft and clean.

This same quality of absorbing water is really what turns a prairie dirt road into a morass when spring rains come. The dry "gumbo" drinks and drinks with the dilly of a prohibitionist off on a later spree, only quitting when it has absorbed twelve times its own weight of water. Scientists, trying to discover why prairie roads dissolved into mud baths, examined the soft maligned gumbo and recognized an old friend long known to the craft—bentonite.

**Try It for a Lather.**

Being rather fastidious, those early road building engineers had to have once in a while, and, since shaving soap was not one of the commodities having a ready sale in pioneer land, the well known sanding and softening properties of bentonite were called into play. Instead of ordinary common soap, bentonite turned it into a really good shaving soap.

Then along came the beauty doc-

## Beauty Clay Only One Of Early Bentonite Uses

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