

# FACTS

ABOUT THE

## Kentucky Carlsbad Springs Co.

Capital Stock \$200,000

*A WINTER and  
Summer Hotel Resort*

*Dry Ridge, Grant County, Ky.*

## OFFERING *of* STOCK

GILMER PRYOR  
INVESTMENT SECURITIES  
LEXINGTON CITY NATIONAL BANK BUILDING  
LEXINGTON, KY.



*YOU are invited to invest in the stock of the*  
*Kentucky Carlsbad*  
*Springs Company.*

*This enterprise is of the investment type, and contains very little that is speculative. We believe that it will appeal to the experienced and intelligent investor.*



### The Kentucky Carlsbad Springs

Are located at Dry Ridge, Grant County, Kentucky, on the main line of the Queen & Crescent Railroad and on the main touring automobile turnpike between Cincinnati, O. and Lexington, Ky., about thirty-five miles from Cincinnati and forty-seven miles from Lexington in a high section of a very healthy blue grass country. This favorable location should not be overlooked.

### The Very Great Need

#### Of a first-class All-Year Resort

(not merely a summer resort) for health, healing, rest and pleasure conveniently located in this section of the country is too well known to even question, where not a single such establishment now exists as is proposed by this corporation. The primary reason for locating this resort at Dry Ridge is the wonderful mineral water discovered there. The real merit of the water, its great healing qualities especially for

### Rheumatism, Liver and Stomach Troubles

is spreading, not by advertising, etc., but by means of the hundreds of people who have been *positively and actually* cured and healed of extremely severe cases of these and other ailments to whom you are personally referred, some of whom are perhaps your near neighbors.

### The Water

Is of a very dark (greenish-black) color and it is pumped up from a well over 1100 feet deep. It was discovered by certain enterprising farmers, who, wanting to establish a creamery, thought it necessary to drill an artesian well. After go-

ing down about 600 feet the farmers stopped, but others came who sank the shaft to 1100 feet, where an apparently inexhaustible stream of green-black water was struck.

This water was unfit for creamery purposes and for a while the well was abandoned. Purely by accident were its medicinal qualities discovered. Natives tried the water for *Rheumatism* and *Stomach Troubles* with astonishing results. It was not long before the news of the curative properties of the water began to spread. Doctors of repute sent their patients there for treatment. Sufferers by the hundreds came to Dry Ridge for relief. It is not an exaggeration to say that the cures wrought in many cases were marvelous. What is urgently needed is a new, large hotel with mineral baths, etc.

The following is an analysis showing the chemical properties of the Kentucky Carlsbad Springs Water.

Analysis made by W. Simonson, Chemist, of Cincinnati, Ohio.

MINERALS	U. S. Gallon Grains per
Calcium carbonate - - -	10.46
Magnesium carbonate - - -	7.7
Sodium sulphate anhydros - -	8.61
Sodium bi-carbonate - - -	5.37
Potassium sulphate - - -	6.
Sodium hydrosulphide - - -	2.
Iron sulphide - - -	.35
Lithia - - -	.002
Strontium carbonate - - -	.52
Sodium bromide - - -	.074
Sodium chloride - - -	194.91
Total dissolved solids - -	236.52
GASES PER GALLON	CUBIC INCHES
Hydrogen sulphide - - -	17.55
Carbon dioxide - - -	10.00

**Free from Any Organic Matter**



### The Present Hotel

J. B. Sanders organized the Kentucky Carlsbad Springs Hotel Company in 1910, and built a frame hotel for the accommoda-

tion of his guests.

**This hotel has been filled winter and summer to overflowing. At times every available room in Dry Ridge has been filled, and many people were willing to occupy rooms partitioned off in the loft over the barn and garage.**

In March, 1913, the hotel had more requests for rooms than it can take care of for months to come.

In three years Mr. Sanders has received testimonials that if printed would fill a volume. His faith in the water has been such that he has offered, and has carried out his offer, to room and board for three weeks free of any charge, anyone who drinks the water and bathes in it as prescribed and is not cured of rheumatism or stomach trouble other than such as are caused by some malignant growth.

The medicinal qualities of this water are so wonderful and its curative properties are becoming so widely known that the facilities of this little Kentucky town are wholly inadequate to meet the demands for accommodation, and from this fact alone can be calculated the possibilities of a hotel sufficient in size and appointments to meet this growing need. Such a situation presents the foundation for a **SPLENDID INVESTMENT.**

To this end, the Kentucky Carlsbad Springs Company, a corporation, has been organized with a capital stock of \$200,000. The stock will be all of one class. Its principal office is at Dry Ridge, Grant County, Kentucky, on the main line of the Queen & Crescent Railroad, only 35 miles due south from Cincinnati.

Dry Ridge is also on the Lexington turnpike, a splendid automobile road. This road is the main road through Central Kentucky for automobile travel, and from this source alone a splendid revenue is possible.

### The New Hotel

It is proposed by this corporation to construct a large and substantial hotel or sanitarium to be built along the most approved lines with modern conveniences, to cater to the very best class of patronage, adapting accommodations to the wealthy, but at the same time providing for people of more moderate means, and to purchase the present small hotel from Mr. Sanders together with the well and all its equipments for which this company has an option.

### Golf and Other Games of Amusement

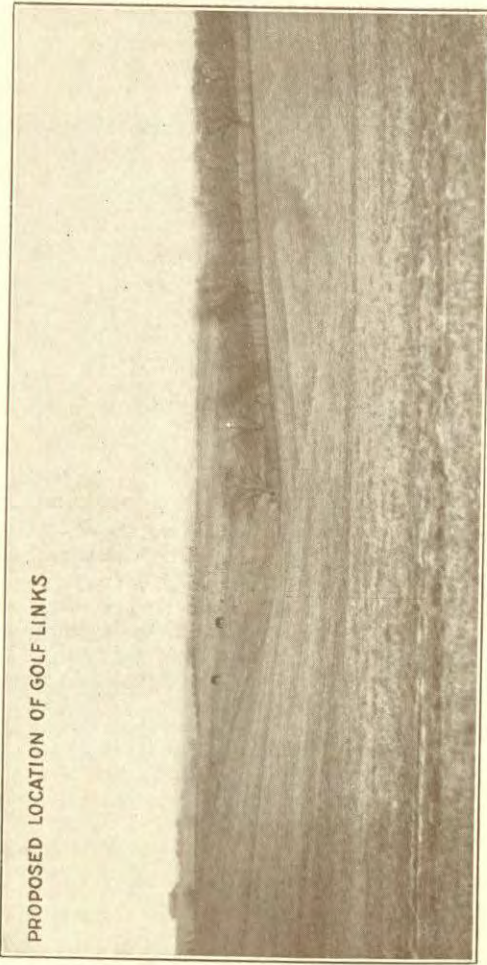
It is also proposed to equip a n eighteen-hole golf course, tennis courts, etc. The Company has an option for one year upon one hundred acres of blue grass land, admirably adapted to this purpose. It is the cite for an ideal golf course. It can be made the scene of championship contests reported in all the newspapers of the country—a free advertising asset of great value. In addition, there will be ample room for the less strenuous exercises, such as croquet and all of the old-fashioned pastimes that are regaining their former popularity.

The well itself is the greatest asset. The flow of water seems inexhaustible. The well is over 1100 feet deep and the water stands up within 400 feet of the surface. It stands at this level at all times. Mr. Sanders has tried by continuous pumping to reduce this level, but it was impossible.

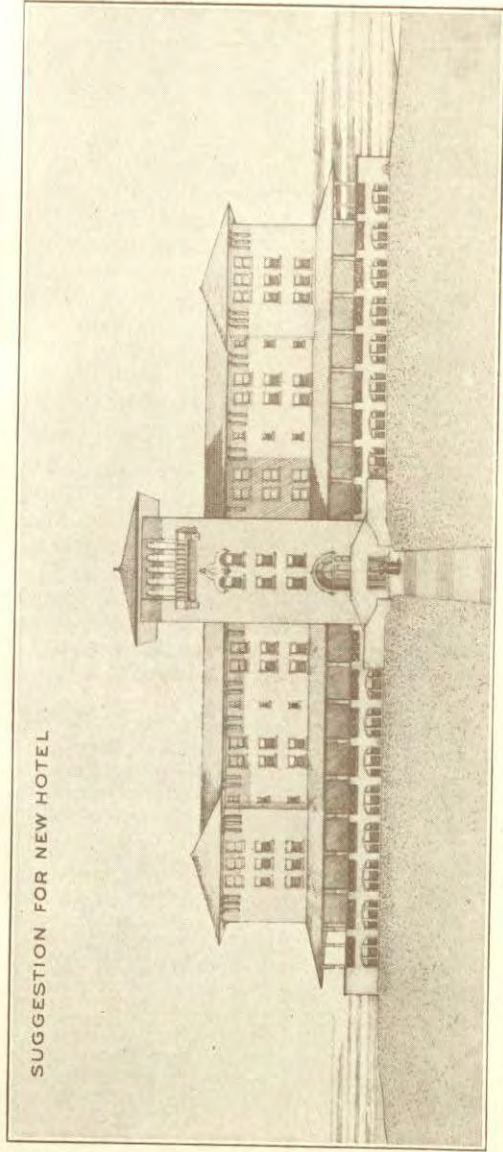
The water today is selling at 50c a gallon. Mr. Sanders is shipping it to all parts of the country.



PROPOSED LOCATION OF GOLF LINKS



SUGGESTION FOR NEW HOTEL





The demand for it grows with the knowledge of its wonderful curative powers. It is planned to have a modern bottling plant, and when this is done the Kentucky Carlsbad water should, like the Poland Springs, Pluto and other advertised waters, mean the source of large income.

It has been proved that the water could be kept for months at a time without losing its curative properties. Cures have been affected with the water four months after having been taken from the well.

It is estimated that the net income from the sale of the bottled water will be sufficient to pay a substantial dividend on the stock each year.

### **The Financial Side of the Proposition**

In the plans for the hotel, it is proposed to start with 150 rooms, also modern hot and cold baths, the building to be such that any number of wings may be added. It is proposed to make the place an **all-year-round resort**, and not simply a summer resort, and it is believed that such a resort can be kept crowded.

Under the articles of incorporation of the Company as soon as \$100,000.00 of the stock is subscribed in good faith, the subscribers can meet and elect a board of directors. From that time on, the stockholders will of course control the policy of the Company. It is suggested, however, that the lowest priced room with board be fixed at \$5.00 per day, the price of best rooms naturally being fixed higher; but at only \$5.00 a day on an average for 150 rooms the gross income would be \$750.00 a day, or \$5 250.00 a week, or \$273,000.00 a year. These figures may appear large, but even if they are cut in half, the proposition would still be very profitable.

The present hotel is charging \$3.00 per day and the accommodations are very poor, with the exception of the table. The present management states that the total cost per day for one person is \$1.00.

*To figure conservatively* and only to count on 100 rooms as an average the year around, the gross income per year would amount to \$182,500. If the cost to the company per person would be figured at \$3.00 per day, which is considered a very high cost, the total gross expenses would be \$109,500, leaving a balance of \$73,000.00, or the equivalent of over 35 per cent. on the stock (\$200,000.00.)

When we take into consideration, there is not an all-year-round resort in the State of Kentucky and this proposed resort could draw on the population of the entire middle states, it is only reasonable to suppose that a hotel of 150 rooms will not be big enough for any great length of time.

The stock of similar organizations in other states of which we are reliably informed is selling at about \$1500.00 per share (par \$100) and paying dividends of nearly 75 per cent, attesting the possible financial side of the question as presented by some of these all-year resorts.

### **The Location**

The proposed location for the new hotel is one of the most beautiful spots in Grant County.

The site selected commands a magnificent view on all sides for miles, looking down from its elevation in nearly every direction. We emphasize the location. The business man in Cincinnati or Lexington, for instance, can send his family during the winter or summer to the Hotel and be able to be with them every night if he wishes. He can go to and from Cincinnati in an hour's time. It requires no stretch of the imagination to conceive of a great resort here, especially when located only 35 miles from Cincinnati on the main line of a great railroad and turnpike and possessing healing water of the finest curative properties.



The revenue from the automobile travel should be large. It will provide a place for automobilists from Cincinnati, Lexington and other surrounding cities to go on Sunday where they can get a fine meal, golf, etc., and reach home before dark.

**A Supervising  
Committee**

Has been appointed for the purpose of aiding and advising the marketing of the stock and to perfect the organization of the

corporation which committee is composed of the following parties:

HON. JOHN R. ALLEN	-	-	Lexington, Ky.
DR. T. H. KINNAIRD	-	-	Lexington, Ky.
DR. F. H. CLARKE	-	-	Lexington, Ky.
MR. RICHARD C. STOLL	-	-	Lexington, Ky.
MR. J. R. BUSH	-	-	Lexington, Ky.
MR. GILMER PRYOR	-	-	Lexington, Ky.
MR. STANLEY B. ASHBROOK	-	-	Cincinnati, O.
MR. POLK LAFFOON	-	-	Covington, Ky.

Ten per cent of all subscriptions is payable in cash and the balance will become due upon call by the Board of Directors to be elected at the first meeting of the stockholders or by any subsequent board. All applications for stock are referred to Mr. Gilmer Pryor, of Lexington, Ky., who is disposing of the stock and recommends the purchase of same to his clientele.

The stock is offered for sale at \$100.00 per share (par value).

Subscriptions will be received at the office of the undersigned.

**GILMER PRYOR  
INVESTMENT SECURITIES**

Lexington City National Bank Building  
LEXINGTON, KY.

The statements herein made we believe to be accurate, but are not guaranteed.

Kindly fill up this subscription blank, properly signed, etc., and mail or deliver to

GILMER PRYOR

LEXINGTON CITY NATIONAL BANK BLDG., LEXINGTON, KENTUCKY

**KENTUCKY CARLSBAD SPRINGS COMPANY**

DRY RIDGE, KENTUCKY

1913

I hereby subscribe \$ \_\_\_\_\_ for \_\_\_\_\_ shares of the Capital Stock of the KENTUCKY CARLSBAD SPRINGS COMPANY, Dry Ridge, Ky., par value \$100.00 per share, the same to be paid in money upon the call of the board of directors. It is understood and agreed that no subscription for stock shall become binding until at least 50 per cent of the Capital Stock is subscribed for in good faith.

Signed \_\_\_\_\_

Address \_\_\_\_\_

*Kentucky Carlsbad Springs Co.*  
*Incorporated*  
*Dry Ridge, Grant Co., Ky.*

SCORES OF LETTERS LIKE THIS

Lexington, Ky., Jan. 20, 1913  
KENTUCKY CARLSBAD SPRINGS CO.  
Dry Ridge, Ky.

Gentlemen:

A few weeks stay at your Springs last summer saved my life and completely restored my wife to health. I was nearly dead with stomach trouble and my wife helpless with an extremely severe case of rheumatism. No praise is too great for this great healing water and to the best of my belief it is the greatest healing water on earth.

If you organize a stock Company to build a large hotel or sanitarium, I am so certain it will prove a great success that I will take stock in same if I have to borrow the money to pay for said stock.

Faithfully yours,  
Samuel P. Nunnelley

