

HOT SPRINGS

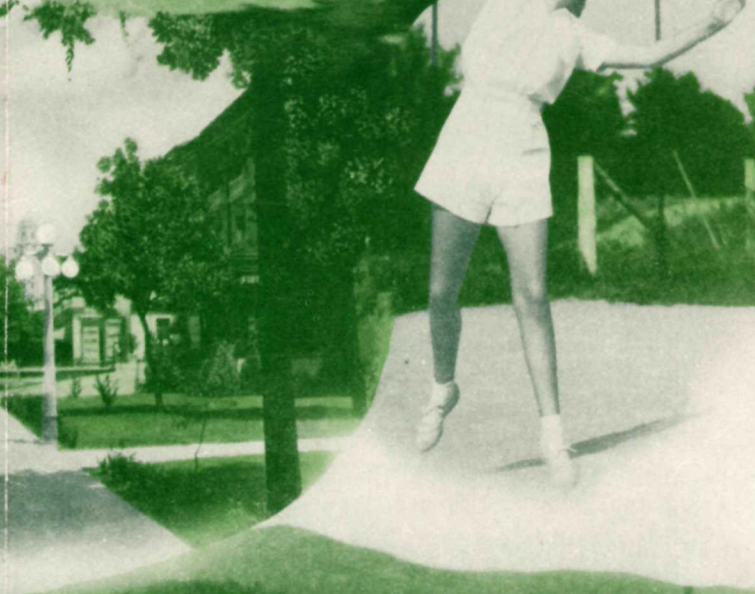
NATIONAL PARK

Arkansas

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"AMERICA'S HEALTH *and* PLEASURE RESORT"



One of Hot Springs' Bubbling Fountains of Health

Thermal Waters

The source of heat in the waters of Hot Springs is believed to be great masses of solidified molten rock imbedded in the earth's crust by volcanic agencies. Deep-seated waters converted into vapors by this heated mass probably ascend through fissures where they meet cold springs which are heated by the vapors. As in certain famous European spas where hot mud of volcanic origin is believed to have acquired therapeutic value, so also it is considered that the healing characteristics noted in the Hot Springs waters are derived from the passage upward of deep-seated waters through heated masses of volcanic rock.

Hot Springs' Baths

Do you know that Hot Springs National Park is the only health resort in our nation whose natural hot waters are owned, controlled and recommended by the United States Government? Over a century ago the Federal authorities at Washington determined that the chemical properties of these spring waters were highly beneficial to many human ailments. So, in behalf of the American public and to avoid private exploitation, Congress in 1832 set aside about 1,000 acres of land surrounding these fountains of health, dedicating the area as a Government Reservation. In this way was established America's first National Park, a resort which today ranks with the famous spas of the world as a mecca for health and recreation.

Here are 47 hot springs which gush from the base of Hot Springs Mountain at a temperature of up to 145° Fahrenheit,



Office of the Park Superintendent who, as representative of the U. S. Government, administers Reservation affairs



in a daily flow of nearly 1,000,000 gallons. They supply 15 splendidly equipped bath houses and sanatoriums, as well as Uncle Sam's most famous Army and Navy Hospital.

The bath houses are privately owned, but their services, including the licensing of all attendants, as well as certification of physicians who prescribe the treatments, are supervised by Federal authority represented by the resident Park Superintendent. This tremendous investment in bath house facilities, by which hundreds of thousands of patients are treated every year, is striking additional testimony to the Government's own endorsement of the waters and baths for recuperative treatment. In all bath houses, as well as hotels and sanatoriums having bath facilities, the waters are the same, being supplied from a central collecting and impounding system on the Government reservation.



Ozark Bath House



Lamar Bath House



Hale Bath House



Buckstaff Bath House

The Bath Houses

To take the baths in the hot springs of Arkansas for the first time, is to experience a new sensation in physical well being. The beautiful setting and friendly atmosphere of the bath houses themselves inspire your admiration and confidence. Immaculate in gleaming tile and polished fixtures, with separate departments for men and women in charge of courteous attendants, they provide skillfully directed service for every type of curative and reconditioning treatment, yet all at surprisingly low rates directed by the Park Superintendent.

In its own publication describing the waters, baths and their benefits, the Government states, "Increase in bodily resistance * * * has long been noted in improved general condition, increased strength and vitality in persons of run down or debilitated condition resulting from absorption of bacterial poisons * * *. After a series of properly directed baths in Hot Springs' waters, chronic joint troubles (arthritis) almost invariably improve. The decrease in pain and stiffness is often most gratifying. Increase in metabolism, highly desirable in many chronic conditions, is indicated in the increased temperature of the patient immersed in Hot Springs' waters." By the same token, these baths are equally effective in relieving rheumatoid conditions including neuritis and sciatica; chronic nervous exhaustion, and in promoting general reconditioning. Heart disorders, too, especially accompanied by high blood pressure and arteriosclerosis, may be greatly benefited.



Superior Bath House



Quapaw Bath House



Maurice Bath House



Fordyce Bath House



Alhambra Bath House

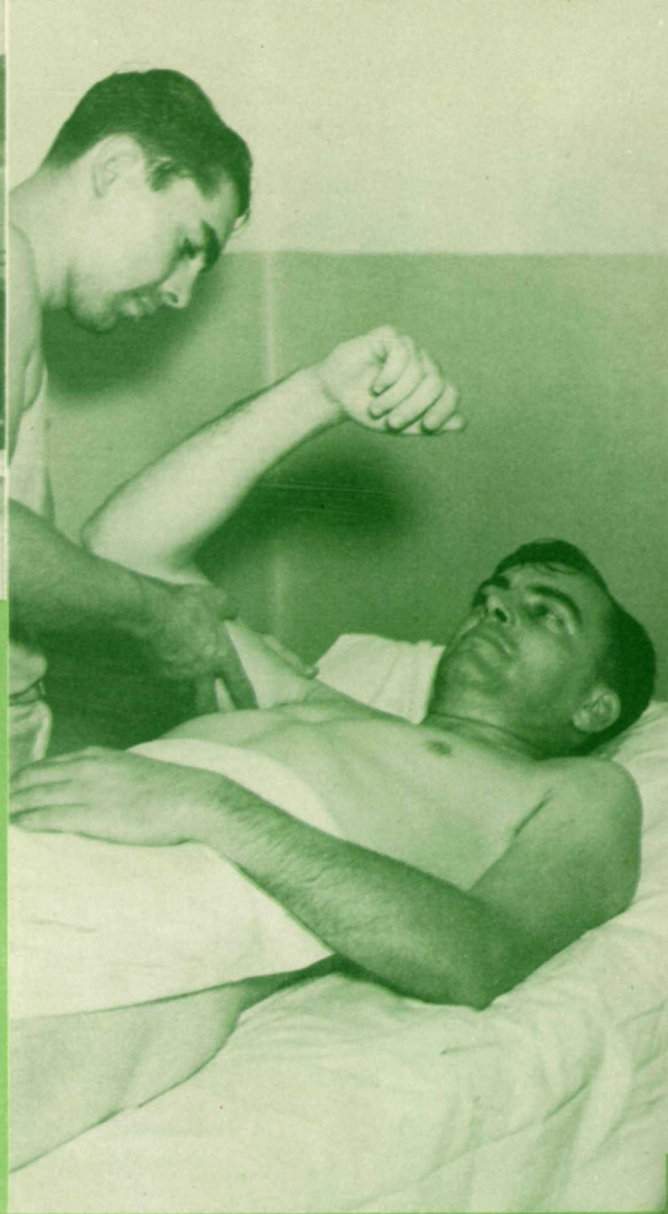


No Roman Emperor's spa had finer bath houses than these

A HELPFUL ADJUNCTORY MEASURE IN THE TREATMENT OF MUSCLE, JOINT AND OTHER DISEASES

Authorities on arthritis agree that hydro-therapy is the most effective single agency in restoring circulation to a diseased joint. In its application three objects are sought . . . namely, removal of focal infection, of poison deposits from joints and body tissues, and reestablishment of blood circulation about the joints to rebuild healthy tissues. The promotion of elimination, too, is extremely important in treating arthritis, and Hot Springs' waters are of great assistance in accomplishing this. Elimination through the skin is encouraged by perspiration induced by the baths, and marked diuretic action is obtained by drinking the waters, favoring elimination of poisons through the kidneys and intestinal tract.

It is especially recommended that the baths be taken with the advice of a physician, although this is not obligatory. The medical profession of Hot Springs



Bath attendants in both men's and women's departments must qualify under Federal examination

subscribes to the highest standard of ethics and includes in its membership specialists of wide repute in the treatment of all diseases, especially those which would be benefited by hydro-therapy. These men welcome the opportunity of cooperating with each patient's family physician in determining the treatment to be prescribed.

UNCLE SAM TAKES HIS OWN MEDICINE

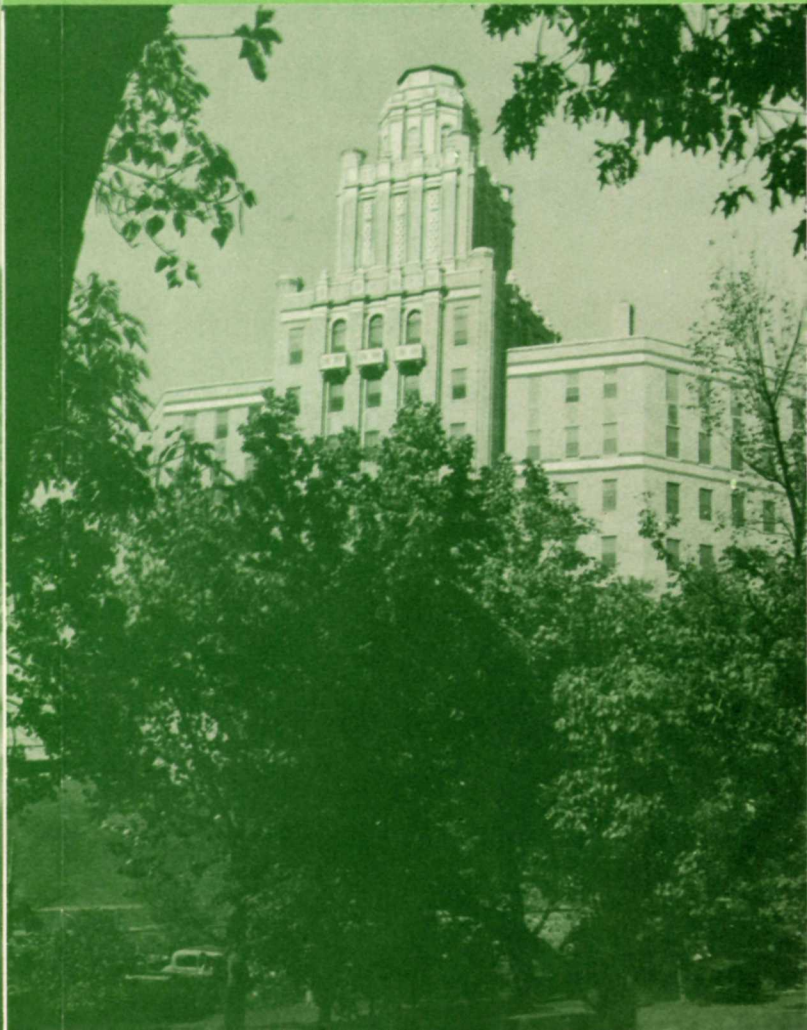
Because the actual benefits to patients long ago confirmed its original appraisal of the merit of Hot Springs' waters, the U. S. Government established the first Army and Navy Hospital here in 1884. Thus, for more than a half century Uncle Sam has been sending his soldiers and sailors to this famous

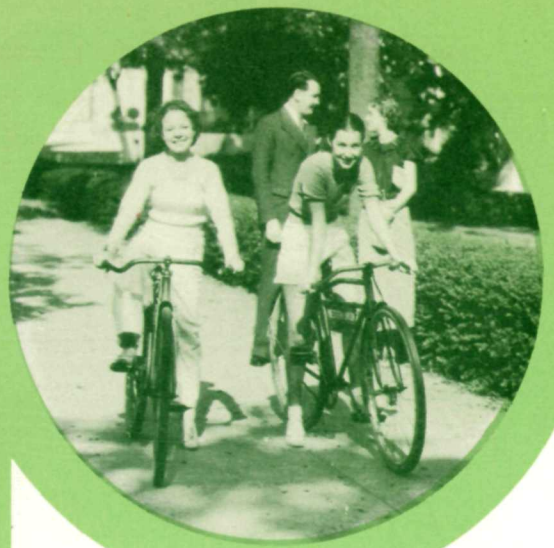
resort for rehabilitation in the baths and for the recuperative effects of the friendly climate of this pine clad region. So satisfactory have been the records of recovery during these many years, that the Government decided to replace its original institution with the magnificent new hospital illustrated here, recently completed at a cost of nearly \$4,000,000.

PURE SPRING WATER FOR DRINKING

Scarcely less generous than with her gift of hot waters, Nature also has endowed this region with numerous cold springs, supplying potable mineral

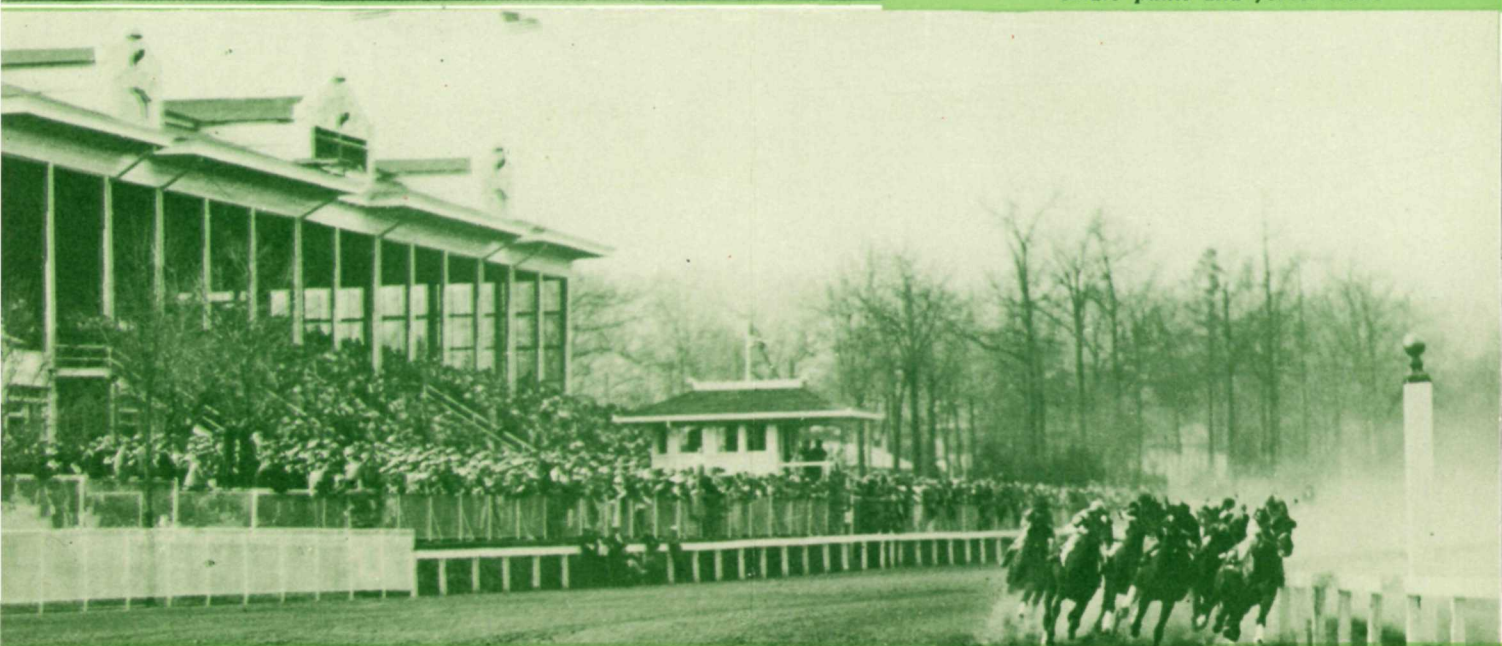
Uncle Sam's superb Army and Navy Hospital





waters of the utmost purity. Many of these are widely distributed as bottled table waters under such well known spring labels as: Arsenic Spring, Lithox Mineral, Mountain Valley, Pine Mountain, Potash Sulphur, Radio Magnesia, and Sleepy Valley.

*Left—Here's a rider's paradise of countless
bridle paths and forest trails*



A sight that thrills each afternoon during the annual races at Oaklawn Jockey Club

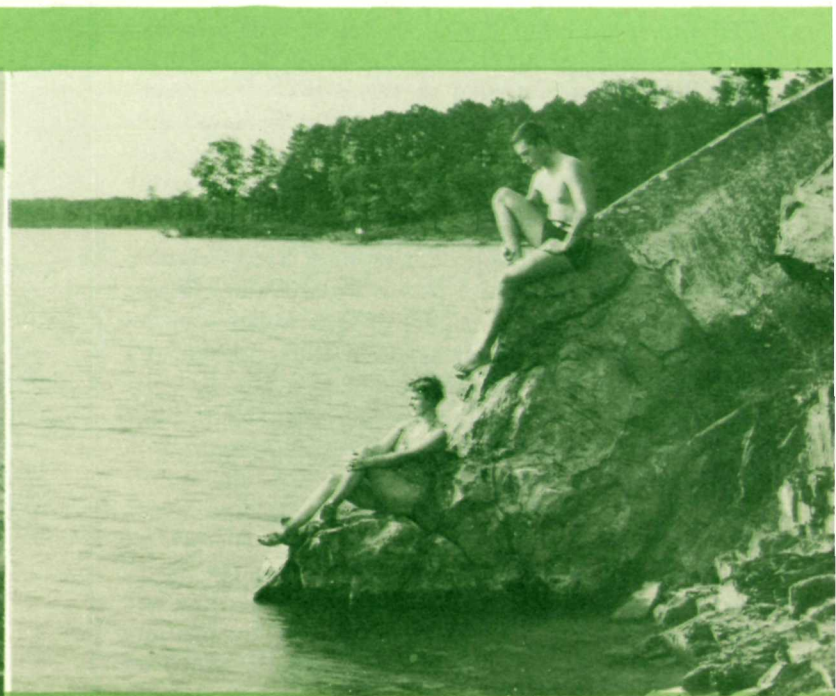
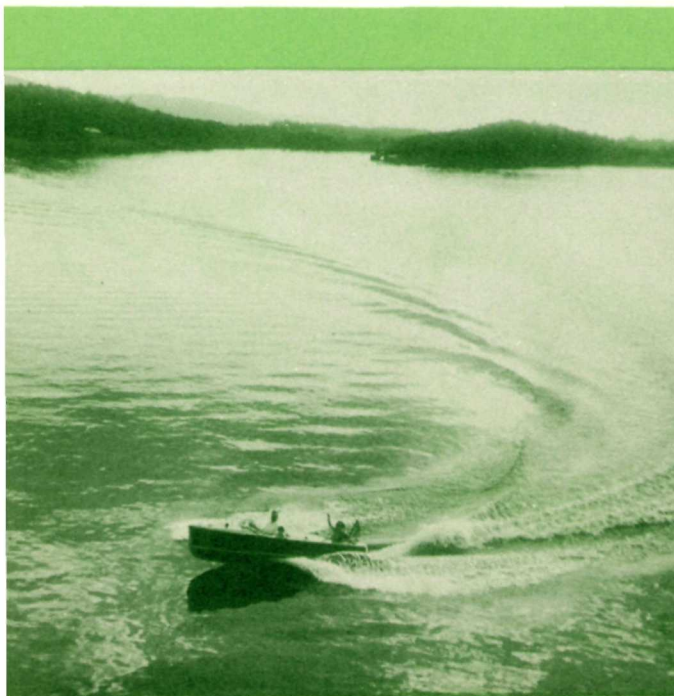
Recreation... Every Day of the Year

Far enough south to escape the chill of northern winters, yet well above the humidity of the Gulf Coast, Hot Springs is particularly favored with a mild year 'round climate. Rarely is there a day during the winter months, but what you can enjoy open air recreation in comfort. During the summer, forest cooled breezes, sweeping over the surrounding mountains, and an altitude ranging up to 1,000 feet provide moderate temperatures. The soothing effect of this balmy refreshing atmosphere is referred to in Government booklets as highly beneficial in supplementing the recuperative effects of the baths.

How often have you wished to drop the daily grind and get away to some restful spot where you could loaf and let the days go by? Haven't you felt sometimes that you could do better work or get more out of every day living if you first eased the tension and recovered your erstwhile energy?

twelve months in the year may prove your thrift and diligence, but if you wear out your physical machine in the process . . . what then? Isn't it better to retain your priceless possession, the freedom of robust health? After all, don't you owe your work, if not yourself, the refreshing stimulant of a real rest . . . a change of scene . . . a chance to play a little . . . and a revitalizing of your system and mental capacity through the soothing touch of these naturally hot recuperative waters?

Come then to this, the Nation's Health Resort . . . a real vacation paradise. Lakes, streams, pine forests, wilderness byways and modern highways will lure you out of doors. Less than an hour away by motor, you can be deep in a primitive country where deer range, "Bob Whites" call and squirrels frisk across your path. Indeed, if your own physician would prescribe a change of air so that you might get away from it all, he has only to say, "Go to Hot Springs National Park, Arkansas."



Sparkling miles of open water or . . .

. . . take your own prescription for violet rays



Water Sports...

Perhaps at no other American resort will you find such a wealth of playtime diversion with which to vary your hours devoted to the baths. For example, two large lakes just beyond Hot Springs' outskirts provide good fishing and water sports, with miles of scenic shoreline, which add a pleasurable chapter to the list of special attractions.

Created by the erection of mammoth hydro-electric projects on the Ouachita River, Lake Catherine extends a distance of eight or ten miles behind Rempel Dam, while Lake Hamilton, formed by Carpenter Dam, is much larger and equally picturesque. The dams themselves, with their huge power plants, are points of unusual interest. Both lakes afford sweeping open stretches for motor-boating, surf-board riding, and sailing, with numerous shaded beaches on which to spread the delectations of your picnic basket. From the coves and bays, big-mouth bass and crappie fishermen add up record catches. Boats of every kind for hire are available at frequent landings within easy reach by



Lakes and Bayous, Rivers and Streams . . . a true fisherman's "happy hunting ground." These and more beckon you to new adventures in some of the best fishing to be had in America



Come and write your own ticket on bass water . . . for big and small mouth, too! Bring along both bait and fly rods and your whole hat full of lures



bus or your own motor car. At numerous recreation points are rafts and diving boards for swimmers, as well as cottages and camps where you may spend a day, a week or a month, at or near the water.

Generally referred to as being in the far flung Ozark region, Hot Springs National Park and these lakes actually lie in the valleys of the picturesque Ouachita Mountains from which the stream that forms them takes its name. While of lower elevation than the Rockies or Alleghanies, these local ranges are much older. Weathering through the ages has worn away their ruggedness, covered them with primeval forests and created a natural playground area of rare wilderness beauty.

Here then, are beauties of lakes and streams by moonlight, and the shadows of trees on still water, the hills reflecting a glimpse of silver moonbeams and the mountain shoreline silhouetted black against a scarlet sky. Not far away, too, you'll thrill at the crystal clear Caddo River which, beginning as a mere brook far back in the mountains, cuts through a prehistoric range and tumbles on its way to join the Ouachita to eventually flow into the Mississippi and on down to the sea.



If you answer the call of the open road at the wheel of your own car, your road map will show that the "Broadway of America," famous all-paved, coast-to-coast highway, leads you direct to Hot Springs National Park as it traverses the scenic crests and lush valleys of this historic region.

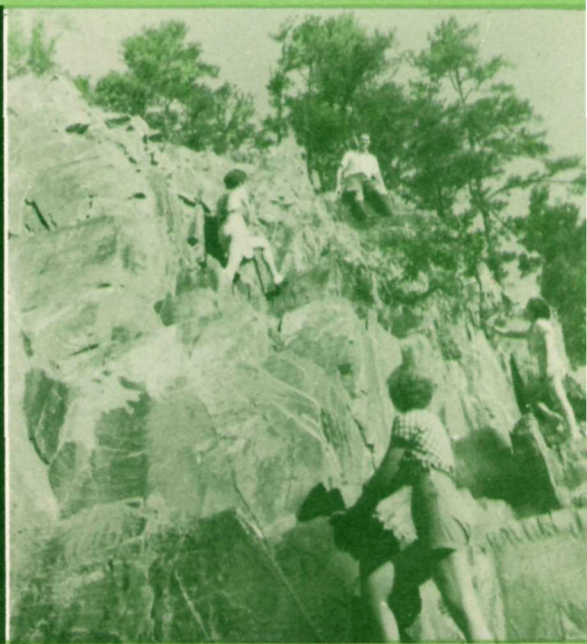
...and speaking of Open Spaces

Whatever your outdoor hobby, it's here to be enjoyed. At the Hot Springs Golf and Country Club are three 18-hole courses of regulation length, with rolling fairways, water hazards, splendid turf and velvet greens. Crowning the highest point of the grounds is the beautiful club house with its commanding view of distant hills and ample facilities for sociable, 19th-hole amenities. Club privileges are available by card upon payment of the usual greens fee. There is also a public course of nine holes at Oaklawn . . . just right for an early morning round or a short game just before sundown. Horseback riders enjoy the bridle paths, forest trails and government roadways which wind up and over the Reservation mountains. Good horses are available at local stables at moderate charges by the hour or day.

For tennis players, there are numerous courts, while hikers will thrill at the countless beauty spots which abound on steep hillsides, in trackless forests or along the near-by lake shores. Many Hot Springs visitors, however, find their recreation in leisurely hours, rather than exertion in sports. If

you're one of these, this friendly climate invites you to an easy chair in the sunshine for reading or a sociable chat with fellow visitors under the trees of the well kept Reservation grounds.

The Hot Springs region, too, is one of historic interest, numerous tales running clear back to Spanish explorers with legends that Ponce de Leon trekked this far west in his long search for the Fountain of Youth. And there's ample evidence that De Soto was here with his expedition in 1541. As the "Broadway of America" stretches from New York to San Diego, Hot Springs National Park lies approximately at the halfway mark. Seven other national highways traverse Arkansas from north to south, east to west, northwest to southeast, and vice versa, any one of which enters the Park itself or by direct connection over well maintained state roads. From the Florida peninsula, Savannah, Charleston, Atlanta, Cincinnati, Louisville, or Chicago, it is possible to motor to Hot Springs in two days with a night's stop on the way. Dallas, New Orleans, Birmingham, St. Louis and Kansas City are only a single day's distance.



Here are three 18-hole courses and attractive club house facilities

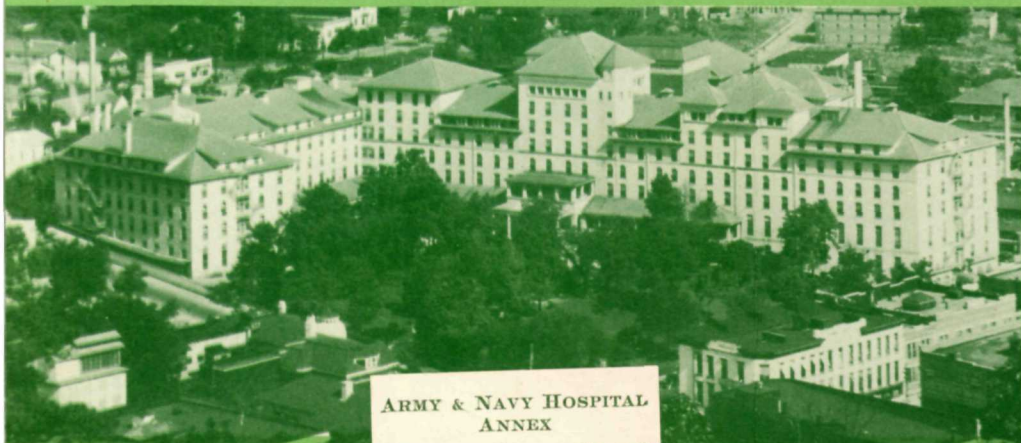
Maybe not for you . . . but it's fun!



Arlington Hotel



Majestic Hotel



ARMY & NAVY HOSPITAL
ANNEX
(FORMERLY EASTMAN HOTEL)



Park Hotel



AS SEEN BY A DISTINGUISHED NEWSPAPER CORRESPONDENT

"Ever since those far off, long ago days when Babylon and Rome and Egypt were baby empires, the race has sought and found surcease from pain in such beneficent waters. Impressive tales of their miraculous properties have been spun down through the centuries from the Forum in the Eternal City to the lobbies of Hot Springs' bath houses and hotels, in this modern rendezvous for those who would recuperate."

Every Type of Accommodation

You have read and heard much of Southern hospitality, and a visit to Hot Springs National Park will confirm these traditions at their best. The variety of accommodations offered is as wide as the range of personal taste, and you may have exactly what you want at the price you wish to pay. In its finest hotels, Hot Springs matches the hostels of any other resort in America in capacity, appointments, comfort, service, inviting atmosphere and social entertainment. Accommodations in this group provide establishments operating on the European plan, with single rooms, parlor suites or furnished apartments, and table service a la carte, with club breakfasts, plate luncheons and entree priced dinners. Should you prefer the informal atmosphere of a family hotel, there's a choice of several operating on the American plan. Supplementing these, are housekeeping accommodations in furnished and kitchenette apartments, cottages and boarding establishments, pleasantly situated among shaded lawns and gardens, all conveniently near the Bath Houses. Hot Springs' tourist courts include some of the finest in the South, and there are numerous furnished cottages overlooking the lakes.

Included in each of the larger hotels are completely equipped bath departments supplied with thermal

waters direct from Hot Springs Mountain. In these, as in the exclusive bath institutions, the Federal Government retains supervision of bath rates and service. Total capacity of the resort's accommodations will take care of 25,000 visitors at one time. The corporate city of Hot Springs and the Government Reservation adjoin along the city's main business thoroughfare and elsewhere, serving as a united community in catering to the health and vacation pleasures of over a quarter-million visitors each year.

Hot Springs National Park, with its comprehensive facilities for the housing and entertainment of groups, has become one of the nation's best liked convention and sales meeting centers. Captains of industry gather here to discuss their business. Political leaders come to confer, and scores of national, regional and state organizations select it as the place for their periodical meetings. Indeed, Hot Springs is recognized as one of the most strategic central locations in the United States from the viewpoint of accessibility. In this respect, its selection as a meeting place contributes to full attendance, one of the most important considerations in selecting a convention point. Ample entertainment attractions by day and by night offer as much diversion as any committee on arrangements could ask,



Moody Hotel



Como Hotel



DeSoto Hotel

Your Invitation

Europeans tell us Americans we do not know how to loaf, nor understand the enjoyment of leisure. If this is true of our people elsewhere, certainly it does not apply here.

So, Hot Springs National Park extends a warm invitation and assures you a genial welcome. Get away from appointments, telephones, the roar of traffic and put your nerves to sleep. No need to conjure up an excuse, for your own physician will tell you that relaxation is the best nerve tonic. To relax is to relieve tension on mind and body. Only when this is brought about can tissues rebuild and keep you fit. One of the most beneficial results of Hot Springs' baths and climate is that they induce complete relaxation. As one visitor aptly expressed his own enthusiasm, "What a glorious place to rest and bathe in the sunshine, as well as the waters." You, too, will share his good opinion once you've experienced the wholesome recuperative effects so generously bestowed on all who visit Hot Springs National Park.

Make your plans to come now, for it's always vacation time in this Valley of Contentment. The Missouri Pacific Lines serve Hot Springs from the North, South, East and West, with overnight Pullman service from Chicago, St. Louis, Omaha, Kansas City, Wichita, New Orleans and Texas points. Sleepers leave Chicago via the Alton, connecting with the Missouri Pacific at St. Louis. Also, through Pullmans from Chicago and the North are carried by the Rock Island in connection with the Illinois Central via Memphis. Trains from



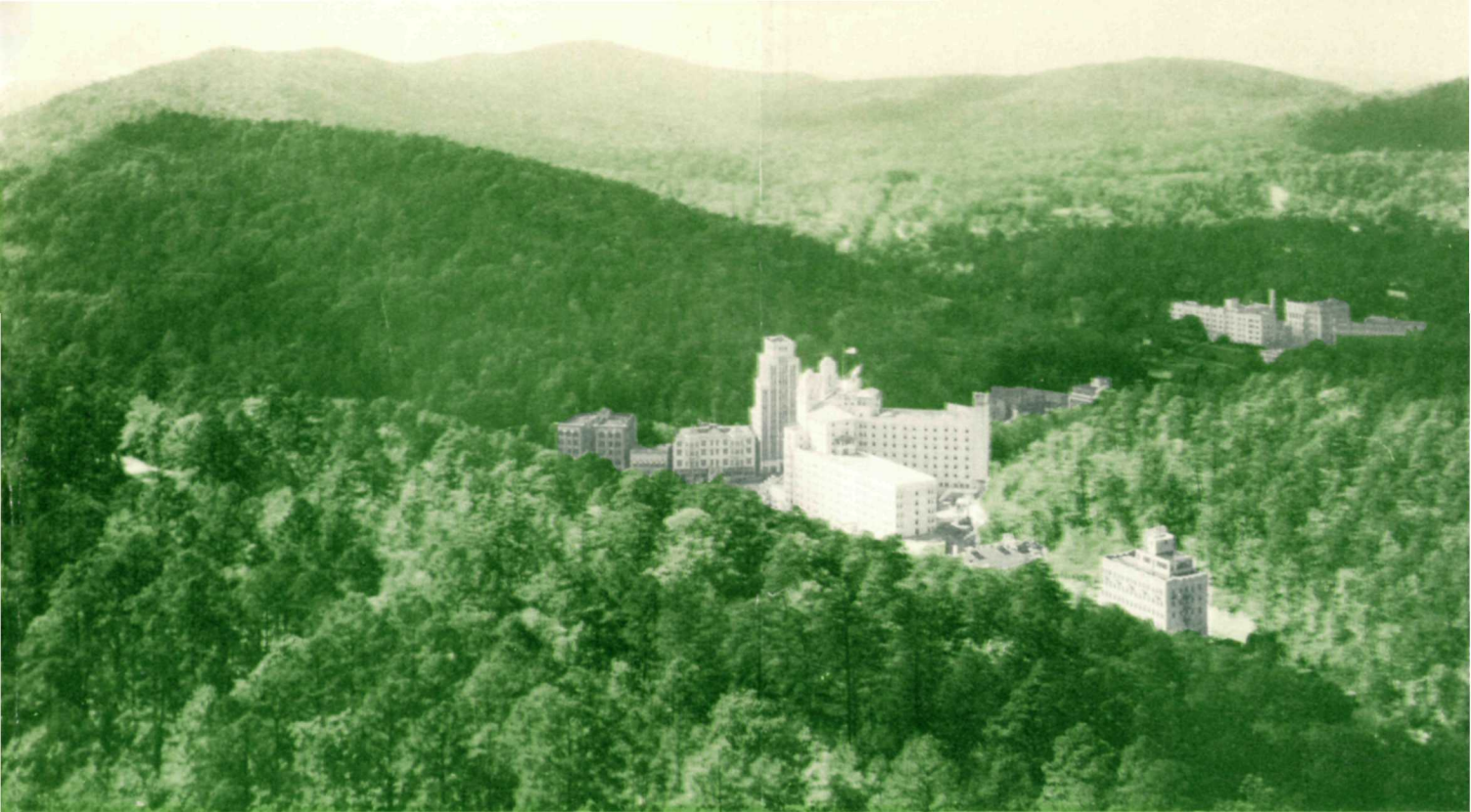
One way to see a beautiful southern sunset



If your appetite is below par, try this



Good horses to ride and places to ride them



Where Nature and your Government have joined in creating America's most popular health resort

Memphis to California, Texas, Oklahoma and other parts of the West make direct connection at Little Rock for Hot Springs passengers. Via American Airlines, purchase tickets to land at Little Rock which is less than 60 miles from Hot Springs by frequent bus or railroad service.

Should you decide to tour, with Hot Springs as your objective or as a stop-over on your way to more distant horizons, then that part of your trip through this beautiful region will afford a scenic treat. Rounding the foot of a friendly mountain, you'll

glide into these magnolia shaded avenues and shortly find yourself comfortably spread out and relaxed in the congenial atmosphere of your chosen accommodations, with the whirl of the highway soon forgotten. It is then that the spirit of Hot Springs whispers, "Why not stay a while?"

It will be a privilege to send you complete lists of bath houses, hotels, apartments, cottages, boarding establishments and tourist cabins, supply you with road maps, and tender our long experience in making your stay a new adventure in improved health and playtime enjoyment. Just address:

Host Committee

CHAMBER OF COMMERCE
HOT SPRINGS NATIONAL PARK