



THE DISCOVERER OF HOT SPRINGS

Posed by one of the actors in a recent pageant staged by Boy Scouts, depicting the discovery by the Indians of the curative powers of Hot Springs waters

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HOT





GRAND ENTRANCE U. S. GOVERNMENT RESERVATION

ICTURE a place where nature has done one of her most lavish pieces of handiwork— where man, by the liberal use of energy, brains and money, has done everything possible to make it more inviting, more restful and more comfortable—and you have a rough,

rather sketchy impression of Hot Springs, Arkansas.

It is in a delightful little valley, about midway of the nation. Long before the exploring white man had penetrated that far inland, Indians trekked there from all corners of the continent. It was a sanctuary, a haven of rest, a place where health and strength were to be regained and homage paid to the Great Spirit for His wisdom in recognizing man's need for such a sheltered retreat. Friend and foe met there on common ground to reap the benefit of the charmed waters and

Today hot waters still gush from the same springs that drew to themailing red men from the four corners of the continent. They are still laden with their almost

the mild, invigorating climate.







SOUTH ALONG THE TEN'MILLION'DOLLAR BATH HOUSE ROW

magic-like, health-giving qualities. They are protected and surrounded by the selfsame hills which, the Indians had noted, tempered wintry blasts and softened the heat of summer.

Today Hot Springs is a modern, thriving city with luxurious hotels, colossal bath houses, golf courses, paved roads, bridle paths and all the refinements of the most noted watering resorts. But there remains as its most distinguishing feature an atmosphere of rest and calm—a place where, instinctively, the stranger realizes the cares and burdens of this busy, workaday world are soon forgotten and where new significance is given to the time-worn expression that "it's good to be alive."

People now travel there not only from the four corners of this country, but from all parts of the world, seeking and finding health as well as blessed respite from today's nerve-wracking business and social stress.

Hundreds of years ago the fame of Hot Springs was spread by word of mouth from one Indian tribe to another. Today, even though modern Americans, ever







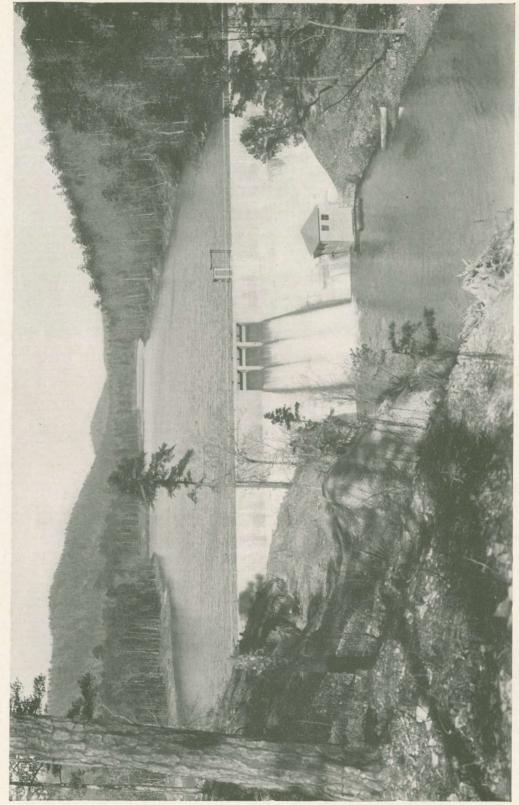
ANOTHER VIEW OF THE WORLD FAMOUS BATH HOUSE ROW

seeking to improve, have found an hundred and one ways to make the Valley one of greater delight, its fame continues to be spread in much the same manner. Visiting Hot Springs invariably proves such a pleasure, such a boon to tired brain and body and such a soother of jangling nerves that no one leaves without a resolve to impart the joys and marvels of a visit there to everyone who will lend ear. Hot Springs has received little advertising, as advertising in the usual form is known. Compared to many resorts, it has received practically none. Yet it continues to grow in popularity and the throngs attracted there continue to grow in size annually.

For years Hot Springs was known and noted chiefly as a health resort. The story of the wonderful health-giving qualities of the water from its springs spread literally around the world. Soon it passed into another phase of popularity and people commenced going there who had no ache nor pain nor sign of illness, but who had discovered that it was a resort as much intended to preserve health as it was to banish illness.







UPPER LAKE, SOURCE OF THE WATER SUPPLY FOR

SPRINGS





HORSESHOE CURVE ON HOT SPRINGS MOUNTAIN DRIVE

SCENE ON LITTLE ROCK-HOT SPRINGS HIGHWAY; U. S. NO. 70

Then came the erection of larger and better hotels. Landscapers did their bit. This feature and that added their delights and made it more inviting, and Hot Springs in time became recognized as a pleasure resort with an ever increasing appeal to discriminating travelers. Like other noted spas in this country and abroad, Hot Springs became recognized as the place to go and today is one of the most popular resorts of America's large leisure class—a class, by the way, quick to note and appreciate the many exclusive and distinctive features that, since the day when the Indians discovered its, charms, have made Hot Springs a place seemingly set apart for the fuller enjoyment of life.

There is about Hot Springs a spirit of rest and recreation, a spirit of health and well-being, an air of sincere hospitality that travelers and writers have sought in vain to describe adequately. They call it a resort with a personality. And if any place can properly be said to possess that intangible something of charm, it is this justly noted spa of the Middle West.







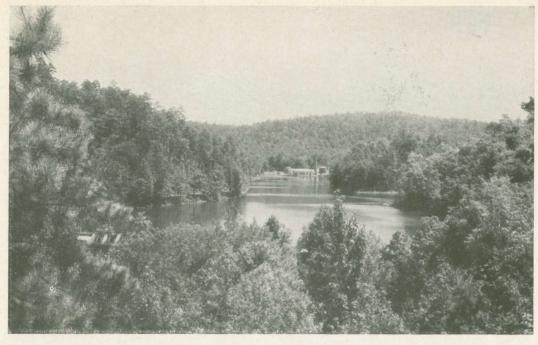
ONE OF THE POPULAR SPORTS

It is not alone the curative, invigorating waters nor the helpful, delightful climate that attract its visitors. Pleasure seekers do not go there merely because of its spacious hotels, its golf courses, bridle paths, tennis courts or dance orchestras, nor solely because they know they will find congenial, happy companionship and a pleasurable social life. Neither is it altogether correct to say they go because of all these things, but, more properly, because Hot Springs is Hot Springs, a resort so different from any other in so many ways that it has become an institution and visiting there annually a tradition.

There are countless resorts that boast of hospitality, but at none of them does the word mean more than at Hot Springs. Nowhere is hospitality more sincere or whole-hearted. There is nothing of the 'professional' welcome in the cheerful greeting Hot Springs gives its thousands of guests. Rich or poor, they are made to feel at home; a fact which, in a sense, may be explained because it is everybody's to use and enjoy since the 900







LAKE DILLON ... AN INTRIGUING SPOT

acres of which Hot Springs is the center were made into a national park nearly 100 years ago.

This everywhere prevalent air of hospitality is nowhere better exemplified than in Hot Springs hotels. Magnificent as they are, it is more the way the managements have succeeded in creating an atmosphere of hearty good cheer that has made them popular from coast to coast, than their luxurious appointments, majestic designs and their vast attention to comfort and convenience. The hotels leave nothing to be desired in point of service or cuisine. Their lobbies and verandas are, perhaps, among their chief features, and certainly among the most enjoyable ones, for it is here that many of the resort's social activities take place. The tea and dinner dances, the bridge parties, and the hours spent in conversation and pleasant relaxation after the baths, the golf games and the hiking and riding always are happily remembered by the Hot Springs visitor.

While the city possesses several hotels that are among the finest and most pretentious in size and fur-







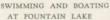
LOVERS' LANE, ON WEST MOUNTAIN







OZARK LITHIA SPRINGS SWIMMING POOL

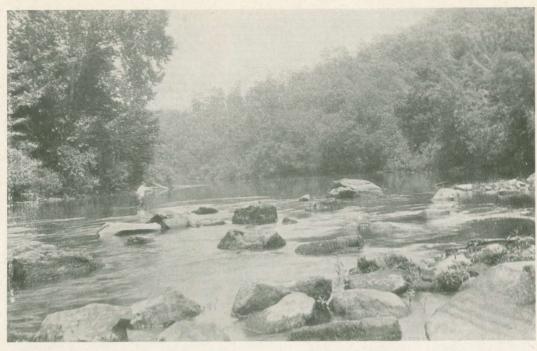


nishings to be found in the country, and while they are well filled the year around with persons of wealth and distinction, Hot Springs prides itself on the fact that it has accommodations to meet any and all requirements. Many who go there do not care for the brilliant social life of the larger places, and revel, instead, in the quiet restfulness of the less pretentious hostelries. Then, too, there are apartments and cottages that may be rented for varying sums, and many excellent boarding houses. It is the city's boast that it welcomes one and all and that hotel and living accommodations may be had to fit all needs and all purses. It is this, perhaps, which has made Hot Springs so thoroughly democratic, and which in itself is another reason for the resort's popularity.

Uncle Sam recognized the unusual qualities of the happy combination of healing waters and temperate climate and made Hot Springs the Nation's first National Park. This was done by an act of Congress in 1832, when there was set aside four sections of land dedicated to the people of the nation, thus 'preserving







FISHING ON THE OUACHITA RIVER

the waters of the springs in perpetuity, free from monopoly and commercial exploitation." In 1921 Congress formally changed the name from Hot Springs Reservation to The Hot Springs National Park.

The Park, as well as the waters from the springs, is under the direct control of the Interior Department of the United States and is administered by a Superintendent of Parks, who, with a large staff, maintains strictest regulations, guaranteeing to Hot Springs visitors reasonable charges for the use of the baths and waters.

Not only did the United States create Hot Springs as a National Park, but it established there a free Government bath house and an Army and Navy hospital. Records kept at the latter prove conclusively the healing benefits of the waters; 95 per cent of all cases received at the Government's institutions being discharged as complete cures. Recently there was completed in Hot Springs the St. Joseph's Infirmary, a \$1,000,000 institution, as modern and elaborately equipped as any in the country.







ONE OF HOT SPRINGS' MODERN HOTELS

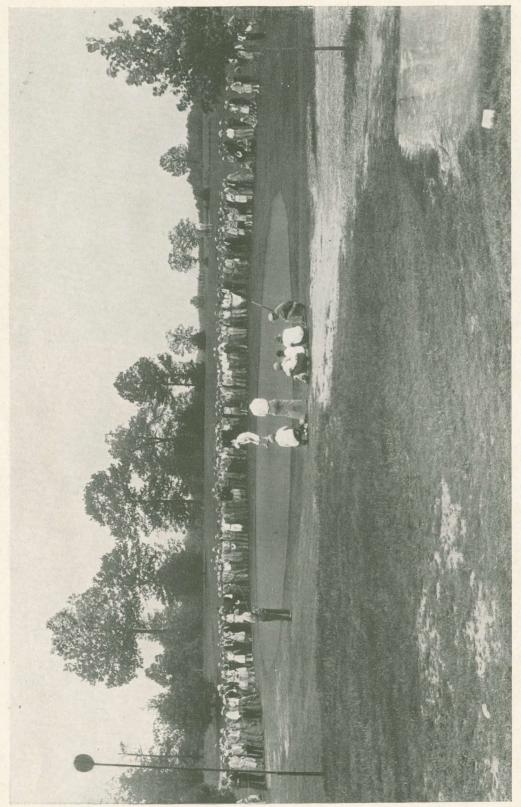
Gushing from the base of the mountain which bears their name, 46 hot springs pour forth their miraculous, unceasing flow of 900,000 gallons daily. The waters are radioactive to a marked degree. Drawing their healing properties from the countless mineral strata and rocky fissures through which they flow upward from the earth's heated depths, they reach the surface as nature's greatest healing agency. Quoting from the Interior Department's own booklet on the subject, it is stated that:

"The baths create a reaction accompanied by an elevation of body temperature, accelerated heart action with diminishing blood pressure in the arteries, and a stimulation of the nutritive change in the tissue cells, especially those composing the organs of elimination and those concerned in the formation of the blood. The hot waters may reasonably be expected to give relief in gout or rheumatism after the acute stage, in malarial poisoning, early stages of Bright's disease, catarrhal condition of the gall bladder, skin diseases, defective elimination and high blood pressure. The



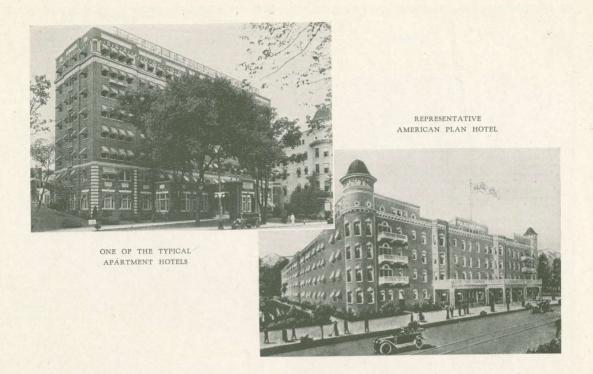






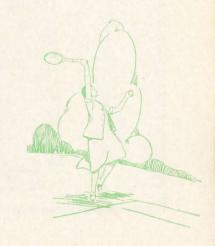
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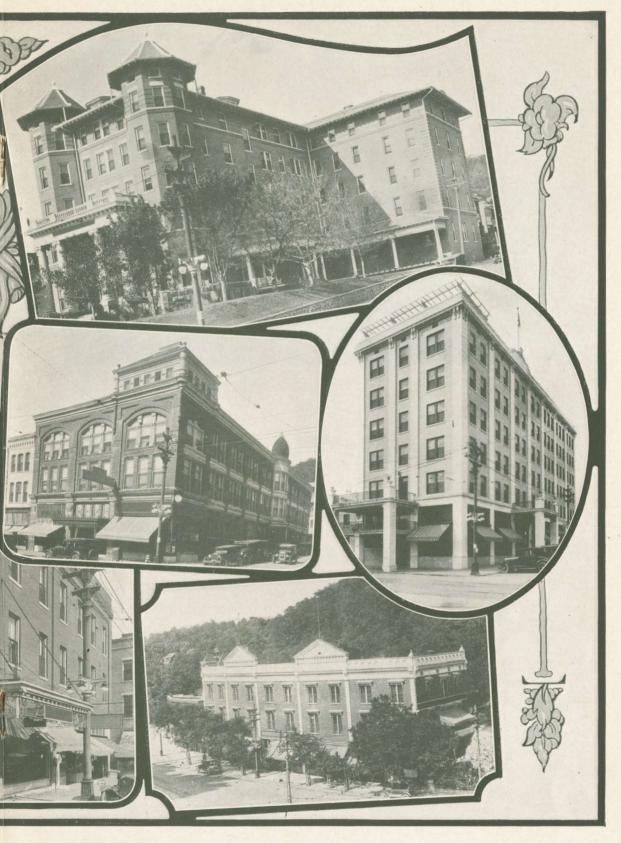
general tonic and recuperative effects are marked in conditions of debility and neurasthenia due to strain and fatigue incident to social and business cares and responsibilities, and in many other conditions the baths and climate are useful adjuncts to medical treatment."

With the growth of Hot Springs' popularity and the increase in the number of visitors attracted to it each year, there have been erected from time to time numerous bath houses and hotels supplied with water from the springs. Most of these front on a beautiful magnolia promenade at the base of Hot Springs Mountain. Included in the number are some of the finest, most pretentious and elaborately appointed bath houses to be found in any of the world's foremost watering resorts. Some of these buildings are replicas of those of the leading spas in foreign lands. They have been erected at heavy expense and designed to afford their patrons every possible comfort, convenience and luxury. They are operated under modern













SWIMMING POOL AT HOME OF THE FAMOUS MOUNTAIN VALLEY WATER

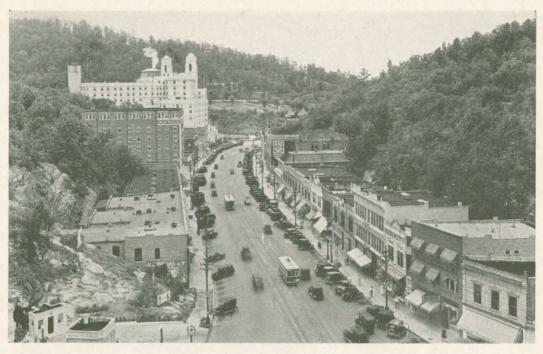
scientific management; many of them employ the most expert rubbers and masseurs.

No expense or pains have been spared in building and equipping these magnificent bath houses. They represent an investment of several million dollars and include the latest scientific developments in tub, needle and vapor baths, electric applications, massage and gymnasium facilities. Aside from these features, each bath house, through its management and attendants, takes a friendly personal interest in the welfare of its patrons. The daily regimen incidental to a series of treatments includes pleasant hours of rest in lounges and solariums fitted out for comfort, ease and wellbeing. Thousands have found that in any one of these establishments lies the road to rest, health and renewed vigor.

Not all of the waters that gush from hidden springs are hot and not all of them are used merely for bathing purposes. There are in and near Hot Springs some famous cold springs that have won international fame for their purity and their curative powers. These







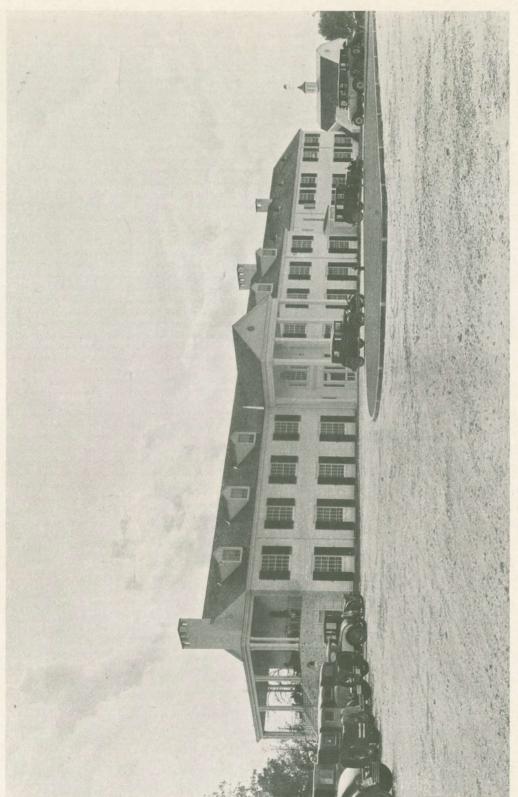
A VIEW OF CENTRAL AVENUE LOOKING NORTH

springs are a source of pleasure as well as health to the resort's visitors, and frequent visits to them are listed among the "things to do." Some of them are so popular that many persons go there annually or oftener merely to enjoy them and to benefit from their liberal use. Water from some of the most noted springs is bottled and sold throughout the country. Chief among these is Mountain Valley Water, said to be as nearly 100 per cent pure in every respect as any water known to science.

The climate at Hot Springs makes it a popular resort the year around. Even when practically all the country is suffering from blizzards and cold waves, Hot Springs visitors find the weather just cold enough to be invigorating. In summer the breezes from the surrounding mountains are always in evidence, while the heights seem to serve in some manner to keep out oppressive heat waves. There is little humidity, owing to the altitude. On the other hand, the atmosphere is free from the excessive dry quality characteristic of the plains and western mountain states. It has the pungent

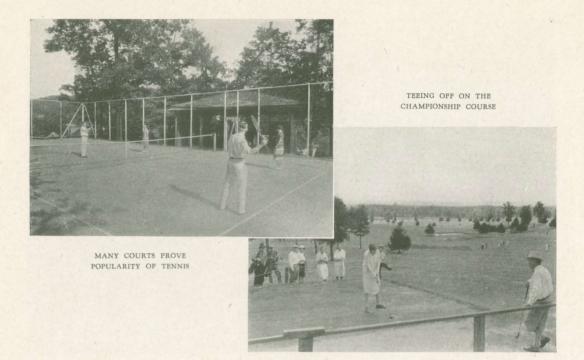






HOT SPRINGS GOLF AND COUNTRY CLU





tang of fragrant pine forests and the sweetness of utter purity.

Naturally, such weather is conducive to outdoor sports, and Hot Springs has gained fame as one of the few places where golf is possible twelve months in the year. The courses at Hot Springs are also deservedly noted and are always well kept and inviting. At the Country Club are two 18-hole courses, with still another nine at Oaklawn Park. Laid out to take full advantage of every good shot, the Country Club courses are repeatedly declared among the best in the South. The original 18 holes comprise a total flight of 6,600 yards—par 72, bogey 84. The longest is 585 yards and the shortest a 110-yard pitch from tee to cup, across a smiling lake, with plenty of trouble if one tops or goes short.

Golfers who come to Hot Springs this winter will find a beautiful and thoroughly modern two-story club house at the Country Club, patterned on old Southern Colonial lines, offering all the comforts and conveniences demanded by the present-day golfer.









MILE AFTER MILE OF SCENIC HIGHWAYS NEAR HOT SPRINGS

Each year a program of interesting events is provided, especially arranged matches open to visitors. There are exhibitions by famous professionals and the South Central Open, with substantial cash prizes, draws many of golfdom's most brilliant players. Both courses are within a few minutes' drive from any part of town and are reached by frequent bus service.

Aside from golf, there are numerous excellent tennis courts. Hiking, riding and autoing all have their ardent followers among the Hot Springs visitors. Because of many inviting bridle paths and mile after mile of parked driveways, all maintained by the Government, the horse is more nearly king at Hot Springs than at any other place in the country. Here he has again come into his own and riding is one of the most popular of the resort's many diversions. The climate is conducive to a full enjoyment of life in the open and there are many alluring places to go and things to see. Hence horseback riding and autoing invariably claim the interest of a majority of the pleasure seekers at some time during their stay. There









TYPICAL HOT SPRINGS RESIDENCE STREET

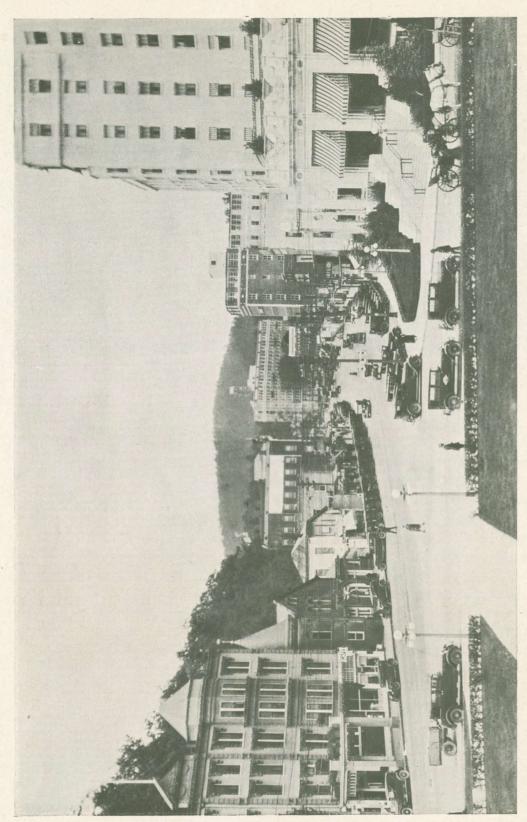
are numerous stables where excellent saddle mounts may be rented. Probably in no other resort in the country will one encounter so many smart riding habits or, incidentally, so many prosperous-looking and contented persons, all radiating health and happiness.

Hot Springs' stables render as efficient service as the garages which specialize in renting luxurious autos for day or week-end journeys. The abundance of stables and garages does not mean, however, that walking is a lost art in and near Hot Springs. To the contrary, the bracing mountain air and the intriguing scenery, the quaint trails and winding roads, seem to breed a desire for long walks, and the Hot Springs visitor finds zest and joy in exploring the almost countless places which appear to have been laid out especially to lure those in quest of health and interesting diversion.

Then, too, there are numerous streams and lakes nearby, well stocked with game fish, where fishermen find excellent sport at all seasons of the year. During a major portion of the year there are lakes that daily attract large crowds of bathers. These are modernly

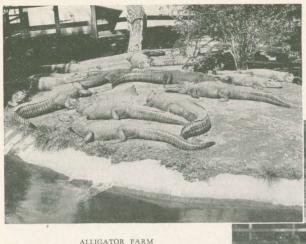






AVENUE CENTRAL NO NORTH LOOKING SCENE STREET





OSTRICH FARM

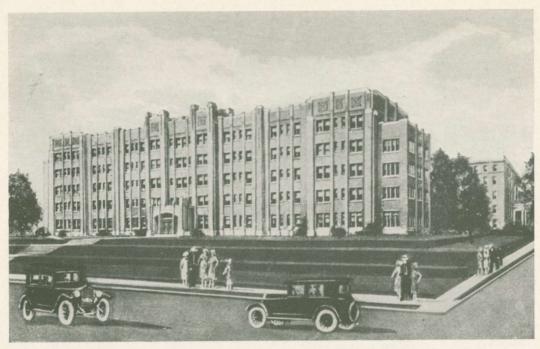


arranged and equipped and well supplied with row-boats and canoes. Even the horseshoe pitcher does not lack for entertainment. Not only is he certain to meet many of his kind, but there are several delightful places arranged especially for the enjoyment of this time-honored game. The observation tower, built of steel, reaching 1,365 feet above the street level and affording a wonderful view of the city and mountains and valleys is a never ending source of interest to visitors. The alligator and ostrich farms also attract large numbers of sightseers.

Hot Springs, an incorporated city, has a permanent population of 27,180, with a progressive city administration and an exceptionally wide-awake and efficient Chamber of Commerce. Nearly all of the fraternal orders are represented and many of them have attractive homes. It boasts of beautiful residences, churches of practically all denominations, and modern, attractive stores, as might be expected in a city in the center of a national park which annually has as its guests more than 300,000 visitors.







THE NEW ST. IOSEPH'S HOSPITAL

Dealing more specifically with this fact, the Superintendent of the Hot Springs National Park in his current report formally announced the total number who visited there last year as 315,000, or more by several thousands than the second national resort on the list. Not the least interesting feature of this great popularity is the fact that a large part of these visitors come every year, so well do they regard Hot Springs' myriad attractions.

Naturally, a city with so many excellent hotels and eating places and such attractive natural surroundings, so centrally located and so conveniently reached by rail from all sections of the country, would be certain to grow in popularity as a convention city. Year after year the number of conventions held there has increased, and Hot Springs has each year become more experienced in adequately caring for large crowds. Many national conventions have been held there in recent years and many more are scheduled for the next few years. A recent event was the convention of the United States Chamber of Commerce, which was attended by many world-famous men.









A SECTION OF ARMY AND NAVY HOSPITAL

Hot Springs residents have acquired a proficiency in looking after convention crowds that has brought widespread and favorable comment. One of the most recent gatherings was the National Guard Association Convention. So well organized were the reception and housing committees that they were handled without the least confusion and each and every delegate made to feel perfectly at home. This, in a very large measure, was due to the excellent functioning of the Chamber of Commerce, which has the active co-operation of the city's most representative business and professional men.

Even now this wide-awake organization, through its secretary, is at work on plans for an elaborate historical pageant to be given when the city celebrates the one-hundredth anniversary of the founding of Hot Springs as a national park. It is planned to make the event the most spectacular affair of its kind ever undertaken, and it is expected to attract visitors not only from all parts of the United States, but from many foreign countries.









MISSOURI PACIFIC LINES STATION, HOT SPRINGS





While Hot Springs is known intimately to thousands who have personally experienced its beneficial delights, many more thousands of new friends are made and old friends constantly reminded of their visits by the friendly programs of Station KTHS.

This great broadcasting station, for four years one of the leaders in the radio world, this fall tells its story of the joys of the resort with a stronger voice, its power having been raised from 500 to 5,000 watts, operating on the nationally cleared wave length of 800 kilocycles. All Hot Springs joins in the message of hospitality it conveys to the listening thousands, as the station is now owned and operated by the Hot Springs Chamber of Commerce. A beautiful new studio has been constructed in the Chamber of Commerce building, and the latchstring is always out to visitors who wish to see as well as hear the programs and concerts in the making.

Slender steel towers which reach 200 feet in the air and the most modern transmitting plant are located near the new home of the Hot Springs Golf Club and transcontinental reception is achieved almost every evening.







HOT SPRINGS CHAMBER OF COMMERCE HEADQUARTERS AND STUDIO OF KTHS

The very essence of that Southern hospitality and simple friendliness that is so peculiarly Hot Springs' is compounded with excellent music and entertaining features to win for Hot Springs thousands of new friends, who, hearing KTHS on the air, "obey that impulse," pack their trunks and take the train for the spa.

KTHS is fortunate in nearly always having a wealth of talent for its programs, because Hot Springs, at some season of the year or other, has many famous performers and persons of prominence as guests. Invariably they are so pleased with its charms that they are willing to assist in the resort's broadcasting undertaking. The station regularly sends out highly entertaining selections from its most popular dance orchestras.

Hot Springs is served by the Missouri Pacific Lines operating convenient schedules from Chicago, St. Louis, Memphis, Kansas City, New Orleans and Texas points. Other cities of equal distance are but one night's ride away. In fact, the Nation's Health Resort is more accessible to a larger population than any other national park.





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Agent, Missouri Facine Station.

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Hot Springs, Ark.—LEON NUMAINVILLE, Passenger and Ticket Agent (Phone 3325-6).

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106 West Fourth Street (Phone 79).
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 Little Rock, Ark.—F. R. PENNELL, City Passenger and Ticket Agent, City Ticket Office, Northeast corner Second and Louisiana Streets (Phones 4-0604—1679).

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New Orleans, La.—MARK ANTHONY, Division Passenger Agent, City Ticket Office, 207 St. Charles St. (Main 0661).

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Oakland, Calif.—J. D. YATES, Commercial Agent, Freight and Passenger Department, 518 Central Bank Building.

Ogden, Utah—M. E. HANSEN, Commercial Agent, Freight, and Passenger Department, 328 Eccles Building.

Omaha, Neb.—W. T. YOHN, District Passenger Agent, 1419
First National Bank Building (Jackson 4543).
Omaha, Neb.—W. C. FORCADE, Agent, Union Ticket Office, 311 South Sixteenth Street (Atlantic 9888).

Paragould, Ark.—F. C. MACK, Commercial Agent, Freight and Passenger Department, Missouri Pacific Station.

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Pittsburgh, Pa.—W. H. RICHMOND, General Agent, Passenger Department, 477-479 Union Trust Building (Atlantic 3820-21).

Portland, Ore.—A. W. SHOEMAKER, Commercial Agent, Freight and Passenger Department, 421 Pacific Building.

Pueblo, Colo.—P. E. WATSON, Assistant General Freight and Passenger Agent, 319 N. Main Street (Phone 183).

Pueblo, Colo.—C. M. COX, Division Passenger Agent, 319 N. Main Street (Phone 183).

Salt Lake City, Utah—E. F. BERTLING, General Agent, Freight and Passenger Department, Room 201 Judge Building (Wasatch 4028-9).

San Antonio, Texas—J. C. WOODWARD, District Passenger Agent, 605 Navarro Street (Crockett 6780).

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Sedalia, Mo.—V. J. KAISER, Division Freight and Passenger Agent, Missouri Pacific Passenger Station.

Shreveport, La.—DIXIE HANNIBAL, General Agent, Freight and Passenger Department, 910 City Bank Bldg. (2-5773).
St. Joseph, Mo.—N. A. BEACH, Division Passenger and Freight Agent, 307-8 Corby-Forsee Bldg. (Phone 6-2265).

St. Louis, Mo.—W. F. MILLER, Division Passenger Agent, Passenger Department, 1600 Missouri Pacific Building (Main 1000).

St. Louis, Mo.—F. W. SCHWANECK, City Ticket Agent, City Ticket Office, 318 North Broadway (Main 1000).

Sioux City, Iowa-B. L. CLOUGH, General Agent, Freight and Passenger Department, 404 Chamber of Commerce Bldg.

Tampa, Fla.—R. W. MOSS, General Agent, Freight and Passenger Department, 1007 First National Bank Bldg.

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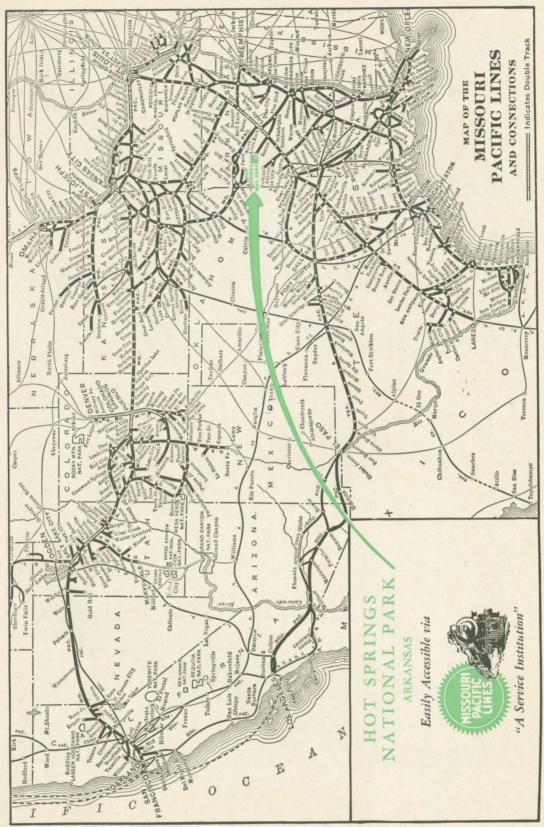
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Tulsa, Okla.—R. R. TRIMBLE, General Agent, Freight and Passenger Department, 205 Mid-Continent Building.

Washington, D. C.—J. W. BRENNAN, General Agent, Freight and Passenger Department, 929 National Press Building.
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