

Mountain Valley Water: A Company for the Ages

Neil Oatsvall, Ph.D.
14 October 2019



ARKANSAS SCHOOL
FOR MATH, SCIENCES, + THE ARTS





Q. William McGaffin, Chicago Daily News: Mr. President, sir, I would like to ask you a question about your personal regime, if I could. Could you tell us whether you drink bottled water or water from the tap here in the District?

THE PRESIDENT. I don't mind telling you, no.

For a good many years the doctors--because I traveled so much and all around--have always had me on a particular water, the name I forget. I think it's Mountain Valley, as I remember.

Dwight Eisenhower Press Conference, 7 March 1957



Mountain Valley Spring Water
in "Parks and Recreation"

Mountain
Valley
Hotel,
1921



MV Gardens



Scene at Mountain Valley Springs, Hot Springs, Arkansas



16539

Mountain Valley Lake and Park.



Hot Springs National Park, Ark.



Kate Smith

8 REASONS

for drinking MOUNTAIN VALLEY MINERAL WATER

from HOT SPRINGS, ARK.

1. It aids in treating Rheumatic, Kidney and Bladder conditions.
2. It is natural mineral water from Hot Springs, Arkansas—America's foremost health resort.
3. It promotes kidney function.
4. It is mildly alkaline—tends to offset acidity of the stomach.
5. Its supply of calcium and magnesium can be used profitably by the body.
6. *Not* carbonated, *not* laxative, it is often used when other waters can't be consumed.
7. Good to taste, its merit is proven by over 5 million users in 75 years.
8. It retains all beneficial properties though shipped hundreds of miles to you.

Phone the Mountain Valley office in your city or write MOUNTAIN VALLEY, HOT SPRINGS, ARK., for a case today. Delivery direct to your home, anywhere in U. S. A.

FREE—booklet on how Mountain Valley may help you—Write or phone for copy today.



Time magazine,
1940



How can WATER aid in ARTHRITIS?

WHEN the water is Mountain Valley Mineral Water, its tendency to discharge or eliminate toxic wastes from the system, through the kidneys, renders it an aid in treating arthritis.

From the world-famous arthritis spa at Hot Springs, Ark., Mountain Valley is delivered direct to you. This in no way changes or impairs its beneficial properties.

Immediately, you'll like its pure, good taste. But for Mountain Valley really to help you, you should drink 6 to 8 glasses a day over a period of time.

Ask your doctor about Mountain Valley. Many recommend it—many drink it regularly.

Phone the Mountain Valley Office in your city for a case today or write Mountain Valley, Hot Springs, Ark.

FREE—booklet on how Mountain Valley may help you—Write or phone for copy today.



**MOUNTAIN VALLEY
MINERAL WATER**
FROM HOT SPRINGS, ARKANSAS

Date
Unknown

**I DON'T WANT
TO GET WELL**



*(and it's not my
beautiful Nurse)*

"The truth is, they're serving me Mountain Valley Mineral Water from Hot Springs, Arkansas. But if you'll promise to have some at home, I'll come in a jiffy."

Delicious Mountain Valley Water aids naturally in Arthritis, Kidney, Stomach and Bladder disorders. Not carbonated, not laxative, it combats acidity. You drink it at home, just as thousands do at America's most popular health resort — Hot Springs.

*Call or write today
for free health booklet*

**MOUNTAIN VALLEY
MINERAL WATER**

3673 Olive St.

JEfferson 4260



The Password
'RHEUMATISM'

Long before the coming of white men, Indians of the Great Southwest proclaimed the pain-relieving properties of a certain mineral water that gushed from rocky depths in the Ozark Mountains.

Tradition says that even the most hostile Braves—those tortured with rheumatism—were allowed to pass peaceably on their way to drink from the spring "down the valley."

For 75 years suffering men and women have praised this natural, health-restoring aid. Call or write for free booklet.

MOUNTAIN VALLEY
from **HOT SPRINGS, ARK.**
MINERAL WATER

WAbash 2411

611 S. 1st St.

Zach Wilhoyte, Dist.

1939



The Password
'RHEUMATISM'



HARRY T. T. T.

YOU . . .

and the water you drink



De Soto at Hot Springs . . . 1541

1956 Brochure



Hot Springs is a Medical Center



HOSPITALS—The Army-Navy Dept. St. Joseph's Methodist and the Levi Memorial are modern in every respect.

HOTELS—More than 50, including the famed Arlington Inn, are available.

BATHING ROOMS—Million-dollar Bath House Row, utilizing the National Park's thermal waters. Typical are the Buckstaff and Ours right.

PHYSICIANS—Many of Hot Springs' 150 highly qualified doctors specialize in Joint Diseases and Urology.

Near the heart of America exists this fabulous city devoted entirely to restoring health. It's a National Park. It's the home of the National Arthritis Research Foundation. It's the source of Mountain Valley Mineral Water.

Hot Springs' thermal and cool drinking waters are world-renowned in the treatment of Arthritis, blood pressure and other conditions that may be traceable to improper kidney function.



Years
Unknown,
both likely
1950s

MOUNTAIN VALLEY PANORAMA

H
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ARKANSAS



4x Gold Winner Best Spring and Sparkling Bottled Water in Glass! [Read The Full Story](#) >



THE SOURCE ▾

SHOP ONLINE ▾

GET MOUNTAIN VALLEY ▾

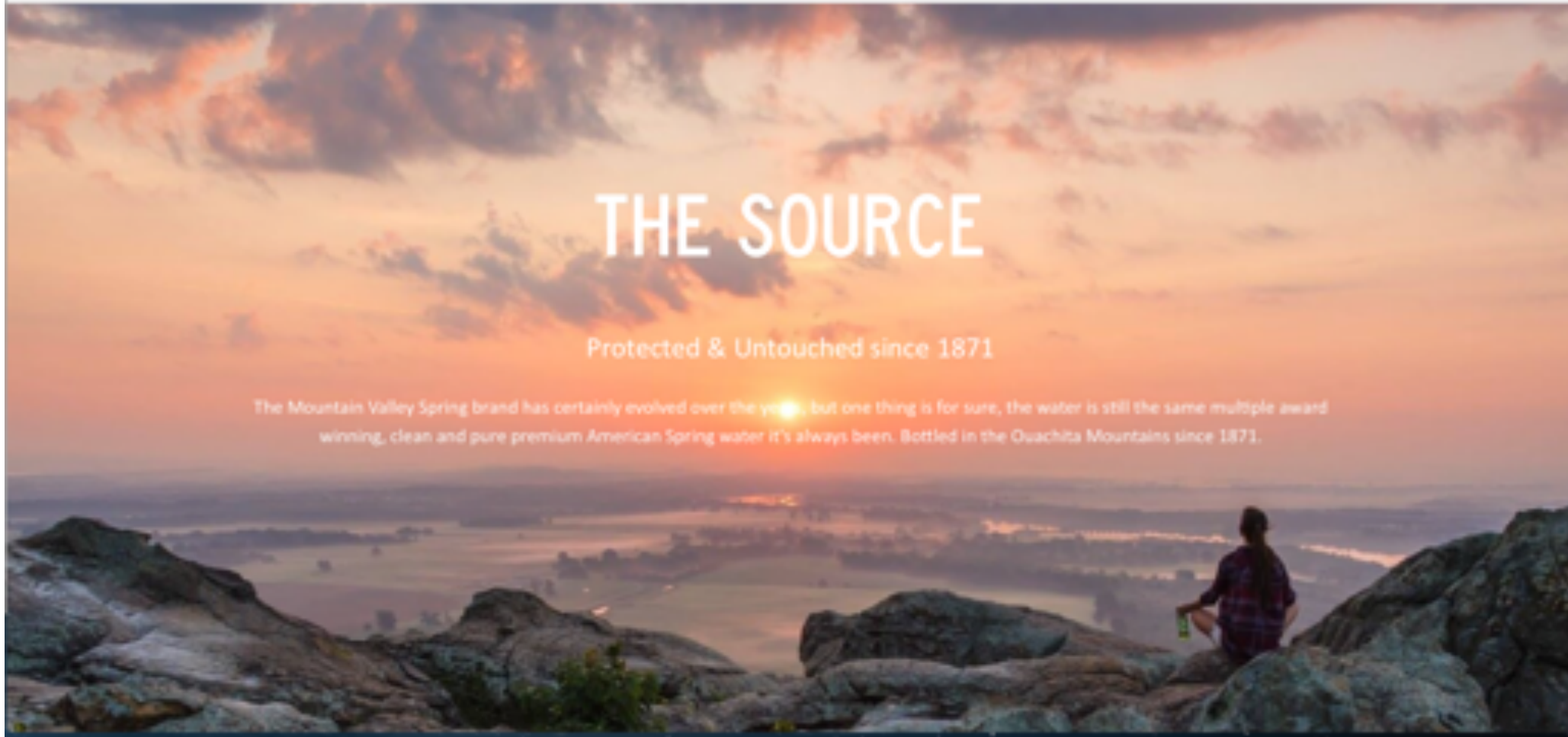
HOME & OFFICE DELIVERY



THE SOURCE

Protected & Untouched since 1871

The Mountain Valley Spring brand has certainly evolved over the years, but one thing is for sure, the water is still the same multiple award winning, clean and pure premium American Spring water it's always been. Bottled in the Ouachita Mountains since 1871.



As Gold Winner Best Spring and Sparkling Bottled Water in Glass! [Read The Full Story](#) >



[THE SOURCE](#) ▾

[SHOP ONLINE](#) ▾

[GET MOUNTAIN VALLEY](#) ▾

[HOME & OFFICE DELIVERY](#)



THE LAND

This land is our land and it demands our respect.

We've protected this wild and stunning land and the water that flows beneath it since we discovered it in 1871. And we are dedicated to preserving it, keeping it flowing and continuing to bring it's natural American goodness to the nation. In fact, The Mountain Valley Spring Water was the first spring water to be delivered coast to coast. Our humble respect and gratitude to this majestic place that ensures we deliver America's premium best.

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