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Brochure, "It's Apple Blossom Time"

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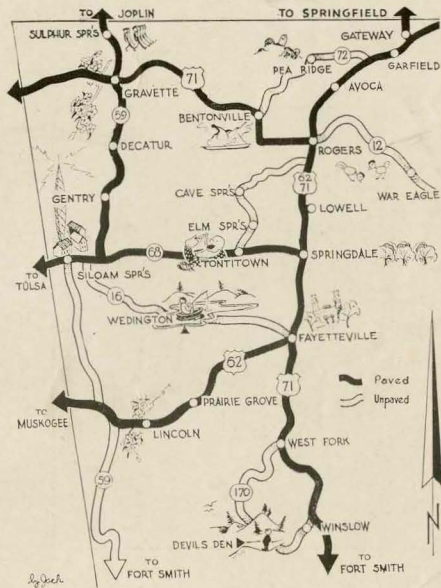
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SPRINGTIME in the ARKANSAS OZARKS



The area is famous for its fat and delicious broilers. See thousands of them on farms along highways and ask for them when you and your friends order your meals in the Arkansas Ozarks.

Good hotels and well-equipped tourist courts in the various cities and resorts in this beautiful mountain region offer first-class accommodations to visitors.

For further information write
CHAMBER OF COMMERCE
 FAYETTEVILLE, ARKANSAS

6/17
 Fruit
IT'S
Apple Blossom
TIME



THE APPLE ORCHARDS OF NORTHWEST ARKANSAS AWAIT YOUR INSPECTION

Yes, it will soon be Apple Blossom Time in Arkansas. Join the thousands of visitors who invade the Ozark region annually to marvel at the beauty of millions of apple trees in full bloom. Scenic highways traversing a diversified agricultural section will take you to this pink and white blossom-scented fairyland where Nature will hold you willing captive under the spell of her charm.

In this "Land of a Million Smiles" you will be greeted with a cordial welcome from a people who appreciate having visitors enjoy this fascinating season with them.

The blossoming season usually lasts for a ten-day period in the month of April, the exact dates varying according to the severity of the winter. Horticultural experts will advise you, through the press, of the dates most desirable for seeing the apple blossoms at their best.



JUST ASK THEM

Lovely young ladies of the Arkansas Ozark region will gladly give you complete information about the whole territory at Information Booths which are maintained during the Apple Blossom Pilgrimage at various points of heavy traffic.

Special arrow signs will be erected for your convenience to direct you to points of interest along various routes.



ALL HIGHWAYS LEAD TO THE APPLE BLOSSOMS

Today Arkansas' splendidly developed highways, supplemented by national routes through neighboring states, bring you within a few hours ride of the apple belt of the Arkansas Ozarks.

The unexcelled beauty of these mountainous routes in the spring of the year is worthy of the trip alone—we offer you the Apple Blossoms as an added feature.

Railroads and bus lines furnish through service to the Ozark Mountains of Northwest Arkansas.

THE APPLE BLOSSOM

*State Flower
of
Arkansas*



Why not plan to make several side trips to beauty spots away from the heavily traveled highways in the apple belt region. Enjoy the dogwood, redbud and other native blossoms. These will be found in abundance on many of the side roads of the Arkansas Ozarks.