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Two States Golf League Is Live Factor in Trade Promotion

TWELVE clubs in Arkansas and Oklahoma, all in the trade territory of Fort Smith, Ark., have formed the Two States Golf League. Earl U. Hardin of Fort Smith is president. The golfers visit various towns once a week and have a great time.

Showing how this golf league is an influence in trade development, we give below, the bulletin Mr. Hardin sent out in Fort Smith prior to the Fort Smith golfers' tour of north Arkansas. There's a good hunch for business promotion in a particularly happy vein, presented in this bulletin, which goes:

"We wish to call your special attention to the Good Will Tour of the Two-States Golf League to North Arkansas.

"The people of Northwest Arkansas are looking forward to this good will tour with much pleasure. They are spreading themselves as they never have before to make this party a huge success. is a point of vital interest in this trip to every merchant in Fort Smith, and we believe that every merchant who possibly can have one of his force on this trip should strain a point to do so. from meet many people towns around here that are within our trade territory, and this personal contact over a period of several days will go a long ways toward creating a feeling of good fellowship among the towns.

"The interests of Fort Smith depend on the kind of feeling of the surrounding territory, and it is only proper that we encourage this good feeling when the opportunity presents itself. The good of this trip can not be overestimated. The people who make this trip will have the experience of forming lasting friendships that will be worth something in the future.

"As an example of the way the people in North Arkansas are going to receive this party, each town they visit will furnish the party a lunch, in the evening there will be a dance and banquet, and in all of the resort towns they give every member of the party a courtesy card which admits them free to all the amusements and entertainments in the town. In addition to this, the hotels have made special rates which will give a man the privilege of taking his wife with him without paying her hotel bill, in other words, if she accompanies you she will have free lodging.

"Let's get behind this and make it a huge success for a bigger and better Fort Smith."