



*Fruit Growing*  
in the

**OZARKS**

*of*  
**MISSOURI AND  
ARKANSAS**

*along the*

**FRISCO  
LINES**

# THE OZARK REGION

## Land of Versatility—Diversification— Contentment—Plenty

This booklet is issued by the Traffic Department of the Frisco Lines in the interest of prospective homeseekers.

Thousands of men and women throughout the United States are seeking a chance to better themselves. Many of these people lack only the knowledge of a more suitable territory to make for themselves prosperous, contented homes.

It is with the absolute knowledge that in the great territory popularly known as the Ozarks there lies opportunities unsurpassed for the man willing to work, the Frisco Lines have issued this booklet.

The Ozarks are in many respects better suited to the man of moderate means than any other territory. The man with small capital, willingness to earnestly and conscientiously work, can here build for himself and his family, a home and a fortune.

In a book of this size only the surface can be touched in speaking of the possibilities of the Ozarks. More detailed information will be gladly and promptly furnished upon application to C. B. Michelson, Colonization and Marketing Agent, Frisco Lines, St. Louis, Mo.





A Picturesque Farm Scene

### **Where Peace and Plenty Blend with Contentment and Prosperity in a Land of Diversified Interests**

Mountains in name—gentle hill slopes in reality. That is the Ozarks, the land of plenty, a region of springs, of meadows, of mild, healthful climate and productive lands. Mountains suggest crag and declivity—in the Ozarks there are none. Here is ideal land for agriculture, horticulture, dairying, the production of live stock, and for recreative life out-of-doors.

Men buy land for homes and investment. Real estate has an appeal no other tangible asset has. There is something about being able to say "my home" that strikes a chord no other phrase can reach.

The ownership of land adds to the self-respect of a man, and makes a citizen of a mere man. Productive land in a health-giving region, where opportunities for making a living are better than the ordinary, by far; where climate is pleasant and transportation a settled problem—it is there that men wish to buy.

### **Why the Ozarks Are Not Congested**

That the Ozarks are not more populous is due to many causes. They are not prairie land, but hilly. In the olden days the tide of immigration flowed in other directions. Then the first thought of a farmer was for corn and wheat which had come to be looked upon

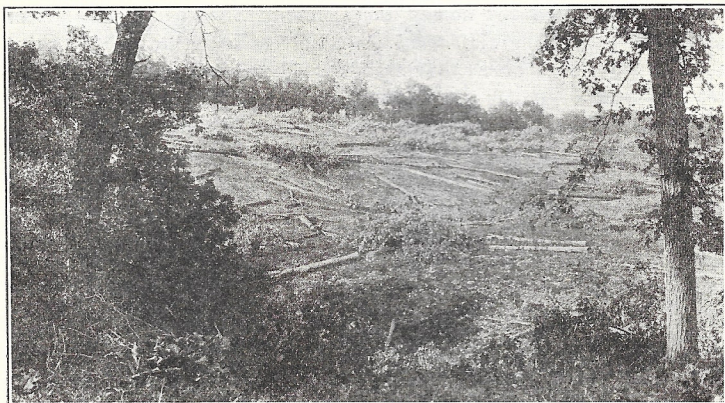
as staples and of which the Ozarks did not produce great quantities. The valleys along the streams were unseen by the railway traveler. Only within recent years has the great merit of the Ozarks become known, this being because of the exploitation of more distant though less meritorious farm lands.

### **Diversified Farming at Highest Point**

It is in the Ozarks that diversification of crops finds its acme, its climax. The fascination of intensive farming appeals in the Ozarks where new agricultural processes have transformed the land into garden spots. The farms in the Ozarks grow because of fertility. The conserving of soil and utilization of opportunities offered by climatic conditions to increase production have made the Ozarks a much-to-be-desired place in which to make one's home.

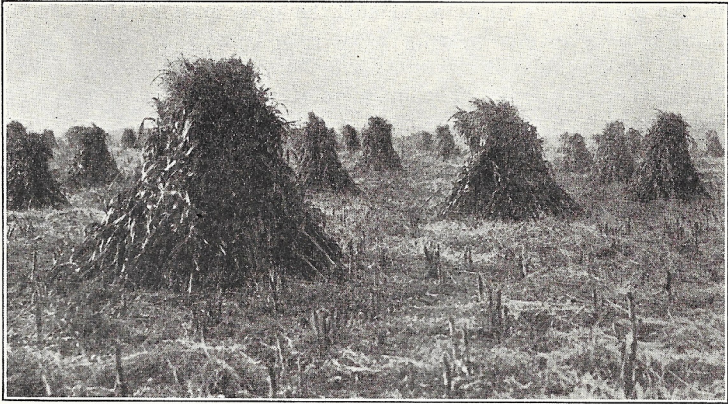
### **Where the Ozarks Are**

The Ozarks extend in a southwesterly direction from the Mississippi river just below St. Louis, across Missouri and Arkansas, overlapping into Oklahoma with Kansas at their border. From St. Louis to Springfield the Frisco Lines follow the top bench of the Ozark range; south of Springfield the railroad proceeds by diverging routes across the high plateaus; and in Arkansas and Oklahoma it descends the southern slope to the Arkansas River valley. Flanking this north and south thoroughfare is the line from Kansas City to Memphis crossing the range from East to West. These main lines and their numerous branches bring every part of the



Clearing Timber for Fruit Farm





**"When the Fodder's in the Shock"**

Ozark region in touch with the market centers. A circle drawn around the city of Springfield, known as the Queen City of the Ozarks, covering a radius of approximately 200 miles, extending north to Kansas City, east to St. Louis, southeast toward Memphis; southwest to Oklahoma and in a southerly direction covering northwest Arkansas as far as Fort Smith, will determine in a general way the location of the Ozark region. The Frisco, with its trunk lines and tributary branches, covers not only the heart of the Ozark territory but the outlying territory as well, serving counties in Missouri and Arkansas as shown on the enclosed map.

From a geographic angle, the Ozarks are located in almost the center of the United States. This is, of course, wonderfully advantageous from a marketing standpoint. Ozark fruit and berry growers are not dependent upon any one market, as they are within easy transportation distance of the principal consuming markets of the United States and their product can be transported at a relatively low cost.

### **The Topography of the Ozarks**

The territory consists of a series of hills, valleys and gently rolling country. The highest altitude is approximately 1800 feet. The entire territory was at one time covered with hardwood timber and prior to the advent of settlers abounded in wild game of every description. The region is traversed by numerous streams, furnishing abundant water for all purposes with an annual rainfall of 42

inches spread to a uniform extent, the great part of this coming during the growing season. There is no excessive temperature, either hot or cold. The winters are short and mild with sufficient cold to purify the air. The summers are delightful, excessive heat being almost unknown.

### **The Soil of the Ozarks**

The Ozark plateau has a limestone, flinty soil. The valleys contain a rich alluvial soil. The greater part of the soil of the Ozarks is rich in its possibilities for orcharding, small fruits and the growing of truck crops.

Soil conditions here are favorable for the production of fruit, berries and truck crops as attested by the average carlot movement over the Frisco Lines from the Ozarks, as follows:

Apples—4500 cars; Peaches—900 cars; Strawberries—2500 cars; Grapes—2500 cars; Canned tomatoes—3000 to 4000 cars; Cantaloupes—150 cars; Sweet potatoes—300 cars.

There also are shipped each year many cars of canned beans, spinach, apples, berries, dried fruit, as well as fresh fruits, cherries, blackberries and so on.

### **Apples in the Ozarks**

In every Ozark county, apples are being produced for commercial purposes. Summer and fall varieties do equally well and



Apple Blossom Time in the Ozarks





**Cultivating an Ozark Apple Orchard**

while a great many varieties are being grown successfully, those commercialized are: Yellow Transparent, Maiden Blush, Ada Red, Duchess, Jonathan, Grimes Golden, Delicious, York Imperial, Winesap, Black Twig, Champion, Ingram, Arkansas Black, Gano and Ben Davis.

Ozark apples are shipped to the markets every month in the year. Transparent, and similar varieties, ripen here in early July, followed by later varieties until the winter apple harvest ends in November, after which apples from local cold storage plants are moved, the movement continuing until about July 1st.

Apple growers in the Ozarks are successful. Location, soil and climate are all in their favor. There has been a gradual development of the industry through improved cultural methods, accumulation of facts from scientific organization and practical experiences, until now the question of planting or not planting an orchard in any portion of the Ozarks is no longer a matter of conjecture but one of certainty.

#### **Frisco Lines Maintain Bureau**

The Frisco Lines, through their Agricultural Department, maintain a fully equipped horticultural and marketing bureau which is prepared at all times to give aid to orchard men.

Continuous profitable performances mean success in any business enterprise. Just as an example of what may be done in the

Ozarks is cited the following table of yearly yields from the orchard of Dr. E. L. Beal, Republic, Mo., not an unusual production for an Ozark orchard under modern methods of cultivation and handling:

15 acres, York Imperial variety. Orchard 22 years old.

Year	Yield in Barrels
1915.....	2327
1916.....	1714
1917.....	2129
1918.....	1835
1919.....	3733
1920.....	1917
1921.....	no crop
1922.....	1823
1923.....	1817
1924.....	2601
1925.....	1811
1926.....	2104

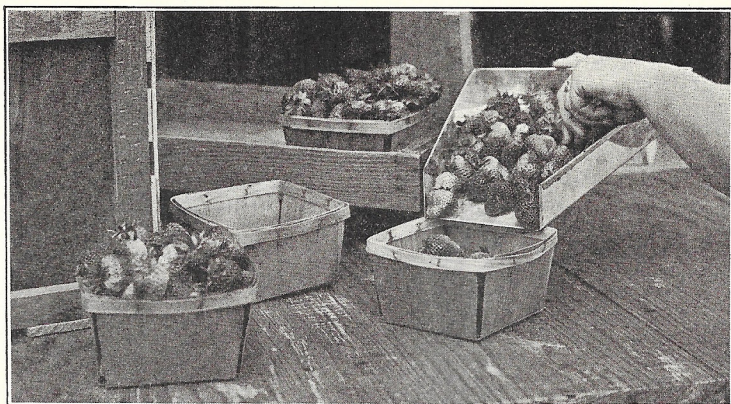
Ozark apples are being packed in bushel baskets, boxes and three-bushel barrels. Many are also shipped in bulk-loaded cars. Owing to close proximity to the cotton-growing territory the southern markets offer splendid opportunities for the disposition of large quantities in bulk grades which materially reduces the cost of the product.

Canning, evaporating and vinegar plants are located throughout the producing territory, furnishing a ready market for wind-



Picking Strawberries Grown on Newly-cleared Land





**Pan-grading Ozark Strawberries**

falls and apples which do not quite reach the standard of market grades. Consequently there is an available market for the entire production which assures Ozark apple growers of maximum returns. Many new orchards are being planted and now is an opportune time for the newcomer to become established in this industry.

### **Strawberries in the Ozarks**

Ozark-grown strawberries have established a reputation for quality and flavor throughout the entire United States. During the season of 1926, 1596 carloads were distributed among 25 states and many cars were sent to Canada. Berry growers have standardized on two varieties, "Klondyke" in Arkansas and "Aroma" in Missouri. The harvesting period begins in Arkansas the latter part of April, moving north as the season advances and ending in Missouri the latter part of June. Ozark strawberries are ready for market at a time when they are in popular demand, and because of the gravelly soil are not sandy and therefore carry to the farthest markets in prime condition.

Realizing the value of close co-operation, the Ozark berry growers are well-organized and have standardized the pack as well as the arrangements for marketing. Practically every car loaded is sold F. O. B. shipping point for cash to representatives of fruit houses from the leading markets of the country. Many cars are sold at auction, there being keen competition for the berries. Undoubtedly more money can be realized from a small acreage of straw-



Harvesting Ozark Peaches

berries than any other crop grown in this region. Remarkable returns have been received by experienced berry growers running as high as \$1200 per acre. Unusual yields and extraordinary prices should never be a basis for determining the productiveness of any district. Following is a record taken from the books of A. P. Bayless, Exeter, Mo., production and returns being cited since 1909:

Year	Acreage	Crates Produced	Returns
1909	$\frac{3}{4}$	93	\$182.71
1910	$\frac{3}{4}$	26	54.23
1911	$1\frac{1}{4}$	78	159.16
1912	3	227	269.63
1913	3	75	147.05
1914	(no bearing acreage)		
1915	3	328	681.98
1916	3	507	797.73
1917	$4\frac{3}{4}$	713	2025.31
1918	$6\frac{3}{4}$	486	1477.09
1919	$8\frac{3}{4}$	963	5571.29
1920	5	108	732.11
1921	5	$41\frac{1}{2}$	131.85
1922	5	341	863.37
1923	$5\frac{1}{2}$	234	752.41
1924	9	682	1534.50
1925	13	1483	6804.39
1926	22	878	2423.73



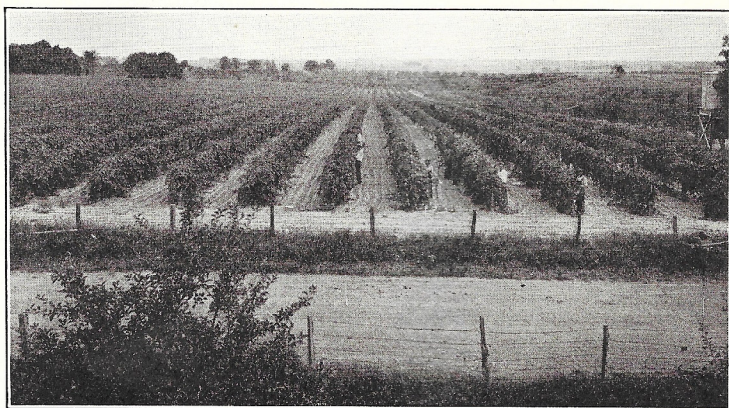
From 1506 cars of strawberries shipped over the Frisco Lines from the Ozark region in 1926, a return of \$2,340,000 was made to the growers. Sarcxie is the largest strawberry-shipping point in Missouri, and Springdale holds the record in Arkansas. The present strawberry acreage in the Ozarks is not sufficient to care for the market demands, and here is a real opportunity for the fruit or berry grower seeking a location.

### **Peaches**

The Ozark region is the natural home of the Elberta peach. The leading peach section in the Missouri Ozarks is located in Howell and Oregon counties. The peach belt of Arkansas centers in Crawford, Washington and Sebastian counties. The red clay soil, mixed with gravel, is splendid for growing an excellent quality of peaches. There are unusual opportunities in this territory for prospective homeseekers who contemplate planting a peach orchard. If orchards are properly fertilized, pruned and sprayed, the crop should prove very profitable. Ozark peaches are very popular in the northern and eastern markets, carloads being frequently shipped as far east as Boston.

### **Grapes**

Within the past few years grape-growing in the Ozarks has become one of the leading industries. The Ozarks are especially adapted to the growing of grapes. Wild grapevines are found in abundance on the hillsides in practically every county of this dis-

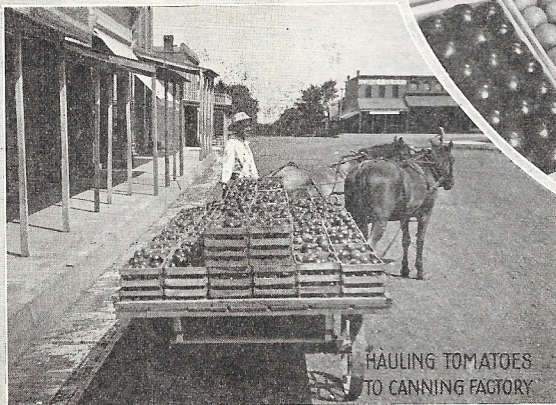
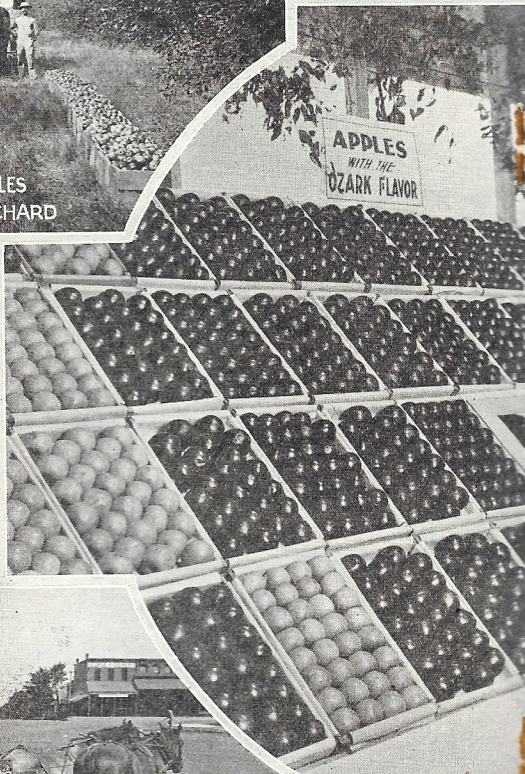


**The Home of the Concord Grape**





HAULING APPLES  
FROM THE ORCHARD



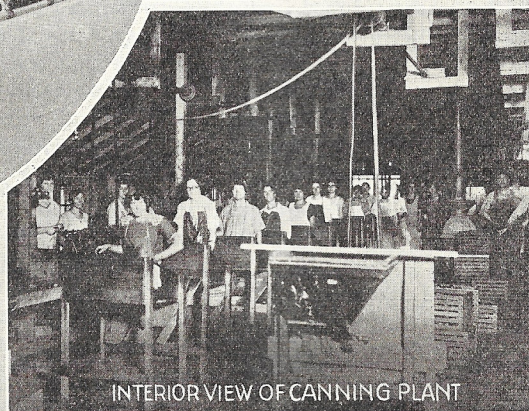
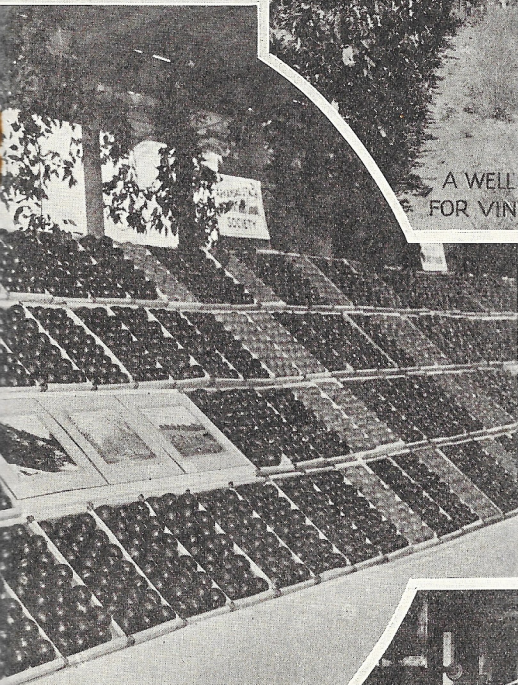
HAULING TOMATOES  
TO CANNING FACTORY



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A WELL CARED-  
FOR VINEYARD



INTERIOR VIEW OF CANNING PLANT

Decorative scrollwork border at the bottom left.





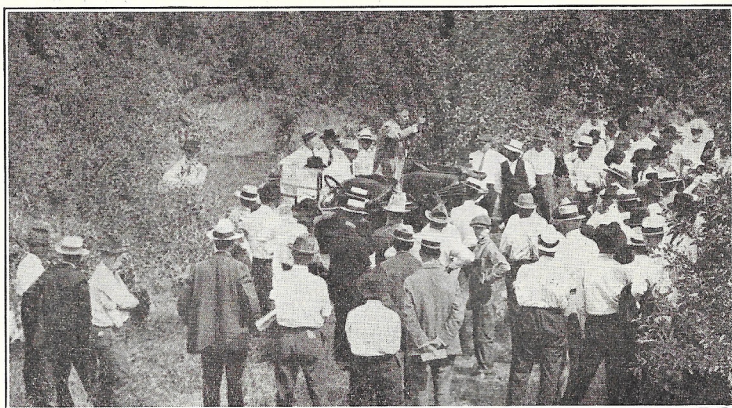
Ozark Grapes Ripen in August

trict. Twenty-five years ago an Italian colony was located six miles west of Springdale, Ark., in Washington county, where the first grapes were planted. The varieties grown at that time were principally for winemaking purposes and in a few years the Italians had won a reputation throughout the nation for a superior quality of wine made from Ozark-grown grapes. Since winemaking is no longer permitted, the older vineyards have been converted into other varieties by the grafting process and table varieties of grapes are now being produced, especially Concords. Commercial vineyards were later established at Neosho in Newton county, Missouri, and also at Knobview in Phelps county, Missouri. Concords and Moore Early varieties were planted in these sections. While early table grapes have been shipped from the Ozarks in a small way for many years, the industry was still in its infancy when the Welch Grape Juice Company of New York, after a thorough test of the quality of the Concord grapes grown in this region, decided this was an ideal place for commercial grape growing and agreed to locate a grape-juice plant at Springdale. This plant has, naturally, created a great interest in commercial vineyard planting.

It is conservatively estimated that there are now 16,000 acres of grapes planted in the Ozarks. It has developed that these Ozark-grown grapes are very popular in the markets for table purposes. These are the first Concord grapes to ripen in the United States, being at least thirty days in advance of the harvest in the older grape-growing sections of Michigan and New York.

The average production of matured vineyards in the Ozarks is estimated at 3 tons per acre, although this was greatly exceeded





Frisco Horticultural Agent Addressing Ozark Fruit Growers

during the year 1926. In many instances, growers averaged as high as 6 and 7 tons per acre.

In 1926, the Frisco Lines handled 1510 cars of grapes from the Ozark region, and when the many new vineyards now planted come into bearing it is expected that there will be a production of more than 4,000 cars.

The grape growers at Tontitown, Ark., have organized a Grape Growers' Association, and from their records is taken the following report of the yield and gross sale per basket since 1920:

Year	No. of Baskets Produced (4-quart capacity)	Gross Price per Basket
1920	40,854	49c
1921	19,840	48c
1922	130,865	20½c
1923	82,694	24½c
1924	170,875	22½c
1925	161,980	21¾c

In 1923, Mr. A. W. Sherry, living four miles east of Springdale, harvested 845 five-pound baskets of grapes from four acres of vineyard the third growing season, marketing these at 24½c a basket, a gross profit of \$207.03. In 1924, Mr. Sherry harvested from the same acreage 5643 five-pound baskets at 20c a basket, or \$1128.60, and also received 20 per cent additional as insurance on account of damage done by hail.

In 1925, Mr. Sherry harvested from this acreage 6201 five-pound baskets, selling same for \$1,274.81. In 1926, he harvested 11,000 baskets, selling same for 13¾c, or \$1,457.50.

Mr. June Sullivan, living nine miles west of Springdale, harvested during 1923, 1006 five-pound baskets from four acres three years old, and marketed same for  $24\frac{1}{2}$ c a basket, realizing a gross profit of \$246.47. During 1924, from the same acreage, he marketed 5216 baskets at 20c a basket, realizing a gross profit of \$1043.20. And he also received 20 per cent additional from an insurance company because of damage from hail.

In 1925, Mr. Sullivan harvested from this acreage 2870 five-pound baskets at  $20\frac{1}{2}$ c, or \$588.35. In 1926, he harvested 6281 four-quart baskets, selling same for 13.6c a basket, and 303 twelve-quart baskets, realizing a gross profit of \$1,065.35.

These are fair examples of what may be expected from Concord grapes grown in the Ozark region. The market price during 1926 was unusually low, due to the fact that the crop was extremely late.

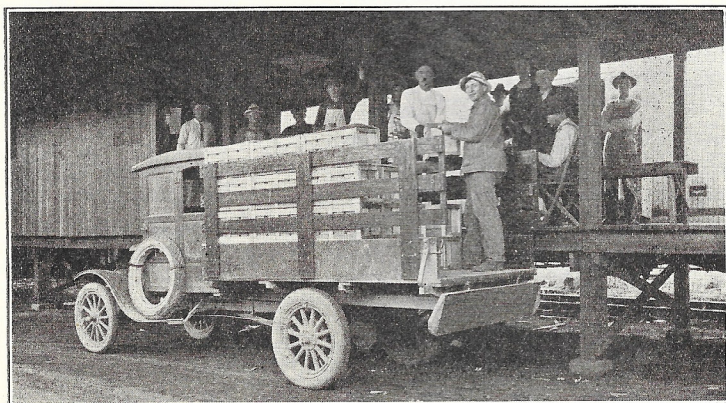
### Cherries

Fifteen to twenty cars of cherries are shipped from the Ozarks annually over the Frisco Lines and the equivalent of a good many cars is sent by local express. The leading varieties grown are the Early Richmond and the Montmorency.

Pears, prunes, apricots and other deciduous fruits are found in practically every home orchard.

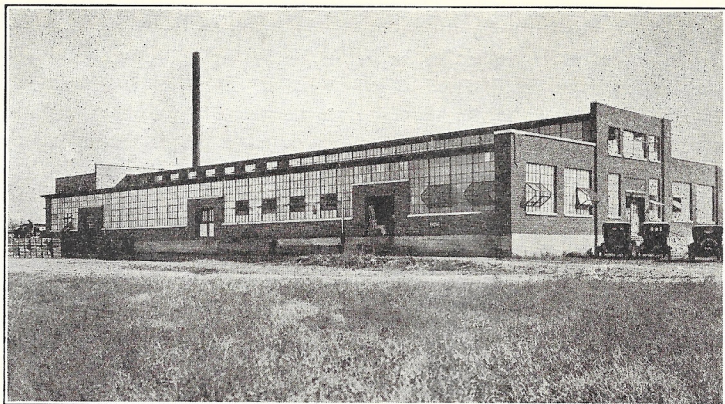
### Melons

Watermelons and cantaloupes are grown commercially in northwest Arkansas in the region around Rudy, Mountainburg and Van Buren. Soil conditions here are particularly well adapted to the growing of melons of especially fine flavor. Tom Watson, Irish Gray and Thurmond Gray watermelons and Rocky Ford cantaloupes are the principal varieties grown.



Strawberries Ready for Shipment





Fruit Preserving Plant

### **Sweet Potatoes**

Nancy Hall and Porto Rico sweet potatoes are grown throughout the Ozark territory, both for local use and commercially. There are many sweet potato curing-houses in this district, one of the largest being located at Fayetteville, Ark.

### **Other Crops**

Corn, Wheat, Oats, Hay, Soy Beans, Cow Peas and all of the staple crops common to this latitude are grown in the Ozarks and can be grown to advantage on practically every farm in the territory. Further information with respect to these crops is to be found in a special dairying publication issued by the Frisco Lines and which may be had free upon request.

### **Diversity of Crops**

Once again permit us to emphasize the diversification feature of the Ozarks. There is a splendid opportunity here for the new-comer to specialize in horticultural products with small acreage and at the same time produce the staple crops commonly grown in other sections of the country.

Agriculture is supplemented in many districts of the Ozarks by mining. Large lead and zinc deposits are found in commercial quantities in twenty-two counties of Missouri and ten counties of Arkansas. Iron ores are also found in most of the Ozark counties. Pure limestone rock is to be found in almost every section. Silica, barite, tipoli clay, building stone (limestone, sandstone, marble and granite), are also found in many districts.

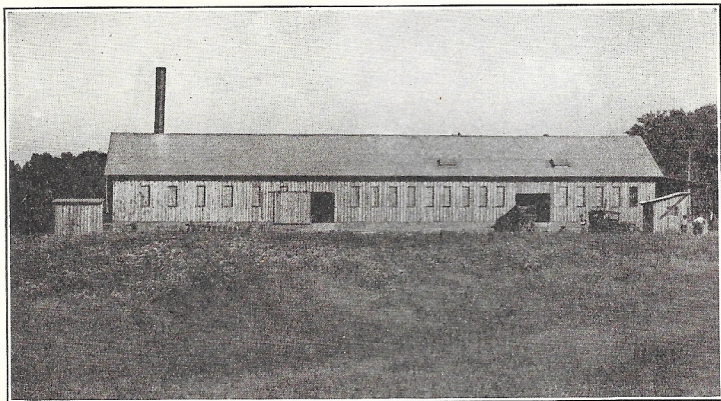
### **Marketing and Transportation Facilities**

Horticultural products from the Ozarks are shipped to every large market in the United States east of the Rocky Mountains. The Frisco Lines operate special train service during the fruit and berry movement from the commercial producing points through both the St. Louis and Kansas City gateways, arranging satisfactory schedules to connect with northern and eastern lines, thus assuring prompt delivery to destination. A special refrigeration department is maintained by the railroad, charged with the duty of furnishing a sufficient number of refrigerator cars, properly iced, to handle perishable products.

The Ozark growers have learned the value of co-operation and as a result Fruit and Berry Associations have been formed at practically every point where perishable commodities are shipped in carload lots. These associations have standardized methods of packing, including kind of container demanded by the markets and have worked out most efficient selling organizations. The Ozark Fruit Growers Association at Monett, Mo., is starting on its twenty-first year of co-operative marketing.

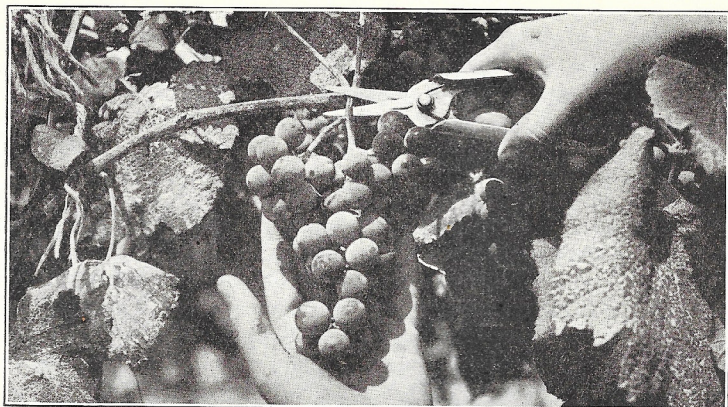
### **The Canning Industry**

The tri-states of Delaware, Maryland and New Jersey, as well as Indiana and Ohio, formerly supplied the southern states, especially Texas, Louisiana, Arkansas and Oklahoma, with canned tomatoes, but in recent years it has developed that the Ozarks produce



Tomato Canning Factory





Picking Ozark Grapes

a superior quality and the result has been the growth, by leaps and bounds, of the canning industry in this region. These markets are now controlled by Ozark canners and in addition they are reaching out farther and farther each year. This season, 25,000 acres of tomatoes were planted in the Ozark territory and it is estimated there are more than four hundred canning factories in addition to the large commercial plants in cities. A conservative estimate of the carload shipments of canned tomatoes from the Ozarks this season is thirty-five hundred cars. Leading varieties grown are as follows: Stone, Greater Baltimore, Matchless and Red Rock. The quality of tomatoes grown here excels that of any other section. Contracts with the growers range from \$12.50 to \$14.00 a ton, the average yield being about four to six tons to an acre, although production of ten to twelve tons per acre is not unusual. Tomato plants are usually set in May, harvesting beginning the latter part of July and continuing until fall. The average per individual is about five acres.

The Missouri Valley Canners Association, an organization formed by the principal canners in this territory, has fostered the industry and has been largely instrumental in making it a success.

There is also a growing demand, particularly in the southern markets, for fresh tomatoes grown in the Ozarks during August and September and many carloads of both green and pink tomatoes, as well as a heavy express shipment daily, are being sent into the South.

String beans are also being grown for both canning and table use. There are now more than six hundred acres grown under con-

tract to canners. Spinach is another vegetable admirably adapted to Ozark conditions and a considerable amount is now being canned.

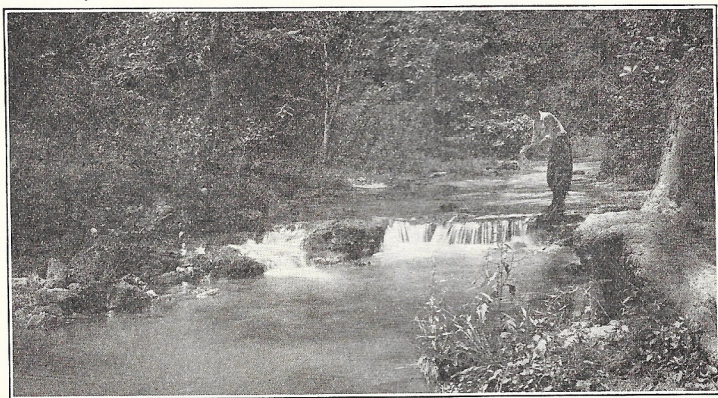
Apples, peaches, blackberries, cherries, sweet potatoes and other fruits and vegetables are being canned quite generally. There are large preserving plants located advantageously.

### **Schools, Churches and Roads**

Good schools are available to every farm, and consolidated schools have been established in many localities, their number increasing each year. Through the medium of these, the children on the farms have the same high school advantages enjoyed by children of metropolitan centers and yet live at home under the protection of home influences. Vocational agriculture has been established in many of the schools, and boys and girls are given special training in the practical things necessary to successful farming and home-making.

Every denomination is represented in the churches of the Ozark region and every opportunity is given for the worship of the Divine Providence.

State highways and other good roads are being built throughout the Ozark region. The Ozarks are just beginning to reach a stage of development which will, in a very few years, make this region one of the best to be found in the United States.



The Ozarks Are Noted for Their Many Spring-fed Streams



## **State Agricultural College**

The State College of Agriculture of Arkansas is located at Fayetteville, on the Frisco Lines, where specialists are ready at all times to assist in any line of farming decided upon. The Missouri School of Agriculture is located at Columbia, Mo., and they also maintain a trained corps of workers in the Missouri Ozarks, ready and willing to co-operate. The Missouri Experimental Station, under the direction of the State Board of Agriculture, is located at Mountain Grove, Mo., on the Frisco, and here experiments are continually conducted, in all phases of horticultural work, under the able direction and supervision of Mr. F. W. Faurot, as Director.

## **Agricultural Department Ready to Aid**

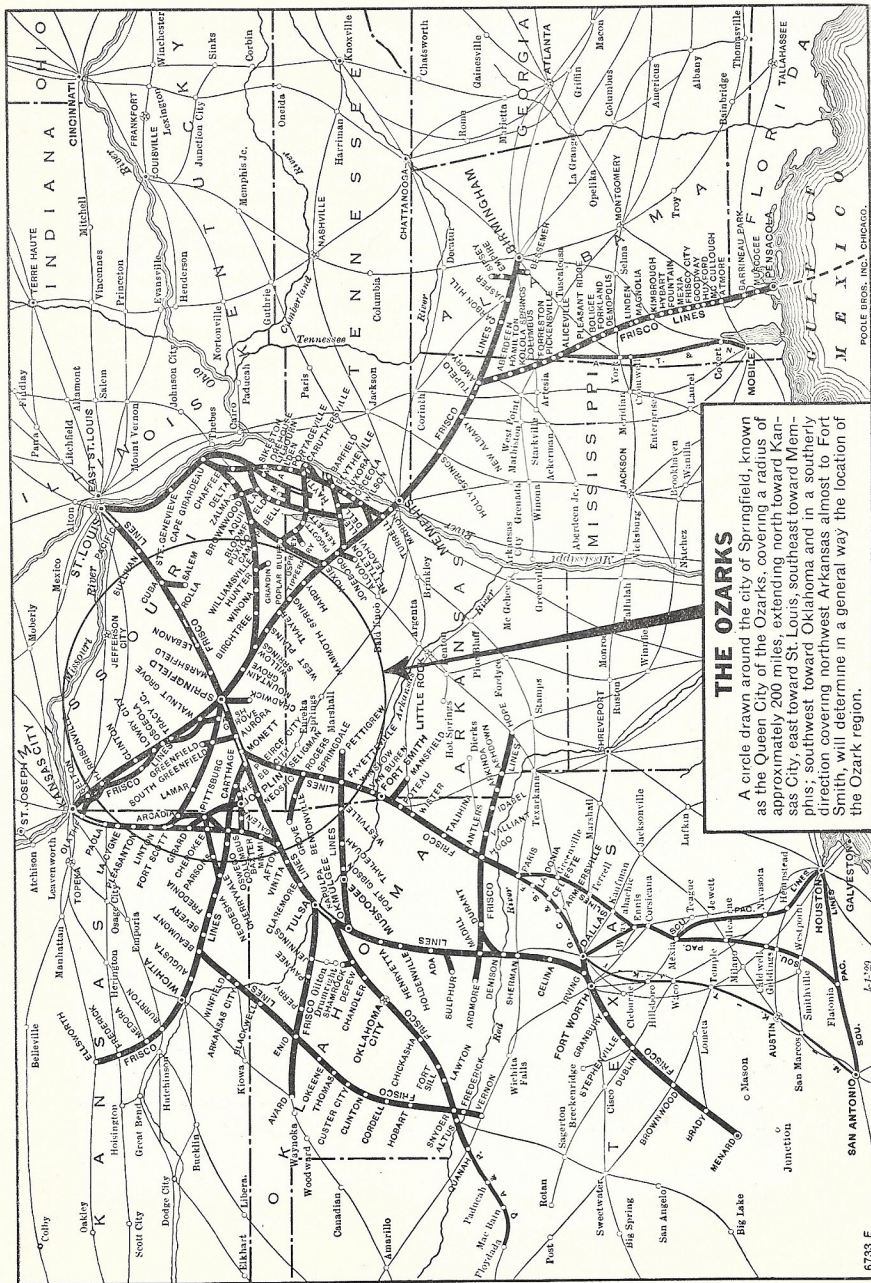
The Frisco Lines maintain a special department, organized and equipped for the purpose of keeping in touch with the farmers of this district with a view of aiding them to attain prosperity. This department is prepared to render assistance in the matter of information both in the way of location and for the development and cultivation of the land after locating. The interest of this department continues so long as the homeseeker remains a resident of the region.

## **Write to the Frisco**

The Frisco Lines are extremely interested in the further development of the Ozark territory and will gladly aid in securing a suitable location. The company has no lands of its own for sale, therefore no selfish reason exists for exploiting this section. Additional information of any character that may be desired will be gladly furnished.

Should you decide to make a personal trip of investigation write to Mr. C. B. Michelson, Colonization and Marketing Agent, Frisco Lines, St. Louis, Mo. If possible, name the particular point in which you are most interested in order that complete information including cost of railroad ticket may be sent you.

There are glowing opportunities in the great Ozark region for the man who is desirous of establishing himself at some point where he may build a home for his family, where he may have a diversity of crops or where he may practice intensive farming.



**THE OZARKS**

A circle drawn around the city of Springfield, known as the Queen City of the Ozarks, covering a radius of approximately 200 miles, extending north toward Kansas City, east toward St. Louis, southeast toward Memphis, southwest toward Oklahoma and in a southerly direction covering northwest Arkansas almost to Fort Smith, will determine in a general way the location of the Ozark region.



