

Information Sheet

R **St. Louis-San Francisco Railway Company.**
816 **Promotional booklets, 1925.**
 One folder.

This collection is available at The State Historical Society of Missouri. If you would like more information, please contact us at shsresearch@umsystem.edu.

These are *Dairying in the Ozarks* and *Fruit Growing in the Ozarks of Missouri and Arkansas along the Frisco Lines*, published by the St. Louis-San Francisco ("Frisco") Railway Company to promote economic development along its routes in southern Missouri and northern Arkansas.

The "Passenger Traffic Department of the Frisco Lines, in the interest of prospective home-seekers," published these booklets in 1925 in the hopes of promoting residential settlement and economic development in the mostly rural areas served by the St. Louis-San Francisco Railway Company and its subsidiary and affiliated lines in southern Missouri and northern Arkansas. Described as an "ideal dairy region" and "Where Peace and Plenty Blend with Contentment and Prosperity in a Land of Diversified Interests," the Ozark region is presented as the perfect place to start a dairy farm or engage in fruit-culture.

The 16-page booklet concerning dairying gives a brief history of the dairy industry in the region, with successful large-scale shipments to surrounding urban areas not beginning until 1904. By 1924 there were 20 creameries and five cheese factories in the Ozarks, as well as a large condensing plant at Mount Vernon in Lawrence County. Examples of several successful dairy farmers are presented. The booklet concludes that Ozark farmers are "a happy, contented, prosperous lot of people."

The 20-page booklet promoting fruit-culture presents a similar picture and optimistic outlook, describing glowing prospects for growers of apples, strawberries, peaches, grapes, cherries, melons, and tomatoes.

Both booklets contain appropriate photographic illustrations. The booklet on fruit-culture also contains a map of the "Frisco Lines."

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Southeast Missouri State University

Gift

Shelf List

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Volume 1: *Dairying in the Ozarks*

Volume 2: *Fruit Growing in the Ozarks of Missouri and Arkansas along the Frisco Lines*

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