This is an illustrated promotional brochure advertising the White River Division of the Missouri Pacific Railway. It includes a route map showing towns and features along the line from Crane, Missouri, to Diaz and Newport, Arkansas, a montage entitled “Outdoor Life is Pleasant in The White River Country of the Ozarks,” and a listing of representatives of the railroad’s passenger and agricultural departments.

The Missouri Pacific’s White River Division began as The White River Railway, chartered in 1901. The St. Louis, Iron Mountain and Southern Railway financed construction of the new railroad. Former Jay Gould lines, the Iron Mountain and Missouri Pacific were separate corporate entities operated as a single railroad. The White River Railway was to connect the two lines, linking the Iron Mountain near Newport, Arkansas, with the Missouri Pacific at Carthage, Missouri, and providing a shorter route to the Mississippi River crossing at Memphis. The new railroad would incorporate twenty-seven miles of track previously built from the junction with the Iron Mountain at Diaz to Batesville, Arkansas. Construction began at Batesville in 1901. The line reached Cotter, Arkansas, where the railroad crossed to the south side of the White River, in 1903, and was completed by the end of 1905. The White River Railway became a significant southeast—northwest vector of development across northern Arkansas and in Stone and Taney counties in Missouri.

There was a general reorganization of the Gould lines in 1917 after a period of receivership. The Missouri Pacific Railroad Company emerged as a single corporate entity on 1 June 1917. Known generally as “Missouri Pacific Lines,” the White River Railway became the White River Division of the consolidated system. The Missouri Pacific’s passenger and agricultural departments promoted real estate and tourism along the White River Division by means of attractive photo-illustrated brochures.

The Missouri Pacific published “White River Country Missouri-Arkansas Ozarks” in 1929. One side of the illustrated brochure promoted “Farming Opportunities” and included a map of the railway through the White River valley showing the principal towns and attractions. The other side of the brochure promoted tourism under the heading “Ideal Playgrounds.” It features a photo-montage showing fishing, camping, and bathing scenes along the White River under the heading “Outdoor Life is a Pleasure in the White River County of the Ozarks.” The brochure also contains a listing of Missouri Pacific passenger and agricultural development agents in several states.
Missouri—Travel and description.
Railroads—Arkansas.
Railroads—Missouri.
White River (Ark. and Mo.).
White River Railway.

[See also Missouri Pacific Railroad Company. White River Division.]