

Past Perspectives January 2017

100th Anniversary of Linebarger Purchase

The January 19, 1917, issue of the Bentonville Daily Sun carried the announcement about the Lake Bella Vista Summer Resort. The headline said, "A Big Deal Closed – Bella Vista Acquired by Texas Firm – The Linebarger Brothers Realty Co."

The article read as follows:

After lengthy negotiations, the Linebarger Bros. Realty Co. of Dallas have purchased from Baker-Smith Land Co. the two hundred acre Bella Vista tract, including the Cave, Big Springs and Lake.

Improvement will be started at once to develop this natural beauty spot into one of the most attractive summer home-sites in the Ozarks.

Linebarger Bros. Realty Co. is composed of three brothers, Clayton, Forrest and Clarence, all former residents of Bentonville. However, for the past ten years, they have been engaged in the real estate business with headquarters at Dallas, operating principally in the Gulf Coast section of Texas, where they have established a reputation for handling large deals and are favorably known as successful townsite men and colonizers.

Mr. Lou Smith of the Baker-Smith Land Co. will be retained in the capacity of resident manager, and will be in charge of the concessions.

Mr. Forrest Linebarger will remain here and rush the development work forward as rapidly as possible in order that everything will be in readiness to open not later than June 1st for the coming summer season.

Plans have been completed for the bath house and dancing pavilion, the main building of which will be 24 x 70 feet with a double row of dressing lockers extending from each side.

A commodious screened-in open air dining hall 45 x 75 feet will be erected.

A large concrete reservoir will be constructed at the highest point on the property into which will be pumped water from the big spring; this will be piped throughout the property to convenient points for the convenience of those who erect summer homes.

Plans have been completed for a 45-horsepower hydro electric light-plant generated by the overflow of Sugar Creek at the dam; this power will be utilized for lighting the buildings, the grounds, and the great cave. It will also be accessible to the summer home-site owners for their cottages.

Convenient boulevards, driveways, trails and paths will be constructed throughout the property.

After the property has been attractively developed and conveniences established, a limited number of summer home-sites will be offered at attractive prices and terms.

Mr. Linebarger states great numbers of their Texas and Oklahoma friends and employers are more than enthusiastic about Bella Vista, and they have a large number on their waiting list anxious to acquire summer home-sites and spend their summers amid such surroundings.

Bella Vista is a summer playground of about 300 acres. It is situated in the beautiful Ozark Mountains 4 miles north of Bentonville, Arkansas. It has an altitude of 1303 feet above sea-level. It has an average temperature of 76 degrees during the months of June, July and August. It has 8 springs pouring forth water as pure, clear, and cold as any to be found in these mountains. A beautiful clear mountain stream, known as Sugar Creek, passes through for a distance of one mile. Bella Vista can boast of a daily flow of 50,000,000 gallons of spring water. It has 4 caves. One of these is so extensive it has never been fully explored, and in many places the ceiling is so high the strongest light is required to reveal it. It has high mountains, great bluffs, cool valleys and native forests. It has a current of cold air coming out of the mountains which reaches far down the valley and affords a cool retreat in the hottest weather. It is located in a land of "good things to eat." The vegetables and small fruits, which abound all over Benton County, Arkansas, are noted for their extra fine flavor. Chickens and eggs abound and the Jersey cow is everywhere. The fresh greenness of our foliage is

restful to the nerves, the ozone is full of health, the air is cool and balmy in this favored land. Nature has placed here in abundance all these things which make Outdoor Life a perpetual joy. Bella Vista is indeed a beautiful view, thousands have stood in wonder before its rugged beauty.

In order that you may know who and what the Linebarger Bros. are, we give the following extracts:

Extracts from Report of R.G. Dun & Co.: "Linebarger Bros. have established a reputation for handling large deals and ability to carry out their contracts. There appears to have been enough ready money on hand at all time to care for ordinary current obligations."

Extracts from Report of Bradstreet Co.: "Linebarger Bros. are young men of exceedingly high moral reputation, of good habits and character, reported meeting all obligations as agreed, and prospects are deemed very favorable. Authorities are of the opinion they are due the fullest of confidence and good for any contract which they make."

The Security National Bank, Dallas, Texas: "To Whom It May Concern: On behalf of our valued friends and long time customers, C.C. and F.W. Linebarger, who compose that firm of Linebarger Bros. Realty Co., we desire to say we have had many transactions with these gentlemen, all of which have terminated most satisfactory and our observation of their business ability and high integrity has been most favorable. We believe these gentlemen would make no representations that they could not see their way clear to fulfill. All courtesies shown them will be highly appreciated by us. Very truly yours, Edwin Hobby, Cash."



The headline in the January 19, 1917, Bentonville newspaper announced the purchase by the Linebarger Brothers of Lake Bella Vista.



The date of this photograph is unknown but it shows the Linebarger Brothers' first information booth after they opened the Bella Vista Summer Resort. It was located alongside the road that is now Highway 71 at the west end of the Lake Bella Vista dam.