

Information Sheet

R **Ozark Mountain Lakes and Rivers, Inc.**
713 **“White River Lakes of the Ozarks,” 1954.**
 One item.

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

This is a brochure-map of the White River region of Arkansas and Missouri. Intended for tourists, it includes a map of the region, lists of sponsoring businesses, a promotional text by Charles C. Williford, and color lithographs of tourist activities and scenic views.

Ozark Mountain Lakes and Rivers, Inc., of Mountain Home, Ark., published and copyrighted this brochure-map of the “White River Lakes” area in 1954. Unfolded it measures 34 inches by 24 inches. The lithography was by MWM Color Press of Aurora, Missouri.

The map side of this pamphlet was lithographed in two colors. It shows highways, rail lines, tourist attractions and accommodations, and cities, towns and places in an area delimited by Springfield and West Plains in Missouri and Jasper and Batesville in Arkansas. Included are part or most of Howell, Ozark, and Taney counties in Missouri and Fulton, Baxter, Izard, Stone, Marion, and Boone counties in Arkansas. The right margin of the sheet consists of a list of sponsoring businesses, organized by location.

The photograph side of the pamphlet consists mostly of color lithographs of tourist attractions, including Norfolk, Powersite, and Bull Shoals dams, scenic views, including lakes Taneycomo and Bull Shoals, and tourist activities, such as fishing and riding horseback. Also on this side is a promotional message by Charles C. Williford, “Nationally Known Weatherman and ‘Oracle of the Ozarks’.”

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18 June 2001

Mark C. Stauter

Gift

Index Cards

Advertising—Arkansas.
Advertising—Missouri.
Baxter County (Ark.).
Boone County (Ark.).
Fulton County (Ark.).
Howell County (Mo.).
Izard County (Ark.).
Marion County (Ark.).
Ozark County (Mo.).
Ozark Mountain Lakes and Rivers, Inc.
Stone County (Ark.).
Taney County (Mo.).
Tourist trade—Arkansas—Ozarks.
Tourist trade—Maps.
Tourist trade—Missouri—Ozarks.

Tourist trade—Ozark Mountains.
White River (Ark. and Mo.).