

## Information Sheet

**R**      **White River Booster League.**  
**804**      **Tourism brochures, n.d.**  
            **One folder.**

This collection is available at [The State Historical Society of Missouri](http://The State Historical Society of Missouri). If you would like more information, please contact us at [shsresearch@umsystem.edu](mailto:shsresearch@umsystem.edu).

These are three brochures promoting tourism in the Lake Taneycomo area in the Missouri Ozarks, published by the White River Booster League at Branson in Taney County, Missouri.

The White River Booster League was an association of businesses devoted to the economic development of what it called “Your Year ‘round Vacation Land” and the “Magic Circle of Fun” in the Lake Taneycomo area of Taney and Stone counties in southwestern Missouri. Each brochure includes a map, and listings for accommodations, restaurants, and tourist attractions in and near the communities of Branson, Forsyth, Rockaway Beach, and Hollister.

The brochures are undated, but the earliest brochure shows Bull Shoals Dam and Lake “under construction,” which would indicate the late 1940s. The later brochures show Bull Shoals Dam and Lake completed, and in the last brochure some of the resort listings indicate that television is available, so it is likely from the mid-1950s.

<i>r870</i>	<i>10 May 2002</i>	<i>Russ Erickson</i>	<i>Purchase</i>
<i>r1105</i>	<i>20 January 2005</i>	<i>Jordan Antiquarian Books</i>	<i>Purchase</i>
<i>r1164</i>	<i>25 July 2005</i>	<i>John Cook</i>	<i>Purchase</i>

## Index Cards

Branson (Mo.).  
Forsyth (Mo.).  
Hollister (Mo.).  
Rockaway Beach (Mo.).  
Stone County (Mo.).  
Taney County (Mo.).  
Taneycomo, Lake (Mo.).  
Tourism—Missouri—Stone County.  
Tourism—Missouri—Taney County.  
Tourist camps, hostels, etc.—Missouri—Ozarks.  
Tourist trade—Missouri—Ozarks.  
White River (Ark. and Mo.).  
White River Booster League.