



Branson, Missouri, Lodging Postcards (SP0010)

Collection Number: SP0010

Collection Title: Branson, Missouri, Lodging Postcards

Dates: 1937-1972

Creator: Sculle, Keith A.

Abstract: The Branson, Missouri, Lodging Postcards collection includes postcards and a travel brochure from several motels and lodges that existed in Branson during its emergence as a tourist destination. The collection focuses on the Anchor Travel Village.

Collection Size: .25 cubic foot
(3 folders)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research. This collection is available at [The State Historical Society of Missouri Research Center-Springfield](http://www.shsmo.org). If you would like more information, please contact us at springfield@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: The Donor has given, assigned, and transferred to the Society all copyrights, and associated rights the Donor may possess in the materials.

Preferred Citation: [Specific item; box number; folder number] *Branson, Missouri, Lodging Postcards* (SP0010); The State Historical Society of Missouri Research Center-Springfield [after first mention may be abbreviated to SHSMO-Springfield].

Donor Information: The papers were donated to the State Historical Society of Missouri by Keith A. Sculle on March 14, 2016 (Accession No. SPA0012).

Processed by: Processed by Erin Smither, July 18, 2016

Historical Note:

The Anchor Travel Village was established as the Anchor Tourist Village in 1936. It was developed by Buford G. and Josephine Madry and P.A. "Bob" and Eula Thornhill. During their years as owners, Josephine and Eula were responsible for the day-to-day management of the resort. The Village was located on US Highway 65 and overlooked Lake Taneycomo. The Village originated with three English-inspired cabins. It quickly expanded with the addition of several smaller cabins located away from the road. The Village's customers consisted of highway travelers who only stayed for a short time. The Village included a restaurant, the Anchor Café, which was open 24 hours a day. Throughout the years, new cabins were added to the Village and improvements were made to keep it relevant. The Village was eventually sold to the Field family who sold it again in the 1960s. After this date, not much is known about the Village. The majority of the buildings were torn down in the 1970s. As Branson became more developed, the Village fell behind. Its demise can be credited to the changing routes of motorists and the rise of Branson attractions besides Lake Taneycomo. The other lodgings featured in this collection represent accommodations from the period before and after the Anchor Travel Village. The older resorts catered to long-term vacationers and rail travelers. The more recent lodgings benefited from better locations in relation to modern Branson and catered to travelers who did not require entertainment or dining at their motel. The postcards in this collection were sold as souvenirs at the motels they depict. They served as effective and inexpensive advertising for the businesses.

Arrangement:

The collection has been arranged into three folders featuring Anchor Travel Village, earlier lodgings predating Anchor Travel Village, and later lodgings. The postcards are arranged alphabetically by lodging name.

Scope and Content Note:

The Branson Lodging Postcards collection consists of 45 postcards depicting several motels and lodges that existed in the Branson area from the 1930s to the 1970s. It also contains a travel brochure from the Anchor Travel Village. The collection focuses on the Anchor Travel Village, but includes postcards from earlier and later lodgings.

Container List:

Box 001	f. 1	Anchor Travel Village, 1940-1951
	f. 2	Earlier Lodging, 1937
	f. 3	Later Lodging and Aerial View, 1949-1972

Index:

Index Term	folder	Image
Anchor Travel Village	1	Yes
Branson (Mo.)		
Branson (Mo.)—Description and travel	1-3	Yes
Hotels--Missouri	1-3	Yes
Motels--Missouri	1-3	Yes
Resorts--Missouri	1-3	Yes
Taney County (Mo,)	1-3	Yes
Tourism--Missouri	1-3	Yes