

An Overview and Survey of
Lake Taneycomo Towns and Resorts

Phase II

for the

Historic Preservation Program
Missouri Department of Natural Resources
Jefferson City, Missouri

by the

Center for Business Research
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Sites Listing

Hollister

Esplanade Avenue

1. Johnson/Moore house
2. Moore rental
3. stucco Moore rental
4. rock house
5. Langford house
6. house
7. house
8. house
9. stucco house
10. Wright house
11. Aunt May Kite house
12. Nagel house

Elm Street

13. house
14. giraffe rock house
15. house

Maple Street

16. Kite honeymoon cabin
17. Kim Dew house
18. house
19. stucco house
20. Edmisson shotgun
21. Hershell Jones house

Walnut Street

22. house
23. giraffe rock house
24. house
25. stucco cabin
26. stucco cabin/house
27. stucco cabin/house
28. stucco cabin/house
29. rock house
30. Cue Robinett house
31. rock house

Oak Street

32. house
33. house
34. house
35. Hollister Presbyterian Church

Fourth Street

36. stucco double pen
37. mirror image double pen
38. two story double pen
39. double pen

- 40. house
- 41. double pen house

North Esplanade

- 42. Sinning house
- 43. Vanzandt house
- 44. Noel house
- 45. John Moore house
- 46. Roworth house
- 47. Wilbur house
- 48. stick porch house
- 49. house
- 50. Fred Johnson house
- 51. Will Johnson house

Taneycomo Club Hill

- 52. Sweet in-law house
- 53. Sweet house
- 54. Hankinson guest house
- 55. Hankinson house
- 56. house
- 57. Dwyer house
- 58. apartment building
- 59. Taneycomo clubhouse
- 60. rock house
- 61. house
- 62. house
- 63. house
- 64. Shockley house
- 65. Sanders house
- 66. house

Business Highway 65

- 67. Moore rental house
- 68. house
- 69. Pemberton/Weaver building
- 70. American House
- 71. Large's Mobile Home Service
- 72. Caho's Ceramics
- 73. Action Auto/Collectors II Antiques
- 74. Turkey Creek Bridge
- 75. Howard Garage/Beer and Bottle
- 76. Hulland house/Red Lion Pub
- 77. cheese factory/Hollister Package Store
- 78. Riley house
- 79. Dr. Evans house/Branson Veterinary Hospital
- 80. Hart house
- 81. rock house
- 82. resort cabin
- 83. resort cabin
- 84. YMCA railroad cabin
- 85. YMCA cabin
- 86. YMCA cabin
- 87. YMCA Banks cabin

- 88. YMCA Ford home
- 89. YMCA cabin
- 90. YMCA shower house
- 91. Lake Taneycomo Bridge

BB Highway

- 92. Griffith house
- 93. house
- 94. house
- 95. house
- 96. hillside steps
- 97. filling station/house
- 98. house
- 99. bungalow
- 100. Rulon house

Hawthorne, Myrtle, Laurel and Evergreen Sts. and Misc. Sites

- 101. house
- 102. foursquare house
- 103. Leek house
- 104. house
- 105. house
- 106. Back house
- 107. house
- 108. Youngblood rock house
- 109. stucco double pen mirror image
- 110. Traub house
- 111. house
- 112. house
- 113. Kite/Hackett house
- 114. Shore Acres cabin #2
- 115. Shore Acres cabin #3
- 116. Shore Acres cabin #4
- 117. Ryan house
- 118. Innis house

Knox Avenue/Presbyterian Hill

- 119. cabin/house
- 120. cabin/house
- 121. vacant cabin
- 122. cabin/house
- 123. cabin/house
- 124. cabin/house
- 125. cabin/house
- 126. cabin/house
- 127. cabin/house
- 128. Bee at Eze cabin
- 129. cabin/house
- 130. cabin/house
- 131. cabin/house
- 132. Stenblom cabin/house
- 133. Cole cabin/house
- 134. cabin/house
- 135. cabin/house

136.Dunagan cabin/house
137.Miller cabin/house
138.cabin/house
139.vacant cabin
140.cabin/house
141.house
142.slab log cabin/house
143.cabin/house
144.Thomas cabin/house
145.Administration Building
145a.Coon Creek bridge

Branson

Lakefront

146.The Last Resort
147.The Last Resort
148.cabins/house
149.McQuerter building/Lakeside Realty
150.Malone Hotel/White River Hotel
151.White River Court
152.Mang Field
153.lakeside bleachers
154.Lakeview Park Cabins
155.Meadow Lane Resort
156.Shady Lane Resort
157.Water's Edge Resort office
158.Brill's Rainbow Resort
159.cabin/house
160.Wildbird Resort office/house
 Wildbird Resort outbuilding
 Wildbird Resort cabins #1, #2, #3

Sammy Lane Resort

161.cabin #48
 garage building
 cabin #51
 cabin #52
 cabin #44-45
 cabin #43
 cabin #42
 cabin #41
 cabin #40-39
 cabin #37-36
 cabin

Allendale/Sharp's and Sunshine Resort are (Commercial St.)

162.Allendale Resort office
 Allendale Resort cabins #12, #1, #2, #3, #4, #5, #6, #7,
 #8, #9, #11, #10, #14, #15
163.Sharp's Log Cabin Resort office
 Sharp's cabins: Iowa, Missouri, Arkansas, Oklahoma,
 Kansas; Illinois filling station/cabin
164.Sunshine Resort

165.Aehle house

East Side of Lake Taneycomo

Northern Presbyterian Hill - (Amherst Dr.)

166.cabin house

167.cabin/house

168.cabin/house

169.cabin house

170.cabin/house

171.cabin/house

172.cabin/house

173.cabin/house

174.cabin/house

175.Kemberling house

176.Owen house

Mount Branson (Candlestick Rd, Mt. Branson Dr., Taney St., Como Ave.)

177.house

178.cabin/house

179.house

180.rock house

181.rock house

182.house

183.abandoned cabin

184.cabin/house

185.cabin/house

186.cabin

187.Parnell house

K-Kamp #1

188.cabin

cabin

cabin

cabin

lodge

cabin

log cabin

open-air amphitheatre

Taneycomo Highlands subdivision I (Thistle Rd)

189.Richardson log house and pump house

190.Burchard house

191.Baker house

192.cabin

193.Bash cabin

194.Kansas City Clubhouse/Wankrel house

195.Baker stone house

196.Wilson's Last Resort cabin

197.Harris cabin

198.Harris cabin

199.vacant cabin

200.cabin

Forsyth

Lakeside Drive

201.log cabin/house

202.rock house

203.rock house

204.slabs rock house

205.slabs rock house

Methodology and Recommendations

The area investigated in Phase II of the Lake Taneycomo Cultural Resources Survey was resort/tourist developments on the west end of Lake Taneycomo. The Phase I survey covered shoreline properties from Ozark Beach Dam west to Rockaway Beach and Taneycomo Highlands. Phase II picked up there, surveying Taneycomo Highlands subdivision I, and continued on up the lake to the west, ending at Hollister, site of the earliest Lake Taneycomo tourist developments. Resort/tourist areas surveyed in Phase II included the original K-Kamp on Lakeshore Drive north of Branson, Mount Branson, the town of Branson east of the railroad tracks, and in the Hollister area Presbyterian Hill, the Y.M.C.A. Camp, and the town itself. Together with Phase I this will provide a comprehensive background on tourism-related development from Ozark Beach Dam westward up the lake almost to the site of Table Rock Dam, which submerged any lakeside properties above it in Table Rock Lake.

Phase II surveyed 200-plus acres, encompassing 206 properties, some 76 more than the projected 130. Even so, more work could have been done, particularly south of Hollister in the College of the Ozarks/Acacia Club area and north of Branson on the west side of Lake Taneycomo.

Repositories utilized for Phase I included the State Historical Society of Missouri; Missouri Historic Preservation Program, DNR; the Kalen and Morrow Collection,

Jefferson City; Center for Ozarks Studies, SMSU; and the Evans Abstract Office, Forsyth. Additionally, Phase II research made use of the Joint Manuscript Collection of Missouri University; the Ozarkiana Collection, College of the Ozarks; and personal interviews with local residents.

Both Phase I and Phase II were restricted to one theme--tourism-related properties. (The following Historical Context Section will demonstrate the importance of tourism in the area's development.) Within this theme, Phase I identified the following properties as potential National Register of Historic Places sites:

at Rockaway Beach: Taneywood; Merriam's Whylaway; Water's Edge Cottages; Kenny's Motor Court; Kerr's Kourt;

at Cedar Point: Cedar Point Resort; and the Weaver/Faulkner cabin;

at White Swan Camp area: Swan Creek bridge; Stallcup motel cabins;

at Shepherd of the Hills Estates: Taney Vista site; Allaman's court cottages; Montgomery cabin; and a series of the slab log cabins along the bluff, the number dependent upon a review of interiors and exteriors; along Lakeside Drive, Lohmeyer-Turville; Foster-Petries; and some of the fishing cabins in the block;

at Ozark Beach: Ozark Beach Dam, a state, if not nationally significant site; Ozark Beach Hotel, Ozark Beach post office/store; and all of the Empire buildings;

at Edgewater Beach: Edgewater Beach Resort; the stone

bungalows; Newcomer cabin; Oak Haven Resort;

at Powersite: Coffelt/Hughes; Ambrest/Maggard; cabin;
Lloyd/Edgar/Sanders; Kennedy/Tracy; and Harrison/Belland;

at Cedar Park Resort: all of it as an historical
archeological complex;

at Rustic Acres Resort: the three oldest buildings;

at Long Beach area: cabin; log cabin/Freeland estate;

at Taneycomo Highlands: subdivision #2;

and at Oakwood Resort: fishing cabins.

As a result of Phase II investigations the following
properties from the sites listing should be considered as
potential nominees to the National Register:

at Hollister: Johnson/Moore house (#1); Kite honeymoon
cabin (#16); Aunt May Kite House (#11); Hollister
Presbyterian Church (#35); Taneycomo Club hill district
(#52-54, #56-58, #60); the American House (#70); Turkey Creek
Bridge (#74); Branson Veterinary Hospital (#79); row of
1920-1930 residential buildings as a district (#43-51); three
YMCA cabins (#84, #86, #87); Lake Taneycomo Bridge (#91); and
the Kite/Hackett home (#113);

at Presbyterian Hill area: pre-1928 cabin (#127); Bee
at Eze cabin (#128); Administration Building (#145); Coon
Creek Bridge (#145A);

at Branson Lakefront area: the following four
properties could be considered for individual nomination or
as a historic district--McQuarter building (#149), Malone
Hotel (#150), Mang Field (#152), lakeside bleachers (#153);

at Sammy Lane Resort, a potential district of four buildings and rusticated landscaping (#161); and Allendale/Sharp's Resort, a possible district composed of twenty buildings (#162-163);

at Mount Branson: Parnell house (#187);

at K-Kamp #1: six cabins, a lodge, and open-air amphitheatre (#188);

and Taneycomo Highlands subdivision #1: district composed of ten cabins, old Kansas City clubhouse, and historic roadway to lake (#189-190, #192-200).

The following historical and architectural contexts provide the foundation for a multiple resource nomination of both the east end and west end of Lake Taneycomo.

Historical Context

by Linda Myers-Phinney

Three events contributed to the development of tourism in Missouri's White River country. The first occurred in 1906 when the White River Division of the Iron Mountain and Southern Railway was completed. Crossing southwest Missouri, it joined existing rail lines in Carthage, Missouri and Newport, Arkansas and provided the first easy access into an area which had been relatively isolated, partly due to its steeply divided terrain. Although a few hardy sportsmen had previously ventured into the area to hunt, float, and fish on the rivers, the railroad opened the area to travelers who desired a less strenuous, more pleasant trip. (See Cultural Resource Survey of Galena, Missouri.)

During the summer of 1905 Harold Bell Wright, a preacher-turned-author, camped in Taney County near the western county line. Here he began a novel which incorporated the local setting and people. Published in 1907, this novel, The Shepherd of the Hills, was an immediate hit among readers of romantic, popular books. By 1910 people began coming by rail to find the country retreat of which Wright had written.

Plans for the area's biggest tourist attraction began in 1910. In that year the Ambursen Hydraulic Construction Company began inspecting sites on the White River for a power-generating dam to be built by the Ozark Power and Light Company. The location chosen lay two miles upstream from

Forsyth in central Taney County. Construction began late in 1911, and Lake Taneycomo was impounded in the spring of 1913. Ozark Beach Dam, the completed structure, was notable for two things: it was at the time the largest hydroelectric dam west of the Mississippi River, and it created the midwest's largest impoundment developed for resorting. The Lake Taneycomo area became so popular with tourists that it was called "The Playground of the Middle West."

Perhaps the first person to perceive the potential for tourism in Taney County--or at least the first to act on the notion--was Springfield attorney W. H. Johnson. Johnson had been involved in land speculation in Taney County before the turn of the century, and when the railroad became a certainty he redoubled his efforts.

In June 1906 Johnson, operating as the Wm. H. Johnson Timber and Realty Company, bought the land on which the village of Hollister sat. He immediately filed a plat for the town he proposed to develop. He envisioned a quaint grouping of Old English style buildings utilizing local White River rock and engaged Springfield architect Arch Tarbott to design a depot, an inn, and a commercial building in this style.

Johnson's dreams for a Taney County resort town were not founded on thin air. Since before the turn of the century sportsmen from St. Louis and Kansas City had been coming to Taney County to hunt, even though travel at that time entailed a rail trip to Chadwick in Christian county and a

horse- or mule-drawn conveyance from there to Taney County. A group of St. Louisians purchased 5,000-plus acres southeast of Kirbyville for the St. Louis Game Preserve and before 1900 built a clubhouse overlooking the White River. Another group of St. Louis sportsmen arrived in 1905 with the State of Maine's log Exhibition Building, purchased after the 1904 World's Fair in St. Louis. Dismantled, shipped by rail to Hollister, carted south and reassembled on Point Lookout, the Maine Club was the area's first built tourist attraction.

In 1908 W. H. Johnson opened Camp Hollister west of the railroad tracks and his son, W. W. Johnson, and R. B. Kite, Jr. opened the town's first drugstore and a float fishing service at the mouth of Turkey Creek. The next year W. H. donated fifty acres for a permanent YMCA campground and circulated a petition for a road from Hollister to Kirbyville, the nearest commercial center. In his small newspaper The Hollister Bulletin he advertised incentives to lure businesses to Hollister; among these were a "free site for a twenty room hotel." (McCall, p. 41) Apparently Ella Outcault could not pass this offer by, for on July 20, 1909 the Johnson Realty and Timber Company deeded to her, for one dollar and other consideration, five lots in Hollister. The deed stipulated that the buyer must "maintain 20 room hotel for 4 years." (App. #10) The Outcaults built the Log Cabin Hotel, a business which flourished for many years.

In 1909 the railway, perhaps spurred on by W. H. Johnson's offer of a \$500 contribution toward construction

costs if he was allowed to design the building, began construction of a permanent depot. This was to replace the boxcar then in use. True to Johnson's plan, the new structure incorporated local stone, stucco, and roof tiles into an "English" design.

The station's completion signified the beginning of Hollister's transformation. The railroad assigned Jerry S. Butterfield, its Lee's Summit landscape engineer, to beautify the Hollister area. Employing a force of nine landscapers, Butterfield designed The Esplanade (also called Gloria Park), a wide, winding promenade which skirted the residential area from north to south. The Esplanade and the railroad right of way utilized local stone and rough-cut timbers in a rustic motif, enhanced by artistically arranged planting of sometimes exotic plants.

In 1911 Johnson replatted the town so that the business section faced toward the depot rather than away from it. This turnabout symbolized the railroad's influence: the rest of the town rearranged itself to make the depot its focal point. The railroad also insisted that if Butterfield's work was to continue a stock law must be passed to prevent farm animals from roaming the town at will.

In 1913 the English Inn was erected, so-named because its architectural detail matched that of the depot. The English Inn and the depot were the first buildings in what is now the Downing Street Historic District, listed on the National Register of Historic Places. While these changes

began to transform downtown Hollister from a somnolent crossroads settlement into a tourist resort town, developments were underway on Hollister's north side that were to have profound consequences for its future.

In 1908 the Presbyterian General Assembly met in Kansas City. It appointed a group which included two Springfield pastors to survey the Ozarks for a summer assembly location. A year later, in 1909, a committee narrowed the possible sites down to two--Bennett Springs and Hollister. The upshot was that on January 24, 1910 the Presbyterian Assembly purchased 160 acres on the north side of Hollister above the White River for its Presbyterian Assembly of the Southwest. Hollister was chosen for its attraction to people who would "wish to get away from the dust and dirt of cities...for rest, refreshment, and recuperation." (PHM, Dec. 1940; WRL, 5 Feb., 1915) The encampment was better known as Presbyterian Hill.

In a flurry of activity the top of Presbyterian Hill was cleared, platted, and landscaped with Jerry Butterfield's help. A well was drilled and a stone water tower (still extant) was constructed, and a generating system installed to power electric lights. In true chautauqua fashion, tents served as the first assembly buildings. An open-air pavilion sheltered meetings and in 1912 the hotel Bide-A-Wee was completed. Built atop posts, this rambling, unsubstantial affair housed around forty rooms. In 1922 the Grandview Hotel replaced the Bide-A-Wee, and in 1927 a stone-sided

administration building was built, the gift of Mrs. Jude Simmons of Springfield.

Although the first program on Assembly Hill, 1911, lasted only twenty-one days the summer program roster steadily expanded. By the 1920s numerous encampments, lecture series, and conferences were offered; in 1925, for example, church leaders met there in February. By September six conferences had been held, concluding with a training school for Presbyterian ministers.

Activities were not, however, limited to Presbyterians. As early as 1915 the Women's Christian Temperance Union held its annual meeting at Presbyterian Hill, and successive encampments were held by southwest Missouri Baptists; Disciples of Christ; the DeMolay, a Masonic order for boys; and Campfire Girls. (WRL, 13 Aug., 1915; WRL, 31 Mar., 1916; "Sammy Lane Boat Line Brochure," p. 13; WRL, 27 April, 1925; WRL, 19 Nov., 1925) Nor were programs limited to religious instruction; a life-long resident of Taney County related that he heard his first orchestra perform, viewed a moving picture accompanying a lecture on India, attended lectures on sex, disease, smoking, and drinking, and ate his first ice cream cone--all at Presbyterian Hill. (Mahnkey)

The Presbyterian Assembly offered a variety of accommodations. By 1914 cabins (which all had names) could be leased if one did not wish to stay in the Bide-A-Wee or camp in tents on the campground. A dining hall and kitchen were later built, and the dining hall became so popular in the

mid-1920s that Springfieldians drove south for Sunday dinners there. As one who did so reminisced, "Everybody went there." (Hoblit)

The Presbyterian Assembly continued to thrive through the 1920s. By 1926 its cottages numbered close to 100, and it continued to be the largest-drawing tourist attraction on the west end of Lake Taneycomo. In the early 1930s, however, the Depression manifested itself in dwindling financial contributions. The Assembly, while renting rooms and cabins for nominal sums and providing cafeteria service, did not charge attendance fees, feeling that this would exclude small churches from participation. This left it dependent on contributions from churches and individuals.

In 1933 the Southwest Assembly went into receivership, with superintendent C. E. van der Maaten appointed receiver. This unsteady financial footing followed the Assembly on into the 1940s. It did continue to offer a full summer schedule on into at least 1942, featuring speakers from all over the midwest, and to publish its quarterly newspaper, the Presbyterian Hill Messenger, begun in 1927. (PHM, July 1942)

The same year the Presbyterian General Assembly began scouting for a summer assembly location in the Ozarks the Young Men's Christian Association also exhibited an interest in the area. That summer of 1908 an entourage of some forty people from the St. Louis YMCA was one of the first groups to occupy W. H. Johnson's Camp Hollister. Subsequent plans were formulated for a permanent YMCA family campground at

Hollister; in 1910 it opened on approximately sixty acres northeast of Hollister donated by W. H. Johnson.

During the two decades between 1900 and 1920 occurred the greatest building movement in the history of the YMCA, and this was felt in the new Hollister facility. In 1910 the Banks family of Aurora, Missouri constructed a small cabin on the grounds and others followed, including one owned by the railway, renamed the Missouri Pacific after a merger. Between 1914 and 1917 an office building took shape, housing a registration center, handicraft area and, in time, a small library. The camp had a gymnasium by 1919 and later a dining hall, which in the camp's heyday seated 283. (Ford) Individually-owned cabins numbered about fifty by one account, in addition to summer tents. (The Ozarks, p. 18)

Considered a family camp rather than one solely for children, the YMCA stressed wholesome, character-building activities. It offered instruction and facilities for archery, target practice, badminton, volleyball, tennis, swimming, shuffleboard, basketball, ping-pong, crafts, baseball, and croquet.

The camp's ties with a national organization played an important part in bringing Hollister--and later the Lake Taneycomo area--to the attention of people who might otherwise never had heard of it. This was evident in the distances traveled by one group of YMCA instructors; they came from such distant points as New York; Berkeley, California; and Dallas, Texas.

Access to Presbyterian Hill and the YMCA camp was greatly improved by the construction of bridges. Taney County's first steel bridge spanned Turkey Creek in Hollister in 1912. This facilitated wagon transit from the Hollister depot, on the west side of Turkey Creek, to the road on the east side of Turkey which led to both Presbyterian Hill and the YMCA camp. The new structure replaced a hanging footbridge. The following year, 1913, a wagon bridge which crossed Lake Taneycomo at the east end of Branson's Main Street was constructed. That same year a steel bridge over Coon Creek replaced a foot bridge, providing better access from Branson to the Hollister area, and from both directions to Presbyterian Hill. (Both these bridges were later replaced. In 1925 the Coon Creek bridge was moved to a new site and the present one constructed. The current Lake Taneycomo bridge between Branson and Hollister was built in 1932, although the old Main Street bridge remained in place for several years until swept away in a flood.)

On the eastern shore of the White River, north from Presbyterian Hill, another residential development was begun in 1912 atop a high bluff overlooking the infant town of Branson and what was to become the lake. In that year S. T. "Sam" Parnell, member of a locally prominent merchant family, built an imposing two story stone house at the crest of the bluff. In 1914 Parnell poured a long flight of concrete steps down the face of Mount Branson, ending at the east end of the Main Street Bridge. By that time cottages were already being

built in the development.

These early developments, however, were only a glimmer of what was to come with the construction of Lake Taneycomo, which began late in 1911, and its formation early in 1913. The impending impoundment triggered phenomenal development all along its shores and a burgeoning of businesses which catered to lake recreation. The trend already established in Hollister continued with formation of the Taneycomo Club, an exclusive development northwest of Hollister. Previously a subdivision called Modern Woodman Recreation Camp, this site also lay atop a high ridge, and it included a clubhouse and lots sold to prospective summer residents. The first story of the clubhouse was completed and used in 1913; it was made available only to homeowners in the development. The buildings on Taneycomo Hill, as it became known, generally made use of the rustic Arts and Crafts Esthetic which utilized rough stone, untrimmed cedar posts, and a locally popular feature, resort porches which faced the downhill vista.

One person involved extensively in Taneycomo Hill growth was John S. Sweet, a Topeka, Kansas hotel owner. He built his summer home on the hill in 1911, complete with a detached garage atop complete living quarters for his black live-in help. This couple not only kept the house, but tended the 500 rose bushes in the flower garden terraced down the side of the hill below the house. Around 1930 Sweet built a house just south of his for his sister and brother-in-law, who

occupied it for over three decades. The house just north of Sweet's, which he owned for a time in the 1930s, had a greenhouse addition on the south which at one time sheltered 1,300 varieties of roses, watered by a system of irrigation pipes. Railroad landscaper Jerry Butterfield was a member of the Taneycomo Club, and although his residence is gone, it seems safe to assume that the extensive horticulture and rock landscaping on Taneycomo Hill bore his imprint.

The earliest development on the east end of Lake Taneycomo was sited on the southern bluff above Ozark Beach Dam. This was the Cliff House Hotel and the town of Powersite. R. W. Wilson, sales manager for the Stuart Truck Company in Kansas, built the Cliff House Hotel between August 1912 and March 1913 as the dam below neared completion. In 1914 Wilson filed a plat which revealed his vision for the future: a thriving village called Powersite with neatly laid streets, several parks, a scenic promenade along the bluff, a hotel complex featuring tennis and croquet courts, and an electric elevator down to the waterfront below.

With a post office established at Powersite in 1913, Wilson formed the Wilson Realty Company to bring the new town to life. In 1914 he made arrangements with George Mack, a Kansas City caterer, to run the camp that summer. Wilson was busy meanwhile improving and promoting his development property. In the spring of 1914 he completed a roadway from the boat landing on the lake to the hotel and camp above at Powersite. (WRL, 15 May, 1914) His efforts bore fruit; by

late summer of 1914 a journalist from the Kansas City Star visited Powersite to gather information for an article and Mrs. Mary Long of Texas was building a six-room bungalow atop the bluff. (WRL, 28 Aug., 1914; WRL, 18 Aug., 1914) The Cliff House Club incorporated in 1915, and a promotional brochure of that year showed the hotel backed by a row of rustic screen and canvas-walled summer cabins and the completed boat dock on the lake below.

Wilson's contacts with Kansas City people interested many of them in his development. Early Cliff House Club members included Dr. Burris Jenkins, prominent pastor of Kansas City's Linwood Christian Church and internationally known speaker and writer; J. F. Lauck, Kansas City architect; and Dick Smith, manager and editor of the Kansas City Post. (WRL, 27 Feb., 1925; WRL, 16 July 1925) Cliff House devotees included outdoorsmen and naturalists, including Dr. Jenkins, who was also the president of Kansas City's Izaak Walton League, and Dr. A. H. Cordier, also of Kansas City. A specialist on birds and the author of various books and articles on the subject, Cordier identified thirty-two bird species during one week at the Cliff House. (WRL, 22 April, 1925) The Reverend Paul Settle, an instructor at William Jewell College also appreciated the Cliff House's wholesome outdoor environment; while there he discussed with Wilson the possibility of establishing a bird sanctuary and Woodcraft League of America boys' camp. (WRL, 13 May, 1926)

Many visitors to Wilson's Cliff House development found

it amenable enough to return. The Missouri Writers Guild first held their annual meeting at the Cliff House in 1922. Their tenth annual outing in 1926 was also spent there. Others established their seasonal presence in a more permanent way, by building summer homes. An early one was built around 1918 by J. Scott Harrison of Kansas City, brother of President Benjamin Harrison. Other homes were built in the 1920s and 30s; around 1923 a stone bungalow was built by Springfield physician Dr. Coffelt, who discovered the Cliff house while attending a convention elsewhere on the lake. Three other summer homes were constructed by Kansas City textile merchants in the mid twenties and early thirties.

Approximately one mile upriver from the Cliff House was Cedar Park, another early resort development. Cedar Park encompassed between 300 and 400 acres on a bluff above the lake's southern shore. In the spring of 1914 H. Baird and the McMillen family of Kansas City (who were subsequently involved in several other lake-related enterprises) purchased the land and quickly began building the resort. (WRL, 23 April, 1915) A brochure published around 1915 advertised twenty-five furnished cottages and many amenities. The camp offered bridle paths, tennis courts, a dance pavilion with a polished maple floor (which doubled as a dining hall) overlooking a spectacular lake panorama, showers, electricity, running water, a commissary, and the Cedar Park farm to supply fresh food. The cabins there ranged from

small affairs with screen and canvas walls to some with grand stone chimneys.

Cedar Park guests who looked north across the lake could see the spit of land encircled by the land behind the dam, and could watch goings-on at the resorts which developed on that peninsula. Unlike the southern bluff on which the Cliff House and Cedar Park perched, the northern shore was a broad, rolling expanse which sloped gently toward the lake. During the construction of Ozark Beach Dam this had been the site of Camp Ozark, where the dam's more than 1,000 construction workers had lived. Camp Ozark had consisted of tents, small cabins, a commissary and a school, and the more permanent bungalows which housed power company supervisory personnel.

After construction was finished the Camp Ozark name gradually gave way, as resort development began there, to the name "Ozark Beach." This designation described approximately the eastern two-thirds of the peninsula immediately behind Ozark Beach Dam. The strip of lakefront directly behind the dam and south of the road along the lake's shore was promoted as "Electric Park," acknowledging the purpose of the dam. Along the shore at Electric Park a dance pavilion where Branson excursion boats regularly docked jutted out over the water, and a hotel and rental cottages welcomed tourists. In addition to being the end of the line for excursion boats, Ozark Beach/Electric Park was also a stopping place for float fishermen from Branson who did not wish to portage around the dam for a longer trip.

North of Electric Park lay the area developed and promoted under the name Ozark Beach. In 1916 Walter Slusher and Dale Hartman, two Kansas Citians, bought forty acres there and built a twenty-room hotel and rental cottages. (WRL, 21 April, 1916) In 1919 the Ozark Beach Post Office was established, and the following years were marked by the growth which characterized the rest of the lake area. In 1928 the Crist family, who eight years earlier had built a hotel in Rockaway Beach, another resort development, bought the Ozark Beach Hotel. They continued to expand the operation, building the Crist Cottages to the west of the hotel. By the 1930s the Ozark Beach Hotel advertised saddle horses, shuffleboard, archery, and a swimming pool. Contributing to the hotel's success was the Ozark Boat Line, owned by Drury McMillen of Cedar Park. The line operated row boats, motor boats, an excursion boat, and the dance pavilion on the lake.

Just west of the Ozark Beach development on the western one third of the peninsula lay Edgewater Beach. Along this lake shore was a cluster of early resort bungalows which incorporated the rustic esthetic of stone and cedar typical of Lake Taneycomo resort buildings. Oak Haven Resort, a 1930s complex further from shore, exemplified motor court design with its gable entry cabins and central circle drive. Edgewater accommodations expanded in the 1940s to include Willi Oaks Resort, a slab log structure.

Upstream from the Edgewater development, on the

northernmost curve of the White River, was another first-generation resort. Long Beach Resort lay on the lake's southern shore, situated on a broad point of land which rolled gently toward the lake. Seen from the imposing bluff on the opposite shore, Long Beach was part of Taney Vista, the area's most photographed scenic view.

Long Beach Resort dated from 1913, the year of the lake's impoundment. In November plans were underway for the resort to be built at what was known locally as McKinney Bend. (WRL, 21 No., 1913) The following year Long Beach was platted, put on the market, and several bungalows were built. (WRL, 1 Jan., 1915) In 1915 four wells were drilled and a men-only hotel, The Stag, opened. (WRL, 2 July, 1915) Only a few weeks later the hotel sold to A. B. Thomas of Joplin and opened the following year as the Long Beach Hotel. (WRL, 23 July, 1915) Building in the Long Beach area continued at least on into the 1930s and included some nice bungalows. The Long Beach Resort itself, although it grew to include several resort cabins, seems not to have been promoted or developed as thoroughly as some of the other early teens resorts.

Resorting on the east end of Lake Taneycomo was concentrated at Rockaway Beach, on the lake's north shore upstream from Long Beach. In 1914 Mr. and Mrs. Willard Merriam of Kansas City purchased the property on which the town is located and platted Rockaway Beach, which they planned to develop as a resort town. As a member of a Kansas

City realty firm Merriam recognized the development possibilities of a newly-formed lake. His sales people promoted the resort throughout Missouri, Kansas and Oklahoma with excellent results: between mid-September 1914 and January 1915 all lake front lots and some acreages were sold and twelve houses built. (WRL, 5 June, 1914; WRL, 11 Sept., 1914; WRL, 1 Jan., 1915)

Around 1918 the Merriams built a summer home on Beach Boulevard facing the lake and erected the first of their summer rentals, the Brookside Bungalows. These small, hillside structures overlooked a drainage slough to the east and the lake to the south. They all featured the flaring, Japanesque eaves which characterized the Merriam's construction projects. In 1919 they constructed a dance pavilion approximately twenty-five by forty feet long. This sat out over the water at the east end of the bathing beach at the town's western end. A piano/drums duet provided dance music that first summer, with vaudevillian Ted Nestell playing the drums. (Burton, p. 17) Future Merriam building projects included the Hotel Taneycomo on the east end of town in the early 1920s, more sleeping cottages, and a second summer home in 1920.

Around 1924 a new dance pavilion replaced the 1919 structure. The new building was larger and more accessible, as it was situated on the lake front at the edge of Beach Boulevard, just south of the Brookside Bungalows. This gave the area its first summer-long, public dance facility. On

the pavilion's east end The Inn served carry-out food.

(Burton, p. 18)

In addition to the Merriam's Hotel Taneycomo, which was commonly called the "brown hotel," the Crist family of Springfield built the Rockaway Beach Hotel around 1920. This structure sported a white, pillared facade and was twin to another downriver at Ozark Beach which the Crists acquired in 1928. In late 1926 or early 1927 Mrs. Merriam, now widowed, purchased the Rockaway Beach Hotel from the Crists.

Little more than a mile downstream from Rockaway Beach was the Cedar Point Resort. The Cedar Point land was offered for sale by Willard Merriam and purchased by another Kansas Citian. He developed this resort in much the same manner as many others: on the lakeshore were a lodge building and rental cottages, while the choicest hillside lots, those with a view, were sold for private homes.

The primary mode of transportation into the Lake Taneycomo area began to change in the mid 1920s; passenger traffic on the rails declined as more and more visitors drove automobiles. This left its imprint on subsequent resort development, changing its orientation from the pedestrian visitor (who had ridden the train in) to the motorized one.

Roark Creek, which joins the the White River on the north side of Branson, was bridged in 1913, the year of the lake's impoundment, and it was across this bridge that automobile traffic entered the Branson/Hollister area from the north. There at the south end of the Roark Creek bridge was

where Sharp's Resort began, taking advantage of incoming traffic. The resort cabins were fashioned into a log cabin tourist camp, a style evident elsewhere in southwest Missouri. (Two others, the Pioneer Log Cabin Camp and Log City Camp, were located south of Noel and at Avilla, respectively.) These small buildings were constructed of notched logs with puncheon supports rather than foundations.

The Sammy Lane Resort, owned by Hobart McQuerter who had begun the Sammy Lane Boat Line in 1913, opened in 1924 with twelve camp shelters. The Sammy Lane was situated even more propitiously, for its entrance was at the west end of the Main Street bridge and only two blocks east of the Branson depot.

McQuerter wasted no time in expanding; in 1925 the camp featured a pool, bathhouse, and shelters for automobile campers with screened kitchens and showers. (Gate admission was charged for cars, but season tickets to the swimming pool could be purchased.) By 1926 the camp had thirty camping shelters. The following year McQuerter moved his boat shops from just south of the Main Street Bridge farther north on the shoreline; this space was to be utilized for expansion of the Sammy Lane Resort. (WRL, 17 Mar., 1927)

McQuerter in 1926 constructed a large, two story bungalow on the Branson lake front just north of the Sammy Lane Resort entrance. The upper story provided residence quarters while the ground level housed the offices of McQuerter's expanding businesses. (In 1926 he purchased the

Ozark Boat Line, headquartered at Ozark Beach, and merged it with the Sammy Lane Line.)

The years 1925 and 1927 were landmark years in early Lake Taneycomo tourism. At its conclusion the 1925 tourist season was deemed a record-breaker; just one year later, however, the 1926 season was recorded as the "most successful tourist season in the history of Missouri resort country." (WR, 16 Sept., 1926) This marked the beginning of the second generation of tourism development along the lake, from approximately 1925 until 1929, when the flush of success spurred more and more people to cash in on a seemingly sure thing.

Located just over two miles downstream from Branson and southwest of Long Beach, Taneycomo Highlands was a concentration of hillside summer homes begun in 1927, although the subdivision had been platted the previous year. The majority of these cabins were given a rustic look by the use of slab log veneer and rustic fieldstone. The arrangement of buildings was more that of a typical subdivision than a resort, with buildings lying along three streets which ran roughly parallel to the lake on the west. This meant that some of these homes did not have the best view of the lake, thereby differing from most resort areas, where cabins were arranged along the lake's periphery or on slopes which offered a panoramic view. A road wound down around the south end of the development to the lake; it was originally two ribbons of concrete spaced for the tires on

both sides of a car. Later the center section was filled in to make a uniform roadway.

The most prominent structure in Taneycomo Highlands was the Kansas City Clubhouse, built by Kansas City's Pendergasts. Construction was projected for April, 1927 and plans included a two story building of stone and log in a rustic design, with a ten-foot porch on three sides, and a stone fireplace. (WRL, 17 Mar., 1927) This clubhouse never housed sleeping quarters, but community space--a dining hall, dance floor, etc. (Wankrel)

At the very end of Lake Taneycomo, in the area of the dam itself, lay the town of Forsyth. It was here that the Shepherd of the Hills Estates, another large development, also began in 1926. The Estates was platted on 377 acres, bounded by the lake on the west and Shadowrock Bluff on the east, overlooking the mouth of Swan Creek and the original town of Forsyth.

Streets were laid out, an office, hotel, filling station restaurant, and rental cottages were built, along with a golf course. Lots were sold through the manager's realty company, and several prominent Springfieldians built summer homes within the development, particularly on Lakeside Drive.

Resorting on the other end of the lake in the Branson/Hollister area was characterized during the late 1920s by the growth spurt. The list of new resort camps which operated around Hollister was extensive and included Camp Perfecto, Camp Ideal, Camp Sleepy Hollow, Valley View Camp, Koehler's

Camp, and Shore Acres Resort.

In Branson, Allendale Resort was located on the same spur of land between Roark Creek and the lake as Sharp's Log Cabin Resort. The Allendale complex began in 1925 as a filling station and was added to a few buildings at a time until the early 1930s. (WRL, 14 April, 1927) At that time the land directly to the east across Commercial Street was purchased and Allendale Resort moved to that location. Shortly after that a swimming pool was added, and by 1939 the resort advertised twenty-two modern, furnished cabins, six apartments, dancing and bridge-playing, tennis, boating, horseback riding, fishing, and a restaurant. (Welcome to Lake Taneycomo)

Allendale was a resort that figured largely in the lives of local residents as well as tourists. In the 1930s, when the resort was newly relocated, dances were held every weekend that were open to the public and drew participants even from surrounding counties. (Emerson) The pool was also made available to locals for a small fee, and for many years various groups of young people swam in the Allendale pool after church meetings or softball games on nearby Mang Field. (Henderson)

Across the lake from Branson on the bluff which bordered the eastern shore was the site chosen for the original Kanakuk Kamp, then called Kuggaho Kamp, in 1926. The previous year had been the first for the girls' camp, but it had been held at the School of the Ozarks. Late in 1926 camp director

C. L. Ford of Dallas, Texas purchased land on the east side of Lake Taneycomo and leased property on both sides of Bee Creek north of Branson from Empire Electric. In 1927 Ford opened Kuggaho Kamp for boys on the eastern site and Kickapoo Kamp for girls at the Bee Creek location.

The Kamps operated successfully for ten years, but in 1936 Kuggaho Athletic director W. C. Lantz of Tulsa purchased the boys' camp at a foreclosure sale. He renamed Kuggaho, calling it Kanakuk, and opened Kamp Ke-Mo for girls at the mouth of Bull Creek on what had previously been Camp Leale, a fishing camp. (Apparently the lease on the electric company land was lost, as it became the site of Camp Leale for girls, operated by Mrs. O. L. McBride, wife of a local Empire Electric Company official.)

In 1954 Spike White purchased Kanakuk Kamp and began a program of expansion. In 1962 he constructed Kanakomo, the second of the K Kamps, south of the original site.

While chronicles such as that of Kuggaho Kamp testify to the effect of the Depression on Lake Taneycomo resorting, much of its fabric remained intact, though altered. One exception to that resilience was the town of Hollister, which did not recover its former importance after the combined blows of dwindling railway travel and the Depression. When Highway 65 was rerouted in the 1930s (this project included construction of new bridges over Lake Taneycomo and Roark Creek) it bypassed Hollister's Old English downtown district, and Hollister began to be eclipsed by Branson as the primary

resort/tourism section on the west end of the lake.

Part of Branson's appeal lay in the fact that it was a lake front area, while Hollister was not. And this gave impetus to its continuing tourism development in the thirties. In the late 1920s sports such as water carnivals and speedboating began to be popular lake recreation. A 1927 water carnival was a several-day event, complete with a twenty-mile swimming race from Branson to Ozark Beach dam, a bathing beauty contest at the Sammy Lane Resort, and exhibitions by a U.S. diving champion. (WRL, 8 July, 1927) That same summer boats powered by a 240 horsepower French Hisso airplane engine and a Curtiss airplane engine sped along Lake Taneycomo at fifty-five and sixty miles an hour. (WRL, 14 July, 1927)

Perhaps the natural progression of this trend was to hold speedboat races, and that took place along the Branson waterfront during the Depression years. Competition featured both inboard and outboard motor boats, raced by local competitors and national personalities. (WRL, 6 July, 1933) Lake Taneycomo received nationwide attention in 1939 when races sanctioned by the National Outboard Motors Association were held there. 250 competed for prize money, cheered on by an estimated 15,000 spectators. (TCR, 10 Aug., 1989)

Perhaps because events such as these focused interest on the Branson lake front area, two W.P.A. projects were completed there. Bleachers lining the street along the lake were constructed of mortared slab rock specifically to

accommodate the crowds of racing enthusiasts. Directly west of these stands was the city park, purchased in 1917 from the Branson Town Company. (WRL, 18 Aug., 1927) Although it had long been a ball field the wooden stands there had been destroyed by a flood; these were also replaced by a W.P.A. project of stone.

Further evidence of Depression-era growth can be found in Branson lake front resorts. Motor courts appeared at this time in response to an American public which was traveling largely by automobile, and their configuration was decidedly different from earlier ones serving pedestrians. Motor courts were usually grouped around a central court and/or a central, private driveway. This differed from older arrangements in which individual units all accessed the street; motor courts usually provided off-street parking. Motor courts in Branson which likely date from the 1930s and 1940s are the White River Court, north of the 1926 Malone Hotel, and Brill's Rainbow Resort. Rockaway Beach also continued to grow during these decades, evidenced by remaining motor courts such as Kenny's, Michel's, and Water's Edge Cottages.

Examination of resort development on Lake Taneycomo revealed three phases of growth. The initial phase actually pre-dated the lake but was part of the growth following impoundment of the lake. This first phase, of steady but unspectacular growth, can roughly be dated 1908 to 1924.

The mid-twenties marked a new high in the area's resort development, bringing record dollars into the area and

causing an enthusiastic scramble for business which anticipated an ever brighter future. Out of these expectations grew the second generation of resorts, those born in the boom years of 1925 to 1929. This was also a period of expansion for previously established enterprises.

None of these entrepreneurs could foresee, of course, that the stock market crash of 1929 and ensuing Depression would interfere with their plans. Surprisingly, though, while tourism and resort development certainly slowed during the thirties it did not cease.

Two factors consistently influenced development along Lake Taneycomo in Taney County. First, the rustic esthetic advocated by the Arts and Crafts movement, rooted in the belief that all things "natural" were inherently better, made rustic building motifs a part of the built landscape, evident in everything from gateposts to ball stands to houses.

Secondly, changing transportation modes during this period left a distinctive imprint. Tourist courts were a manifestation of this, as was the changing arrangement of buildings within developments. Pedestrian-era resorts were generally oriented toward scenic views, while later ones were laid in nice, regular grids of accessible streets.

The presence of landscaped flights of outdoor steps in the Hollister area indicate that before automobiles climbed over hills, stairs were the most expedient means of ascent and descent. Remains of pedestrian stairways exist on the north side of Coon Creek, leading down to the location of the

original footbridge across the creek and to the road north to Branson; down the face of Mount Branson; down the face of Presbyterian Hill; and down the south side of Presbyterian Hill. Though unused, these are a vivid reminder of the origins of area tourism.

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Architectural and Landscape Context
By David Quick

He who looks on nature with a "loving eye," cannot move from his dwelling without the salutation of beauty; even in the city the deep blue sky and the drifting clouds appeal to him. And if to escape its turmoil--if only to obtain a free horizon, land and water in the play of light and shadow yields delight--let him be transported to those favored regions, where the features of the earth are more varied, or yet add the sunset, that wreath of glory daily bound around the world, and he, indeed, drinks from pleasures purest cup. The delight such a man experiences is not merely sensual, or selfish, that passes with the occasion leaving no trace behind; but in gazing on the pure creations of the Almighty, he feels a calm religious tone steal through his mind, and when he has turned to mingle with his fellow men, the chords which have been struck in the sweet communion cease not to vibrate. (Thomas Cole, "Essay on American Scenery," 1835-36 in Spencer, p. 83)

This club looks out over one of the most beautiful lakes in America. The view is softer than any in the Rockies because of the greenery and because of the blue mist that hangs over the Ozarks. Sunrises and sunsets, unimpeded, spread upon the heavens for the delighted eye....This is paradise to the holiday maker and the sportsman. How one could be anything but happy, which means good--good and happy--at Cliff House, is inconceivable. (Burris Jenkins, in the Cliff House Club Brochure, c.1915)

Tourism is an activity of choice. We don't need to reach particular destinations in leisure travel in the same sense we need sleep or shelter, although we need places to eat and sleep when we are touring. The places and activities tourists choose have to do with belief--what they believe will be pleasant, good or elevating. Therefore, whatever the tourist chooses is an expression of a pre-conception, an idea or an ideology, no matter how trivial the choice may seem. In the tourist business the first visit is the most important one; you need to make someone go somewhere they have not been before. (If the first timer is to be attracted, the appeal

must be to a predetermined ideology, to a belief that the person already has.) For the promotor, or the business person the problem is to attract the tourist through ideology or mythology in order to profit from their presence by providing them with necessities. (See John A. Jakle, The Tourist, for an excellent study of tourism and its types and phases.)

In an examination of the cultural landscape of a tourist area, we can expect to find evidence of two sorts of development: that which provides the connection with a popular pre-conception (the attraction), and that which provides the necessities of life. To these needs to be added a third if the tourist is to be caused to return and that is the provision of confirmation which demonstrates that a pre-conception has been met. This confirmation might be in tangible form such as objects as simple as postcards, or in activities such as boating or fishing.

The Taneycomo area is interesting in that the basis of all three elements--ideological preconception, provision of necessity, and confirmation--have been to a greater or lesser degree manufactured. Although the ideological basis of the area's attraction is a concept of nature, no "natural wonder" like Niagara Falls or Longs Peak exists in this area to function as a concentrating attraction.

In the Taneycomo area the attraction revolves around a closely related set of pre-conceptions which have a long history in the popular ideology of the United States. For the sake of simplicity I shall group the visual aspects of this set of pre-conceptions under the heading "the picturesque aesthetic," and the physical

aspects of it under "the dream of the Arcadian life." That dream rarely carries the visual forms associated with classical antecedents. In the Taneycomo area these two come together in the domestic artifacts of built environment almost entirely in terms of the "craftsman" or "bungalow style" often broadly defined to include decidedly "rustic" elements. In dealing with this area, it is important to understand that the built environment includes much more than just the buildings on the land. Landscape always involves more than just land; it is a configuration of land which conforms to some sort of human concept. In the Taneycomo Lake area people took land and created landscape in a very tangible manner. This built environment must be understood in some sense to include that constructed landscape as well as simply built forms upon the landscape--buildings and aggregates of buildings. In the town of Hollister in particular, the land itself together with the native stone were manipulated to create informal but nonetheless carefully contrived compositions.

"Picturesque" literally means picture like, but in the visual arts and architecture it takes the meaning of a pleasing poetic irregularity. It involves all aspects of a type of composition applied to nature, or a scene from nature, which exploit asymmetry of organization and variety in colors, textures, rhythms, and light. It does not involve enormous grandeur of scale or power which can be frightening, and which are termed "sublime." Neither does the picturesque normally include those sorts of regularity we associate with the classical.

Having established the picturesque as the ordering principle for the visual landscape of the Taneycomo area, a hierarchy was established for the location of developments and structures, a hierarchy which sorted these both by social status and by function. In the broadest sense this hierarchy assigned the highest ground with the best view the highest status for both resort development and for private ownership; those who could command or afford it took visual precedence in a landscape ordered for visual reasons. While there is not, of course, a complete correspondence between social position and position overlooking the lake, still certain resort cottages and residences with commanding views--those on the bluffs at what is now Forsyth, Shepherd of the Hills Estates, Lakeside Drive, Powersite with its view down the lake from over the dam, and finally those higher areas on the south of the lake at Rustic Acres and Taneycomo Highlands--are the largest and most finely built. These also were the places where prominent individuals from Springfield, Kansas City and other further places located their cottages. It was also on the high ground where the most pretentious resorts were located, the Cliff House at Powersite for example. This was also true in Hollister near the western end of the lake where some residences which remain from the Taneycomo Club give the best picture of what the landscape of a fine private resort was like.

The fundamental artifact of importance is the lake itself. It was the lake which transformed a scenic river valley in the Ozarks, similar to others, into the attraction. The lake was created by the dam which itself was a focus of interest as the first such project

in the area. The dam and related structures as well as the lake are enormously important historical landmarks in terms of rural industry. In addition to its effect on the visual landscape, the dam is a very early example of a large scale hydro electric project which still functions. The project retains its original power house and the working generators as well as most of the rest of the equipment dating from the 1920s and before.

The importance of the dam as an attraction and a landmark was recognized by Empire Electric Company from the first. The more gently sloping land on the north side of the dam and to the west along the beginning of the impoundment area was developed as Ozark Beach with a long spit of land out to a dance pavilion and the pier for the passenger boats which brought tourists to the resort area that developed at Ozark Beach. Today the private and rental cottage development has been removed from the lower beach area just to the north and west of the dam, and the company maintains the area as a park open to the public. Private Ozark Beach development remains to the west of this "Electric Park" area. Within the Electric Park area the company has been careful in its construction. The two buildings which have been retained in the park on the beach side of the road are the Dam Office building and the former Store Post Office building, both fine examples of the rustic use of local "white" stone. To the north of the road in the park area the company retains a number of carefully maintained frame bungalows for visiting company people and a particularly fine frame bungalow for the on-site manager.

Once the dam created the impoundment, the river valley went from scenic to at least potentially picturesque--that is, it came to correspond with a standard pictorial concept of desirable nature which, by the early twentieth century, had been established in the popular mind. The area, dam, lake, and surrounding hills and those bottoms which were not flooded, had ceased to be just land and had become a landscape. To think about land as landscape even in the pictorial sense is to impose a kind of mental order which establishes a hierarchy for the location of object within the landscape. In this case the predominant ordering concept was the picturesque. Locations of certain class-distinguishable and functionally-distinguishable structures were determined by this concept. It was also a part of the determinant of the materials chosen for the various structures and thereby influenced some of their basic forms, to some degree becoming the basis for historic associations such as the medieval English theme used in downtown Hollister.

Nearly as important as the creation of the potentially picturesque Lake Taneycomo was the manner in which it was displayed, both directly to the visitor and indirectly through promotional pictures and literature. We know a "picture" is a picture by reason of the fact that it is framed. The picturesque is "picture like" and also requires directing, focusing of attention, and limiting the view. Initially this organization of the vista was done by the selection of locations for development. The high ground, mostly along the southern shore of the impoundment with the most characteristically picturesque vistas, was claimed for

development catering to those of more elite status. The Cliff House development at Powersite, the Shepherd of the Hills Estates, or again, the Taneycomo Club in Hollister, are all examples which use the high ground in this manner. The less elite rental resort and fishing camp development tended to be located closer to the water, at lower elevations. The visual hierarchy established by picturesque composition was translated into a social hierarchy of development: the studied irregularity of meandering streets, esplanades, and park areas weighed significantly in the initial plans for those resort developments which catered to the more well to do clientele. Again, these developments included Shepherd of the Hills Estates at what is now Forsyth and R. W. Wilson's plan for the development of Powersite, indicating the picturesque aesthetic-dominated larger scale development as well. The meandering sequence of the Brookside Bungalows (the first rental development at Rockaway) along a ravine leading back from the lake also indicates that the picturesque concept of planning was important, at least for its initial development. Simple additive location with a predominant lake-directed orientation dominated later distribution of the buildings at the lake side rental resorts and resort communities.

Once the developments were located they tended to define the point of view from which promotional photographs were taken and from which visual descriptions were written. View, vista, and scenery were emphasized in the literature intended for the upscale visitor and potential cottage builder while photos of boats and

activities such as fishing tended to dominate promotional literature for the less elite resorts.

One of the most interesting and telling instances of the making of the land into "landscape" came with the development of highway 76 to Forsyth in the 1920s. In the building of highways the State Highway Department made an effort to gain the support of the tourist traveler by clearing back the area adjacent to the roadway to develop vistas. Taney Vista, a turn off along the highway approaching Forsyth, provided the viewpoint for numerous promotional photographs for both the resort area and for the highway program. This vista, both as treated in photographs and as seen by visitors in person, combines a high view from a prominence over a substantial curving body of water and wooded hills, all framed by foreground trees. These elements have characterized a fundamental pictorial concept of landscape from the beginning Hudson River School of painting in the United states during the first half of the 19th century. We can see this by a comparison of Taney Vista with Thomas Cole's famous painting "The Oxbow." In fact, some of the essentials of the picturesque aesthetic predate the Hudson River school and derive from English sources in the late 18th Century. Of course, the basis of the philosophical concept of the picturesque can be traced back to the "sacred idyllic" landscape paintings of the Roman's and the Arcadian dream they represented.

It is clear that people from different social strata have somewhat different concepts of Arcadian resort life. The elite seem to have been content with the proximity of the view rather than the

water itself, and the resorts which catered to them tended to emphasize the skill-oriented social sports of tennis and golf, though members from the elite certainly were not immune to the pleasures of angling. (Even today, the lake side rental properties emphasize fishing.) The one activity which seems to have brought together people from all social strata during the '20s was dancing. Dance pavilions were carefully located to exploit a romantic proximity to the water at Ozark Beach, Rockaway, and Cedar Park Resort. Dance barges also plied the lake, and undoubtedly other lodges and clubs had dance floors. The quality of the live performance of dance music was prominently featured in promotional literature.

ROCKAWAY BEACH

Within the picturesque concept, Rockaway Beach is a special case that exemplifies a further idea, that of an "attraction." While Rockaway may have started as a place for people to be, it became a place where they went to do. It was a resort community, not just a resort. That is, instead of the individual and more private activities of resort life with which people were generally acquainted, at Rockaway people were involved in public sorts of entertainments, activities, events, etc. This created a distinctly different spatial order and hierarchy in the area.

Private resort visitors may feel uncomfortable until they are involved in some way which makes them "belong." In a public place like Rockaway, everyone feels accepted without checking in. The feelings of "private" and "public" are very important in defining the nature of tourist places.

The resort town of Rockaway Beach presents an interesting document of the forces which impinged on the development of the tourist industry in the first half of the 20th century. The town today creates the initial impression of a kind of charming chaos. The 1933 town plan (which represents the present day street pattern and shows that a number of early buildings are still in existence) contains a curious mixture of forms. The apparent confusion disappears, however, when we consider a few factors which were in operation at the time the town originated and a few changes which have taken place since.

Rockaway began as a resort development in the later teens which was to have both private and rental cottages. At first it was reached almost entirely by water; people took the train to Branson, then one of several boats from there to Rockaway, making it an almost completely pedestrian community.

Rather than the cold water lake it is today, Lake Taneycomo was originally a warm water lake which encouraged swimming in the hot summers. The change in water temperature was the result of the creation of Tablerock Lake to the west in the early 1950s. The water in Taneycomo comes from the deepest levels of the later lake. For the greater part of the town's history the entire area between Beach Boulevard and the lake was not cluttered with construction as it now is; even the boat docks are fairly late additions. Except for the dance pavilion and restaurant just to the west of the creek valley, the entire lake front of the town would have been a grassy beach, one of the original appealing aspects of the town involving interaction with the water.

During the early '20s the beach area of Rockaway had two poles: an east one and another to the west. At the west end of the Boulevard was the store-postoffice, the Crist Hotel, and the public landing. Originally the dance pavilion was over the water on a spit of land extending out from the west end of the beach; later, it was to move to the beach side of the east end of the boulevard where its building still stands. To the east was the Merriam development, which included the Brookside Bungalows, and later, the Brown Hotel. Likely there was a private landing for guests to disembark at the east end of town as well.

The Brookside Bungalows were built along a wooded ravine which began at the lake at the east end of the beach. They meander up the fairly steep hillside towards in a northwesterly direction to a point which was close to the present summit of Benton Avenue. The other end of Benton Avenue is the west end of the Beach Boulevard near the original store and postoffice. The Beach and Beach Boulevard, the meandering line of the Brookside Bungalows, and Benton Avenue form a triangle which would have been the original community exclusive of the Merriam hotel, the Merriam cottages which were built past the ravine, and the lake front development to the west of the end of the Boulevard. The current streets within this triangle reflect, and likely are a formalization of, the normal pathways pedestrians took bringing supplies and luggage up to the Brookside Bungalows and other cottages, moving directly down the hill to the beach or over to the store and postoffice. The area within this triangle thus represents early or pedestrian Rockaway. Aside from the Brookside Bungalows, which orient toward the ravine,

and the motor courts which were built later, the cottages in this original area tend to relate to the beach and the lake in terms of windows and porches, although their entrances face the roadways. The scaling within this area is very small; the exterior distances and setbacks are very small, as are the lot sizes. The screen front on a normal single lot in the area is about 25'. All this indicates that Rockaway was originally a pedestrian resort community and the area still largely retains that feeling.

To the west of Benton Avenue the average block is much larger and the streets are laid out in a modified grid. While the cottages and homes are not necessarily larger and the lots are still narrow, the houses now orient to the roads and the setbacks are much greater. This is the later automobile section of the town. As a practical matter for the motoring tourist, automobile access to Rockaway developed during the second half of the 1920s, although rail to Branson and boat access to Rockaway continued to be important for some time. The dates of the buildings in the two parts of Rockaway reflect these two periods of access. Except for the motor courts and recent building, most of dates of buildings within the triangular area are from the earlier '20s or before. Except for the areas immediately adjacent to the lake, which developed early, most of the buildings in the western section of town date to the '30s '40s, and 50s.

Three major factors were involved in the design of the resort cottages remaining in Rockaway: cost of construction, an openness to nature and air, and a picturesque aesthetic. The factor which unites the cottage plans was the presence of screen porches. Almost

inevitably there was one porch and often there were two large screen sleeping porches. Today most of these have been closed in, usually with windows. The basic cottage plan was conceived as a single gable ended rectangular block with a porch in the gable end of the block, or a porch on one or both eave sides attached to the block. Usually these eave side porches have roofs which slope more gently than the central roof. The plan of the central block might have been a single room and porch or the interior space might have been subdivided in various ways dependent upon the location of the entrance, the size of the block or other factors. Of course, the plans of many of these cottages were often changed through time because of the addition of bathrooms and other features.

Exceptions to these basic plan types in earlier Rockaway are the Brookside Bungalows, the first of the Merriam tourist buildings which, as already indicated, were arranged in a meandering line along the ravine on the eastern edge of town. Characteristic of all Merriam buildings in Rockaway these small structures had eaves which flared upwards on the corners of hipped roofs and screened vent hoods on the peaks of the roofs. Such eaves resulted in a type of building in which the screened area was necessarily contained within the central block rather than attached as a lean to. These details gave the Merriam buildings a decidedly Oriental flavor and were the idea of Kansas City architect Frank Phillips. While such Oriental references were a common part of Craftsman Style design, one is led to speculate that Phillips was aware of the Chinese and Japanese delight in the idea of retiring to a picturesque natural setting for meditation and escape. These bungalows and their

setting remind one of the countless Oriental scrolls with scenes of huts arranged along streams and rivers among hills and trees. An example is the "Scenic Dwelling at Chu-ch'u," by Wang Meng from the Yuan Dynasty. A certain picturesqueness is suggested in the configuration of the individual cottages with their contracted solid and screened parts, and their different roof slopes. The picturesque aesthetic, however, is more strongly apparent in the way the Rockaway buildings are sited, and the choice of details and materials. In this, the exterior wall and base or foundation treatments are almost equally important. Board and batten was sometimes used in the earliest construction, notably on the Brookside Bungalows, but various forms and widths of horizontal siding is more common and more appropriate to the simple stud frames. This siding ranged from very narrow double shingles and grooved shiplap on what are likely earlier structures to various greater widths. Of course many, if not most, of these cottages have been resided or stuccoed.

The base material is very important for the picturesque as it relates the building to the ground. Many of the rental cabins were originally set on posts and many still are still supported in this fashion, retaining high integrity. This form of foundation becomes distinctive in the many cases where the building is built on a steep slope with the veranda or sleeping porch on the south lake side of the cottage quite high in the air. These posts were often screened with lattice, sometimes under the porch only and sometimes under the whole structure. A further distinct treatment of this

visual base for the structures is the flared lattice bases of some of the lake side cottages.

Rubble stone and slab rock foundations are other common picturesque treatments of the visual base for these structures. Some of these were undoubtedly early replacements of posts while in other cases they are original. During the '30s the skirt rock variation of the slab rock base, either as a foundation or as a veneer, became so common that it appears to be a local motif.

Though surprising, the fact is that the more strongly rustic or "Ozark" treatments of log or log like construction are not present in Rockaway cottages, although this more extreme aesthetic was once represented by the "Brown" hotel as well as the veranda posts and other original details of the postoffice store. The Crist Hotel, now gone but to be seen in many photos of Rockaway and the duplicate of a building still standing at Ozark Beach, was fronted by a colonnaded veranda more classic than rustic in character. Rockaway in general, while still picturesque, had the character of a coastal beach town; indeed it was compared to Atlantic City.

With the introduction of automobiles in large numbers, to Rockaway came the motor court around which the cottages orient to the private parking court in the center rather than to the lake. While the motor court cottages were often similar in type to those of the earlier rental cottages, they were sometimes simple rectangular structures with no screen porch although they were also sometimes adorned (possibly at some time after their construction) with intentionally "cute" detailing. More recent examples might be simple concrete block buildings. However, one motor court aesthetic

idea is noteworthy. This is the tendency to make the motor court cottage appear to be a miniature version of a fashionable house type of the time. Delux Camp #2, now Duck Harbor Cottages, c. 1938, is an excellent example of this.

Besides the private and rental cottages at Rockaway there are numbers of larger summer residences and homes. The majority of those built prior to 1940 conform to bungalow types and are consistent with the overall resort theme; indeed in the early bungalow literature, it was discussed as a summer or retreat residence type. At Rockaway two of these larger homes deserve special mention. The Merriam summer home "Whylaway," now Gott's Landing, on the eastern end of Beach Boulevard past the ravine, is a rambling structure with the characteristic flared eaves that mark Merriam construction. The walls of this home are constructed in a rubble stone manner of the porous local "cotton rock," and it is a fine example of craftsman style building. Taneywood, the Olendorf house at the extreme west end of town, is a more conventional bungalow, but it is a particularly fine one, much larger than others in the area and constructed in a manner to use the warm colors and textures of a variety of materials.

The cottage and motor court areas of Rockaway still retain much of the feeling of the pedestrian resort and early motor court periods of this resort town. Change has been greater along Merriam Boulevard, the highway entrance to town, and along Beach Boulevard, the town's principle commercial street. The beach no longer dominates the lake side of the street. The spit of land upon which the first dance pavilion was located is still there, at the west

end of the beach, but with a raised frame structure upon which people now sit and fish. The east end of the beach area is still dominated by the buildings which were once the dance pavilion and restaurant and which still have their flared eaves. These two east end buildings have been enclosed and remodeled for other purposes, although on the interior of the pavilion the fine large trusses which support the roof are still visible.

The beach area is now cluttered with boat docks which were introduced during the boat racing days of the '30s, and other amusements intended to replace the bathing which had been a major activity until the impoundment of Tablerock Lake which resulted in the lowering of the temperature of Taneycomo Lake below what was comfortable for swimming. Although most of the buildings on the North side of Beach Boulevard have been lost or transformed, a number retain some of their earlier qualities. These include the building which once housed Captain Bill's Restaurant on the east end of Beach Boulevard, and the building which contained the first store and post office at the west end. Still there remain reminders of the entertainments of an earlier resort period including a bumper car pavilion with its cars still functional.

Although changes continue to be made, in many ways the evolution of Rockaway Beach stopped in the 1950s with the opening of larger impoundments both up stream and down stream and the drop in the temperature of the lake. The town today presents a rare picture of resorting during the first half of the 20th century--rare because of the normally ephemeral nature of most such resort structures.

HOLLISTER

To understand the current plan of the town of Hollister it is necessary to think of it as originally a group of communities located on a series of hills or bluffs with a common business and transportation access between them in the Turkey Creek valley. The first of these communities encompassed the area which is now literally "downtown" Hollister and the residential area on the hill immediately to the west and south. Developed as a railroad resort town, the residential area was separated from the downtown by the railroad track and later Highway 65 as well. The eastern limit of "downtown" was Turkey Creek. Later an additional residential area developed on the hill to the east of Turkey Creek and the downtown area.

The Taneycomo Club, a private resort, hotel, and restaurant development, was on the bluff immediately to the north of the original residential area with a commanding view of the Turkey Creek valley. To the north of the eastern residential area on Presbyterian Hill was the Chautauqua grounds, the north western edge of which commanded a view of Taneycomo Lake. Between Presbyterian Hill and the Taneycomo Club bluff in the Turkey Creek bottom adjacent to the south side of Taneycomo Lake was the YMCA Camp area. As can be seen, each of these communities or neighborhoods developed as part of or around a tourist focus, and not only can this pattern still be read in the landscape but so can the social distinctions between these original areas of development. The architectural and social character of each will be discussed in turn.

Downtown Hollister is already a National Register District and therefore will not be discussed in detail; however, certain aspects of its Architecture must be mentioned. That architecture follows a uniform "Old English" motif executed with the rustic use of local "white rock." W. H. Johnson, a Springfield, Missouri speculator and entrepreneur, who interested the Railroad in developing Hollister is credited with originating this concept. Apparently for W. H. Johnson, Arcadia was an English Village with its medieval survivals. That he should have this idea is not at all surprising when we consider the ideology at work behind the whole of Taneycomo development. If we return to the very beginnings of the concern for a picturesque domestic architecture in the United States as expressed in the very influential books by Andrew Jackson Downing, we find such statements as: "As regularity and proportion are fundamental ideas of absolute beauty, the Picturesque will be found always to depend upon...irregularity, and a partial want of proportion and symmetry," and:

As the effect of Rural Architecture is never a thing to be considered wholly by itself, but on the contrary, as it always depends partly upon, and is associated with, rural scenery....If we analyze the charm of the large part of the rural cottages of England--the finest in the world--we shall find, that strip them of the wealth of flowing vines that adorn them, and their peculiar poetry and feeling have more than half departed.... (The Architecture of Country Houses, 1850)

The Craftsmen Style is the principle category in which we place the largest part of pre-WW2 Taneycomo development. The term "Craftsmen Style" represents a later, more universally affordable, variation of the architecture and furniture produced by the "Arts

and Crafts" movement which was, most importantly, of English origin. The English "Arts and Crafts" movement was a reaction to the excesses of the industrial revolution as it occurred in England and to the design forms which resulted from it. William Morris and his followers who created the Arts and Crafts Movement wedded a concept of craft or cottage industry socialism with a dream of the supposedly simple and natural life style of the middle ages. The design they created involved the use of handcraft, a sense of the nature or character of materials, and forms which very often indicate inspiration drawn from medieval design. The Craftsman Style is a somewhat later United States variant of the Arts and Crafts Movement, which was intended for a much wider segment of the population by its leaders such as Gustav Stickley who wrote about this style in such influential sources as the Craftsman Magazine as well as a number of pattern books. One might thus see the Craftsmen Style as a late popularized expression of the Arts and Crafts Movement. Anyone familiar with the Craftsman Magazine or the rest of the enormous literature which was printed before and just after the First World War supporting the Craftsman Style of the bungalow, its chief residential building type, will know that the style was promoted in moral and ethical terms as an expression of a simple, honest, self-reliant lifestyle in tune with nature. In Stickley's words from "The Craftsman Idea:"

...the influence of the home is of the first importance in the shaping of character....One need only turn to the pages of history to find abundant proof of the unerring action of Nature's law, for without exception the people whose lives are lived simply and wholesomely, in the open, and who have in a high degree the sense of the

sacredness of the home, are the people who have made the greatest strides in the development of the race....

We have set forth the principles that rule the planning of the Craftsman house and have hinted at the kind of life that would naturally result from such an environment....We need hardly say that a house of the kind we have described belongs either in the open country or in a small village of town....We have planned houses for country living because we firmly believe that the country is the only place to live in.... (Craftsman Homes, 1909)

Ironically, the Craftsmen Style fulfilled many of the broader social ideals of the leaders of the Arts and Crafts Movement although many of the building forms, and the entrepreneurial capitalist motives of the builders, would have disturbed them. There is an intellectual consistency as well as a visual unity between "Old English" downtown Hollister and the rest of picturesque Taneycomo development.

When we move across the railroad tracks from downtown Hollister to the Esplanade we move into the original residential area of Hollister. The houses remaining on the west side of Esplanade include the Johnson-Moore House, a fine bungalow with a native stone porch and chimney, and the Kite house, a fine example of an irregularly planned house built largely with native stone, with stucco, some exposed timber, and a tile roof. Diamond panes and other details carry forward a suggestion of the medieval theme from downtown Hollister in this home of one of the early entrepreneurial families of Hollister. Around these homes are rock retaining walls attributed to Jerry Butterfield, a landscape architect who worked for the railroad and who was responsible for a great number of the rock landscape features in Hollister.

Further north is North Esplanade where, again on the west side of the street, there is a sequence of houses which involve the use of native rock and bungalow characteristics. These are built into the upward incline of the hill. These houses on Esplanade and North Esplanade were the homes of some of the more prominent business people and residents of Hollister. In a relatively highly visible location they provide a transition between the character of the downtown area to the east and the remainder of the residential district up the hill to the west.

The character of the homes in this residential district is quite different than that along Esplanade. For instance, along 4th Street, west at right angles to Esplanade, are a series of traditional double pen forms of vernacular houses. If we speak of this area as a whole we could say that its character is of smaller vernacular houses of a variety of types. These types, however, relate to the parts of Hollister already discussed because of the frequent use of native rock for foundations, chimneys, details, and in the "slab rock" form for walls. Some of these will be discussed more fully under the heading of "Log and Rock." Nonetheless, the architectural transition from Esplanade to the residential area behind marks a social transition as well, from relatively wealthy and prominent citizens of Hollister to the normal year round community residents and workers whose houses reflect the typical area vernaculars including the earlier traditional ones and later ones which exhibit the impact of broader 20th Century residential movements. However, there are several buildings in this area which need special mention. Two are cottages along Elm Street: the Kite

Honeymoon cottage which combines fishscale shingles in the gables, shingled exterior walls with a rock foundation and chimney; and the "Cedars" with exterior walls fishscale above, shingles below and a projecting bay which continues into a dormer roof. These two structures strongly suggest the small late 19th century cottage types which appear in the pattern books of that time. These two, likely very early in the development of Hollister, represent survivals of an earlier phase of the picturesque tradition. Another important structure, the Presbyterian Church (1916-17) is an excellent example of the use of field stone with some cut stone to achieve a delicate patterning, which, together with buttresses and a steeply pitched roof, continue the medieval theme.

The Taneycomo Club was located on the bluff just north of the western Hollister residential area. The road curves around the eastern brow of the hill up to the club house building which while almost completely modified, still retains some native rock work together with some adjacent structures. Most importantly, however, along this road as it follows the brow of the hill a series of summer private resort residences survive from the time of the club. These cottages, mostly built into the bluff on the eastern side of the road, when taken together give a good sense of the nature of an exclusive private resort. Very close to the road on the west and with a vista of the valley below on the east, these residences are carefully and informally fitted to the site with natural rock retaining walls forming terraces and walls. These houses continue the use of rock in foundations, chimneys, and some walls where it is contrasted with shingle siding in those which retain their

original exterior surfaces. Even those that don't have these features still contribute to the ensemble, creating a strong feeling of informal early 20th century resort landscaping which certainly stresses a picturesque union of landform and architecture. These also reinforce the theme of the upper class resort resident selecting the higher ground with the view.

The eastern hillside

This residential area adds evidence to support the thesis that the more pretentious residences occupy the more prominent locations either in terms of altitude or visibility. Such residences include the Kite-Hackett and the Ryan Houses. Being fine rock houses, both will be mentioned in the section Log and Rock. The more ordinary residences follow conventional vernacular patterns in less obvious locations. These dwellings show the response of the vernacular tradition to current regional fashions in the 20th century. The most common way this is shown is in the great number of dwellings which exhibit the use of rock including slab rock walls and rock resided houses. One extraordinary example of a response to the appearance of fashion or visual ideology is a bungalow in the east Hollister Hillside area which is sided with brick patterned asphalt siding to which have been attached slab logs of cast concrete.

Presbyterian Hill

Knox avenue connects the eastern hillside area with the Chautauqua grounds on Presbyterian Hill. A series of summer cottages once on the Chautauqua grounds are located to the east of Knox Avenue. The public gathering areas of the Chautauqua grounds occupied the summit of the hill, the location with the finest

vista. The cottages are set back from this and mostly were quite modest in character. Those cottages which are still being used have been resided and generally much altered, but apparently the original cottage choice of siding was vertical board and batten. A board and battened structure in a dog trot shape once used as a two unit rental still exists as a ruin. Another cottage, with a sign designating it as "Bee at Eze," has very high integrity although it is deteriorating. It has vertical plank siding, a rock foundation and chimney, and sleeping porches front and back, thus taking the form a highly typical summer cottage. On the summit of Presbyterian Hill close to the upper termination of a flight of stairs down to the lake and the adjacent highway is the administration building for the Chautauqua club and two water towers. These are rock structures with varying patterns continuing the most prominent theme in picturesque Hollister construction.

Highway 65 and the YMCA camp area

While Highway 65 runs adjacent to the YMCA Camp area, the highway structures represent quite a different sort of building than those in the camp area. Great variety, however, characterizes both the Camp area and the highway buildings. In general the buildings along the highway are permanent residences of a substantial sort, while the seasonal cottages in the camp area represent early construction and a lower economic status. This again reinforces the thesis that the buildings representing a higher status commanded an elevated view while those representing a lower status tend to be closer to the water.

Located along the lake shore in the camp area are a sequence of early seasonal cottages. On the northeastern end of the sequence is the "railroad" cabin supposedly built for railroad employees and guests. This rock and narrow sided structure is a good example of early tourist construction. Next along the lake come two cabins with narrow siding. Such small buildings of a regional vernacular sort do not have the picturesque qualities which would soon characterize the Taneycomo area. One of these may date to 1910 at the very beginning of the development of the area. On along the lake to the southwest is a slab log sided cottage similar to the type found in and near Forsyth.

Highway 65 residences form a contrast with the modest buildings in the camp area. The Branson Veterinary Hospital is now housed in a very impressive rock bungalow which is characterized by a pattern of balanced small and large rocks, triangular eave brackets and round porch columns. The Riley House, also on highway 65, is of more recent rock work, and two smaller houses appear to have been given rock veneers sometime after the time of original construction.

Closer to downtown Hollister are some commercial buildings which require mention. The American House, once a hotel and one of the oldest buildings in the area, no longer has sufficient integrity to be listed on the Register as an individual building but because of its important historic associations could possibly be added to the existing downtown historic district. Larges Service Station is a building with rock walls and presents a series of changes which took place relative to Hollister's growth and highway

construction. The Orville Howard Garage might also be considered as a possible addition to the downtown district because of the high quality of the rock work and English theme applied to a large commercial building with a rainbow roof.

BRANSON LAKE FRONT

Branson played a special role in the Taneycomo landscape. Before the improvement of the highways it was the point of rail access for tourists entering the area, and after U. S. Route 65 was established it remained a location through which most tourists traveled. Boat livery such as the Sammy Lane head quartered in Branson carried visitors from the railroad there to the resorts east of Branson on the lake. Sammy Lane boats still ply the lake looking much like the ones pictured from before the Second World War. Branson also contained a close grouping of resort and hotel accommodations for those arriving in Branson who would continue on down the lake and also for those who would make Branson itself the focus of their stay.

Branson was more than a stop for tourists, however. It was also the transportation hub for all the goods and services necessary for the Taneycomo area. With the construction of Table Rock Lake and the creation of the Highway 76 phenomena with Silver Dollar City, the Music Shows, the merchandising areas and much more, this role as hub has very much expanded and the recent growth of Branson has been extraordinary. Consequently, much of the historic cityscape of Branson has been obscured or destroyed.

Nonetheless along that part of the lake front south of Roark Creek and east of the railroad something of the earlier tourist development may still be seen. Here, as in Rockaway, two phases are visible; the earlier one resulting from the days of almost exclusive rail access, and the later phase of automobile development. In Branson, however, the continuing pressures of development have resulted in more blurring of the sequence.

The Branson Railroad Station still survives intact. While it is not in the survey area its role was a key one for the early period of the tourist industry and the building should be preserved. Northeast of the station are several structures of historic importance in the area. The Hobart McQuarter building is a curious one. Built as both a residence and as a business building for the Sammy Lane Boat line, the building appears as a fine single story stucco bungalow with native rock piers on a very high native rock base. In fact, the part which appears as bungalow was the residence while the base served as the business area. The White River Hotel is a structure which combines stucco with rock. The rock is closer to true cobblestone than what is common in the stone work of the area. The building also used metal sash windows and is in excellent condition. Both of these buildings, of course, relate to the role of Branson as way station for tourists continuing on the lake.

Just to the north of these buildings are two rock structures which figure slightly later in the history of Branson. The first of these, on Mang Field, provided seating, shelter and rest rooms for a park baseball field. East of the baseball field is a slab rock

structure comprised of a long low series of steps or levels for seating. It was used as bleachers for public gatherings. Both of these are good examples of the use of rock in landscape structures and of Works Progress Administration construction.

The earliest surviving buildings along the Branson water front, however, are resort buildings. Unlike Hollister, where the early construction emphasized the rustic use of native rock, in Branson the early picturesque material was round log. The Sammy Lane Resort contains a grouping of early finely crafted round log cabins with tightly fitted logs more characteristic of resort construction in more northern areas (see section on Rock and Log). These cabins also have original cedar porch posts with projecting branch stubs, a rustic detail which is typical of Ozark construction. These cabins were originally oriented towards the lake, although more recent rental units now obscure the view. Presently, they face the swimming pool and pump house, an extraordinary composition of rough limestone rock work for the swimming pool and pump house.

Round log cabins are also featured at Sharp's Log Cabin Resort. Most of these cabins exhibit the wide chinked round log work with V of saddle notching and the variety of screen porches typical of resort cabins in the Taneycomo area. That the original grouping of cabins is very early is evidenced by both their orientation to the Roark Creek arm of the lake and their close spacing which did not provide for automobile parking for each cabin. This dates to the original railroad access to Branson. On

the other hand this resort complex also contains a building which was once a log gas station.

Allendale represents a slightly later phase in Branson Resort construction, and it presents a number of stages of construction and remodeling down to the present. The main building is a rambling informal structure representing a typical long sequence of additions covered with milled log siding. The cottages are a collection of resort cabin siding variations although no true log buildings are present. Skirt rock, milled log siding, vertical board and batten, and recent milled groove plywood are all present. The plans and configuration of the cabins presents a collection of resort types as well, each with a screened porch.

Later still, at least in terms of original construction, are the small motor courts. Some of the smallest of these don't follow the typical court configuration with a central area for parking, rather they are simply sited along the side roads. One that does form a court is Lake View Park. Its cottages are stucco above with slab rock in the form of skirtrock below, a typical area motif for automobile development.

LOG AND ROCK

An important part of the picturesque approach to building involves exploiting the color and textural qualities of materials. In the Taneycomo area the rustic use of log and native stone both play an important part in resort area architecture.

The log cottage has important picturesque associations and, of course, the log house has an old Ozarks tradition. While the use of native stone had an important place in traditional building in the area as well, the introduction of portland cement allowed the development of inexpensive methods of building with native rock resulting in the slab rock technique which became important in the '20s.

Log or log-appearing structures are common in the developments of the Taneycomo area and range from full round log cabins to siding cut to appear log like, with the "slab-log" structures of the Forsyth area occupying a position in between. It is interesting, however, to note that almost none of the log or log like structures reflect the characteristic Ozark hewn log house except for one ruined example at Cedar Park. This is another clear indication that the tourist responds to a pre-conception which, of course, in most cases would not include the Ozark log house, whatever its picturesque qualities, because the tourist or resort patron would not have known of this form of log construction and even here would not have had much exposure to it. Rather than responding to the vernacular tradition in the area, the log resort cabin was the result of the ideology of the Craftsman Movement, ultimately a northern European tradition.

The log of the typical Ozark log house was hewn on both vertical sides and was normally joined with half dovetail notches. In this tradition wide spaces were left between the logs to be filled with a solid chinking, normally with small pieces of wood and mud. The log resort cabin used fully round logs which project

beyond V or saddle notches; the most recent prototypes to be found in sources like the Craftsman Magazine. In the Northern European prototypes of this form and in examples from the northern U.S., the underside of the log is scribed with the profile of the log below in the wall and hewn to fit tightly against it. What little space remains is filled with a fibrous chinking such as oakum which swells to seal out the drafts.

Most of the true log structures which were found within the survey area were of the round log type and did not conform to traditional Ozark building plans. They were clearly intended as picturesque and were responding to the Craftsman tradition. Only one in the Forsyth area and four on the Branson waterfront, however, had the extremely tight and narrow joints between the logs that suggest the northern type with its fiber chinking. One is a log residence (site 3) in the Shepherd of the Hills Estates area and the other four are finely crafted remaining original cabins in the Sammy Lane Resort. The remainder of the true round log structures respond to the traditional Ozark log structures or, at least, to the more recent methods used with regard to them, in that these other round log structures incorporate fairly wide bands of solid (cement) chinking. In all other ways they appear to be of the Craftsman log, not the Ozark log type. While they occur on other sites as well, a whole group of such rustic Craftsman Style influenced log resort structures are part of Taneycomo Highlands; others are among the Shepherd of the Hills estates. Sharp's Log Cabin Resort in Branson includes some of these structures, and

another good, apparently early, example is located at Edgewater Beach Resort as well.

Many structures in the survey area were made to appear as if they were round log structures; and of these the most impressive are the numerous "slab log" structures of the Shepherd of the Hills Estates and Lakeside Drive areas of Forsyth. While they occur mostly around the Forsyth area on the eastern part of the lake, a few appear in other locations as well, including an example along the lake shore in the YMCA area at Hollister. In these structures, curved slabs which appear to be sawn quarters of the total circle of the log are used together with cement chinking over a frame. The result has both the appearance and the relief of a round log structure, but it is actually a framed building. These slab log structures are also strongly within the Craftsman tradition with regard to plan and outline.

The final category includes the most modest of the log or log like types. These are simply frame cottages sided with a form of ship lap siding which is sawn to suggest the curvature of a round log in low relief. The modest rental cottages at Willi Oaks Resort at Edgewater Beach are typical. However, the rambling main building of the Allendale Resort on the Branson waterfront is sided with this material as well.

Other than the solid (cement) chinking the only suggestion of a Ozark log tradition was found in the ruins of the cabins of Cedar Park. Here, judging from the remains, at least some of the cabins used hewn, not round, logs. The notching was of the simple square notch or the saddle notch of the more recent log tradition in the

Ozarks, not the earlier traditional half dovetail type. And here again, the plans were not of the traditional vernacular. One gets the sense that local people were employed to create a feeling of the local tradition as cheaply as possible. At Cedar Park the traditional elements were combined with other rustic elements, such as fine rubble stone masonry, which were not traditional.

Native stone was also used by various means for a wide range of structures. When stone was used for the entirety of the principle exterior walls, it was usually in one of the more upscale resort homes. Therefore, we find it most used in those more elevated resort communities. For instance, the community of Powersite located on the bluff adjacent to the south end of the dam has two fine bungalows of White River shelf rock, the Tracy Estate (1925) and the Dr. Coffelt House. The Coffelt House still retains its stone privy attached to the garage and its water tower. It also has one of the most commanding vistas on the lake. Stone was also used in the Powersite store-postoffice with a boom-town facade in stone laid vertically as slab rock.

Stone bungalows occur at other locations on the eastern end of the lake apart from Powersite as well; for instance, there are two fine stone bungalows in the Edgewater area: a small bungalow which retains its original rustic cedar log pillared porch, and the Pride house which exhibits particularly careful patterning in the stone work. Both these bungalows date from the '20s. The greatest amount of stone construction, however, is to be found at the western end of the lake in the Hollister area.

Rock construction methods characteristic of the Ozarks, common in the Taneycomo area, and which reflect a Craftsman picturesque involve the use of uncut stone laid up with cement mortar against a frame and tied to it in the manner of a normal masonry veneer. Alternatively and less expensively, the stone is used to form the exterior of concrete walls built up against interior forms which are then removed. (Morrow and Quick, "Slab Rock".) In both instances the result is a boldly patterned rock wall which may be treated in a variety of ways.

Two types of stone are widely used in building; the local limestone, often referred to as "white rock," and the local sandstone which comes in a number of values of warm buff, brown or reddish brown colors. True water-rounded and -smoothed cobblestone is almost never used in the region. Given the types and variety of native stone in the Ozarks and the creativity of the stone workers, the range of possible patterns seems endless and no attempt will be made to mention them all or all the examples of such work in the study area. Furthermore, research in Ozark stone patterns and construction methods is currently on going. However, certain broad types are clear and useful in explaining the rustic or uncut stone work found in the Taneycomo Resort area:

1. Both types of stone (limestone and sandstone) are used as rubble--that is, as small lumps of stone as they would be gathered from fields as they no doubt often were. An example of rubble stone is the Moore house on the Esplanade in Hollister.

2. Both types were also used as small, relatively flat pieces usually laid horizontally. A fine example of horizontal stone work is the Kite house on the Esplanade at Hollister.

3. Most common is slab rock, larger flat slabs usually, but not always, sandstone, laid vertically and flat to the wall plane. A good example of a random pattern slab rock house with a good deal of surface irregularity or "relief" is in the Shepherd of the Hills Estate in Forsyth, while next door is an example of the use of much smoother or flatter rock. Slab rock may be used to create a great variety of patterns with mixtures of different colored stones. One good example is a small bungalow on Mount Branson with a light and dark color pattern, and another even more modest house nearby with more intermediate values present.

4. When the joints of a slab rock wall are made prominent, sometimes by painting them white, the result is often called giraffe rock. A good example of the use of giraffe rock can be seen on a very modest house on Elm Street in Hollister.

5. Often these general types are mixed to create additional patterns particularly on larger or more elaborate structures. For example, horizontal stone is sometimes combined with larger vertical slab rocks. A fine example would be the prominently sited Parnell House on Mount Branson. This structure also includes flat

arches over the openings, also created of larger vertical stones. The Branson Veterinary Bungalow on Highway 65 in Hollister and the Kite/Haskett House on the lakeshore in Hollister are patterned to create a balance between small horizontal stones into which larger slabs are set. These bungalows also exploit larger rougher stone to create a high base under the water table.

6. To create a textural mix, native stone is often mixed with other materials such as shingles (seen at the Sweet house in the Taneycomo Club area) or used with Stucco to create a textural contrast (as on the Kite House on the Esplanade in Hollister and on the bungalow next door).

7. The use of a visual base of slab rock, contrasted with stucco above and with exaggeration of the irregular line of juncture between slabs and stucco is very common in the Ozarks region, particularly for highway buildings. This particular use of rock is referred to as skirt rock. There is a skirt rock bungalow on the Esplanade in Hollister, and the "Lake View Park Cabins" on the lake front in Branson exhibit the motif.

Again, the conclusion is that the developers were interested in a picturesque idea of the simple, the rural, the rustic and the traditional, but it was a picturesque idea not based in the actual local tradition.

OTHER STRUCTURES

The majority of rental cottages in the southern Taneycomo area conform to the types already discussed in the "Rockaway Beach" section of this essay. The resort types themselves have also been discussed and it only needs to be added that once automobile access became easy the motor court arrangement was constructed in other locations as well as at Rockaway. A couple of rental cottage types and resorts do still need to be mentioned for the way they contribute to the overall themes that are recognizable in the Taneycomo area.

Oak Haven Resort in the Ozark Beach area, a small additively organized rental resort, has an early cabin type which is as basic as any mentioned thus far. These cottages have simple unadorned gable entries and were most likely single room structures on piles. Each has a lean-to screen porch across the entire entry end of the structure, thus differing from the type where the screened area is within the gable end of the building's central block.

White Swan Camp once stood where the White River was joined by Swan Creek below Powersite Dam in the Shadow Rock Park area which has been periodically flooded since the impoundment of Bull Shoals lake in about 1950. The Swan Camp cottages were moved across the lake and partway up the hill along Highway 160. In their new location they were arranged in an arch to form a motor court and became the Stallcup Motel. Covered with narrow siding, these eave entry cottages with both single and double entrances are among the few resort cottages in the area that suggest what we think of as typical early Ozarks Vernacular building types. These cottages may

also be among the earliest resort cottages in the area to survive in good condition.

Some of the early resort camps along the White River and Taneycomo Lake used tents. At first, resorts such as Cedar Park used a simple rectangular, lightly built, cottage type which only had screen, not glass, windows. Often these cottages were provided with canvas awnings in order to control the weather. The cottage type was really all porch and no doubt was justified by the fresh air mania of the time. Two of these early and particularly ephemeral types still survive at Oakwood Resort along the south side of Lake Taneycomo although they are in poor condition. These represent an interesting and inexpensive form of construction as well. The walls are constructed of fairly thin round cedar "sticks" parallel to each other and attached to perpendicular two by fours at the ends to form wall panels. This form of wall construction was used sometimes at Cedar Park as well, but there the cedar sticks were stuccoed over. The slabrock screen cabins of the K Kamps are survivals of this early tourist camp type to which the youth of the middle class are now relegated while their elders seek less rigorous accommodations. It should be said, however, that recent screen cabins have been built in the lakes area at Indian Point on Tablerock Lake. Clay Lancaster discusses the screen and canvas cottage in his book, The American Bungalow, 1880's-1920's.

The Taneycomo tourist area includes some interesting bridges. For instance, a fine iron truss bridge crosses over Turkey Creek in Hollister. It still retains its identification plaque.

Once constructed, the Missouri State Highway System was of great importance for the Taneycomo area. During the period of the "Good Roads Movement" in the '20s and '30s the Missouri Highway Department was particularly proud of its open spandrel arched concrete bridges. The Department often used photos of these bridges, shown as parts of picturesque landscapes, in its promotional literature. (Morrow and Quick, "Y Bridge") Although a number of bridges can be seen in the area, one concrete bridge of the type described here crosses Swan Creek in the Shadow Rock Area. The old U. S. Highway 65 bridge between Branson and Hollister is also an excellent example of the open spandrel concrete type. This bridge is on the highway that would become the principle route of access to the area that would expand beyond lake Taneycomo to a whole lakes region along the White River. It is an example of the type of bridge with a wider roadway than those built on state highways, and its decorative details do not include the classicizing flutes common on the state highway examples. Rather, the U. S. Highway 65 bridge is decorated with a panel motif which is terminated top and bottom with concave sided points. This motif is more in keeping with the medieval qualities of the architecture of Hollister.

CONCLUSION

While this report concludes this study of the Taneycomo resort area, it should be stated that the report by no means exhausts the material. There are still areas around the western end of the lake which have not been surveyed. These areas include the Lyle Owen Home and the surrounding stone landscaping features. The home is a

very early and a very fine example of a rock house for the area, and the landscaping is some of the most extensive. (see Lyle Owen, "Stonework On my Hill.") They also include the campus of the College of the Ozarks, where we find institutional buildings which certainly convey a picturesque aesthetic in both use of material and in siting. Here again, we find a crystallization of the ideology behind Taneycomo development, its importation from the outside, its impact on the local people, and its implications of status.

For all of the diversity it seemingly contains, the entire cultural landscape of the Taneycomo tourist area conforms to a single set of ordering principles involving the picturesque, the Craftsman Style, and the rustic. Furthermore, the forms of that landscape--from the large scale environment (including the formation of a lake) at one end of a continuum of development, to the details of textures and colors of materials chosen for a stone wall or stone lined ditch at the other--were all given order by the efforts of human beings.

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Appendix: Selected Documentary Exhibits

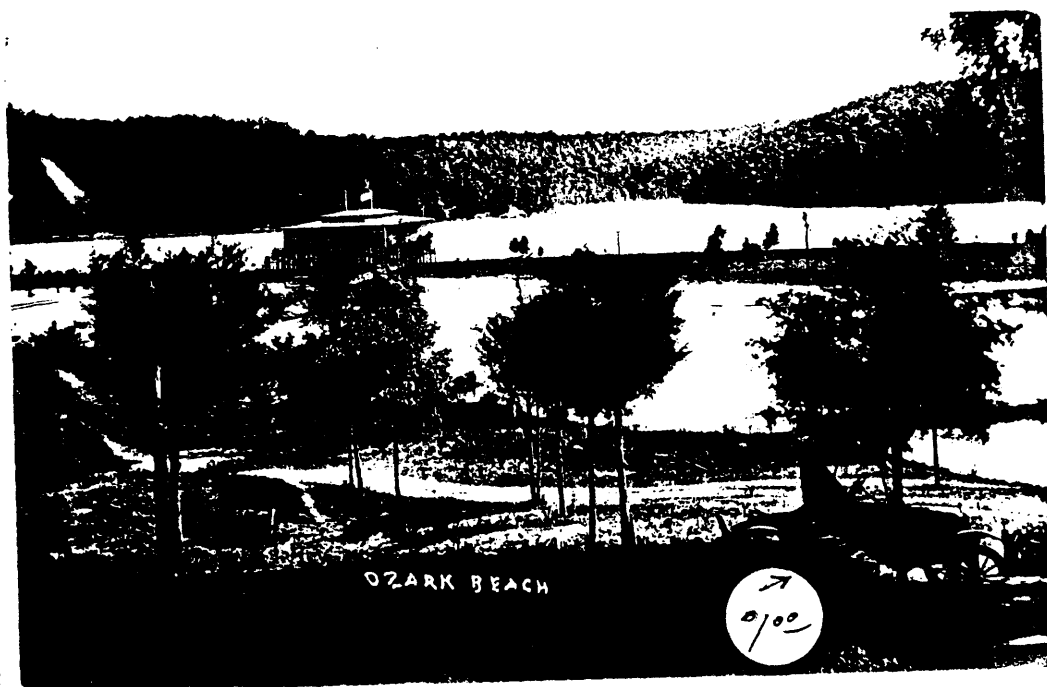
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14.	Parnell Steps	1916
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27.	White River Boosters League	1934
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29.	View of Branson	c.1934
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34.	Tobacco Fields	c.1934
35.	Tobacco Market	c.1934
36.	Canoeing	c.1934
37.	Wicker Chair Maker	c.1934
38.	Speedboat Races	1939
39.	Shepherd of the Hills Estates	1940s
40.	Sammy Lane Resort	1941
41.	Pearl Spurlock Book	1942
42.	Maude Horine Book	1959



OZARK BEACH, LAKE TANAYCOMO, MO.

85694



OZARK BEACH

SHEPHERD of the **HILLS**

**MARVEL and
FAIRY CAVE**

NEAR LAKE TANEYCOMO

Uncle Ike



1.00
POSTAGE
1½ c
WITHOUT
MESSAGE

COPYRIGHTED BY MRS. GRACE FLANAGAN, BRANSON, MO. D-215

#2 Shepherd of Hills
Promotional Postcard



Y Camp & Lake Taneycomo from Grandview Hotel, Branson



Cabin 2, Anchor Travel Village, Branson

#3 Views Along Lake Taneycomo

- YMCA Camp, Hollister
- Cabins 2 and 3, Anchor Travel Village, Branson

Arkiana Coll.

"In winter I do not shed them except the ewes in lambing time. I have not lost in seven years one sheep or lamb from the weather.

"There are no varmints here to molest sheep, no wolves or bears, and I have no trouble with large birds or foxes.

"My own experience assures me that any industrious man who has sufficient money to buy a small flock can come to Taney County, homestead a tract of one hundred and sixty acres and make a success. It would give me pleasure to give advice and render such assistance as I could to beginners.

"To men with capital there is big money in handling large flocks in this county. There are tracts of government land ranging in size from one hundred and sixty to five thousand acres of the finest sheep range on earth, which may be cash entered at \$1.25 per acre. The price of all land is very low, the best improved farms in White River bottom can be had at from \$15.00 to \$25.00 per acre."

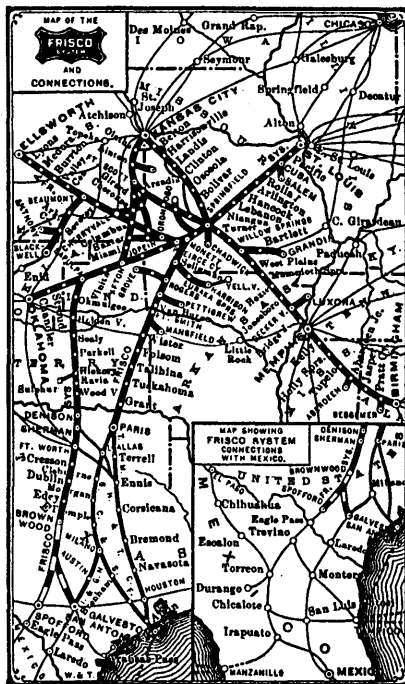
What Mr. Wilson says of the sheep raising industry here in Taney County are facts drawn from actual experience. He lives close to this village and his ranch and flock can be seen by all who care to investigate further.

There are yet sixty thousand acres of land, most of which is equally as good as Mr. Wilson's claim, and much is better.

Any head of a family, single man or woman, or married man can take up one hundred and sixty acres. The government fee is but \$14.00. Five years' residence is all that is required to obtain title. One need not remain on the land all the time. A soldier or sailor has special favors shown them, and no taxes can be collected on these lands for seven years. No other government fees are required.

The open winters, delightful climate and abundant timber make buildings and fencing as well as the matter of living, an easy matter.

WM. H. JOHNSON.



The Ozarks

...AS A...

Sheep Country

CON. P. CURRAN PRINTING CO., ST. LOUIS, MO.

#4 Early Promotional
Brochure by W. H.
Johnson
1898

JUST A WORD WITH YOU:

Have you money to invest?

If so, do not hesitate to place it in Taney County mineral land.

You can make no investments more sure of liberal profits.

Taney County is about to enter upon a great era of prosperity. The White River Railroad is a certainty. It will be completed before January, 1904. It gives the ores of Taney County access to the coal and gas fields of Kansas. It will develop her vast deposits of building stone, and gives transportation to the finest fruit section of the already famous Ozarks.

For years I have known that sooner or later, this development would come. I have done all in my power to point out the certainty of

these things, and to encourage the development of, and the investment in this region.

No other person has done the tenth part of what I have done in presenting the great possibilities of Taney County to the public, and in encouraging capital to invest within her borders. Moreover, I have treated each investment as a personal affair, and am glad when I can realize a handsome profit for my client.

By sticking to this country, imbued with the profoundest belief in her immense mineral resources, I have become so thoroughly identified and familiar with the opportunities for investment that I am now able to give my clients most valuable service.

It is not unusual for me to realize a handsome profit for a client within 30 days after placing his investment. I have doubled, trebled and even quadrupled my clients' money in many instances.

But what I have done is nothing to what I will do when the rapid development incident to the Railroad is begun.

I expect to see land values advance in great strides. A hundred, a thousand, and perhaps—it is not impossible, I might say not improbable—ten thousand dollars per acre, will be paid for mineral land in Taney County before the year 1903 is past.

I cannot, for obvious reasons, publish the names of both parties to a deal, and give the amounts paid, or profits realized. Such facts are business secrets which I am not at liberty to disclose. But I have taken the responsibility of publishing herewith a few of the many letters received from clients who have declined profits upon their investments. Believing that a bona fide cash profit declined is as much to my credit as one accepted, since the offers, which the following letters decline, in each in-

stance were made at the request of parties desirous of purchasing for cash.

Of all the investments placed by me in Taney County mineral land not one has resulted in loss but all have been turned or can be turned immediately at a liberal, and often, a magnificent profit.

This is a record of which I am justly proud.

Who could ask stronger testimonials of my business judgment and methods, than the following letters declining such liberal cash profits on investments placed wholly by me?

What I have done for them I can do for you.

I solicit your correspondence.

WM. H. JOHNSON,

306-8 Baker Block,
Springfield, Mo.

Forsyth, Taney Co., Mo.

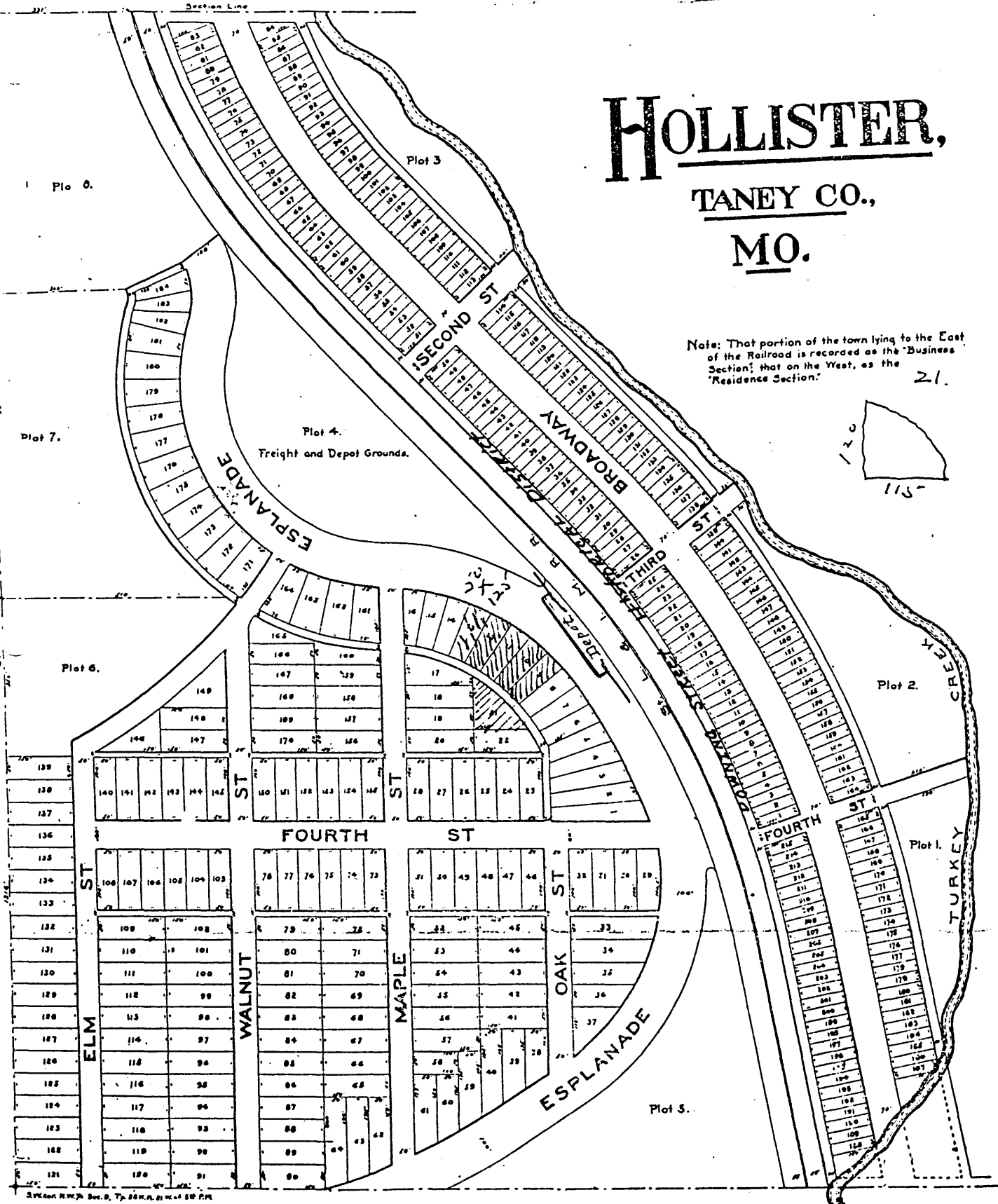
HOLLISTER,

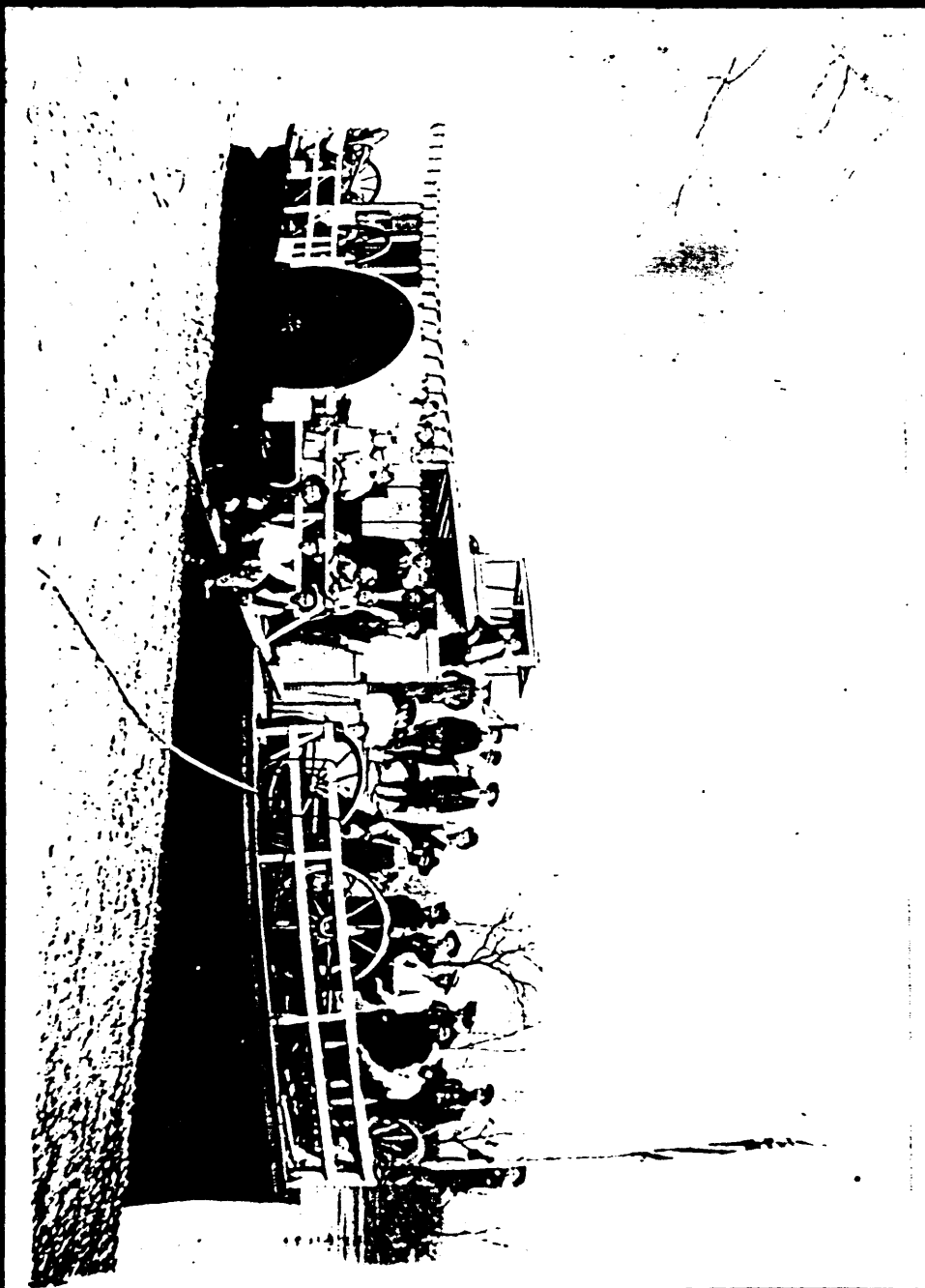
TANEY CO.,

MO.

Note: That portion of the town lying to the East of the Railroad is recorded as the "Business Section"; that on the West, as the "Residence Section".

21.





#7 The Moark, An Excursion
Boat Which Operated Out
of Branson
1907

The Moark in 1907

The First Cast

Palisades
of the
White River

Farm
Home

Club House

Ready
for the
Float

Maine Club

Some Scenes in the White River Country

By The J. W. HUGHES REALTY CO.
FORSYTH, MISSOURI

THE LAND OF PLENTY

TANEY COUNTY
MISSOURI, IN THE
VALLEY OF THE
WHITE RIVER.....

By The J. W. HUGHES REALTY CO.
FORSYTH, MISSOURI

ca 1907

TANEY COUNTY MISSOURI

Good Chances for the Poor Man to Get a
Home and Fine Openings for
Investors

THE HOMESEAKER'S PARADISE

The Home of the Big Red Apple and
the Luscious Peach.

A Brief Description of her Climate and
Resources, with a List of Farms
For Sale by

C. C. BLANSIT
WALNUT SHADE, MO.

Read Every Word in this Book—It
Is Worth Money if You
Want a Home.

1907

WARRANTY DEED BY CORPORATION.

The Wm. H. Johnson Timber and Realty) Dated July 20 1909
Company, a corporation under the laws) Filed Aug 23 1909-7 a m
of the State of Missouri,) Recorded Book 50 page 315
To) Consideration, 1.00 and
Ella Outcalt.) further consideration.

Conveys the following described real estate situate in Taney County, Missouri:

Lots 9, 10, 11, 12 and 21 in the Residence Section of the Town of Hollister. 2nd party to maintain 20 room hotel for 4 yrs.

Covenants of general warranty.

Witness Whereof the said party of the first part has caused these presents to be signed by its President and attested by its Secretary and the corporate seal hereto affixed, the day and year first above written.

Attest: Ethel Ball, Secretary.
SEAL The Wm H Johnson Timber and Realty Company, by Wm H. Johnson, Prest.(S)

State of Missouri)
County of Greene) ss On this the 20th day of July 1909 before me personally came Wm. H. Johnson to me personally known, who being by me duly sworn, did say that he is President of The Wm H. Johnson Timber and Realty Company and that the seal affixed to the foregoing instrument is the corporate seal of said corporation and that said instrument was signed and sealed in behalf of said corporation by authority of its Board of Directors and said Wm H. Johnson acknowledges said instrument to be the free act and deed of said corporation.

In Testimony Whereof I have hereunto set my hand and affixed my official seal at my office in Springfield, Mo the day and year first above written. Term expires Mch 18 1911.

Edward M. Wright, Notary Public.

1910

Southwest Taney County, Missouri

WITH SUPPLEMENTS
In The White River Country

BY

J. W. BLANKINSHIP

The Land Man

Member Missouri Land & Industrial Ass'n.

Owner of
FOREST HOME FARM AND RANCH

REAL ESTATE FOR SALE.

Town Lots in Hollister; Acre Tracts Close in;
Farm, Ranch and Orchard Lands in
the Heart of the Ozarks.

For Investments or for Homes
"Ask Blankinship, He Knows."



#12 Presbyterian Hill Pavilion
1910s



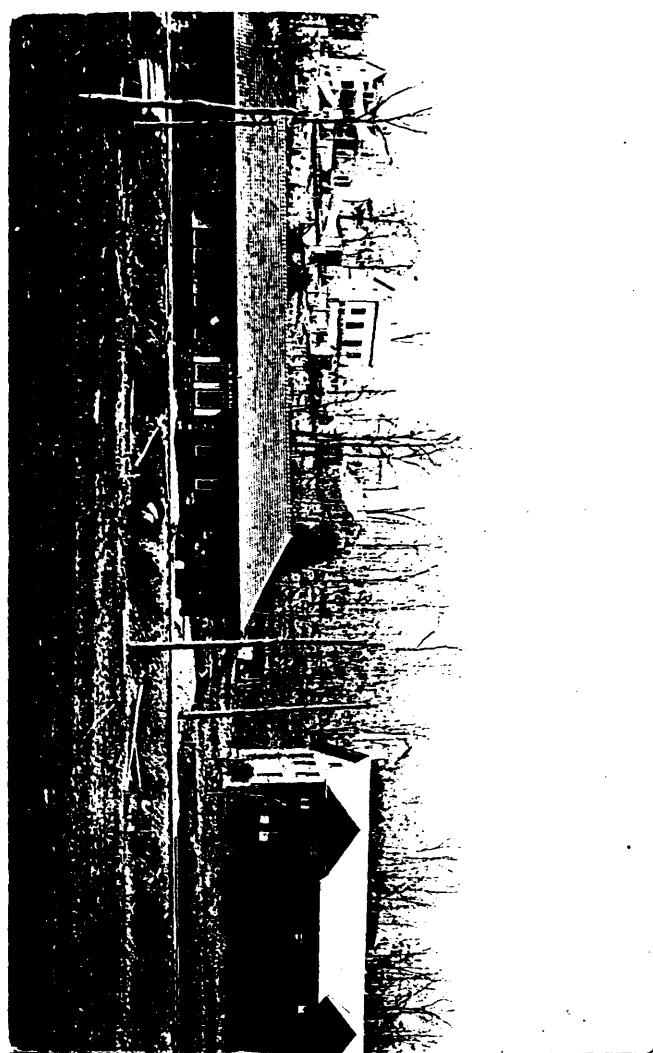
#13 Branson Looking north on
Commercial St., 1913;
and south on Commercial St.,
c. 1957



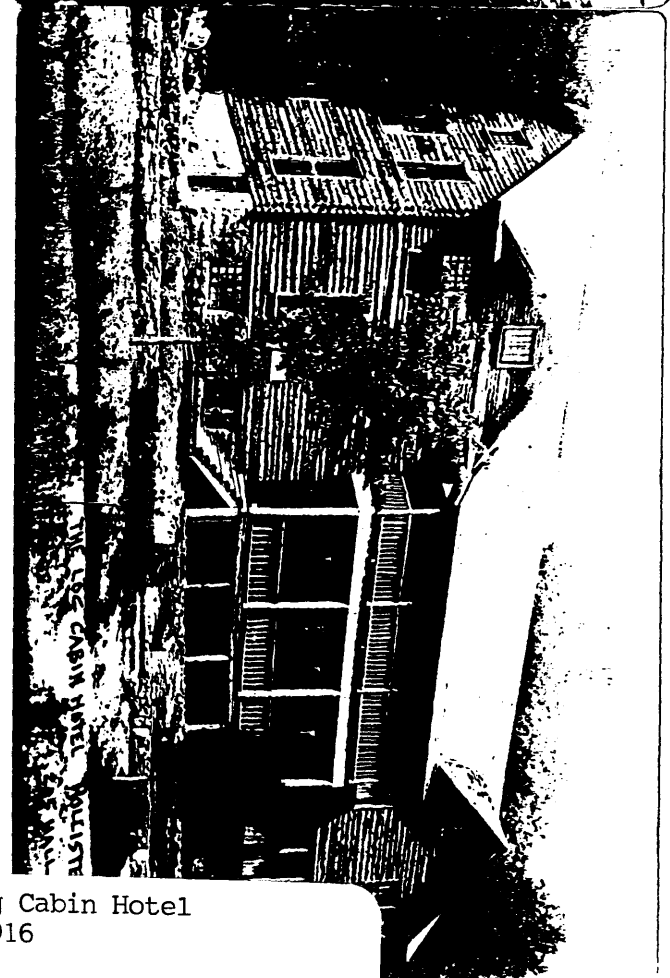
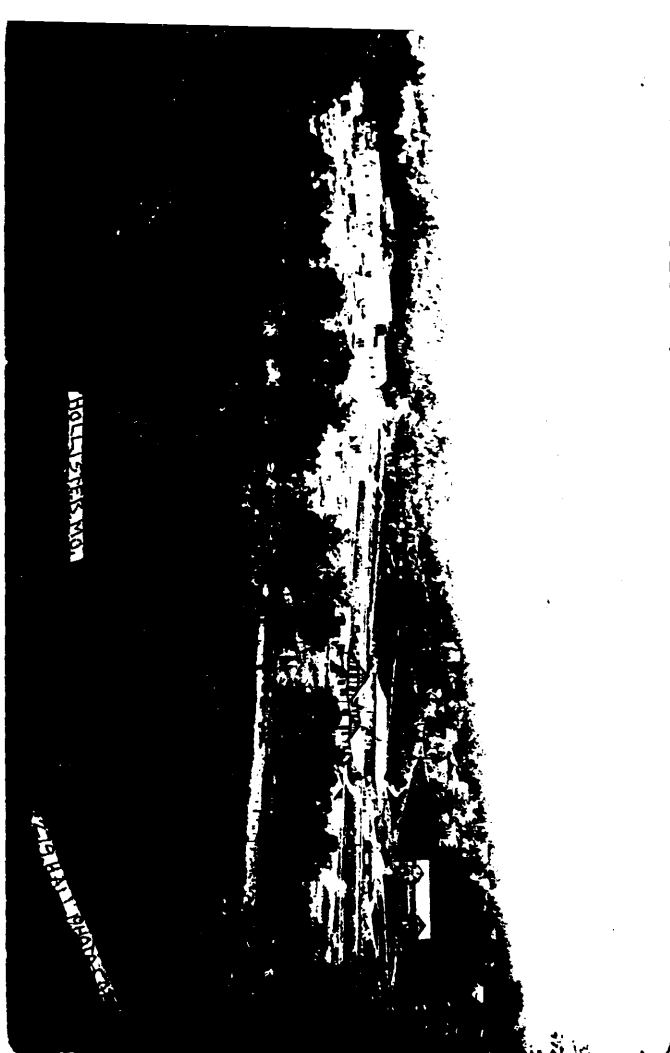
#14 Parnell Steps Leading to
Mt. Branson East of Main
Street Bridge 1916



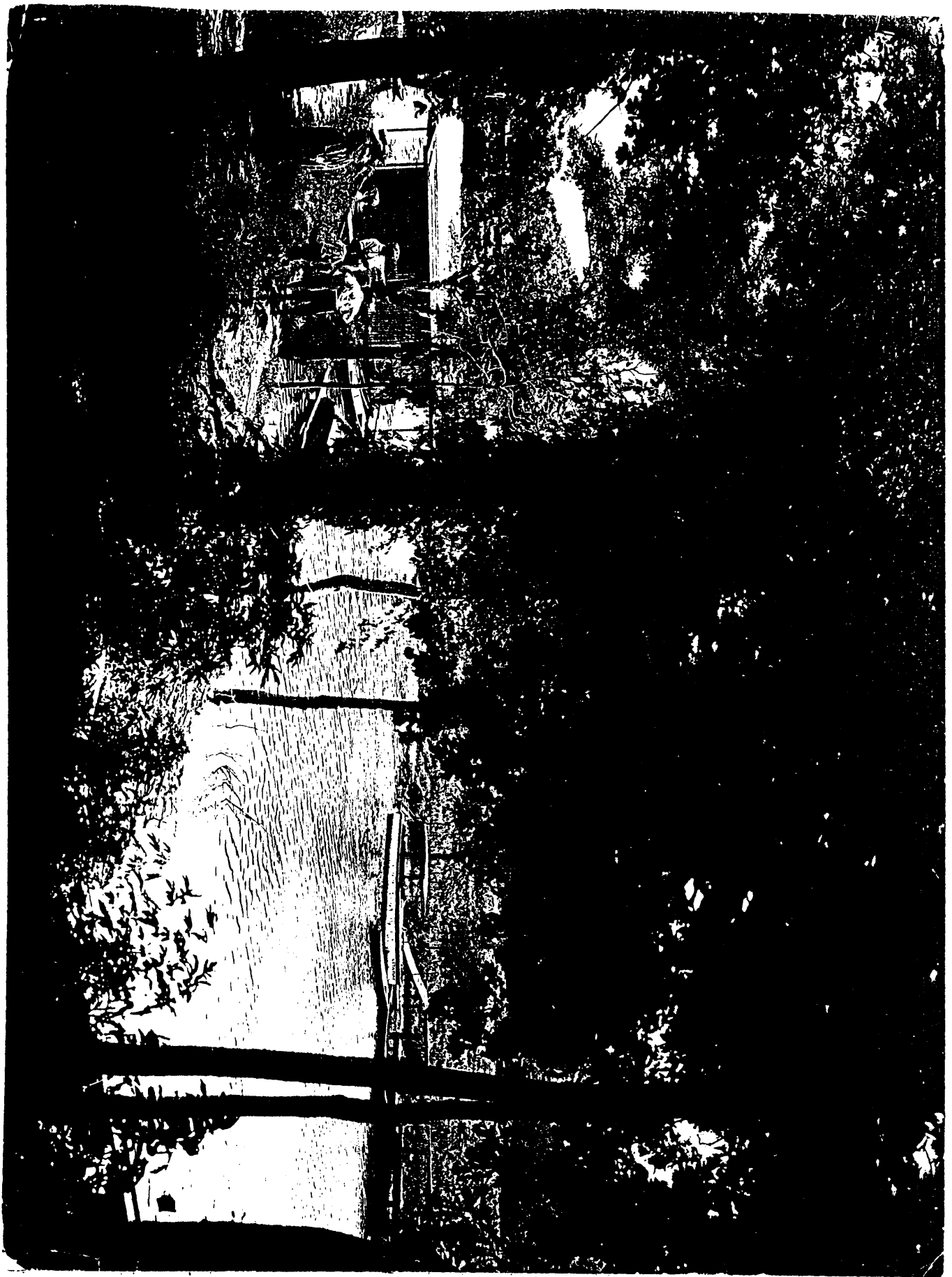
#15 Interior of "Jim Lane"
Cabin in Taney County's
Shepherd of the Hills
Country 1916



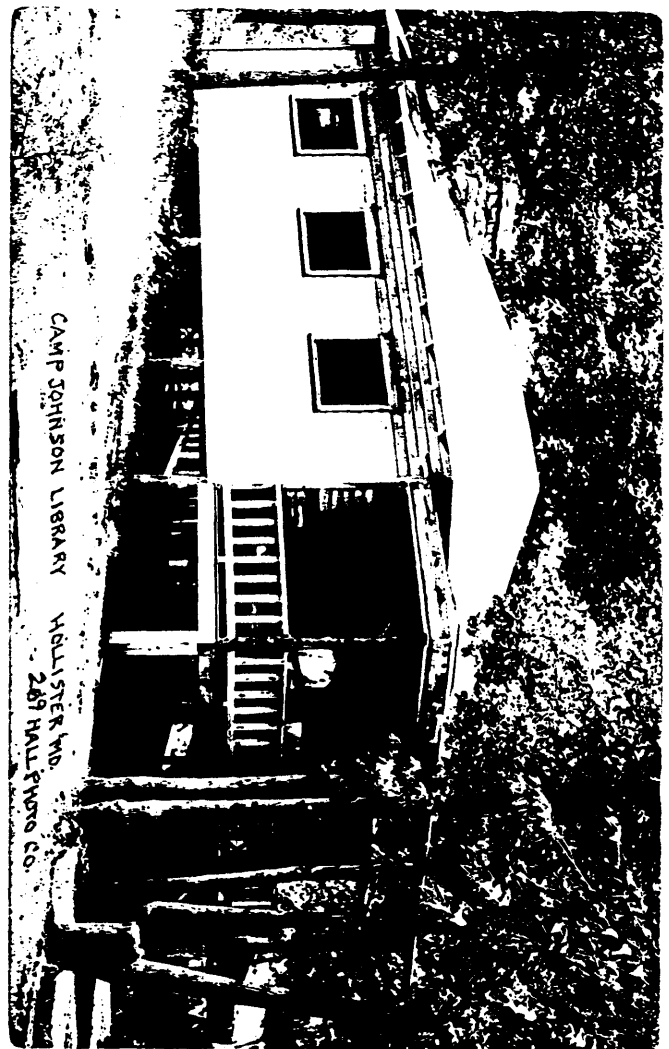
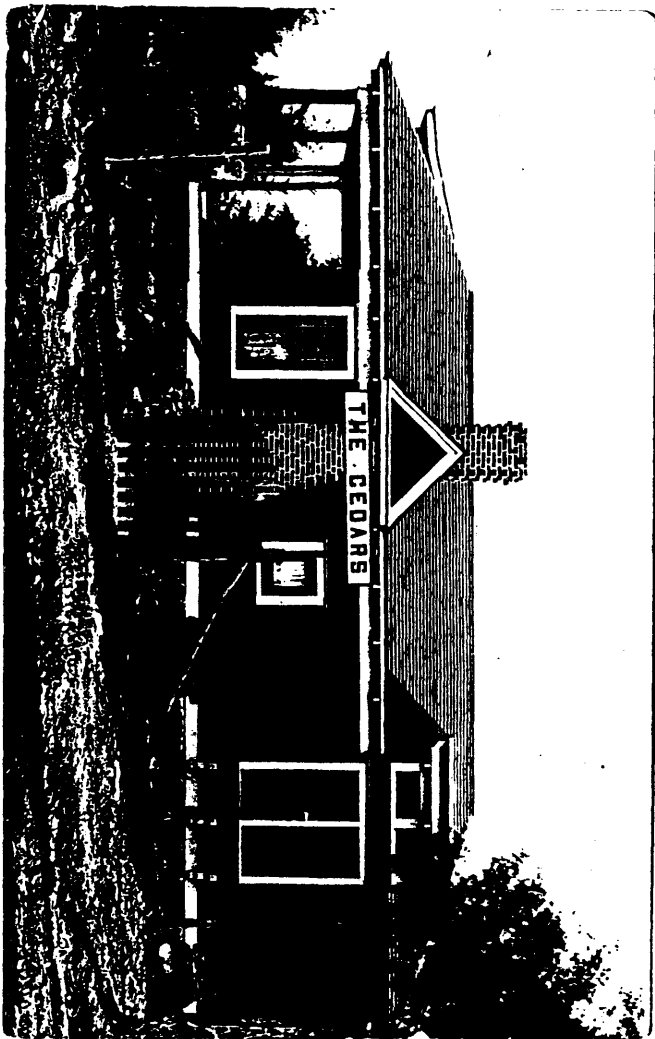
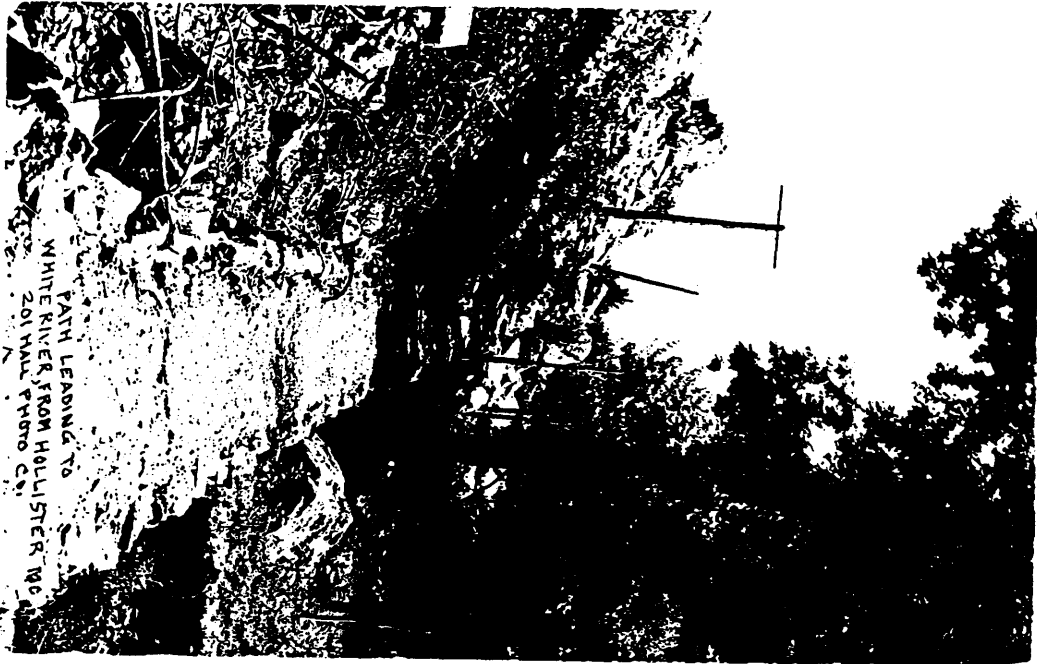
#16 Views of Hollister
 --English Inn, Depot, Log Cabin Hotel
 --Log Cabin Hotel
 --Depot and Log Cabin Hotel



--Log Cabin Hotel
 c. 1916



#17 Turkey Creek, Hollister
1917



#18 Views of Hollister
 --Path to White River
 --Library at Camp Johnson
 --Residence on Original
 Hwy. 65 Route c. 1920

Come to
Branson, Missouri
on
Lake Taneycomo



"OLD SIGNAL TREE"

ON

DEWEY BALD

IN

"SHEPHERD OF THE HILLS"

COUNTRY

For

**Business, Recreation,
Fruit Raising,
Poultry Raising, Dairying,
Mining**

SPRINGFIELD, MO., TO HARRISON, ARK.

See Detail Map, Page 73

- 00.0 East side of Square. Go east on St. Louis Street. Follow Log No. 5A to 09.1 as given in Joplin to St. Louis Log.
- 09.1 Road forks. Straight ahead with right fork, following State Highway Markers No. 3.
- 09.9 Jog right, then left.
- 10.3 Straight ahead.
- 10.7 Avoid road on left. Straight ahead.
- 12.0 Curve right.
- 12.2 Avoid road on right.
- 12.8 Straight ahead. Cemetery on right, church on left.
- 13.8 Jog left, then right.
- 14.3 Cemetery on left. Jog left, then right.
- 14.4 Straight ahead. Road left to Smallin Cave, 2 miles.
- 15.0 Curve right.
- 15.2 CAUTION—Slow down—long, steep, down grade.
- 15.7 CAUTION—Sound horn for blind curve on down grade.
- 16.0 Finley camp grounds on left. Go straight ahead.
- 16.1 Bridge over Finley Creek.
- 16.3 Under railroad trestle, then bear right, up grade.
- 16.8 Turn left. At next corner turn right. Johnson's Garage on left.
- 16.9 OZARK, northwest corner of Square. Ozark Drug Store on corner on left. Appetite Cafe ¼ block east on north side of Square. Court House in middle of Square. Straight ahead.

OZARK, CHRISTIAN COUNTY, MISSOURI—Ozark is an oasis in the heart of the Ozark Mountains on the banks of the classic little Finley River. Its altitude is 1,177 feet. With a population of about 1,000 it has light, water and sewer systems, four churches, three banks, two hotels, and business houses that would do credit to a town much larger. A \$100,000 Court House of brick and stone, a \$50,000 fire proof High School building (12 grades). A branch road of the Frisco gives good train service. Ozark has been a town since 1840. It is 17.7 miles southeast of Springfield, Mo., 45 minutes by auto on the graded hard-surface state highway (from Lakes to Gulf), 31.5 miles due north of Lake Taneycomo and the "Shepherd of the Hills" country—two hours by auto on same road (Lakes to Gulf). No scenery is more beautiful than that which surrounds Ozark. There are many places to camp in cool, quiet nature nooks. Good boating and swimming in the clear, sparkling waters. Good fishing—bass, crappie, perch, cat and other species. No place offers more pleasure giving recesses than the caves, springs and valleys around Ozark. The people are the "Hill Folks," jovial, sociable and appreciable. Turn your car this way—Ozark will welcome you cordially and you will leave with the intent of coming again, to visit if not to join us and stay in the land that the Lord blessed and made Holy. **THE APPETITE**—Ozark's Nextohom Cooking—meals and short orders. Box lunches. Special dinner and supper every Sunday (fried chicken in season). We give special attention to dinner party orders. Phone, write or leave word. Coll cooled ice water. Electric fans.

OZARK DRUG COMPANY—The Rexall Store. C. Shollenberger, R. Ph. Our soda fountain is popular with tourists. Kodaks and supplies. Latest views, periodicals, tourists' supplies and novelties.

- 17.0 Southwest corner of Square. Go straight ahead. At end of street jog right, then left.
- 18.0 Road forks. Take right fork. Left to Rockaway Beach and Forsyth.
- 18.1 Straight ahead.
- 18.9 Straight ahead.
- 19.0 Turn left.
- 20.1 Concrete bridge over spring branch. Road for blind curve.
- 20.2 School on right. Straight ahead.
- 20.3 Spring on left of road.
- 21.0 Straight ahead.
- 21.7 BELMORE. Garage, store and blacksmith on left. Straight ahead.
- 21.8 Cemetery and church on left, church on right.
- 22.0 Straight ahead.
- 22.2 Straight ahead.
- 22.7 Straight ahead.
- 23.4 Road forks. Take right fork.
- 25.7 Cemetery on left and right.
- 25.8 Avoid road on right, jog left, then straight ahead.
- 26.6 HIGHLANDVILLE. Turn left. Post office and cafe on corner.
- 26.8 Straight ahead.
- 27.7 Straight. Road right to Monticello, 1 mile.
- 28.0 Straight ahead. Avoid road on left.
- 28.9 Cemetery on left.
- 30.2 Turn left.
- 30.7 Straight ahead.
- 31.3 Straight ahead.
- 31.5 BPOKANE. Straight ahead.
- 31.7 School on left. Straight ahead.
- 32.0 Road forks. Take right fork.
- 32.4 Turn left.
- 32.9 Turn right.
- 33.3 Bear to right, avoiding road on left.
- 34.2 Store on left.
- 34.3 Turn left.
- 34.4 School on left.
- 35.3 Bear to right.
- 36.2 Cemetery on left.
- 36.8 Bear to left.
- 37.1 Straight ahead, avoiding road on right.
- 37.5 TAUBIA. Postoffice on left.
- 37.9 School on left.
- 40.8 Road forks. Straight ahead with left fork. Store on right.

Right fork to Reed Springs, Marvel Cave, "Shepherd of the Hills" country and Banks Springs. Log 8B.

- 46.5 Straight ahead, avoiding road to left.
- 46.2 IKE. Post office and store on left. Straight ahead.
- 46.7 School on right.
- 48.0 Avoid road on left. Bear to right.
- 49.9 CAUTION—Sound horn for dangerous curve on down grade.
- 51.6 Curve right, up grade. Road joins in.
- 52.2 Taneycomo Park, cottages and grounds on White River, 1½ miles through gate.
- 53.5 Road left to Camp Isaak Walton on White River. Straight ahead, cross bridge over spring branch.
- 53.7 Curve right over stone culvert.

53. Steel bridge over Roark Creek.
53. CAUTION—Cross Mo. Pac. tracks.
- 53.7 Brinkley's Garage on right.
- 53.8 BRANSON, corner Main and Commercial. Branson Hotel one block right on Main Street. Turn left onto Main.
- 53.9 BRANSON, TANEY COUNTY, MISSOURI—Missouri Pacific Railroad. Branson holds a real vacation thrill for every type of vacationist. Those who know the Ozarks have only to hear the word "Branson" to immediately conjure up pictures of a wonderful river lake surrounded, mile upon mile, by beautiful, rugged, but green-clad hills which are of such historic spots as "Mutton Hollow," "Dewey Bald," "Marvel Cave" and "Sammy Lane Cabin," all made famous by that noted character of Ozark hill characters, Harold Bell Wright, in his "Shepherd of the Hills" and other well known books. Branson is alive with tourists and by the many pleasures offered by Lake Taneycomo, a wonderful expanse of water, twenty miles long, which offers power boating, canoeing, swimming, water sports and fishing. From Branson to the great power dam at Powersite, resort hotels dot the banks and rugged hills. From Branson to any point on Lake Taneycomo the tolling little gasoline boats of the Sammy Lane Boat Line. A regular service is a part of this boat line, with moonlight excursions for dancing as an evening feature.
- 53.9 LANE BOAT LINE—Three trips, Branson to the Dam and return, daily. Pleasure boats of 12 ft. for rent.
- 53.9 M. J. MACHINE & MOTOR COMPANY—Auto Sales and Service. General garage and machine work. Cylinder reboring. Battery repair. Tires, accessories, storage. Phone 14—Service. Filling station, air, water and lubrication. High and low test gas. Ladies' rest room.
- 53.9 BRANSON HOTEL—J. J. Patton, proprietor. The home at Branson. Cool, comfortable rooms and service of the highest order. Rates moderate. By all means make it to the Branson Hotel for good eats and a comfortable, homelike place.
- 53.9 CAUTION—Cross Mo. Pac. tracks. Station on right.
- 53.9 Bridge over White River. Sammy Lane Boat Line offices and landing on left. Immediately off bridge turn right, following bannistered road along side of mountain and river bank.
- 53.9 CAUTION—Sound horn for blind curves. Bear to right at road forks, avoiding road to left.

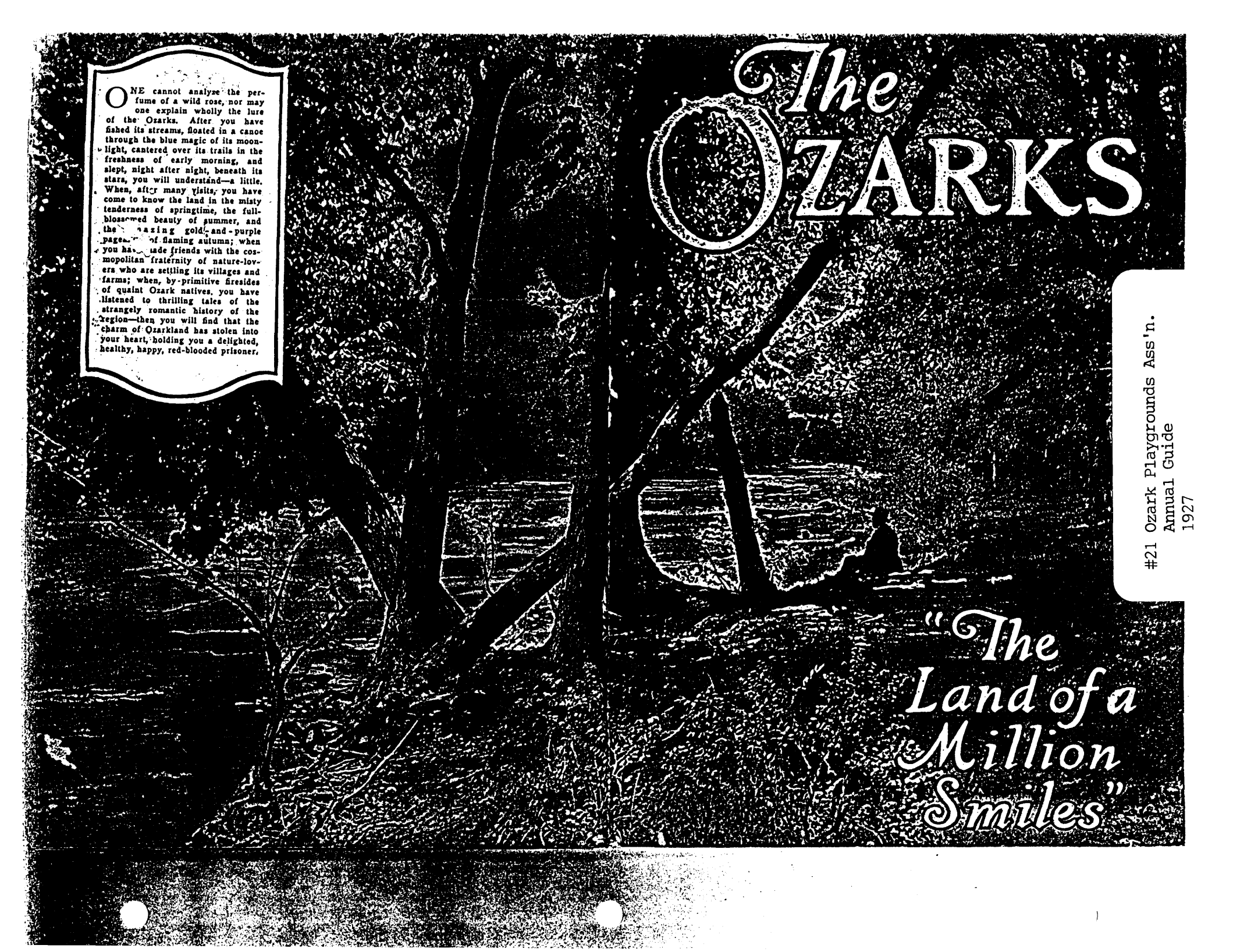
- 58.4 Bridge over Coon Creek. Just ahead road forks. Take right fork straight ahead. Left fork to Presbyterian Hill.
- 58.7 Y. M. C. A. camp grounds on right.
- 57.2 CAUTION—Sound horn for blind curve around base of hill.
- 57.4 Curve right. Road joins on left.
- 57.5 Steel bridge over Turkey Creek.
- 57.6 HOLLISTER. Turn left onto Front Street. Depot on right. Hollister Garage on left after turn.
- HOLLISTER, TANEY COUNTY, MISSOURI**—Population 500. Missouri Pacific Railroad. Situated, as it is, on the beautiful, winding White River and at the head of Lake Taneycomo, and located amid unusually attractive surroundings to the nature lover, Hollister is the scene of many vacation activities. Thousands of pleasure hunters look upon Hollister as their Mecca. It is to Hollister they come for hunting, fishing, swimming, boating and other outdoor pursuits, as well as for rest and recreation. Motor trips and horseback rides to The Hollister Cave of Wonders, Marvel Cave, The Game Park and many other points of interest in "The Shepherd of the Hills" country, are among the many things there are to do, as well as motor boat excursions down Lake Taneycomo to see the big dam, Bull Creek, Sunken Forest, etc.
- HOLLISTER GARAGE**—A garage service complete in every respect. First class mechanical work. Low and high test gas, oil, tires, accessories, air, water and information. Ladies' rest room. Phone 65 for road service. Builders of high grade metal boats. Agents for Elito motors. Star and Durant Sales and Service-Depot.
- 57.7 Turn right, cross tracks; up long grade.
- 58.6 Take left hand road at junction. Follow main road on mountains. Many beautiful scenes.
- 69.4 Missouri-Arkansas line.
- 71.7 Turn right, joining road from left.
- 74.5 Turn into OMAHA.
- 74.7 Take left hand road at junction at end of Omaha.
- 79.4 Curve left at road forks.
- 84.4 Turn right. Old school house on left.
- 86.1 Turn left at road forks.
- 93.7 Turn right. Rock house on left.
- 94.2 Turn left. M. & N. A. tracks on right.
- 94.9 Cross railroad, then rocky ditch.
- 95.8 HARRISON, northeast corner of Square. Midway Hotel and Mc's Cafe are recommended for accommodations at Harrison.
- For points south see Log No. 4A. For Eureka Springs and points west see Log No. 4.

LAKE TANEYCOMO —VIA— SAMMY LANE BOAT LINE

Three Trips Daily—Branson to the Dam and Return
Pleasure Boats of All Kinds for Rent

Miles South

BRANSON, MO. of Springfield, Mo.

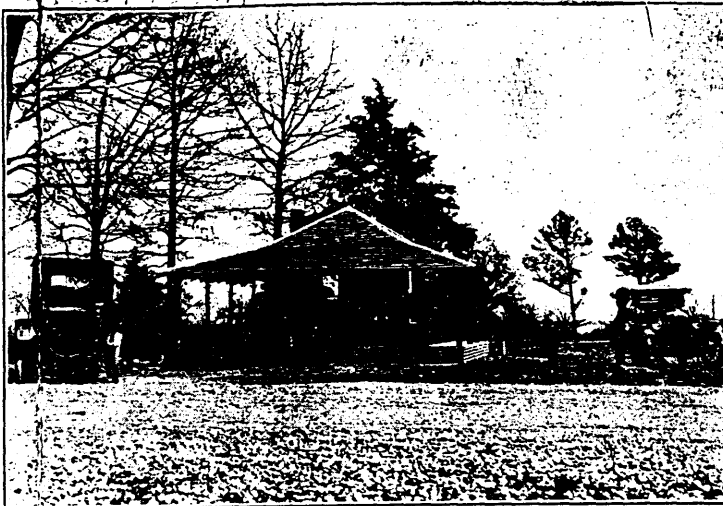


ONE cannot analyze the perfume of a wild rose, nor may one explain wholly the lure of the Ozarks. After you have fished its streams, floated in a canoe through the blue magic of its moonlight, cantered over its trails in the freshness of early morning, and slept, night after night, beneath its stars, you will understand—a little. When, after many visits, you have come to know the land in the misty tenderness of springtime, the full-blossomed beauty of summer, and the blazing gold-and-purple pages of flaming autumn; when you have made friends with the cosmopolitan fraternity of nature-lovers who are settling its villages and farms; when, by primitive firesides of quaint Ozark natives, you have listened to thrilling tales of the strangely romantic history of the region—then you will find that the charm of Ozarkland has stolen into your heart, holding you a delighted, healthy, happy, red-blooded prisoner.

The OZARKS

"The
Land of a
Million
Smiles"

#21 Ozark Playgrounds Ass'n.
Annual Guide
1927



Main Entrance, showing office building. On Highway No. 76

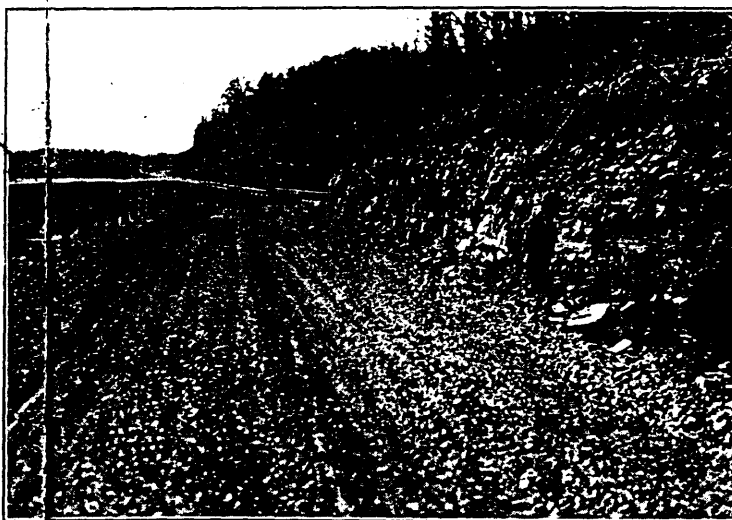
Shepherd of the Hills Estates

A HIGH CLASS DEVELOPMENT FOR
YEAR-AROUND HOMES AS WELL AS A REAL
SUMMER RESORT SECTION ON
LAKE TANEYCOMO

Address

REX ALLAMAN, Manager

Forsyth, Mo.



State Highway No. 76 running directly through our development.



One of the Buildings at the School of the Ozarks,
Hollister, Mo.

**"A Place to Live
Twelve Months
of the Year"**

This slogan, adopted by the Chamber of Commerce of Hollister, Mo., the central point of the White River Country, might well be taken as the slogan for the entire section.

Here one may attain economic independence in an equable climate, among American-born, white neighbors, where social and educational advantages equal those of any rural section of Missouri or Arkansas, and where the finest kinds of out-door sport may be enjoyed in leisure hours. It is a safe place for an investment, either in farm or resort property.

The Missouri Pacific Railroad Company, through its agricultural development department, will help you to find a suitable location in this splendid territory, and assist you in making a success of your operations when located. Homeseekers are urged to avail themselves of the services of P. H. Wheeler, colonization agent, 1662 Railway Exchange Building, St. Louis, or of E. E. Corlis, agricultural agent, Hollister, Mo. Settlers are offered the assistance of Mr. Corlis; and of John V. Nevitt, dairy development agent, A. P. Boles, horticultural agent, F. W. Wesco, poultry development agent, and Glenn F. Wallace, farm marketing agent, of the St. Louis office. No charge of any kind is made for services rendered by these agents.

For further information, address:

JOHN T. STINSON,
Director of Agricultural Development
MISSOURI PACIFIC RAILROAD COMPANY
1662 Railway Exchange Bldg.,
ST. LOUIS, MO.



"A Service Institution"

The
**White River
Country**
of the
Ozarks



Along the
Missouri Pacific Lines



"A Service Institution"

Cl. 1927



Valley Farm Land in the White River Country

The White River Country of the Ozarks

WOULD you better yourself financially? Get away from long, cold winters, or malarial lowlands? Live in a community of American-born white men and women, where honest worth is more important than the size of the bank account? Would you like to exchange paving stones and brick walls for hills and valleys of ever-changing beauty, the daily grind of office routine for a congenial, out-door occupation which permits time off now and then for a hunting or fishing trip, a day on the river, a tramp through the hills?

There is a section of Missouri Pacific territory that beckons to those who are seeking a new location for any, or all, of these reasons, and beckons with assurance. It is known as the White River Country of the Ozarks. Broadly speaking, it reaches from Carthage, Mo., southeast to Newport, Ark., a distance of 271 miles. It comprises mainly the counties of Taney, Stone and Barry in southern Missouri, and Baxter, Izard, Stone, Independence Boone and Marion in northern Arkansas, all of which are tributary to the beautiful river from which it takes its name.

This section is mountainous, a series of rolling hills, whose sides, when cleared of timber, make ideal locations for orchards and vineyards. The altitude ranges from 1,000 to 1,500 feet. Through the heart of the region runs the narrow valley of

the White river, a fertile valley which reaches out in all directions to meet the smaller streams that come tumbling down the hills.

The climate is neither too hot nor too cold. The average January temperature is 33.5 degrees and the average July temperature 76.8 degrees. The first killing frosts come about the 21st of October, and the last killing frosts about April 14. The average annual rainfall is 41.44 inches, well distributed throughout the year.

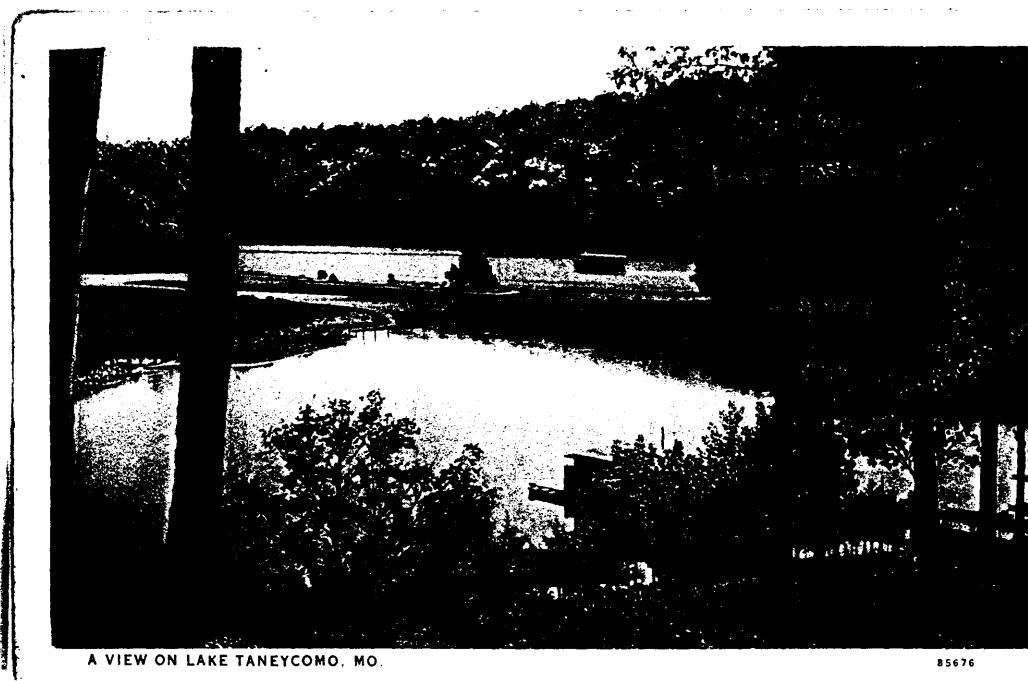
The White River country is as progressive as any rural section of the United States. It has thriving industries, good schools and churches, modern facilities for handling the thousands of tourists and vacationists who visit it during the summer season, comfortable farm homes, live civic and farm organizations. Yet it holds its original charm for those who are tired of a super-civilization. Nature stands at the back door of every village, offering game and fish of many kinds, dark forests, quiet pools, sparkling streams, inviting woodland paths.

Improved means of transportation brought the White River Country into the limelight. Its great scenic beauty, the opportunities it offers for successful dairy, poultry and fruit farming, good, nearby markets, and quick, reliable service to these markets are making it one of the most important agricultural sections of the country.



LAKE TANEYCOMO AND BLUFFS, LAKE TANEYCOMO, MO.

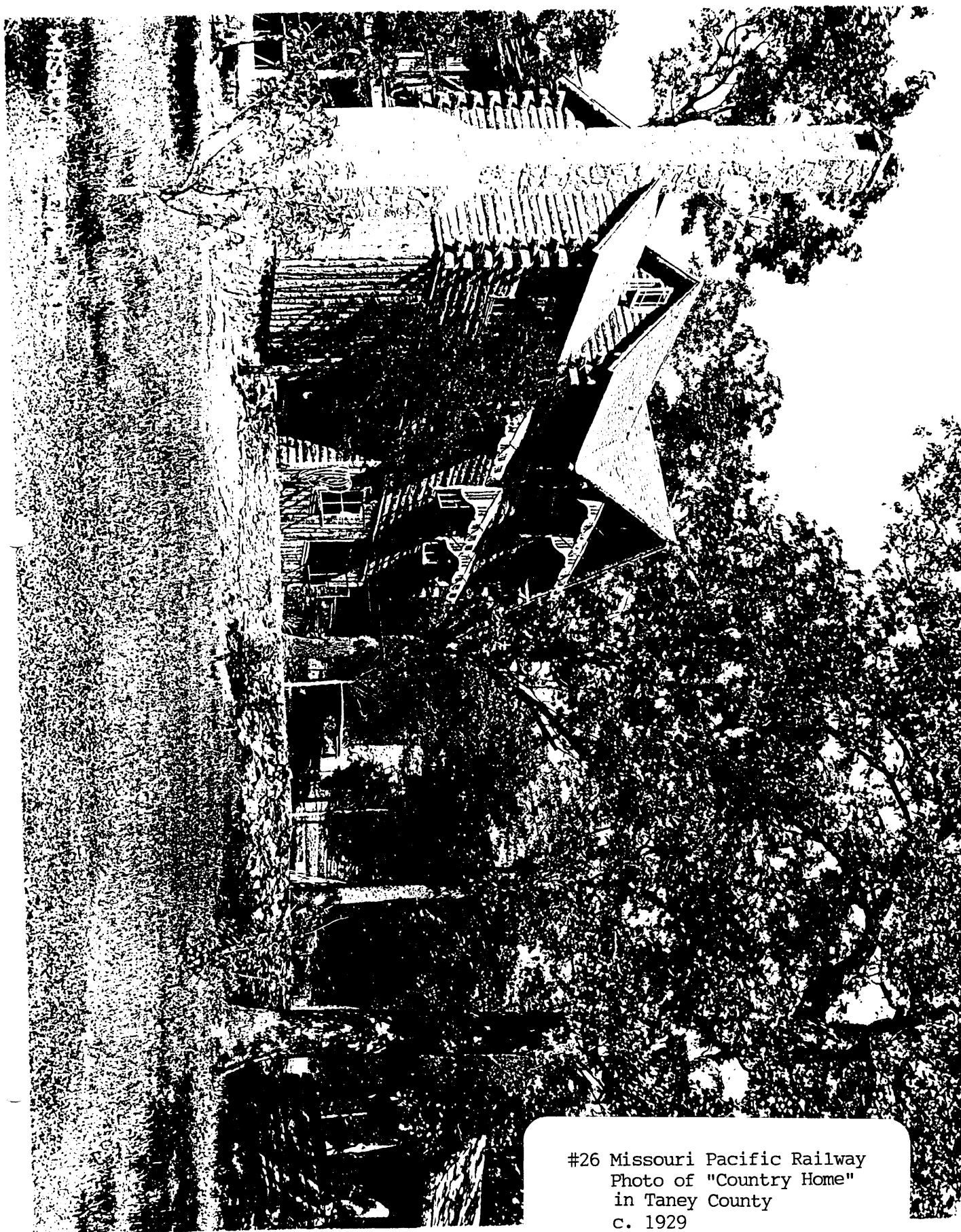
85690



A VIEW ON LAKE TANEYCOMO, MO.

85676

#25 Postcard Views of Lake
Taneycomo
1929



#26 Missouri Pacific Railway
Photo of "Country Home"
in Taney County
c. 1929

F593.2
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1934

BEFORE
THE FEDERAL EMERGENCY
ADMINISTRATION OF PUBLIC WORKS
and
THE MISSISSIPPI VALLEY COMMITTEE

WHITE RIVER FLOOD CONTROL
SOIL EROSION
and
HYDRO-ELECTRIC DEVELOPMENT

Suggestions and Representations
of
THE WHITE RIVER BOOSTER LEAGUE
THE COUNTY COURTS OF TANEY, STONE, AND
BARRY COUNTIES, IN MISSOURI
and
THE SPRINGFIELD (MO.) CHAMBER OF COMMERCE

INLAND PRINTING CO., SPRINGFIELD, MO.

BRIEF FILED APRIL 25, 1934

#27 The White River Boosters
League Was Involved In
Many Facets of Local
Development
1934



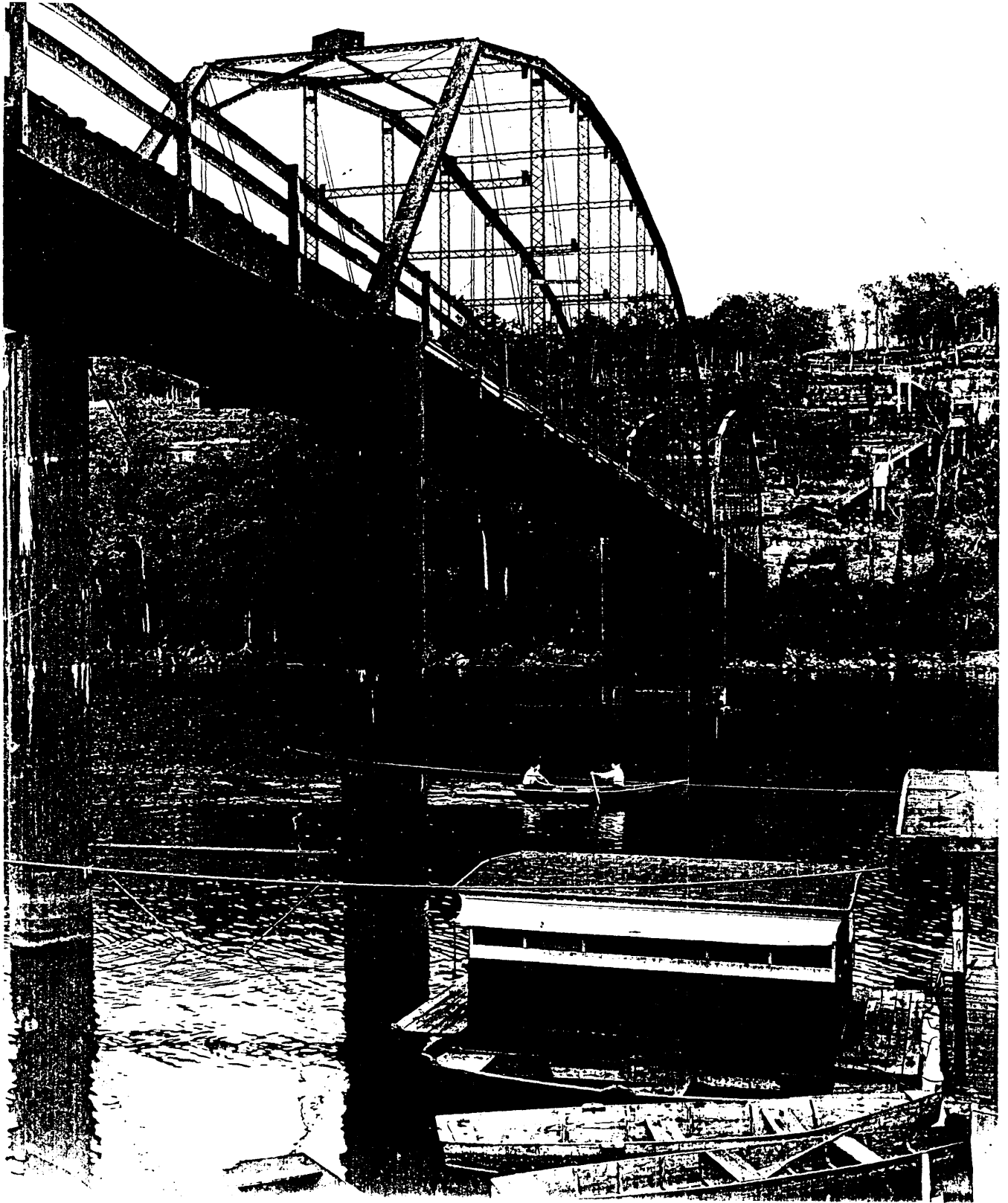
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#28 View of Branson From Mt.
Branson
c. 1934



Branson Eye View - Br.

#29 View of Branson With
Sammy Lane Resort in
Foreground
c. 1934

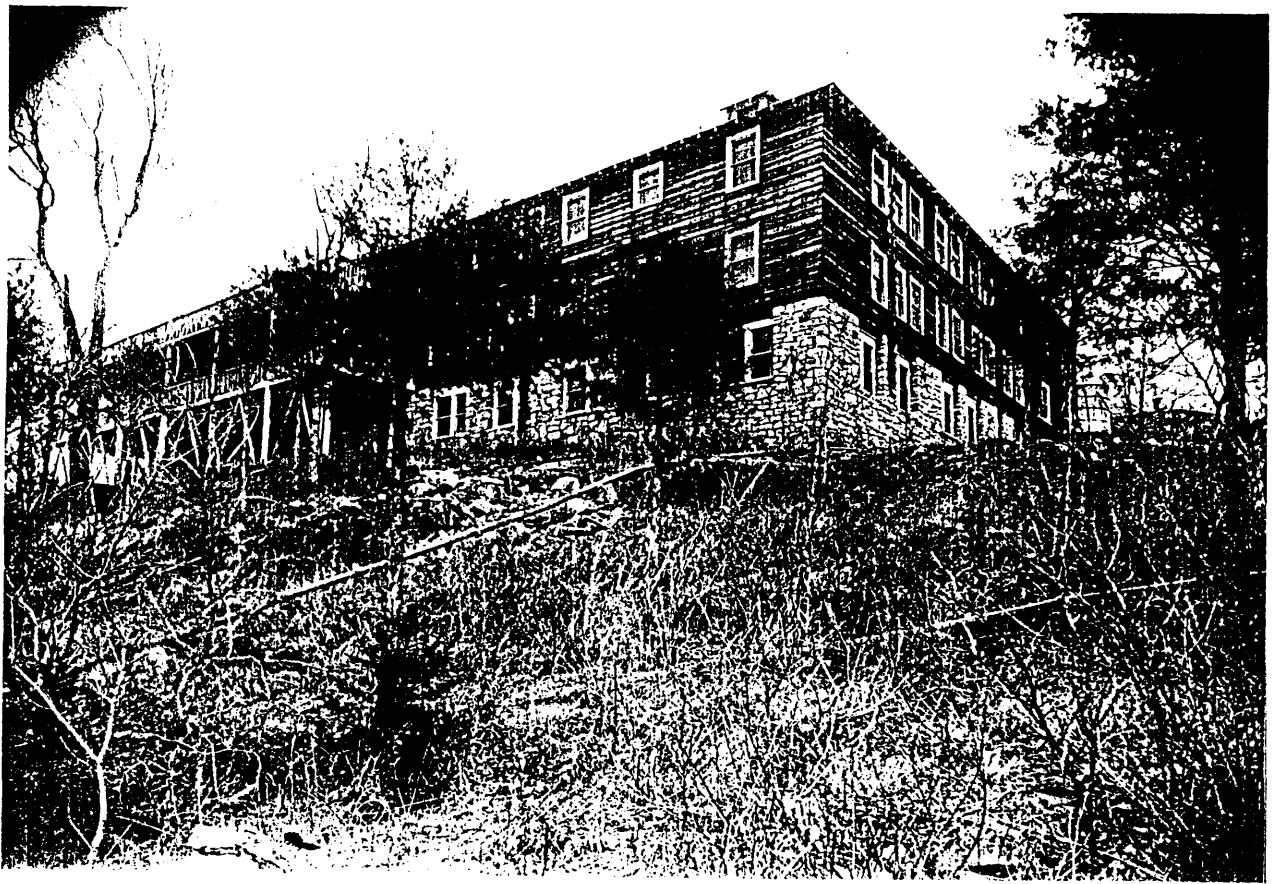


7933-35
of 2

#30 Original Main St. Bridge,
Branson; Parnell Steps
Up to Mt. Branson East
of Lake
c. 1934



#31 Coon Creek Bridge and Road
Up to Presbyterian Hill
c. 1934



#32 Grandview Hotel, Presbyterian Hill, Hollister
c. 1934



Prestige

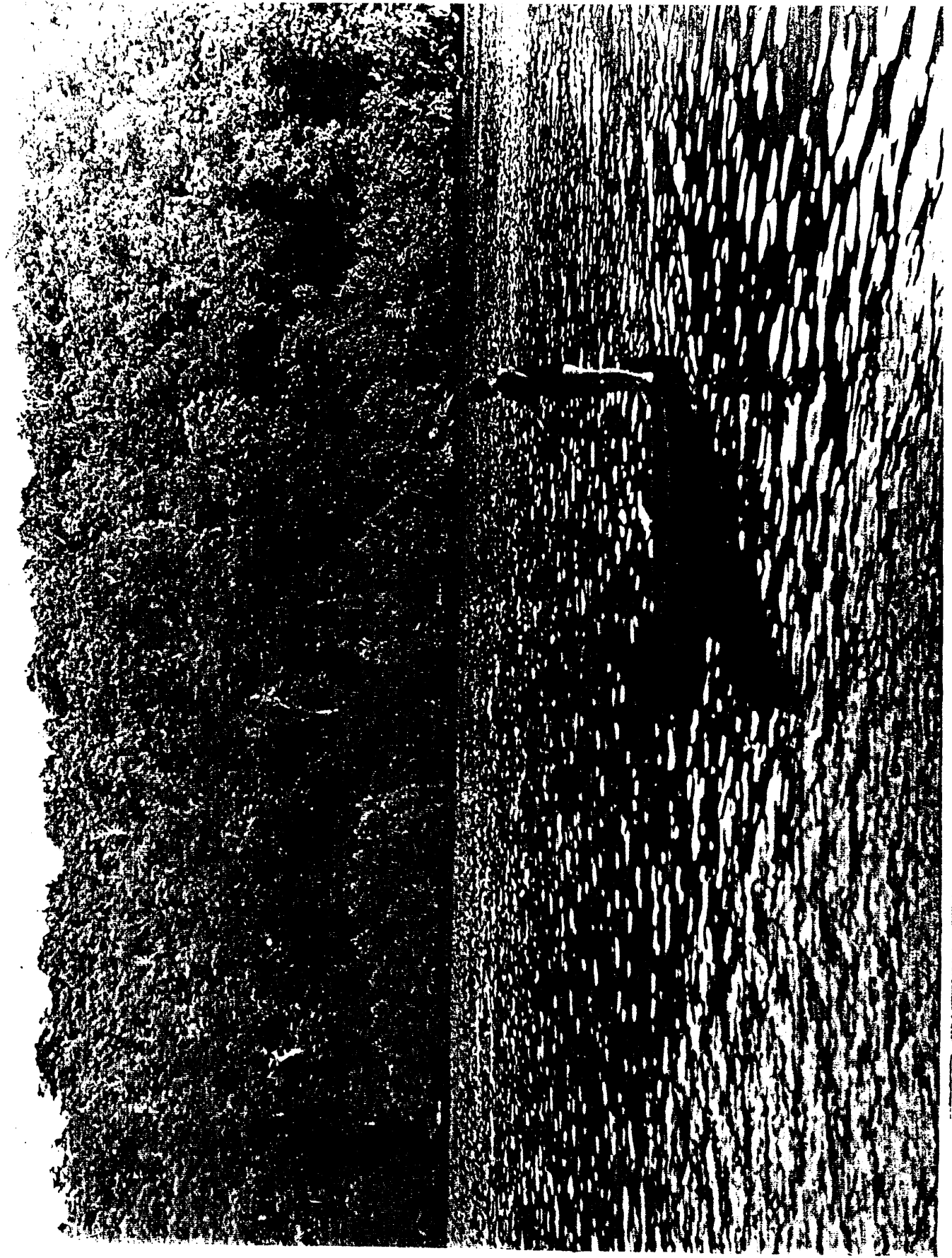
#33 Annex to Grandview Hotel,
Presbyterian Hill,
Hollister
c. 1934



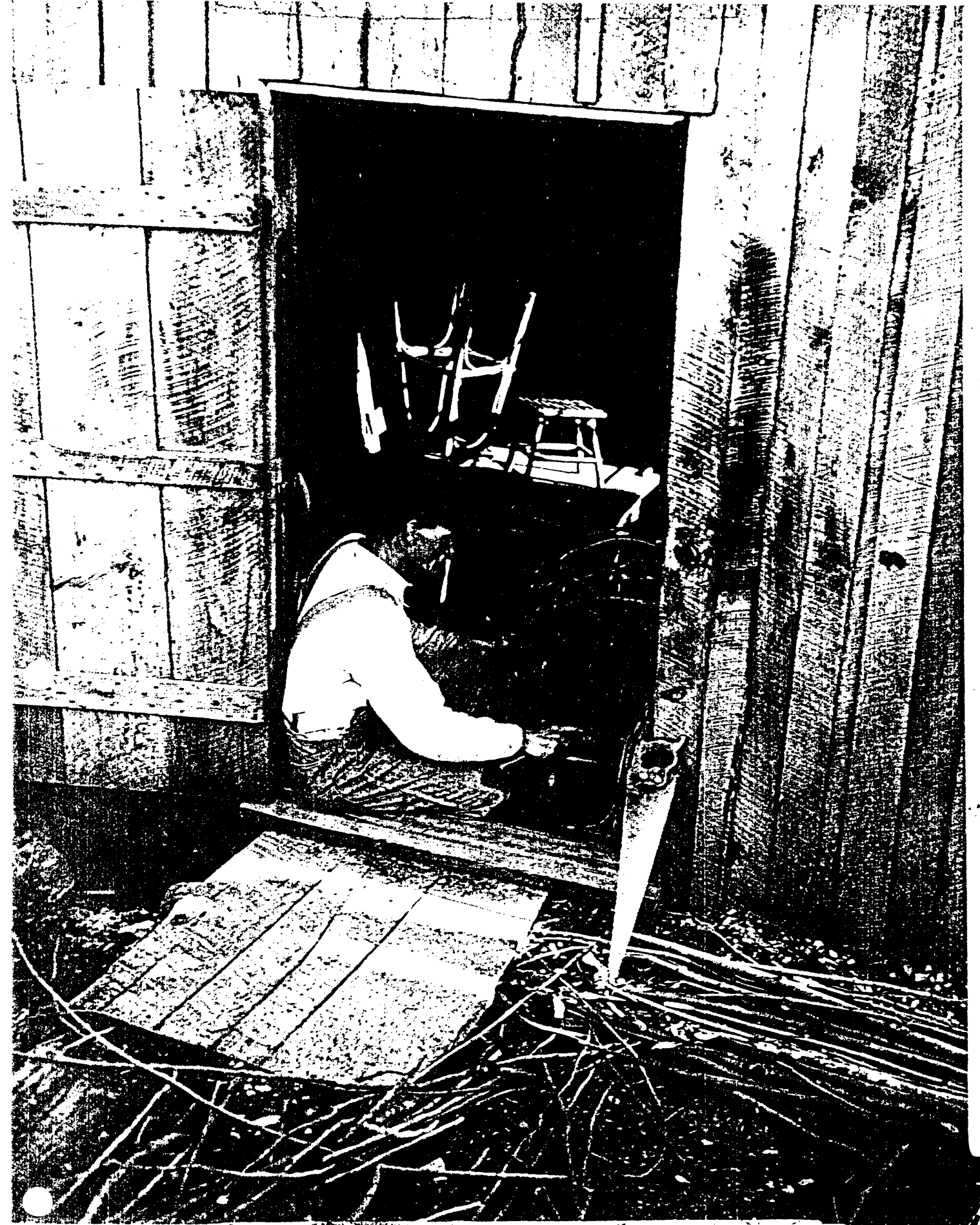
#34 Taney County Tobacco Fields
c. 1934



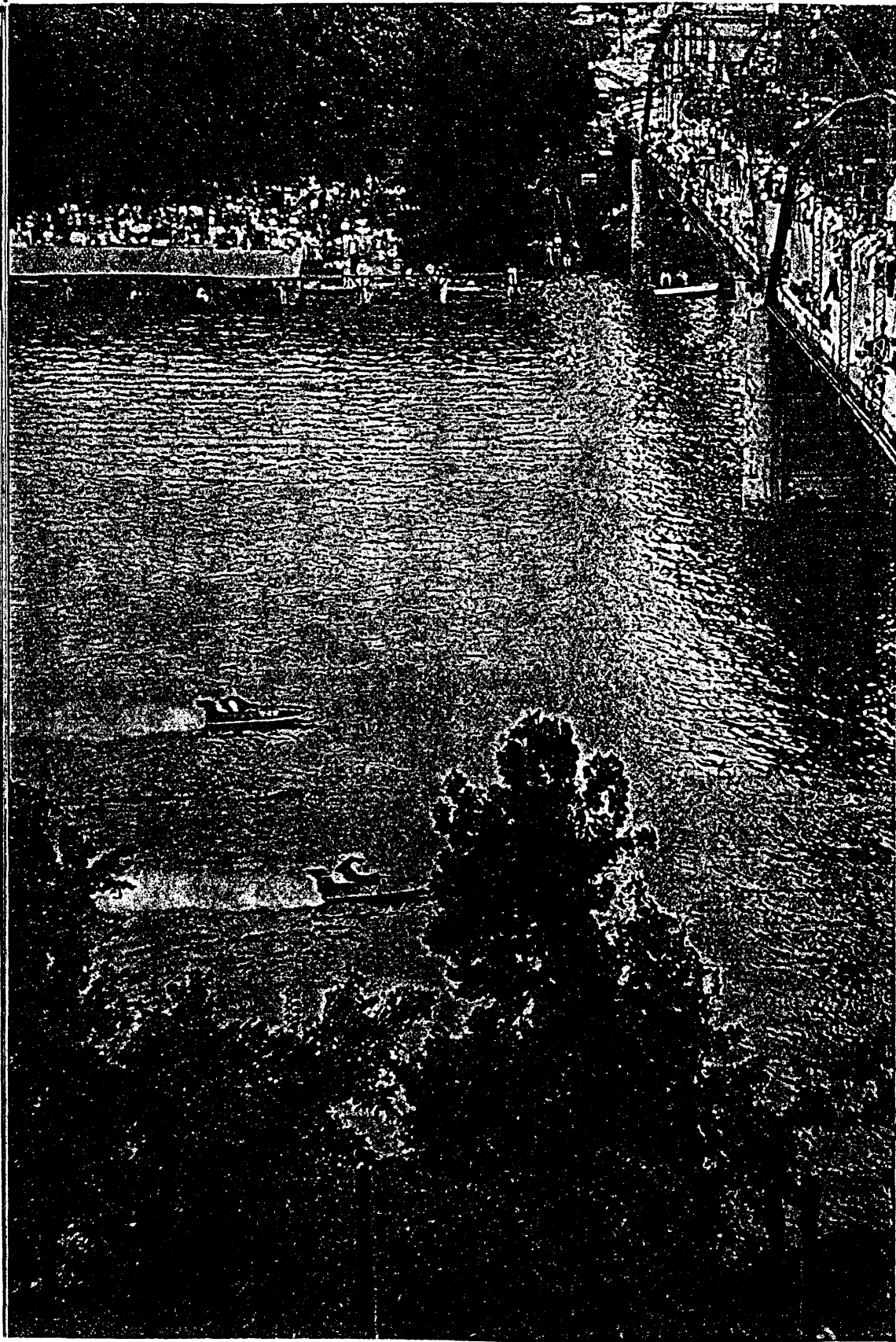
#35 Tobacco Market, Branson
c. 1934



#36 Canoeing on the White
River
c. 1934



#37 Wicker Chair Maker,
Taney County
c. 1934



#38 Speedboat Races on Branson Lakefront
1939

6-11-87

Taney County Republican



#39 Shepherd of the Hills
Estates
1940s

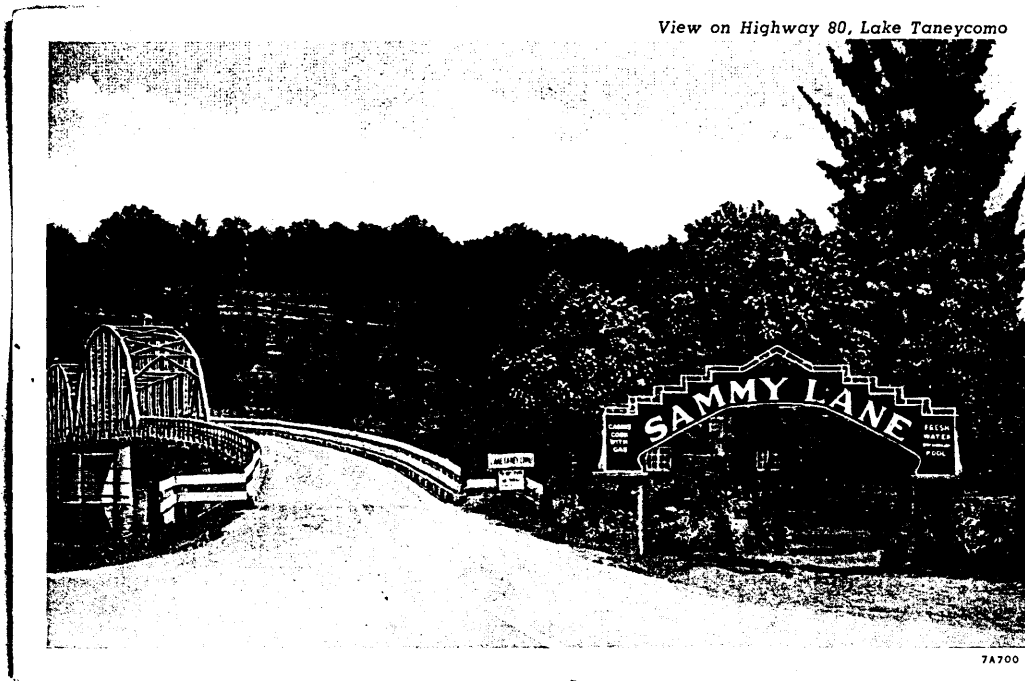
Historic photos displayed

Photo courtesy of Jerry Gideon

Displays of historical photographs of Taney County communities is expected to be a major part of the county's sesquicentennial celebration July 3, 4 and 5 in Shadow Rock Park. This photo, taken in the 1940's, shows the golf course

at Shepherd of the Hills Estates. The area shown in the photo is now U. S. 160 and Main St. in Forsyth. The building shown is still a real estate office. The area in the background is now the location of Boatmen's Bank.

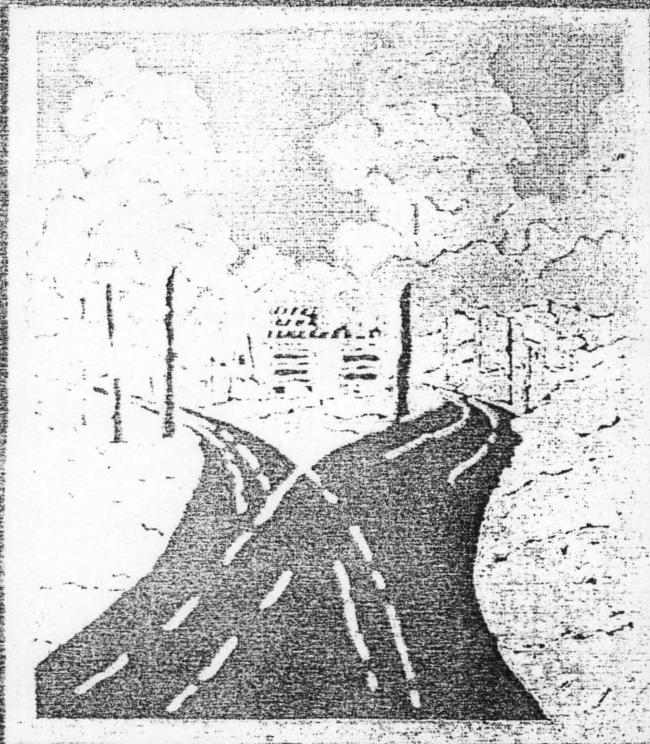
View on Highway 80, Lake Taneycomo



7A700

#40 Entrance to Sammy Lane
Resort at West End of
Main St. Bridge, Branson
1941

OVER THE OLD OZARK TRAILS
— IN THE —
SHEPHERD OF THE HILLS COUNTRY



WITH...PEARL SPURLOCK

#41 Popular Book by Local
Tour Guide Pearl Spurlock
1942

Ozark Fantasy

PEOPLE AND PLACES IN THE
ENCHANTED HILL COUNTRY



by Maude M. Horine

#42 Promotional Book by
Local Author
1959