

## Information Sheet

**R**      **Branson Improvement Association.**  
**826**      **Brochure, ca. 1939.**  
            **One folder.**

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This is “A Glance at Friendly Branson Missouri,” a brochure published by the Branson Improvement Association to attract tourists, businesses, and residents to the area. The brochure is undated, but appears to have been published around 1939.

The Branson Improvement Association described Branson, Missouri, as “The Paradise of the Ozarks—The Playground of America.” This brochure, perhaps published for attendees at the Golden Gate International Exposition in San Francisco and/or the New York World’s Fair in 1939, noted that “fine highways ... center on Branson making it convenient for fair visitors to tarry a while in the Ozarks.” Featuring Lake Taneycomo, the “Shepherd of the Hills Country,” and remarkable caverns, as well as “industrial advantages” and “a first rate school system and fully accredited high school,” the brochure presented Branson as the ideal place to vacation, conduct business, or raise a family.

This two-color brochure was printed on both sides of a 17” by 11” sheet which was then folded for convenient distribution.

r898                      7 November 2002                      Melanie Scardina                      Purchase

## Index Cards

Branson (Mo.).  
Branson Improvement Association.  
Taney County (Mo.).  
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United States Highway 65.